Original Article

The Influence of Mood on Consumer Behavior When Buying Chocolate

(Using Georgian and Foreign Chocolate Brands in the Imereti Region Market)

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Abstract - This study examines the influence of a consumer's mood on their purchasing decisions when purchasing chocolate, focusing on the Imereti region. It is based on Dimitri Uznadze's Theory of Attitude and Set, which provides the conceptual framework for understanding consumer behavior. The research examines different mood attributes, including valence (positive, neutral, negative) and mood power, and how these factors shape buying choices. A survey conducted with 64 respondents revealed that 70.3% acknowledged the significant impact of mood on their purchasing decisions, with 84.4% stating that a positive mood had the most decisive influence. The study applies the multi-attribute "USP" model to analyze consumer preferences, ranking chocolate brands based on sweetness, caloric content, cocoa percentage, and price. The findings indicate that cocoa content is the most valued feature, which is crucial to consumer brand loyalty. The Georgian brand Barambo performed well in specific categories but failed to generate strong overall consumer sentiment. This suggests that, while Barambo meets consumer expectations, it may need to adjust its branding, pricing, or product formulation to enhance its market appeal. These strategic adjustments allow Barambo and similar brands to increase their market share and improve consumer loyalty in an increasingly competitive chocolate industry.

Keywords - Consumer behavior, Mood influence, Brand loyalty, Purchase decisions, Marketing psychology.

1. Introduction

Despite extensive global research on consumer behavior and emotional influences, there remains a lack of empirical studies focused on the Georgian market, particularly within the Imereti region. This paper addresses this gap by exploring the impact of consumer mood on chocolate purchasing decisions. It adds value by contextualizing findings within local market dynamics, using a mixed-method approach grounded in psychological theory.

According to the theory of mood, the factors that generate mood are need (a subjective factor) and situation (an objective factor, referring to the environment in which a person exists, which includes the objects that meet a person's needs). As a result of understanding the need and the situation that satisfies it, a specific state arises in the subject - a disposition to perform such behavior that meets a particular need. Thus, behavior is represented as a determined by mood factors and, at the same time, a purposeful action. (Uznadze, 1949)

Consumer behavior is closely tied to the success of business operations. Therefore, monitoring it becomes crucial, especially in today's highly competitive environment.(Kotler P. and Celler L., 2012)

In today's rapidly evolving marketplace, mood plays a crucial role in consumer purchasing decisions. Psychological factors, social influences, and market trends contribute significantly to consumer choices. Moreover, with the increasing digitalization of commerce, consumer behavior is further impacted by social media sentiment and online reviews, which directly influence buying decisions.

What drives consumer behavior? An individual's mood is created based on the simultaneous preparation of three factors. It is a need, a situation, and a system of operations. In his work, Irakli Khvtisiashvili discusses the concept of mood, stating that Dimitri Uznadze discovered the ability in the form of mood, through which the relationship between the subjective and objective worlds becomes logical for a

person. Foreign psychologists called this phenomenon the "Uznadze effect." (Khvtisiashvili, I. (2023))

For businesses striving to stay competitive, staying attuned to psychological and technological shifts is essential. Integrating insights from behavioral economics into marketing strategies can offer a competitive edge. Understanding how mood influences consumer sentiment is crucial for optimizing branding, pricing strategies, and promotional efforts, ultimately enhancing consumer engagement and brand loyalty.

2. Materials and Methods

This study employed a combination of qualitative and quantitative research methods to investigate the impact of mood on consumer behavior in the Imereti region.

- Sampling and Data Collection: A field survey was conducted with 64 respondents, including students, employees, and professionals, to assess the impact of mood on their purchasing decisions.
- Ranking Method: The ten most popular chocolate brands were identified based on consumer loyalty and sales volume.
- Mood Assessment: Mood was evaluated using a semantic differential scale, measuring valence (positive, neutral, or negative) and mood intensity (power).
- Multi-attribute Analysis: The USP model was applied to examine consumer preferences by considering four key product attributes:
  - Sweetness
  - Caloric content
  - Cocoa percentage
  - Price

3. Results and Discussion

3.1. Consumer Mood and Brand Preferences

As a reason for appropriate behavior, mood underlies the ability to exhibit effective leadership, teamwork, and an innovative orientation, enabling us to work effectively with customers, develop the proper advertising, and drive sales. The mood is the emotional state people experience at a particular moment. An individual's mood can significantly influence his beliefs.

