INDEX

PROJECT 1

SOCIO-ECONOMIC SURVEY (SAMPLE SIZE 50 HOUSEHOLDS)

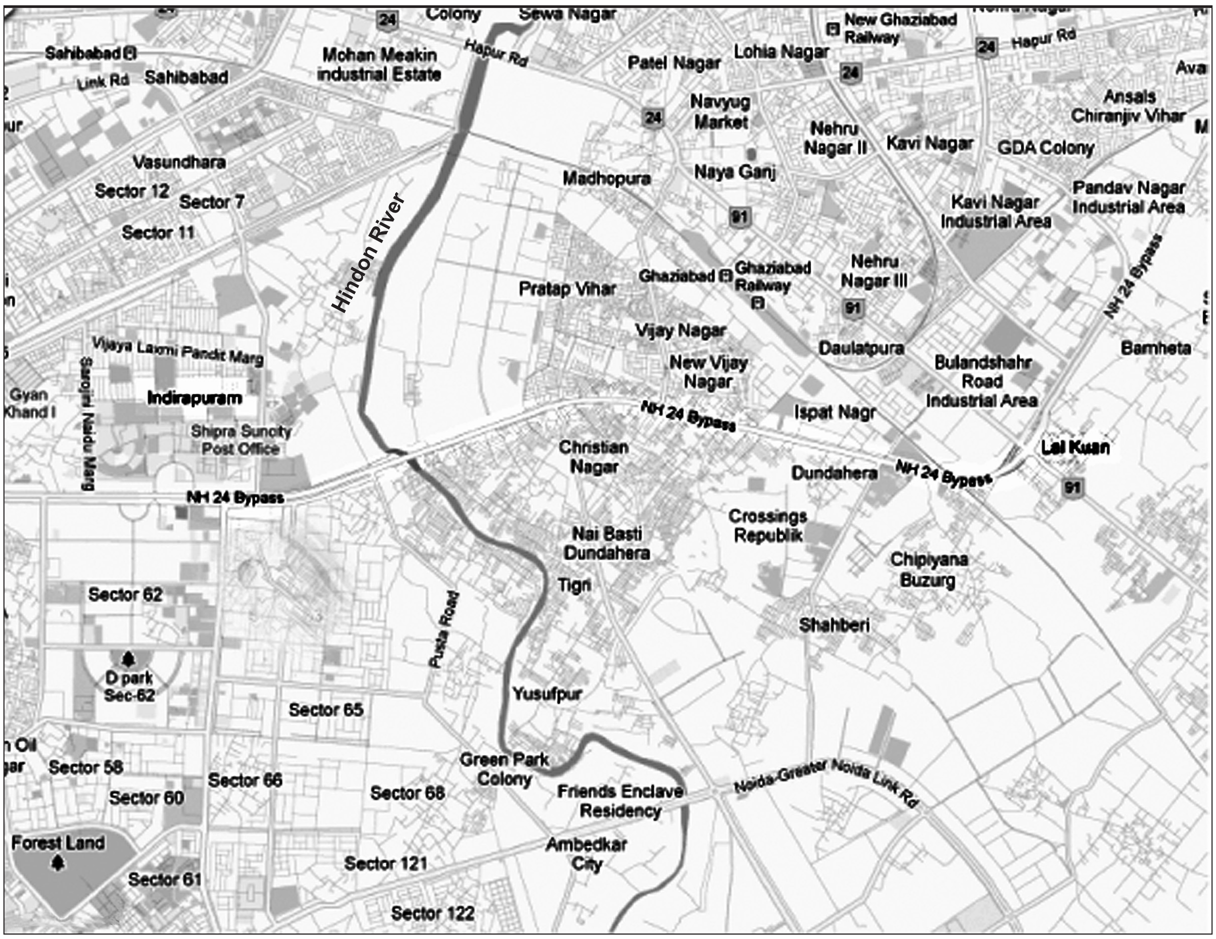
OVERALL FORMAT

The objective of this survey is to estimate a variety of indices relating to economic, social, demographic and educational attributes of the selected region. The survey was conducted by teachers and students of different schools with the help of a self-designed questionnaire, relevant data was collected. The same data has been used to present a brief socio-economic profile.

CONTENTS

Introduction

During early 2018, students and teachers from a number of schools located in Ghaziabad and Indirapuram conducted a small pilot survey of urban settlements in the area lying to the north of NH 24, beyond Indirapuram and Lal Quan in Ghaziabad.



Objectives of the Survey

This exercise had two broad objectives. The first was to impart practical experience in conducting social-economic surveys and analysing survey data using quantitative techniques. A neighbourhood survey provided a practical and convenient opportunity for achieving this objective.

At a more academic level, this exercise was seen as a first step in beginning a series of systematic demographic, social and economic surveys of the neighbourhood that could be subsequently compared across time. This would form a valuable data source for studying the contemporary history of urban expansion in National Capital Region (NCR).

The more specific objective of the survey was to estimate a variety of indices relating to economic, social, demographic, educational attributes and the availability of state-sponsored public services such as health, education and civic amenities. As details about religions, castes, occupations and locations of each of the sample population had been collected, we were in a position to explore and compare the various social and economic characteristics by the above, often overlapping, categories. The data was then analysed with the help of different statistical tools to estimate the relative value of class and community attributes in influencing social development attributes.

Given the large population and geographical spread of the area across economically and socially disparate localities, it was decided to restrict the study to select localities. The total number of households in the selected area was over 10,000.

