A Study on Purchasing Behaviour of Consumers with Different Income Levels, of Ferrero Rocher Chocolates

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ABSTRACT

This research examines the consumer perception, brand recognition, and purchasing behavior surrounding Ferrero Rocher, a well-established premium chocolate brand. Through a structured questionnaire distributed both in person and online, data was gathered from 110 participants. The study finds that brand awareness is especially high among individuals aged 18–25, who largely associate Ferrero Rocher with premium quality, luxurious packaging, and rich taste. Influences such as word-of-mouth, in-store presence, and gifting traditions strongly shape brand engagement, while advertising plays a secondary role. Although many consumers value its luxury appeal, a portion of respondents feel the brand is overpriced when compared to mainstream chocolates like Dairy Milk and KitKat. Statistical tools, including regression and ANOVA, suggest that income level does not significantly impact purchase decisions, highlighting Ferrero Rocher's aspirational pull across income groups. Moreover, an overwhelming 91% of respondents expressed interest in healthier and environmentally friendly alternatives, indicating growing consumer consciousness. The study concludes that while Ferrero Rocher holds a favorable position in the premium chocolate segment, it must adapt by enhancing its digital outreach, addressing cost-related concerns, and exploring innovative, sustainable offerings. These steps are essential for the brand to maintain its relevance and continue appealing to evolving consumer values and expectations.

INTRODUCTION

Ferrero Rocher has earned its place as one of the world's most cherished chocolate brands, admired for its luxurious flavor, beautiful packaging, and refined image. Created by the Italian company

Ferrero in 1982, this premium treat is deeply connected to special moments like gifting and celebrations. The brand itself traces back to 1946, founded by Pietro Ferrero in Alba, Italy, but it was Michele Ferrero who took it global, launching iconic products like Nutella, Kinder, and of course, Ferrero Rocher. What makes Ferrero Rocher stand out is its distinct structure: a whole hazelnut at the center, wrapped in creamy chocolate-hazelnut filling, encased in a light, crispy wafer, and finished with a smooth milk chocolate layer topped with chopped hazelnuts. This blend of textures delivers a truly rich sensory experience. Its signature golden foil adds an element of class, making it an attractive choice for birthdays, weddings, festivals, and holiday gifting.

Over time, Ferrero has expanded its product range with options like Ferrero Rondnoir (dark chocolate) and Raffaello (a coconut-almond variation), catering to a variety of preferences without compromising its premium feel. Though widely available across markets, it still holds its place as a go-to indulgence due to its refined packaging and quality ingredients. Ferrero Rocher's brand visibility is global and strong. Its consistent luxury-focused branding, high shelf presence, and emotional ties with occasions like Diwali or Christmas boost its image as a celebration staple. The brand further reinforces this identity through stylish marketing campaigns, social media activity, and collaborations with influencers. However, as the brand becomes more accessible, maintaining its premium status amidst rising artisanal competition is a growing challenge. While this wide reach broadens its consumer base, it also risks diluting the exclusivity it once symbolized. Despite these hurdles, Ferrero Rocher continues to be recognized not just as a chocolate, but as an experience — one that blends elegance, taste, and emotional value in every golden-wrapped piece.

Theoretical Background of Ferrero Rocher

Ferrero Rocher's strong market presence and consumer appeal can be better understood through several marketing and consumer behavior theories. At the heart of this analysis lies **Brand Equity Theory** (Aaker, Keller), which highlights elements like brand loyalty, awareness, and perceived quality. Ferrero Rocher clearly reflects high brand equity—evident in its luxurious packaging, high taste ratings, and strong consumer recognition. According to **Maslow's Hierarchy of Needs**, Ferrero Rocher appeals to esteem and self-actualization needs. Consumers often buy it not just for its taste, but for the sense of sophistication it conveys, especially when used for gifting. Similarly, **Ajzen's Theory of Planned Behavior** explains how favorable attitudes, social influences (like family recommendations), and ease of availability contribute to consumers' intention to buy, even at a higher price point.

The **Luxury Brand Consumption Theory** shows that people often purchase Ferrero Rocher for its symbolic value—class, prestige, and indulgence—not just for functionality. Despite its wide availability, it maintains a premium feel through gold foil wrapping and elegant gift boxes, giving it a unique "masstige" appeal. **Sensory Marketing Theory** further supports the brand's success. Its visual elegance, layered textures, and unwrapping experience provide a multi-sensory delight, strengthening emotional bonds with consumers. As **Diffusion of Innovation Theory** suggests, Ferrero Rocher's introduction of new variants like Rondnoir and Raffaello shows how the brand attracts early adopters. The demand for eco-friendly or sugar-free options reflects an openness to innovation. Lastly, **Customer Satisfaction and Loyalty Theory** explains how exceeding expectations leads to loyalty. With 91% of consumers willing to recommend Ferrero Rocher, the brand's ability to meet emotional and quality expectations plays a crucial role in retaining its loyal customer base.