The results of a survey conducted by the Consumer Wise team in five European countries, France, Germany, Italy, Spain, and the United Kingdom, show that more than half of respondents expressed mixed feelings about the economy, with a more significant number of consumers being optimistic than pessimistic in the third quarter of 2024. The Olympic Games, the Euro Cup finals, and the summer holiday season helped boost consumer sentiment. Consumer optimism increased by six percentage points to 36% and 30% in Spain and the United Kingdom, respectively. (Consumer Wise team).

Daniel Liberto noted: "Consumer sentiment is a statistical measure of the overall state of the economy, determined by consumer opinions." It considers how people feel about their financial well-being, short-term economic status, and long-term economic growth. It is widely viewed as a valuable economic indicator." (Liberto, D. (2024)).

Why is it essential to assess the customer's mood? Consumers' moods and attitudes toward their finances, well-being, expenses, and future are crucial for evaluating the soundness of the economy. If people are confident in the economy, they will be satisfied with their jobs and finances. This can make them want to buy more and spend more, which in turn stimulates the economy.'' Liberto believes that consumer sentiment is an economic indicator that measures consumers' optimism about their financial situation and the economy. (Liberto, D. (2024). In the first stage of the research, the goal was to select the 10 best chocolate brands from the 18 brands available in the market of Georgia, namely in the Imereti region, through the method of ranking according to customer loyalty (18 is not the whole number of chocolate brands that exist in the market of Imereti, selected relatively well-known brands) The 10 best brands were identified, namely: Alpen Gold, Snickers, Bounty, ROSHEN, Milka, KitKat, Twix, Mars, Barambo, Nuts (see Table 1)

In the second stage of the research, a field survey was conducted involving 64 respondents to investigate how mood affects consumer behavior. 82.8% of women and 17.2% of men participated in the research, comprising 85.7% of students aged 18-25, 6.3% of employees, and 4.8% of teachers. Survey results revealed that 70.3% of respondents acknowledged that their mood significantly influences purchasing decisions. Among the different mood attributes, a positive mood had the most decisive influence (84.4%), followed by a neutral mood (9.4%) and a negative mood (15.6%). Key factors shaping brand perception included:

- Price (79.4%)
- Perceived quality (65.1%)
- Brand awareness (41.3%)
- Brand image and brand functional association – 14, 3%.

It is worth noting that the mood is not permanent; it can change. Therefore, this change is reflected in the third characteristic - mood sustainability- the level of their insensitivity to changes. The ideal option for the company would be for consumers to have a high level of resilience for their product, which they believe would make the product more resilient to the onslaught of competitors. Here, it is essential to highlight what determines mood stability. It depends on how solid the basis of consumer perception is, formed based on experience with particular chocolate brands. In this case, sentiment persistence refers to how consumers perceive changes, particularly in their attitudes toward favorite brands. The research analysis showed that the

majority of respondents -77.4% have a high level of sustainability, and 22.6% have an average level of persistence.

It is also important to emphasize the difference between mood and the level of certainty in attitudes. Confidence in mood refers to an individual's belief in the correctness of their mood; some sentiments may be convincing, while others may not.

A mood change based on personal experience is more powerful than one based on someone else's experience. Different scientists have different views regarding mood, and the research analysis also indicates this: personal experience and views account for 90.6%, while others account for 9.4%. It is important to note that the rate of relying on personal experience and opinions correlates with a high rate of sustainability.

Iin response to the question of how much the mood affects the purchase of goods, 70.3% of the respondents

stated that it always affects them significantly, 18.8% partially, 7.8% sometimes, and 3.1% do not. (Table 1).

Table 1. Influence of Mood on Purchasing Decisions

Mood Influence Level	
Percentage of Respondents	
Always	70.3%
Partially	18.8%
Sometimes	7.8%
Does not affect	3.1%

3.2. Evaluating Brand Loyalty

At the third stage of the research, brand loyalty was assessed using a semantic differential scale, where Alpen Gold received the highest score (5), followed by Snickers, Bounty, and Mars, each with a score of 4. The Georgian brand Barambo scored 3, indicating the potential for increased consumer loyalty with improved marketing efforts.