Methodology

This survey was conducted by teachers and students of different schools. The choice of the study was dictated by the practical consideration of easy accessibility as well as the fact that this was one of the many rural areas of NCR that had been urbanised as the region expanded. Further, existence of both Muslims and Hindus within the study area provided an opportunity to compare a variety of social and economic indices across religious communities.

A random sample of 50 households was selected from the 2011 Census ward-level data for the study area. These households were spread over different localities. While most of the localities were Muslim-dominated, one was overwhelmingly inhabited by Hindus and another had a mixed distribution of population.

The selected sample had a confidence interval of 5.85 and a confidence level of 95 per cent. The sample, though small, is statistically representative. A random sample was used after random numbers were generated from the house numbers listed in the Census of 2011 ward house numbers.

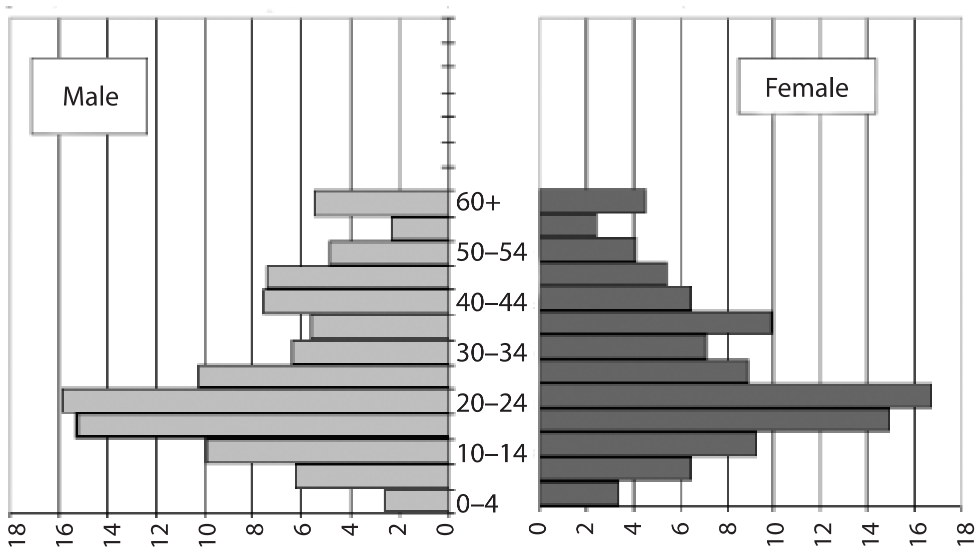
A structured questionnaire using close-ended questions was used to conduct the survey. The questionnaire was designed to cover four major themes—demography, economy, social structure and development and communication. In addition to the structured questionnaire, the students undertook a small number of detailed interviews. These are, however, not included in the present publication.

FINDINGS

Demographics

The bulk of the population belonged to the age group between 20 and 39 years (53 and 55 per cent respectively) and about 34 per cent in the ages between 0 and 19. The oldest age group (55+) was only around 11 to 12 per cent of the population. Males outnumbered females in the working age group 15 – 55 but the sex ratio was not substantially skewed with a male-female ratio in these ages of 1:06.

Age Pyramid of Study Population: 2011 (Per cent of Each Sex)



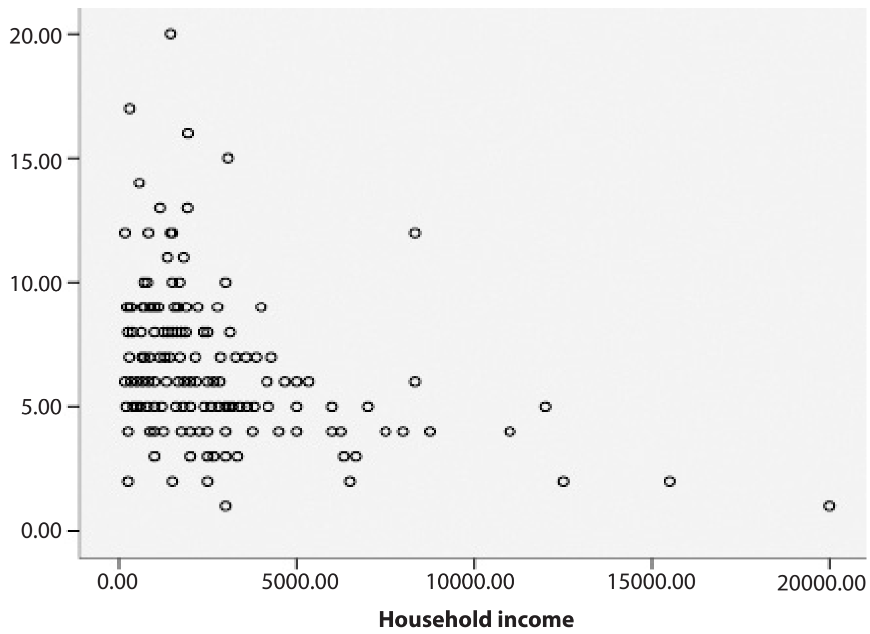
Fertility

Much has been made of higher Muslim fertility in many academic and popular writings. Our survey results show that Muslim fertility, measured by the General Fertility Rate or GFR, did exceed Hindu fertility. But by no statistical test, the difference turned out to be significant. Volunteers were at first reluctant to ask for information on contraception. The data for these variables is not satisfactory, especially for specific forms of contraception. No significant bivariate association was found between contraceptive use, religion, caste and income. There is an insignificant negative correlation between Muslims and contraception variables.

Household Size

The size of the household has often been related to poverty and wealth in the economic sense. The survey results show that Muslim households were larger than Hindu households with an average of 6.35 and 5.98 members per household respectively. Once again we find that this difference in means is not significant. While there is a statistically insignificant correlation between Muslims and slightly bigger households, there is a strong significant inverse correlation between the income per household and household size.