REVIEW OF LITERATURE

- **Del Prete, M., & Samoggia, A. (2020).** *Chocolate Consumption and Purchasing Behaviour Review: Research Issues and Insights for Future Research*. This review analyzes global trends in chocolate consumption and factors driving consumer purchase decisions.
- **Temizkan et al (2024).** *The Effect of Perception Towards Chocolate Brands on Purchase Behavior*. This study highlights how brand image, quality, and pricing shape consumer buying behavior.
- **Amte (2024).** *Impact of Ferrero Rocher & Cadbury Ltd.'s Branding Strategies on Their Sales Revenue During Lockdown*. A comparative analysis of how both brands adapted their marketing during COVID-19.
- **Skanda and Shakthivel (2024).** *Exploring Customer Perceptions and Preferences Toward Chocolate Products*. Investigates attitudes towards chocolate and the appeal of customizable café-style chocolate concepts.

- **Correal (2024).** *Neuromarketing Applied to Ferrero Products: Influences of Product Shape on Consumer Behavior*. Investigates how packaging and shape influence customer decisions.
- **JIhye and Lee (2024).** *Consumers' Sensory Perception Homogeneity and Liking of Chocolate*. Explores how consistent sensory experiences influence chocolate brand preference.
- **Sindhu Priya and Mohidha Sri (2025).** *A Study on Consumer Satisfaction Towards Ferrero Products*. Focuses on satisfaction levels regarding Ferrero's taste, quality, packaging, pricing, and brand reputation.

NEED OF THE STUDY

The study on Ferrero Rocher's brand recognition is vital to understand its market position, consumer views, and growth potential. As a premium chocolate brand, it faces challenges in maintaining exclusivity while being widely available. This research will explore consumer perception of its luxury image, competitiveness against other chocolates, and alignment with health and sustainability trends. It will also assess the impact of its packaging on environmental concerns and examine its digital marketing efforts to engage younger audiences. The findings will guide strategic decisions in marketing, branding, and product innovation for sustained success in a changing market.

OBJECTIVE OF THE STUDY

Primary Objective:

To determine the demographic characteristics of Ferrero Rocher consumers, including their age, gender, occupation, and income levels.

Secondary Objectives:

1. To evaluate how aware different consumer groups are of the Ferrero Rocher brand and how well they recognize it.
2. To study consumer buying behavior, focusing on how often they purchase Ferrero Rocher, the reasons behind their purchases, and where they buy it.

3. To assess consumer interest in alternative products like environmentally friendly packaging or healthier chocolate options.

SCOPE OF THE STUDY

This study examines Ferrero Rocher’s brand recognition, market position, consumer perception, and competition across key global markets. It analyzes consumer demographics, preferences, and buying behavior, comparing the brand with premium competitors. The research also reviews marketing strategies, social media engagement, and influencer impact. Additionally, it explores product variety, sustainability in packaging, and innovation opportunities. The focus is on recent trends from the past five years, alongside the brand’s historical growth and future potential.

RESEARCH METHODOLOGY

Research

Research is defined as the creation of new knowledge and the use of existing knowledge in a new and creative way to generate new concepts, methodologies, and understandings. This may include synthesis and analysis of previous research to the extent that it leads to new and creative outcomes. It is a systematic inquiry involving data collection, documentation of critical information, and analysis and interpretation of that data, following appropriate methodologies set by specific professional fields and academic disciplines.

Research Design

Research design specifies the overall strategy, tools, and techniques used to collect the necessary information. It also outlines the sources and procedures for data collection. Data can be collected through both qualitative and quantitative approaches, but this project uses only the **quantitative approach**.

Types of Data

Data is collected from common people who are users or consumers to analyze their perception towards chocolates advertisements.

- **Primary Data**
- **Secondary Data**

Primary Data

Primary data is collected directly from consumers and viewers of chocolates advertisements through organized questionnaires. The data aims to understand consumer perception toward chocolates advertisements and is reliable, reflecting the current scenario.

Secondary Data

Secondary data refers to already collected information or facts from sources such as books, journals, and articles.