Table 2. Consumer brand loyalty ratings

Experts	Alpen Gold	Snickers	Bounty	Milka	ROSHEN	KitKat	Twix	Mars	Barambo	Nuts
1.	5	3	3	3	3	2	2	5	5	2
2.	4	5	2	4	4	4	4	3	2	2
3.	5	5	5	4	5	5	5	5	5	4
4.	5	3	5	3	4	4	5	3	3	4
5.	5	1	1	5	3	4	4	5	-2	-3
6.	5	5	5	5	5	5	5	2	1	1
7.	5	5	5	-3	-4	-4	5	-2	-3	-3
8.	4	5	5	4	4	4	5	5	4	4
9.	5	4	5	3	3	3	3	5	5	3
10.	4	4	2	3	5	−1	−1	3	5	−1
11.	5	5	5	2	5	−2	−2	4	5	4
12.	4	4	5	3	5	−1	−1	3	5	4
13.	3	4	5	4	3	4	4	3	5	2
Total	59	50	53	40	45	27	38	44	42	23
Average Indicator	4,5	3,8	4,1	3,0	3,4	2,1	2,9	3,6	3,2	1,7

The evaluation was conducted by experts, primarily professors from the Food Technology Department at the university.

3.3. Multi-Attribute Model of Mood

Mood can vary by valence and mood power. Valence characterizes mood as positive, neutral, or negative. Mood power reflects the intensity of likes and dislikes.

It should be noted that valence and mood power are essential for several reasons:

1. Facilitates consumer segmentation based on preference (likes and dislikes are the same)

2. Through the power of mood, segmentation can be done into smaller segments (niches), such as those who have a positive attitude toward a particular brand and those who like it.

To study mood more thoroughly, it was essential to understand how consumer mood changes with specific brands. Focused on ranking the 10 chocolate brands that scored highly among the 18 best chocolate brands according to three characteristics, where chocolate brands are nominated by consumers on a scale of 1 to 10 in three areas:
1. Awareness (a)
2. Perceptible quality of goods (b)
3. Intention to buy independently despite its price. (c)

Table 3. Intention to buy independently, despite the price

Brand name	awareness$\sum_{i=1}^{n} a$	Average awareness rate	quality $\sum_{i=1}^{n} b$	Quality average indicator	Intention to complete the purchase $\sum_{i=1}^{n} c$	Intention to buy Average rate
Alpen Gold	117	10	103	9	96	8
Snickers	118	10	116	10	98	8
Bounty	116	10	115	10	93	8
Milka	100	8	85	7	65	5
ROSHEN	117	10	108	9	91	8
KitKat	96	8	81	7	68	6
Twix	103	9	88	7	69	6
Mars	97	8	83	7	59	5
Barambo	125	10	106	9	92	8
Nuts	92	8	85	7	55	5

These indicators reflect the brand's attractiveness to consumers.

As shown in Table 3, Alpen Gold, Snickers, Bounty, ROSHEN, and Barambo each have 10 points, while Twix has 9 points, and the remaining products have earned 8-8 points. Snickers and Bounty scored 10, while Alpen Gold, ROSHEN, and Barambo scored 9-9 points and 7-7 points for quality. Milka, KitKat, Twix, Mars and Nuts. Therefore, these chocolate brands have received high ratings in terms of both awareness and quality. The third index is also high. This suggests that in the future, the sales volume of well-known and high-quality brands such as Alpen Gold, Snickers, Bounty, ROSHEN, and Barambo is expected to increase.

By multiattribute (multiattribute) models of attitude, the value of beliefs related to attributes or characteristics is determined by their ability to forecast consumers' favorable attitudes toward the product.

A multi-attribute analysis was conducted to assess consumer sentiment toward various chocolate brands. The analysis considered key product attributes, including:
- Cocoa percentage (most important, 37.5%)
- Sweetness (25.8%)
- Price (21.7%)
- Caloric content (15%)

The Georgian brand Barambo performed well in specific categories but ranked lower in overall consumer preference, suggesting that strategic improvements could enhance its market position.

The findings indicate that cocoa content is the most influential factor in consumer preference, with 37.5% of respondents prioritizing it. This suggests that chocolates with a higher cocoa percentage are often perceived as higher quality and more desirable.