Scattered Plots of Household Size by Household Income



Family Type and Incidence

The preponderant form of family found in the survey was the nuclear family. Nearly 82.5 per cent of all the families enumerated were nuclear with the rest being extended nuclear families and stem families and very few complex multi-generational families. No significant difference in family type as opposed to household size was found between religious, caste or income categories. The existence of female-headed households was negligible. Family complexity (represented by the complexity index) declined as one went down the caste hierarchy registering median values of 21, 14.5 and 11.5 for upper, backward and Scheduled Castes respectively.

Economic Perspective

Income per month

With most of the population being engaged in petty production and trade, the gross income reported ranges from low to moderate. Most of the families covered in the survey were engaged in small self-owned manufacturing and processing and salaried employment. As our sample was drawn from built houses that were registered in the census, a large number of low-paid, casual workers living in shanties and in houses that are not listed have not been included in the sample. This shortcoming of the sample has a tendency to overestimate the general income level.

Hindus exhibited a higher but statistically insignificant mean monthly household income than Muslims. The mean household income for both the communities is, however, well below the legal minimum monthly wages for industrial labour in the region. Household income, in turn, appears to be closely related to occupations.

Caste

The study area is overwhelmingly Muslim-dominated with a small proportion of Hindus in one of the localities. More interesting is the fact that when the larger religious identities are further interrogated, we find a marked similarity in terms of caste composition across the religious divide. The structured questionnaire that was used in the survey contained a question on caste. More than fifteen caste affiliations were returned by the Muslims who were surveyed. These were reduced for the sake of convenience to high castes and backward castes. Similarly, Hindu population was categorised into high castes, backward and Scheduled Castes.

Educational Attainments

Six questions pertaining to education were included in the questionnaire. Three dealt with the individual's own level of education and three referred to spouse's education. Hindus fared better in average terms compared to Muslims. However, this difference in means was not statistically significant. Despite this lack of statistical significance in means, we find that there exists a significant negative correlation between Muslims and education.

CONCLUDING REMARKS

This survey of some of the stated localities is not comprehensive either in terms of coverage of the population or the themes covered. However, the findings of the survey are categorical in highlighting the economic backwardness of the surveyed population and the near-complete separation of Hindu and Muslim localities. This communal divide of settlement patterns is tragic not only for the more well-known consequences that this engenders, but also because this seemingly absolute division of society is at best apparent.

While Muslims lag behind Hindus in aggregate and average terms of education, income and acceptance of contraceptive practices, these differences are not statistically significant. One factor that importantly cuts across the religious divide is caste. Caste, in turn, is significantly related to fertility. There was also a significant inverse relationship between income and religion with religion taking the value of 1 for Hindus and 2 for Muslims.

The survey findings, thus, show that generally Muslims lagged behind Hindus in terms of income, education and exhibited higher fertility. However, these differences were very small and both the communities were stratified significantly along caste lines. The study area as a whole showed a low level of income and extremely poor public amenities. Unfortunately, apparent differences have led to the study area increasingly becoming a Muslim-dominated area. With unequal and highly skewed development in the country, a large number of immigrants come to the cities in search of job and higher incomes. The poorer among them are forced to live in slums or slum-like settlements that extend in an unbroken arc from the northeastern periphery to the south.

Apparent differences between religious communities and the consequent stereotyping of each other have led to an exodus of Hindus and immigration of Muslims into Muslim-majority areas. Perceived differences have suppressed common problems and concerns to increase the communal pattern of settlement in this area to such an extent that the population has normalised the idea of suffering together separately.

The findings of the survey are not surprising and supplement what similar exercises have highlighted for other parts of the country. The significance of this survey is that it clearly documents the socially iniquitous development processes. The need is to conduct more comprehensive surveys of this area regularly in the future to generate a continuous and comparable record of development in the social margins of NCR as the country hurtles forward in a liberalised and increasingly iniquitous world in the quest for double-digit growth rates.

BIBLIOGRAPHY:

1. Questionnaires filled up by the enumerator on the basis of data collected during this survey.

2. Census Report 2011.

INDEX

PROJECT 2

MONOPOLISTIC COMPETITION

INTRODUCTION

Monopolistic competition refers to a market situation in which there are many firms but each sells closely-related but differentiated products. Although the products are substitutes of each other, yet they can be differentiated from each other on the basis of colour, quality or brand name.

Markets of products like toothpastes, shoes, cycles, TV sets, pens, chocolates, etc., are examples of monopolistic competition.

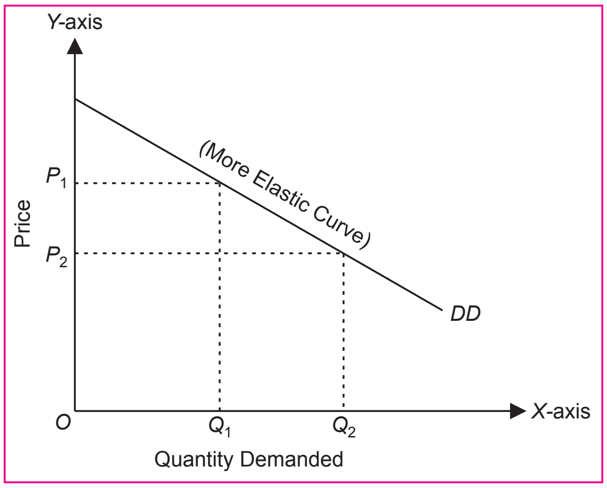
There is competition among a large number of firms but at the same time each firm enjoys some measure of monopoly because of its brand name, colour, size or shape of its product. As a result, the competitive element keeps the price of the product in a close range. This type of market is found in real life.

