



“A STUDY ON CUSTOMER SATISFSCION TOWARDS THE NESTLE PRODUCT IN COIMBATORE CITY”

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ABSTRACT

Brand is one of the most valuable intangible assets of any organization. Hence it is imperative to manage it well to maximize its returns. The end result of creating successful brand fundamentally rests with the customers. Organizations can do their best to create a successful brand, but the question is whether customer also perceives the same about the brand. The marketing activity linked with the brand tries to influence the customer's mind towards the brand. This creates a customer disposition and behavior towards the brand. The customer then starts relating the brand with his environment. Branding is a process which involves creating a specific name, logo, and an image of a particular product, service or company. This is done to attract customers. It is usually done through advertising with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. A brand is a name, term, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

Keywords- Brand, Marketing, Customer, Behaviours

1. INTRODUCTION

Brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed.

STATEMENT OF PROBLEM

Competition is very high in today's marketplace. Every organization is therefore determined to differentiate their brands and service offerings compared to their competitors. In effect, everybody is trying to have unique features in their brand and market them. If organizations want to succeed in this space, they need to assess their brands honestly else similar me-too brands are out there in the market which can destroy their entire marketing efforts. Brands suffering from symmetry syndrome will find it difficult to survive in the market after some time. No marketing manager would like their brand to be seen as a commodity. In fact the whole concept of marketing is based on selling the brand which can be differentiable. It is generally argued that goods and services are differentiable. Few argue that this is applied only to consumer goods however even in industrial goods and services, they can be distinguished.

OBJECTIVES OF THE STUDY

- To study the socio-economic Characterise of the respondents.
- To study the factors influencing to buy the nestle product.
- To ascertain the satisfaction level of the customer toward the nestle product.
- To know the preference among study factor.
- To find out suggestion to based on the study.

SCOPE OF THE STUDY

The study is to identify the brand awareness of nestle product and also identify the factors which influence the consumers to buy nestle Products.

HYPOTHESIS

H₁-There is significant relationship between the gender of the respondents and their likes to nestle products.

H₁-There is significant relationship between qualification of the respondents and the respondents who likes nestle products.

LIMITATION OF THE STUDY

- The respondents were restricted only to students.
- The research was carried out in a short period of time.
- Limited sample size 120 respondents.

2. REVIEW OF LITERATURE

CARL R.ANDERSON&CARL P.ZEITHAML,(2013)revealed that the effect of humorous advertising on brand recognition by consumers.For this purpose,four brand were selected,namely,Fevicol,Choculate,Karbon Mobiles and coca-cola.for each brand,two television were chosen,ensuring that one is humorous and the other non-humorous,So, in all, eight television commercials were shown to audience and their responses were suggested that humor is an essential ingredient of an advertisement and has profound effect on building brand recognition.this could be condition by comparing the results of the same brand.humorous advertisement were found to be more effective than non humorous advertisements.Thus,it can be secondary that humor should be used in advertising asit leads to positive brand recognition

FAZLOLLAH KAZEMI&MALINE ESMAEILI(2012)revealed that the use and effect of fantasy in food advertising targeting children.A content analysis documented the prevalence of fantasy appeals,including fantasies that center on product ingredients,animals,and adventures. Viewer's responses to health food advertisement revealed substantial variability in their understanding of advertising, inference of manipulative intent,and use of persuasion knowledge.An experiment shows imagination was associated with positive attitude toward an advertisement when perceived manipulative intent was low negative evaluation when perceived manipulative intent was high.

AMANDEEP KAUR HUNDAL&MOIRA SINGH(2012),were found that the customers behavior towards the health food drinks category.therefore,it is better to understand the market scenario and the major players of this market i.e.what they are offering to their customers,which can influence their television watching behavior.

DR.G.MURUGANANTHAM AND PRIOM BISWAS(2012),explored children's understanding of television commercial on host selling(that feature the same primary characters as those in the adjacent program content)he revealed that three dimensions of the processing of television advertising that could affect by the practice of host selling are assessing ability to discriminate commercial from program content;ability to attribute persuasive intent to commercial and attitudinal responses to commercial appeals the results indicated that irrespective of age children's were significantly less likely to discriminate commercial from program content when the host-selling format viewed,and the older children were more favorably influenced by the same commercial content when it was seen in a host-selling presentation than in a normal viewing situation.

RESEARCH METHODOLOGY

Research Methods is defined as "tools or instruments used to accomplish the goals and attributes of study".

METHOD OF DATA COLLECTION

The data was collected for this study is

Primary data: The primary data are those which are collected as fresh for the primary time.

Secondary data: Secondary data is collected from journals, magazines and books, newspaper and internet.

