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## **A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE PRODUCTS WITH SPECIAL REFERENCE TO CHOCOLATES**

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### **INTRODUCTION :**

The study and administration of trade relationships is known as marketing. It is the process used in business to recognize, anticipate, and fulfill the needs and desires of customers. Marketing is one of the main facets of business management and commerce since it is utilized to draw in clients. Products can be directed by marketers either directly to customers or to other businesses. In order to provide customers, the most value for their money, marketing is the process of facilitating the exchange of a certain commodity for other commodities, services, or money. From a sociological perspective, marketing is the conduit between a society's material needs and its response patterns in the economy. Through long-term connection building and exchange procedures, marketing meets these needs and wants of nestle.

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### **STATEMENT OF PROBLEM :**

The result of the study might be useful to nestle company to expand their sales. This study is also helpful to analysis the implementation of the new marketing strategy to be adopted by Nestle. This study also helps the college students to get aware about the products of Nestle and a way of business opportunity to them. And also, this study helps to create brand awareness of nestle products among the consumers in average and below average income group.

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### **OBJECTIVE OF THE STUDY :**

The objective of studying the Nestle brand can vary depending on the perspective and purpose of the study. However, common objectives might include:

1. position and competitiveness in various sectors and regions.
2. Understanding consumer perceptions and behavior towards Nestle products.
3. Identifying opportunities for growth and innovation within the Nestle brand.

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### **LIMITATIONS OF THE STUDY :**

To carry out the research study the following limitations were expected and during the research study:

- The time frame for the study was limited.
- The data are generalized.
- Some of the respondents are illiterate so it was time consuming for collecting date as they answer the question wisely.

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### **REVIEW OF LITERATURE:**

**1.Daivata Chavan-Patil, (2008):**"Colouring consumer's psychology using different shades: The role of perception of colours by consumers in consumer decision making process", Colour plays a important role in activate emotion in people. The current research studied the role of perception of colours in customer decision making process. The study focuses on how the departmental stores by using dissimilar colours/colour combination in logo, the brand name, the tagline, and the slogan reach to their audience.

**2.Grigoroudis, E and Siskos, (2009):** "A Customer means the party to which the goods are to be supplied or service rendered by the supplier". Provide definition for „customer" upon two approaches: With reference to loyalty, "A customer is the person that assesses the quality of the offered products and services" and on process-oriented approach, "the customer is the person or group that receives the work output."

**3.Attiya Kanwal (2011):** "Consumer preference of International brands many chocolates brands or companies had come so there are getting more famous and there tastier over local brands" Field research U.P. Technical University, Lucknow.

**4.Kaberi Bhattacharyya (2011):** in his study "The Role of Media in Influencing Customers' Brand Choice: Some Observations" told that a brand has arrived in the market, is alive and kicking or simply pulling on. Similarly, generations of customers are made known that a brand has still remained relevant in the changing context of time and space.

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## COMPANY PROFILE

Nestle was founded in 1866 by Henri Nestle and is today's world's biggest food and beverage company. Nestle employees are around 2,50,000 people from more than 70 countries and have factories or operation in almost every country in the world. The history of Nestle begins in Switzerland in 1869 when Henri Nestle, the pharmacist, launched the product Fairine Lateen Nestle, a nutritious gruel for children. Henri used his surname, which means "little Nestle", in both the company name and logotype. The nest, which symbolizes security, family and nourishment, still plays a central role in Nestle's profile. Since it began over 130 years ago, Nestle success with product innovations and business acquisitions has turned it into largest food company in the world. As the years have passed, the Nestle family has grown to include chocolates, soups, coffee, cereals, frozen products, yogurts, mineral water, and other food products. Beginning in the 70's, Nestle has continued to expand its product portfolio to include pet foods, pharmaceutical products and cosmetics too. Today Nestle markets a great number of products, all with one thing in common: the high quality for which Nestle has become renowned throughout the world, The company's strategy is guided by several fundamental principles.