Features

- **Large Number of Firms**: The number of firms selling similar products is fairly large but not very large as in perfect competition, with each supplying a small percentage of total supply of the product. As a result, firms are in a position to marginally influence the price of their product due to their brand names. For instance, among toothpastes of different brands, Colgate sells at a comparatively higher price. Competition prevails in the market because there are many firms which produce toothpastes.
- **Free Entry and Exit of Firms:** New firms can enter the market if found profitable. Similarly, firms already operating in the market are free to quit if they incur losses. It is because of this feature that, like perfect competition, monopolistic competition also gives rise to normal profit. Free entry and exit implies that abnormal profit is driven to zero.
- **Product Differentiation:** This is the most important feature of monopolistic competition because each firm is the sole producer of its particular brand. Products are said to be differentiated when buyers feel that a firm's product is different from others. The buyers of a product differentiate between the same product produced by different firms.

  Differentiated products are variants of a given commodity. Products are similar but not identical (homogeneous). Since products are not homogeneous, they can be differentiated from each other on the basis of brand name, colour, quality, quantity, type of service, workmanship, etc. Toilet soaps like Lux, Medimix, Lifebuoy, etc., belong to this category.
- **Selling Cost:** Selling costs are expenses incurred for promoting sales or for inducing customers to buy goods of a particular brand. These include the cost of advertisement in newspapers, TV, radio, etc.
- **Non-price Competition:** Firms often avoid competition. However, they enter into non-price competition with other firms by offering free gifts, discounts and favourable credit terms.
- **Downward Sloping Demand Curve:** The demand curve faced by a firm is negatively sloped (*i.e.*, downward sloping) because the firm can sell more only by lowering the price of its product. Unlike a monopolist's demand curve, which is less elastic due to non-availability of a close substitute, the demand curve in monopolistic competition is highly elastic due to availability of close substitutes. As a result, in the latter case, the demand curve becomes more elastic than the one in a monopoly.
- **Some Influence on Price:** Under monopolistic competition, a seller can influence the price of a commodity to some extent depending upon (i) the degree of consumer's preference for brand name of his differentiated product, and (ii) the extent of competition from close substitutes of his product.

Demand Curve in Monopolistic Competition



- Negatively sloped (sloping downwards and rightwards).
- Graph indicates that a large amount of commodity can be sold at a lower price.
- Demand curve in a monopolistic competition is more elastic since products have more close substitutes.
- Under monopolistic competition, close substitutes provide a variety of options for consumers to choose from, which makes the demand curve more elastic.

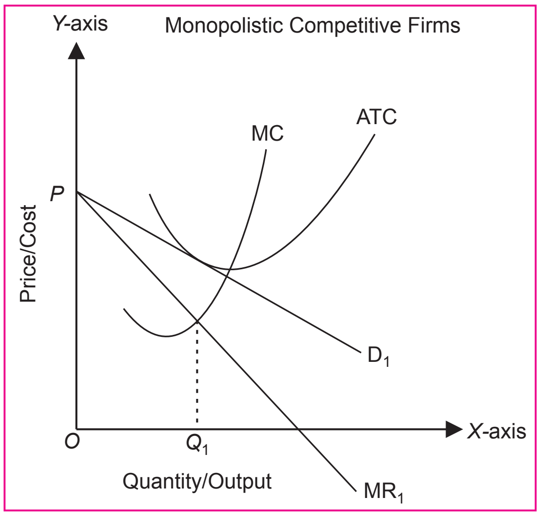
Advantages of Monopolistic Competition

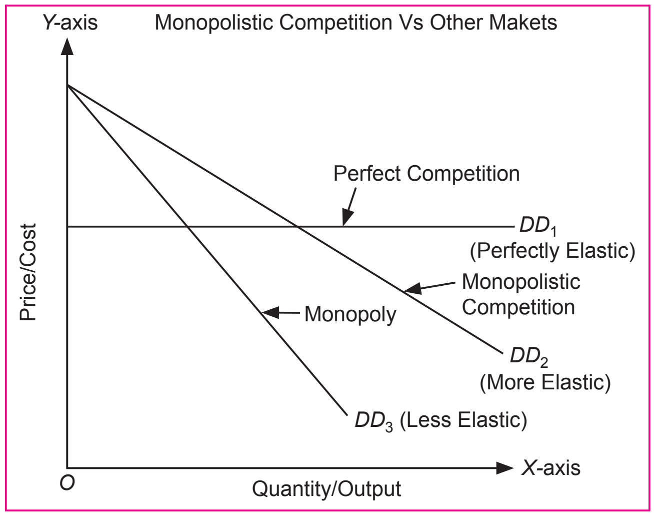
- In case of monopolistic competition, buyers get plenty of options due to differentiated products as every product has some additional feature which is not the case in perfect competition, where sellers sell homogeneous products, or in a monopoly, where sellers do not bother to add new features to a product as there is no competition.
- Another advantage of monopolistic competition is that since different companies are selling differentiated products, they tend to advertise about them through various channels of communication. It makes the customer aware about the various products and their features and which, in turn, helps the customer in making informed decision by comparing the features of various available products.
- It helps in innovation because the only thing which will help a company survive in monopolistic competition is to constantly add new features to its product. In fact, it can be said that monopolistic competition forces a company to invest in research and development and produce better quality products at cheaper rates than its competitor.