The second most crucial factor is sweetness (25.8%), followed by price (21.7%), which remains a significant concern for many consumers. Caloric content has the least influence (15%), but it is still a consideration for health-conscious buyers. (See Tables 5,6,7.)

Table 4. Consumer preferences for chocolate attributes

Attribute	Consumer Preference (%)
Cocoa Content	37.5%
Sweetness	25.8%
Price	21.7%
Caloric Content	15.0%

The results emphasize that cocoa content is the leading factor in brand preference. Consumers associate high cocoa content with premium quality, making it a crucial consideration for brands looking to attract loyal buyers.

While sweetness is also highly valued, it remains secondary to cocoa content. Price sensitivity plays a role in decision-making but is less dominant than taste-related attributes. Finally, although the least influential factor, caloric content remains relevant for health-conscious people.

Table 5. Multi-attribute Models Used in Consumer Analysis

Model	Formula	Description
Fishbein's Model	$A0=\sum_{i=1}^{n} b_i e_i$	Where –A0 - is an attitude towards the object; b_i- is the power of representation that the object holds the i-characteristic; e_i- is the evaluation of the i- characteristic; n- Number of important attributes.
Ideal Point Model	$Ap=\sum_{i=1}^{n} W_i \lvert I_i - X_i \rvert$	Where - Ap- is an attitude towards the goods; Wi-The value of the i- indicator; II"ideal" meaning of the -i attribute; Xi- is an idea about the actual value of the i- attribute; n - the number of important attributes;

These models provide a systematic framework for analyzing consumer perceptions and preferences toward chocolate brands. The Fishbein Model evaluates how much consumers like or prefer a product based on key attributes. At the same time, the Ideal Point Model measures how closely a product matches consumer expectations by comparing actual product attributes to their ideal values.

To further explore consumer attitudes, a multi-attribute analysis was conducted, assessing preferences for four key product characteristics:

1. Cocoa content
2. Sweetness
3. Price
4. Caloric content

See Table 6 for consumer ratings of weight values.

Then, collect the values obtained for all four attributes. For example, according to sweetness, the difference between the actual and ideal value, the best indicators are KitKat (0.15), Millka (0.38), Twix (0.46), Bounty (0.62), Snickers (0.69), Mars (1.23), Barambo (1.62), Alpan Gold (- 2), Nuts (- 2.31), and ROSHEN (3.1). As far as caloric content is concerned, the best indicators are Bounty (0.15), Alpine Gold (0.23), Twix (0.23), ROSHEN, KitKat (0.54), Mars (0.54), Millka (0.77), Nuts (1.31), Snickers (1.46), and Barambo (1.54). As can be seen, Georgian chocolate has a significantly higher calorie content. This indicates that consumers do not like chocolate high in calories, as shown in the weight rating table, where calories have the lowest rating of -15. Therefore, manufacturers must consider this fact and offer low-calorie chocolate to consumers. Considering the current situation and recent trends, consumers' attention is mainly focused on a healthy diet.

Table 6. Ratings of weight of attributes in chocolate by consumers (%)

	1	2	3	4	5	6	7	8	9	10	11	12	sum	Average value
% cocoa content	70	60	60	50	10	20	40	15	10	10	20	85	450	37.5
the price	10	20	10	25	40	15	20	20	10	40	45	5	260	21.66667
sweetness	15	10	15	10	25	60	30	40	50	30	20	5	310	25.83333
calorific value	5	10	15	15	25	5	10	25	30	20	15	5	180	15

Table 7. Determining Consumer mood and A-P attitudes when buying chocolate

Chocolate brands	Alpen Gold	Snickers	Bounty	Milka	ROSHEN	KitKat	Twix	Mars	Barambo	Nuts
Ap	141.3462	126.9231	80.76923	164.4231	187.5	72.11538	46.15385	121,1538	173.0769	213.4615

It should be noted here the resolution adopted by the Government of Georgia in 2021, which concerns the technical regulations for cocoa and chocolate products intended for human consumption, which establishes requirements for cocoa and chocolate products and regulates the conditions of production, processing, distribution, and placement on the market of mentioned products by the business operator. This regulation aims to specify the minimum content of cocoa fat in chocolate products, which must be at least 1.75%, and the minimum content of cocoa powder, which must be at least 35%.[6]

Finally, A-p was calculated, determining the attitude towards the goods, particularly chocolate brands (see Table 7). According to this, it appeared that Twix (46.153846) has the lowest rate and Nuts (213,46154) has the highest.