Area of study: This study was conducted in Coimbatore city.

Sample size: The sample size is 120.

Tools used for analysis: Data analysing tools are Simple percentage and Chi-square test.

Simple percentage: Percentage base analysis helps to find which factors is significant among a number of factors.

Chi-square: A chi-square statistic which is used to test the measures of expectations compare to actual observes (or) model result.

ANALYSIS AND INTERPRETATION**Demographic profile of the respondents**

S.no	Demographic	No of respondents	Percentage	
1	Gender	Male	40	34
		Female	80	66
2	Age	Below 20 years	6	5
		21-40 Years	84	70
		41-60 Years	17	14
		Above 60 years	13	11
3	Qualification	No formal education	6	5
		School level	66	55
		College level	30	25
		Professional level	18	15
4	Occupation	Employed	20	17
		Business	56	46
		Professional	19	16
		Home makers	25	21
5	Who likes nestle products	Adults	27	23
		children	93	78

INTERPRETATION: Table 1 clearly states the demographic profile of the sample respondents. Majority of the responds fall in the age group of 18-22 and most of them are female. Majority of them under graduate students. Majority of the respondent's occupation is business. Most of the respondents who likes nestle products is adults.

CHI- SQUARE ANALYSIS FORMULA:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Degree of freedom = (r-1) (c-1)

H₁-There is significant relationship between the gender of the respondents and who likes nestle products.

Chi-Square Table

O	E	(O-E) ²	(O _i - E _i) ² /E _i
48	46.5	2.25	0.048
45	46.5	2.25	0.048
12	13.5	2.25	0.167
15	13.5	2.25	0.167
		Total	0.43

Source: primary data

Significant level = 0.05

Result: calculate the chi-square value is (0.43) is less than (3.841) table value hence the hypothesis is accepted. Therefore, it is found that there is significant relationship between respondents' gender and respondents who likes nestle products.

H₁: There is significant relationship between qualification of the respondents and respondents who likes nestle products.

Chi-Square Table

O	E	(O-E) ²	(O _i - E _i) ² /E _i
6	4	4	1
44	44	0	0
20	20	0	0
10	12	4	0.3
0	1.4	1.96	1.4
14	15.4	1.96	0.13
10	7	9	1.28
4	4.2	0.04	0.009
0	0.4	0.16	0.4
4	4.4	0.16	0.04
0	2	4	2
4	1.2	7.84	6.53
0	0.2	0.04	0.2
4	2.2	3.24	1.47

0	1	1	1
0	0.6	0.36	0.6
		Total	16.359

Source: primary data

Significant level = 0.05

Result: The calculate chi-square value is (16.359) is less than (16.919) table value hence the hypothesis is accepted.

Therefore, there is significant relationship between qualification and respondents who likes nestle products.

3. RESULT AND DISCUSSION

- The majority (66%) of the respondents are female.
- The majority (70%) of the respondents comes under the age group of below 20-40 years.
- The majority (89%) of the respondents are unmarried.
- The majority (55%) of the respondent are school level.
- The majority (46%) of the respondents' occupation is business.
- The majority (74%) of the respondents are Nuclear
- The majority (74%) of the respondents are 3-5.
- The majority (58%) of the respondents are Below Rs.20,000
- The majority (92%) of the respondents are yes.
- The majority (72%) of the respondents are Television.
- The majority (94%) of the respondents are yes.
- The majority (78%) of the respondents are Children.
- The majority (82%) of the respondents are yes.
- The majority (96%) of the respondents are yes.
- The most (34%) of the respondents are Twice a week.
- The most (34%) of the respondents are twice a week.
- The most (30%) of the respondent are twice a week.
- The most (24%) of the respondents are never.
- The most (28%) of the respondents are never
- . • The most (22%) of the respondents are evening.
- The majority (88%) of the respondents are yes.
- The most (48%) of the respondents are fairly reasonable.
- The majority(62%) of the respondents are highly satisfied.
- The majority(72%) of the respondents are satisfied.

- The majority (72%) of the respondents are satisfied.
- The majority (72%) of the respondents are highly satisfied.
- The majority (52%) of the respondents are highly satisfied.

SUGGESTION

Prices must be reduced slightly, so that all level of people can purchase and Many flavors must be introduced and All varieties must be available in all areas.

4. CONCLUSION

This project is focused on consumer's preference towards products. From my study, I found out that majority of consumers prefer silk chocolate. And my conclusion from this study is that if process is lowered , then the nestle company can attract more consumers and increase their market shares and also to provide more and more variety flavors in chocolate and to give little much importance to other product as nestle, milkmaid, everyday , flavor etc. If these changes are made , then all products of nestle will attract more customers and increase their markets.

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