Disadvantages of Monopolistic Competition

- The biggest disadvantage of monopolistic competition is that due to differentiated products, chances are that companies may charge consumers more than the fair price for extra features in a product unlike in perfect competition, where there is no such scope as companies sell homogeneous products.
- Another disadvantage of monopolistic competition is that companies, in order to differentiate their products from other companies, add irrelevant features and do not concentrate on improving the basic product which, in turn, results in consumers paying extra for added features but, in reality, that feature does not result in increase in consumer surplus.
- Companies spend too much money on advertising as it is the most important part of monopolistic competition. This results in increase in expenses for the company which, in turn, passes this increased cost to the consumer in the form of higher price for the product.

Monopolistic Competition Vs Other Market Models





Market Models

Characteristic	Pure Competition	Monopolistic Competition	Oligopoly	Pure Monopoly
Number of firms	A very large number	Many	Few	One
Type of product	Standardised	Differentiated	Standardised or Differentiated	Unique or no substitutes
Control over price	None	Some, but within rather narrow limits	Limited by mutual interdependence; Considerable with collusion	Considerable
Conditions of entry	Very easy, no obstacles	Relatively easy	Significant obstacles	Blocked
Non-price competition	None	Considerable emphasis on advertising, brand	Typically a great deal, particularly with product differentiation	Mostly public relations advertising
Examples	Agriculture	Retail trade, dresses, shoes	Steel, automobiles, many household appliances	Local utilities

CASE STUDY: CADBURY

Monopolistic Competition

When, where and how was Cadbury established

1824: John Cadbury Opens Bull Street shop

In 1824, John Cadbury opened a grocer's shop at 93 Bull Street, Birmingham. Among other things, he sold cocoa and drinking chocolate, which he prepared himself using pestle and mortar. John's wares were not just inspired by his tastes, they were driven by his beliefs. Tea, coffee, cocoa and drinking chocolates were seen as healthy, delicious alternatives to alcohol, which Quakers felt were bad for society.

1831: John Cadbury Opens Factory in Crooked Lane

The Cadbury manufacturing business was born in 1831 when John Cadbury decided to start producing on a commercial scale and bought a four-story warehouse in nearby Crooked Lane.

1842: The Range Expands

By 1842, John was selling no less than 16 varieties of drinking chocolate and 11 different cocoas! The earliest preserved price list shows that you could buy drinking chocolates in the form of both pressed cakes and powder. The chocolate varieties boasted titles like 'Churchman's Chocolate', 'Spanish Chocolate' and 'Fine Brown Chocolate'. Cocoa was sold as flakes, in powder and in nibs, and went by the names 'Granulated Cocoa', 'lceland Moss', 'Pearl' and 'Homopathic'. It is intriguing to imagine what the ingredients might have been.

1847: The Business Moves to Bridge Street

In 1847, the Cadbury Brothers' booming business moved into a new, bigger factory in Bridge Street in the centre of Birmingham. The new site had its own private canal spur, which linked the factory to the Birmingham Navigation Canal and from there to all the major ports in Britain.

1847: Fry's Produce the First Chocolate Bar

18th century France produced pastilles (tablets) and bars, but it was not until the Bristol company, Fry and Sons, made a 'chocolate delicieux a manager' in 1847 that the first bar of chocolate appeared, as we know it today. It was made from a mixture of cocoa powder and sugar with a little melted cocoa butter that had been extracted from the beans, shaped in blocks and bars.

1861: Richard and George Cadbury Take Charge

John's health declined rapidly and he finally retired in 1861, handing over complete control of the business to his sons, Richard and George. George looked after production and buying and Richard looked after sales and marketing.

1875: First Milk Chocolate Bar

In 1875, a Swiss manufacturer called Daniel Peter added milk to his recipe to make the first milk chocolate bar. This was not a completely new idea. Cadbury had produced their milk chocolate drink based on Sir Hans Sloane's recipe between 1849 and 1875. Cadbury brought out their own milk chocolate bar in 1897 and now there was a competition between the Swiss manufacturer and Cadbury.

1897: Cadbury Milk Chocolate is Launched

When Cadbury started making cocoa essence, they had lots of cocoa butter left over. So, they used it to make bars of chocolate! Cadbury milk chocolate hit the shelves in 1897 but probably it wasn't tasty enough. Made of milk powder paste, cocoa mass, cocoa butter and sugar, the first Cadbury milk chocolate bar was coarse and dry and not sweet or milky enough to be a big hit.

1900: Early Outdoor and Press Advertising

Cadbury produced some of the finest examples of posters and press advertisements during this period. A popular local artist, Cecil Aldin, was commissioned to illustrate for Cadbury. His evocative images featured in early magazine campaigns and graced poster sites all over the country.

1905: First Cadbury Logo Commissioned

In 1905, William Cadbury commissioned the first Cadbury logo. He was in Paris at that time and chose Georges Auriol to create the design. (Auriol also designed the signs for the Paris Metro.) The logo was an image of a stylish cocoa tree interwoven with the Cadbury name. It was used on presentation boxes, catalogues, tableware and promotional items, and imprinted onto aluminium foil that was used to wrap moulded chocolate bars. It was used consistently from 1911 to 1939 and again after the Second World War.

1920: Cadbury Dairy Milk goes Purple

At its launch in 1905, Cadbury Milk started out in pale mauve with red script in a continental style 'parcel wrap'. The full Dairy Milk range became purple and gold in 1920.

1921: Cadbury Script Logo First Appears

The Cadbury script logo, based on the signature of William Cadbury, first appeared on the transport fleet in 1921. It was quite fussy to start with and has been simplified over the years. It was not until 1952 that it was used across major brands.