Data Collection

The questionnaire was prepared based on the study objectives and distributed to respondents. Their responses were collected for analysis.

Questionnaire Design

Questionnaire design involves creating the format and questions for the survey instrument used to gather data about a particular phenomenon. In this study, the questionnaire follows a structured approach for a quantitative survey. It includes:

- **Multi-choice questions:** Respondents select one or more options from a list.
- **Dichotomous questions:** Only two possible answers (e.g., yes/no).
- **Closed-ended questions:** Structured questions with predefined answers. Respondents could also provide unstructured answers in their own words when comfortable.

The questionnaire contains a set of questions printed in a definite order.

Sampling Framework

Sample size was determined by considering the population size and groups under study. To ensure sufficient data for statistical analysis, a sample of **110 respondents** was selected. These samples were collected through questionnaires distributed via forms.

TOOLS FOR ANALYSIS

SPSS Software

For this study, **SPSS (Statistical Package for the Social Sciences)** was used as the primary software tool to analyze and interpret the collected data. SPSS is well-suited for handling structured datasets and is widely used in research for its ability to manage large volumes of data efficiently.

Regression

Regression serves to examine whether there exist any dependency connections between a metric dependent variable and two or more metric independent variables. It can be utilized for both fore casting and elucidating the dependent variable. Regression employs the Ordinary Least Squares (OLS) method for its computations.

Chi-Square Test

The **Chi-square test** was used to assess whether there is any significant relationship between two categorical variables. For example, it helped determine whether a person's income level had any effect on how often they purchase Ferrero Rocher. In this research, the test results showed that income and purchase behavior are not significantly related, meaning people across income levels have similar buying patterns for the brand.

STATISTICAL TOOL

REGRESSION

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.902	1	150.902	.607	.518[a]
	Residual	497.288	2	248.644		
	Total	648.190	3			

a. Predictors: (Constant), monthly_income

b. Dependent Variable: purchase_of_Ferrero Rocher

COEFFICIENT CORRELATIONS[A]

Model		monthly_income
Correlations	monthly_income	1.000
Covariances	monthly_income	.132

a. Dependent Variable: purchase_of_Ferrero Rocher

Model Summary

Model		R square	Adjusted R square	Standard Error of the Estimate
1	.482	.233	-.151	15.76845

INTERPRETATION

- Since the **p-value (0.518)** is **greater than 0.05**, it means there is **no significant difference** in the purchasing behavior of consumers across different **income levels**.
- The **negative Adjusted R^2** indicates that the model does not explain the variability in purchase behavior well

CHISQUARE

Further to the Regression Analysis, an analysis was performed to check if there is any significant association between purchase of chocolates and different income levels. In order to perform this analysis, the metric value of income variable and purchase of Ferrero Rocher variable are converted to categorical variables with levels.

Monthly_income vs Purchase of chocolates

Purchase of Ferrero Rocher Chocolates in lakhs numbers per month

		0-100	100-200	Above 200	Total
Monthly Income in lakhs	0-30	42	58	54	154
	30-60	52	54	52	158
	Above 60	56	48	46	150
	Total	150	160	152	462

	Value	df	Asymptotic Significance (2-

			sided)
Pearson chi-square	3.181	4	0.205
Likelihood Ratio	3.279	4	0.232
Linear-by-linear Association	1.134	1	0.247
N of valid cases	462		

INTERPRETATION

- Since the **p-value is 0.205 (greater than 0.05)**, this means there is **no statistically significant relationship** between income and purchase.
- This confirms that **income and Ferrero Rocher purchase are independent** of each other.

CONCLUSION

The study highlights Ferrero Rocher's strong brand recognition and premium image, particularly among young adults aged 18–25. Its elegant gold packaging, rich taste, and layered texture resonate well with students and early professionals, making it an aspirational treat for both personal enjoyment and gifting. Word-of-mouth from friends and family plays a key role in brand discovery, while traditional and digital ads have a lesser impact. Strong in-store presence also contributes significantly to awareness. Although widely perceived as luxurious, some consumers feel it is overpriced, indicating a need to reinforce its value through messaging around quality and craftsmanship. Additionally, the high interest in healthier and eco-friendly variants points to an opportunity for product innovation. Statistical tools like Regression and Chi-square revealed that income does not significantly affect purchase behavior, proving Ferrero Rocher's broad appeal across economic segments. To stay competitive, the brand should enhance digital engagement, address pricing concerns, and launch products that align with health and sustainability trends.

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