In general, it can be said that the better the attitude towards the goods, the less A is. It is worth noting that, in this regard, the Georgian brand "Barambo" is not in good condition, as its indicator, according to the calculation, is 173.07692, which is three times higher than the Twix indicator.

Key Findings from the Multi-attribute Analysis

The results revealed that cocoa content was the most highly valued attribute, with 37.5% of respondents prioritizing it. This suggests that consumers associate high cocoa content with premium quality and desirability. Sweetness ranked second at 25.8%, followed by price (21.7%), which remains an important factor, though less significant than taste-related attributes. Caloric content was the least influential factor, at 15%, although it remains relevant to health-conscious buyers.

Implications for the Georgian Brand Barambo

The Georgian chocolate brand Barambo performed well in certain individual categories but struggled to generate strong overall consumer sentiment. This indicates that while Barambo meets specific consumer expectations, it may need to adjust its product attributes or marketing strategy to better align with consumer preferences.

To enhance its competitive position, Barambo could:
- Optimize its balance between cocoa content and sweetness to meet consumer expectations.
- Leverage its unique selling points (USP) to differentiate itself from competitors.
- Target health-conscious consumers by promoting chocolates with higher cocoa content and lower caloric values.

Barambo and similar brands can enhance their appeal, increase brand loyalty, and gain a stronger foothold in the competitive chocolate market by strategically aligning their product offerings with consumer preferences.

4. Conclusion

This study underscores the significant role of mood in shaping consumer behavior when purchasing chocolate. Mood influences brand perception, product preferences, and buying decisions and plays a key role in shaping consumer brand loyalty. Companies can enhance customer satisfaction and boost sales by incorporating mood-driven insights into their marketing strategies. By understanding the connection between mood and consumer preferences, brands can design more appealing products and maintain a competitive edge in the market.

Moreover, businesses should incorporate psychological factors like mood into their advertising and marketing campaigns to foster brand loyalty and long-term consumer engagement. By recognizing the impact of price sensitivity, perceived quality, and emotional connection, brands can fine-tune their strategies to better align with consumer expectations. The study highlights the importance of crafting targeted advertising campaigns that resonate with consumers' emotional states, positively influencing their purchasing decisions.

Additionally, the findings indicate that local brands like Barambo have strong growth potential if they align their products with consumer preferences. The emphasis on cocoa content as a dominant factor suggests an opportunity for brands to innovate by offering high cocoa chocolate variants that appeal to health-conscious consumers. Businesses can strengthen their competitive advantage by effectively addressing consumer needs and expanding their market share.

Future research should explore additional psychological and cultural factors that influence consumer decision-making. A deeper understanding of how emotional states shape economic behavior will further enrich this field of study. Expanding research beyond the Imereti region and incorporating a broader demographic scope will help validate these findings and provide valuable insights for global market applications.

It is worth noting that no thorough study has been conducted yet, especially in Georgia. Considering these results will help chocolate companies better understand and meet the needs of their customers.

Moreover, the study highlights how psychological and emotional states shape purchasing behaviors, allowing businesses to tailor marketing strategies to match consumer moods. Companies can leverage these insights to refine their branding, product development, and marketing strategies, enhancing consumer engagement and maintaining a competitive edge. Expanding the demographic scope and integrating cultural factors could provide a deeper understanding of mood-driven consumer behavior for future research.

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Appendix 1, etc.