1928: The 'Glass and A Half' Symbol is Introduced

It was originally used in 1928 in press advertisements and on posters, but since then it has been in TV ads and on wrapper designs where we still see it. First it was just on Cadbury Dairy Milk but it has become the face of the company in recent years.

Investment Begins in Cadbury Dairy Milk 'Ads'

A huge success from day one, Cadbury Dairy Milk first hit the shelves in 1905. Surprisingly, little money was put into advertising it until 1928. No one quite knew what to say about it—some ads talked about its 'rich milky flavour' while others said 'rich in cream'. It did not matter though as by 1928 it was the biggest selling chocolate product in Britain. At this point, Cadbury ploughed investment into advertising, highlighting its qualities.

1939: Second World War Begins

During the War, rationing was enforced and raw materials were in short supply. So, it was a question of make do and focus on those products that could still be produced. Cadbury Dairy Milk came off the shelves in 1941 when the government banned manufacturers from using fresh milk. Instead, there was 'Ration Chocolate', made with dried skimmed milk powder.

1945: Post-War Expansion

Once the War ended, the company worked hard to restore business as usual. In due course of time, its efforts were rewarded and sales climbed. Cadbury expanded its biscuit range, launched a lot of promotional work and fended off competitors by keeping a direct distribution system.

1970: A Decade of Sales Growth

Many Cadbury brands—Flake, Cadbury Dairy Milk, Whole Nut, and Fruit and Nut—saw a vast increase in sales in the 1970s, partially due to hugely successful and memorable advertising campaigns.

2008: Cadbury Cocoa Partnership Launched

In January 2008, Cadbury launched the Cadbury Cocoa Partnership. A sum of £45 million was kept aside for cocoa farms in Ghana, India, Indonesia and the Caribbean over a decade.

2012: Cadbury Bubbly Launched

A burst of chocolate bubbles introduced the launch of Cadbury 'Bubbly' in August 2012. Made with delicious Cadbury Dairy Milk chocolate, the soft and round chocolate bubbles sit deliciously in the roof of your mouth while the bubbly centre melts into a smooth creamy chocolate taste you will love...

2013: The Cadbury Dairy Milk New Look

In June 2013, Cadbury introduced the new Cadbury Dairy Milk packaging. New icons representing each flavour of the Cadbury Dairy Milk range came to life in a fresh and fun way.

Soon after, a campaign was created telling a magical story of joy and the origin of the famous 'glass and a half' recipe. The story that takes place in a world called Joyville—the place where Cadbury Dairy Milk chocolates are made—and a magical world, where the real and the surreal come together.

Competitors of Cadbury

Mars

Mars is a recognisable name but, as a private company, it has not been one where investors make a beeline. In 2014, Mars had a 29.5% marketshare in the United States in the chocolate market. Some of its best-known brands are M&M's, Snickers, Starburst, Twix and Skittles.

Mars was the seventh largest private company in America in 2014, with sales of $ 33 billion. The company competes in six segments—pet care, chocolate, food, Wrigley's (gum), drinks and Symbioscience.

Besides competing with Mars for the chocolate market share, Cadbury now also competes with the giant in the global gum market, thanks to Mars' acquisition of Wrigley's in 2008. Mars' $ 23 billion acquisition gave it control over brands such as Extra, Orbit and Eclipse, which helped create sales of $ 5.4 billion even prior to the acquisition. Cadbury has gum brands that include Dentyne, Stride and Trident. Both companies have a strong market share in the gum market which has witnessed decline in sales.

Hershey's

In 2014, Hershey's had a 44% market share in the US chocolate industry. The company has many well-known brands in its stable in the US including Hershey's, Reese's, Jolly Rancher and Twizzlers. Hershey's still gets more than 80% of its annual revenue from the North American market.

HERSHEY'S

The case of Hershey's and Cadbury being rivals took a big turn following a licensing agreement setback in 1988. In 1988, Hershey's paid $ 300 million for the right to Cadbury's US operations. Cadbury agreed to it as it saw no logic in competing against Hershey's and Mars, which together controlled 70% of the US market.

Hershey's is in a unique position as it is both a competitor and distributor of Cadbury products. The long-term rights deal led many to believe that Cadbury and Hershey's would eventually merge but that has not been the case. Nestle and Cadbury did at one time attempt a joint bid for Hershey's, but it ultimately fell through.

Nestle

Nestle is the largest food company in the world, covering many different market sub-sectors. The company's chocolate market is one of its smallest, but it was good enough for a 5.8% market share in the US. Nestle has grown through many acquisitions that have given it control over brands including KitKat, Smarties, Gerber baby food.

Nestlé®

Nestle's confectionery segment was its sixth largest in 2014 with sales of $ 9.7 billion globally. It held No. 3 position so far as global market share in confectionery was concerned. Sales of the company's chocolate products totaled $ 7 billion, including $ 4 billion from the Americas.

Similar to its deal with Cadbury, Hershey's also holds licences for distribution rights in US for several Nestle brands including KitKat and Polo.

