

"A man is
great by
deeds, not by
birth"
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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On chocolate loyalty: Kukoos Need to Reposition?

Praveen S ¹

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Please contact the corresponding authors if you would like to access the full case

¹Assistant Professor, Marketing Management Area at the Indian Institute of Management Kozhikode, Kozhikode, India. IIMK Campus P.O., Kozhikode, Kerala 673570, India; Email: praveens@iimk.ac.in; Phone Number (+91) 4952809242

Abstract:

The marketing manager of Kukoos is worried about the competition. He suspects that the customers who have started with Kukoos are just trying new chocolate taste, and after a period they will go back to more established players in the market. He plans to do some market research on loyalty in the chocolate industry.

Research Office

Indian Institute of Management Kozhikode

IIMK Campus P. O.,

Kozhikode, Kerala, India,

PIN - 673 570

Phone: +91-495-2809238

Email: research@iimk.ac.in

Web: <https://iimk.ac.in/faculty/publicationmenu.php>