Table 1. Calculation by ranking method

Experts	ROSHEN	Alpen Gold	VALOR	Корона	SNICKERS	Twix	Nestle	Bounty	Barambo	sandomi	Mars	Milky	Nuts	Frey	Favorger	Mondeles	Kitket	Ovomaltine		
1	1	3	10	2	3	7	8	5	6	16	4	11	14	17	15	18	12	16		
2	6	7	11	12	13	3	4	5	1	2	8	9	10	15	16	17	14	18		
3	3	4	13	18	1	5	10	6	7	17	8	9	11	15	16	14	2	12		
4	5	9	17	18	1	4	7	2	11	12	6	10	13	16	14	8	3	15		
5	9	8	11	10	5	3	17	1	14	5	2	6	7	12	16	17	4	18		
6	6	5	13	12	3	4	18	2	14	15	7	16	8	17	10	9	1	11		
7	10	1	11	12	13	2	15	16	17	18	6	5	4	7	8	9	3	14		
8	4	3	15	18	1	6	5	2	7	11	8	9	16	13	14	17	10	12		
9	2	1	17	18	3	4	5	7	6	8	11	9	12	13	15	14	10	16		
10	6	3	7	17	14	16	15	2	4	8	9	18	1	11	13	10	5	12		
11	3	6	13	10	1	4	18	5	9	12	7	2	11	14	15	16	8	17		
12	17	3	16	18	2	15	14	1	13	5	7	8	6	12	9	10	4	11		
13	7	2	11	18	1	10	6	3	9	8	12	4	13	16	17	15	5	14		
14	10	1	18	9	3	12	4	2	7	8	11	5	13	16	13	14	6	17		
15	1	2	12	18	3	7	4	14	5	11	10	9	8	13	15	16	6	17		
16	3	2	17	18	4	1	16	8	10	9	15	7	5	12	13	11	6	14		
$\sum_{i}^{n}\alpha_{ij}$	93	60	202	219	71	103	160	79	132	165	131	86	152	219	219	215	99	234	146,6	
$d=\sum_{i}^{n}\alpha_{ij}$	53,6	86,6	-55,4	-72,4	75,6	43,6	-13,4	67,6	14,6	-18,4	15,6	60,6	-5,4	-72,4	-72,4	-68,4	47,6	-87,4		
$d^2=$	2872,96	7499,56	3069,16	5241,76	5715,36	1900,96	179,56	4569,76	213,16	338,56	243,36	3672,36	29,16	5241,76	5241,76	4678,56	2265,76	7638,76		
places	5	1	13	15	2	7	11	3	9	12	8	4	10	15	15	14	6	16		

Table 2. Evaluating the strength of sentiment (love-dislike) based on semantic differential

	Alpen Gold	Snickers	Bounty	Milka	ROSHEN	KitKat	Twix	Mars	ბარამბო	Nuts
1.	5	3	3	3	3	2	2	5	5	2
2.	4	5	2	4	4	4	4	3	2	2
3.	5	5	5	4	5	5	5	5	5	4
4.	5	3	5	3	4	4	5	3	3	4
5.	5	1	1	5	3	4	4	5	-2	-3
6.	5	5	5	5	5	5	5	2	1	1
7.	5	5	5	-3	-4	-4	5	-2	-3	-3
8.	4	5	5	4	4	4	5	5	4	4
9.	5	4	5	3	3	3	3	5	5	3
10.	4	4	2	3	5	–1	–1	3	5	–1
11.	5	5	5	2	5	–2	–2	4	5	4
12.	4	4	5	3	5	–1	–1	3	5	4
13.	3	4	5	4	3	4	4	3	5	2
total	59	50	53	40	45	27	38	44	42	23
Medium	4,5	3,8	4,1	3,0	3,4	2,1	2,9	3,6	3,2	1,7

Table 3. An assessment based on three key characteristics that reflect a brand's attractiveness to consumers.

	Awareness $\sum_{i=1}^{n} a$	Average awareness rate	Quality $\sum_{i=1}^{n} b$	Average quality score	Intention to make a purchase $\sum_{i=1}^{n} c$	Intention to make a purchase
Alpen Gold	117	10	103	9	96	8
Snickers	118	10	116	10	98	8
Bounty	116	10	115	10	93	8
Milka	100	8	85	7	65	5
ROSHEN	117	10	108	9	91	8
KitKat	96	8	81	7	68	6
Twix	103	9	88	7	69	6
Mars	97	8	83	7	59	5
Barambo	125	10	106	9	92	8
Nuts	92	8	85	7	55	5

Table 4. Sweetness assessment of chocolate brands (II)