Market Structure

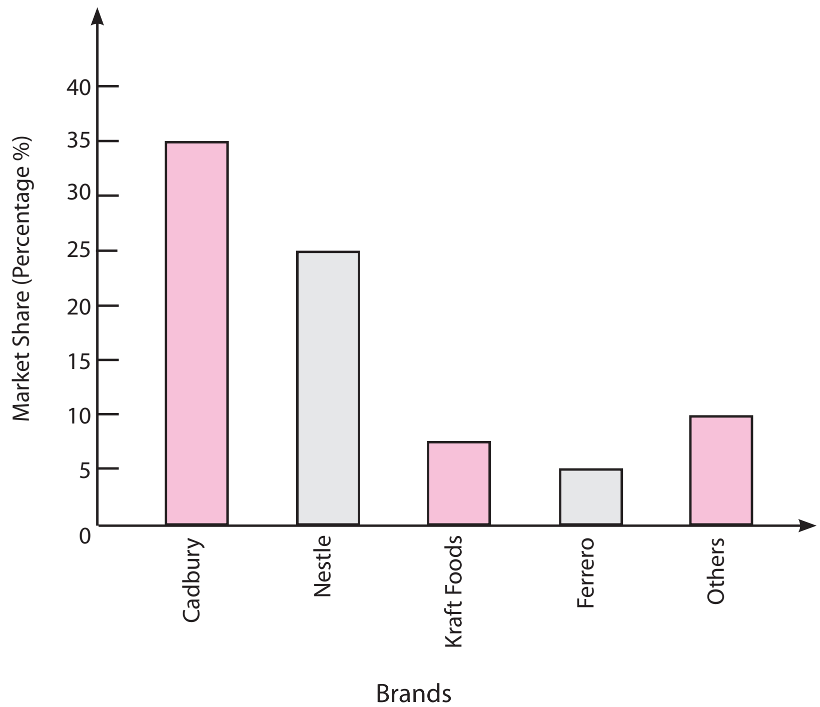
Market structure is the characteristics of the market which are identified and classified by an economist. Different market structures will have different characteristics in production, competition, etc.

Cadbury is not the only company that operates in the confectionery industry. Apart from Cadbury, there are nearly ten other large companies and many other small companies that operate in the confectionery market. This is known as monopolistic competition. This means there are a large number of buyers but relatively small number of sellers. There is total freedom to enter or exit the market as each company promotes its product under its own brand name. Yet, Cadbury is enjoying market leadership due to its product quality, competitive prices, as well as its large marketing network and has the biggest market share.

Market Share 2010-2011

Market	2010 ($)	Percentage (%)	2011 ($)	Percentage %
Cadbury	2,200,000	35.48	3,400,000	36.17
Nestle	2,200,000	35.48	2,400,000	25.53
Kraft Foods	400,000	6.45	800,000	8.51
Ferrero	200,000	3.23	400,000	4.26
Others	800,000	12.90	1,100,000	11.70
Total Demand	5,800,000	100.00	8,100,000	100.00

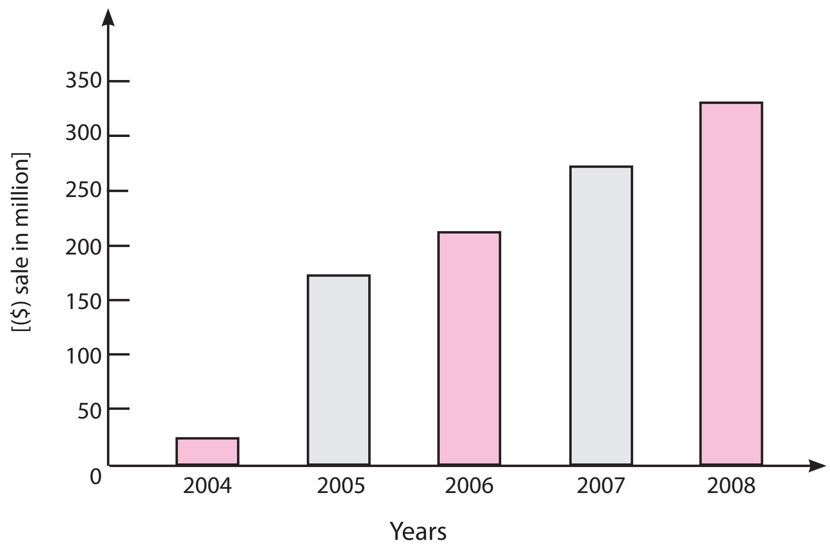
Market Share—2011



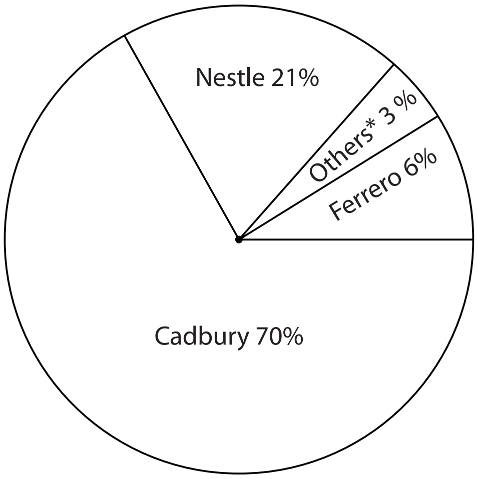
Candy Jar

Cadbury hopes to continue its success in India by tempting lower-income consumers with low-price chocolates.