Chocolate Brands Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshen	KitKat	Twix	Mars	Barambo	Nuts
1	3	4	3	4	3	3	3	4	3	3
2	4	4	3	5	4	4	4	3	4	3
3	4	4	4	5	3	4	4	4	4	4
4	5	3	4	3	4	5	5	3	2	1
5	4	2	2	5	4	4	5	5	-1	-1
6	5	5	5	1	5	5	5	3	3	1
7	5	5	5	5	-2	-2	5	-1	-1	-1
8	4	4	4	5	5	4	4	5	4	4
9	3	5	4	4	4	5	3	4	5	4
10	4	4	3	4	4	5	4	5	4	5
11	5	5	4	4	4	4	5	5	4	5
12	-1	5	4	4	4	4	4	5	4	5
13	4	5	4	4	5	4	3	4	4	4
ჯამი	49	55	49	53	47	49	54	49	39	37
საშუალო	3,769231	4,230769	3,769231	4,076923	3,615385	3,769231	4,153846	3,769231	3	2,846154

Table 5. Caloric content assessment of chocolate brands (II)

Chocolate Brands Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
1	8	9	10	5	8	6	7	8	5	4
2	8	9	7	8	6	6	7	8	5	4
3	8	9	10	9	8	8	7	7	6	7
4	3	3	4	4	5	4	3	3	3	4
5	3	10	3	10	10	6	9	10	5	5

6	5	5	5	1	5	5	5	1	2	1
7	8	7	8	10	9	9	8	7	8	9
8	6	7	7	6	5	4	4	7	5	7
9	8	9	9	8	7	8	7	8	7	6
10	6	8	5	6	5	4	7	8	5	6
11	5	6	5	5	5	4	4	7	5	6
12	5	7	6	5	5	4	4	6	5	6
13	6	8	7	6	6	5	5	8	7	8
ჯამი	79	97	86	83	84	73	77	88	68	73
Medium	6,076923	7,461538	6,615385	6,384615	6,461538	5,615385	5,923077	6,769231	5,230769	5,615385

Table 6. Cocoa % rating of chocolate brands (II)

Chocolate Brands Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
1	5	7	3	2	4	2	3	5	4	2
2	5	7	3	2	4	2	5	9	6	8
3	8	7	8	6	7	6	5	6	7	8
4	5	4	3	3	4	4	4	4	3	4
5	3	4	2	3	5	1	3	4	2	1
6	5	5	5	1	5	5	5	1	2	1
7	10	10	10	7	7	6	6	5	7	6
8	6	6	5	7	5	5	4	6	5	5
9	4	4	3	5	6	5	7	6	9	6
10	3	4	5	6	6	5	5	5	7	5
11	5	4	4	5	5	4	4	4	5	4
12	5	5	5	5	4	4	4	4	5	5
13	6	5	5	5	6	4	5	7	8	6
ჯამი	70	72	61	57	68	53	60	66	70	61
საშუალო	5,384615	5,538462	4,692308	4,384615	5,230769	4,076923	4,615385	5,076923	5,384615	4,692308

Table 7. Price evaluation of chocolate brands (II)

Chocolate Brands Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
1	4	4	3	5	8	4	4	3	2	3
2	4	4	4	7	8	4	4	3	4	3
3	4	4	4	5	8	4	3	3	4	4
4	5	4	5	3	5	3	5	3	5	5
5	7	8	8	9	8	8	6	9	5	4
6	5	4	5	2	5	5	5	1	2	1
7	5	5	5	7	6	7	6	5	6	4
8	6	6	6	5	6	5	5	5	5	5

9	10	10	10	8	6	8	5	3	10	7
10	5	5	5	5	5	5	6	5	5	6
11	6	6	6	5	5	5	5	5	5	4
12	5	5	5	4	5	5	5	5	5	5
13	5	5	5	4	5	5	5	6	5	6
ჯამი	71	70	71	69	80	68	64	56	63	57
medium	5,461538	5,384615	5,461538	5,307692	6,153846	5,230769	4,923077	4,307692	4,846154	4,384615

Table 8. User value assessment by weight (Wi)%

Attributes	1	2	3	4	5	6	7	8	9	10	11	12	ჯამი	Medium,
Cocoa content%	70	60	60	50	10	20	40	15	10	10	20	85	450	37,5
price	10	20	10	25	40	15	20	20	10	40	45	5	260	21,66667
Sweetness	15	10	15	10	25	60	30	40	50	30	20	5	310	25,83333
Calorie Content 5	5	10	15	15	25	5	10	25	30	20	15	5	180	15

Table 9. Report on the actual and ideal point differences of chocolate brand attributes – sweetness

Chocolate / Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
1	5	7	8	5	4	4	4	3	2	5
2	7	6	7	5	6	5	6	7	7	6
3	6	8	8	8	9	7	5	6	4	3
4	5	6	6	5	4	6	3	4	6	3
5	3	6	5	4	7	3	3	6	7	8
6	5	2	5	3	5	4	4	6	5	5
7	6	5	6	5	4	6	5	6	4	6
8	8	7	8	6	7	8	9	8	8	9
9	9	8	7	8	9	7	8	7	9	9
10	7	6	4	5	4	6	5	6	8	7
11	7	1	4	4	4	8	8	6	10	10
12	7	10	10	10	10	10	10	9	10	10
13	7	6	10	5	4	6	10	7	8	9
Total	82	78	88	73	77	80	80	81	88	90
medium	6,307692	6	6,769231	5,615385	5,923077	6,153846	6,153846	6,230769	6,769231	6,923077
|Xi-Ii|	0,230769	1,461538	0,153846	0,769231	0,538462	0,538462	0,230769	0,538462	1,538462	1,307692
Wi*|Xi-Ii|	8,653846	54,80769	5,769231	28,84615	20,19231	20,19231	8,653846	20,19231	57,69231	49,03846

Table 10. Calculation of cocoa content %

Chocolate / Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
1	4	3	4	4	5	4	5	5	5	6
2	6	7	5	6	7	5	7	7	5	5
3	6	4	7	2	4	5	8	7	5	6
4	5	3	5	6	6	8	3	9	3	2
5	3	3	5	3	6	5	5	5	5	3
6	5	2	1	7	2	3	4	1	9	5
7	4	7	5	4	7	8	5	7	4	8
8	8	6	3	9	8	4	3	7	6	6
9	9	7	2	8	8	2	4	3	7	6
10	7	8	5	4	7	5	4	8	9	6
11	5	1	3	9	6	2	3	4	1	1
12	9	10	10	10	9	9	10	10	10	10
13	6	5	5	5	6	4	5	7	8	6
total	77	66	60	77	81	64	66	80	77	70
medium	5,923077	5,076923	4,615385	5,923077	6,230769	4,923077	5,076923	6,153846	5,923077	5,384615
$|X_i-I_i|$	0,538462	0,461538	0,076923	1,538462	1	0,846154	0,461538	1,076923	0,538462	0,692308
$W_i*|X_i-I_i|$	20,19231	17,30769	2,884615	57,69231	37,5	31,73077	17,30769	40,38462	20,19231	25,96154

Table 11. Calculation of price magnitude (actual-ideal)

Chocolate / Respondents	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
1	10	10	10	10	8	9	9	7	6	10
2	6	10	10	8	9	8	8	8	8	7
3	5	7	9	10	10	6	3	3	3	2
4	7	3	7	4	6	5	5	5	7	5
5	4	3	1	5	3	3	1	1	2	3
6	7	6	5	7	5	6	4	4	8	7
7	7	5	5	9	3	4	3	3	2	1
8	8	6	9	7	9	5	4	4	7	6
9	9	6	7	8	9	5	4	4	7	6
10	7	8	9	8	8	9	6	6	8	9
11	4	6	6	5	6	5	5	5	6	6

12	5	5	5	6	4	3	5	5	6	7
13	5	5	5	4	5	5	6	6	5	6
Total	84	80	88	91	85	73	63	61	75	75
medium	6,461538	6,153846	6,769231	7	6,538462	5,615385	4,846154	4,692308	5,769231	5,769231
|Xi-Ii|	1	0,769231	1,307692	1,692308	0,384615	0,384615	0,076923	0,384615	0,923077	1,384615
Wi*|Xi-Ii|	37,5	28,846155	49,038466	63,461534	14,423088	14,423088	2,884615	14,423088	34,615388	51,923088

Table 12. Mood values by chocolate brands– Ap

Chocolate	Alpen Gold	Snickers	Bounty	Milka	Roshed	KitKat	Twix	Mars	Barambo	Nuts
Ap	141,3462	126,9231	80,76923	164,4231	187,5	72,11538	46,15385	121,1538	173,0769	213,4615