Cadbury's Sales in India (2004-2008)

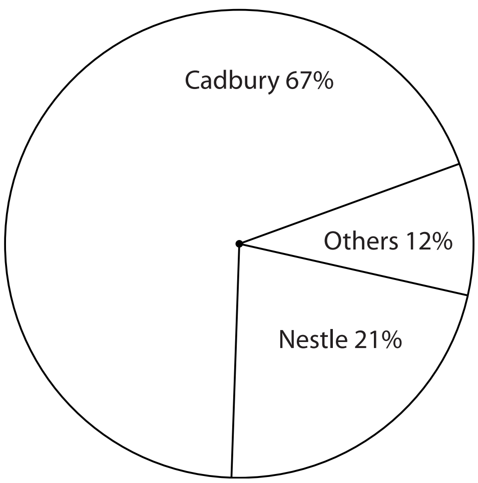


Main Players in India's Chocolate Market 2012-2013

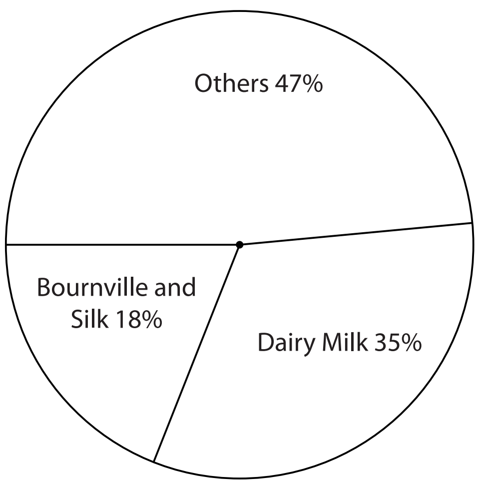


(* includes companies such as Hershey's, Mars and Lindt)

Brand-wise Market Share of Chocolate Industry in India—2014



Market Share of Dairy Milk in Chocolate Industry in India—2014



WHY CADBURY IS NOT HAVING 100% MARKET SHARE?

Cadbury is not having 100% share in the market because of the following monopolistic competition features:

- **Market Share is Divided among Many Players:** A primary drawback of competition is the reality of sharing customers with other providers. With open competition, every provider has some level of market share. So it is virtually impossible for a single provider to earn 100 per cent of what customers spend on specific products and services. Like in the case of Cadbury, it shares customer base with many other players like Nestle, Hershey's, Mars, Kraft, etc.
- **Negative Advertising can Hurt:** Without competition, a business house would have little concern about negative messages floating around in the public arena. In highly competitive industries, it is fairly common for brands to duke it out in the court of public opinion by countering traits of competitors.
- **Some Influence on Price:** Under monopolistic competition, a seller can influence the price of a commodity to some extent depending upon (i) the degree of consumer's preference for brand name of his differentiated product, and (ii) the extent of competition from close substitutes of his product. Consumers' tastes and preferences also matter to an extent.

HOW DOES BRAND IMAGE AND MARKETING AFFECT MARKET SHARE?

A company's marketing efforts have direct impact on sales and market share but they are not the only factors that influence industry performance. A positive brand image is vital to business success and a brand is much more than a familiar name presented through traditional advertising strategies.

A brand encompasses the consumer's complete experience with both the product and the company, making it a powerful tool for gaining market leverage. Apple, *for example*, built its brand on the passion and innovations of its founder and gained recognition for meeting the needs of modern consumers.

Brand awareness obtained a fair portion of market share in the early days of personal computers and it still takes a strong brand to remain a market leader in this field as technology advances. Apple uploads its positive brand image by connecting with consumers and continuing to meet their needs. Good business ethics and creative marketing campaigns also help maintain a company's market position.

An integrated strategy for marketing and branding is the most effective way to increase market share. In some situations, a market may primarily be price-driven, meaning the company with the lowest product prices holds the largest share in the market. However, the power of branding and marketing is evident in these markets too. Cadbury, for instance, consistently generates more sales than cheaply priced similar products.

ADVANTAGES OF COMPETITORS

- **Competition Drives Innovation and Quality:** Open competition puts pressure on providers to constantly research, innovate and upgrade the quality of their products and services, according to Advanced Micro Devices. If businesses fail to identify emerging trends and changing preferences in the marketplace, competitors can capture market share. Perpetual focus on quality improvement and benefits to customers drive an industry forward.
- **It Leads to Collective Learning:** In some cases, the best way to learn is to watch other successful businesses perform. In fact, some companies employ second-mover strategies based on observing what the first-mover companies do to succeed and trying to upgrade their product.
- **It Improves Knowledge and Customer Emphasis:** Customer service and relationships are a major element of 21st century competitive strategy. The fight for core customers in a given market causes companies to invest time and effort in research and in relationship management processes that strengthen loyal relationships.

CONCLUSION

In conclusion, it can be said that Cadbury dominates the confectionery industry globally. Cadbury realises that its success depends significantly on its brand while relying on its excellent reputation for its product quality, flavour, accessibility and affordability. However, in the current economic scenario, the company still faces shortage of cocoa which leads to increase in the price of this vital ingredient which needs to be sorted out. Besides, it needs to compete with many other chocolate brands as many firms have entered the market. To remain a major player in the confectionery industry, they need to be effective in the prevailing market by introducing new products and reacting to alternatives available in the market.

SYNOPSIS

Monopolistic Competition: It refers to a market situation in which there are many firms and each sells closely-related but differentiated products.

Features of Monopolistic Competition:

- A large number of firms
- Free entry and exit of firms
- Product differentiation
- Selling cost
- Downward sloping demand curve
- Some influence on price
- Non-price competition

Case Study on Cadbury as it shows various features of monopolistic competition:

- Has many competitors like Mars, Hershey's, Nestle, etc.
- Cadbury incurs huge selling cost
- Market share is divided among many; customers are divided among other providers
- Consumer's taste and preference also matters
- Some influence on price

Advantages of Competitors:

- Competition drives innovation and quality
- It leads to collective learning
- It improves knowledge and customer emphasis

Cadbury was launched by John Cadbury in the year 1824 in Birmingham.

Although Cadbury has many competitors, still the percentage of its market share is the highest. Its brand image is better than that of other providers. This is because Cadbury is one of the oldest brands of cocoa and chocolates.

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