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## HISTORY OF NESTLE:

NESTLE's relationship with India dates back to 1912, when it began trading as The NESTLE Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. After India's independence in 1947, the economic policies of the Indian Government emphasised the need for local production.

NESTLE responded to India's aspirations by forming a company in India and set up its first factory in 1961 at Moga, Punjab, where the Government wanted NESTLE to develop the milk economy. Progress in Moga required the introduction of NESTLE's Agricultural Services to educate, advise and help the farmer in a variety of aspects. From increasing the milk yield of their cows through improved dairy farming methods, to irrigation, scientific crop management practices and helping with the procurement of bank loans.

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## DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected Information and determining the conclusions, significance, and implications of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection

The statistical tools are

- Percentage analysis
- Chi-Square analysis
- Weighted average

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## PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Through the use of percentages the data is reduced to the standard form where the base is equal to 100 which facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents by 100 and it is divided by the same size.

### FORMULA:

$$\text{Simple percentage} = \frac{\text{No of respondents}}{\text{Sample size}} * 100$$

Analysis and interpretation of data is the process of assigning meaning to collected

**GENDER OF THE RESPONDENTS**

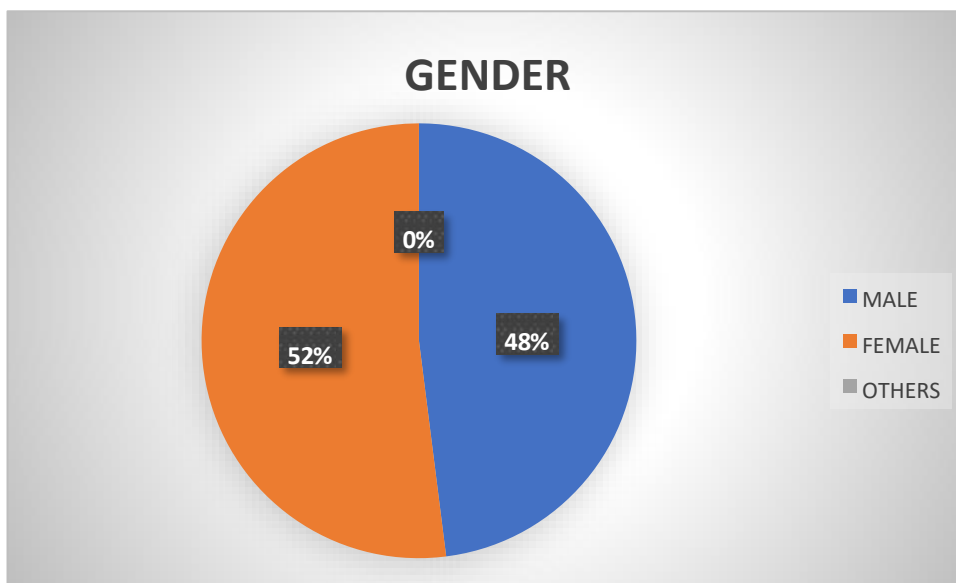
**TABLE 1 GENDER OF THE RESPONDENTS**

GENDER	NO. OF RESPONDENTS	PERCENTAGES
MALE	72	48%
FEMALE	78	52%
OTHERS	0	0
TOTAL	150	100%

(sources: primary data)

**INTERPRETATION:**

This table shows that 48% of respondents are male, 52% of respondents are female, and 0% of respondents of others.



**CHI –SQUARE ANALYSIS**

Chi-square test is the non-parametric test of significant differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (Pronounced as chi square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 190

**Table**

**Table Showing the occupation and satisfaction towards nestle product advertisement**

OCCUPATION/ SATISFIED	NEVER	NO	SOMETIME	YES	TOTAL
Business	1	2	7	4	14
Employee	0	8	11	10	29
Part-time	0		1	1	2
Student	0	30	41	34	105
TOTAL	1	40	60	49	150

O	E	O-E	(O-E) <sup>2</sup>
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1	0.093	0.907	0.822649
0	0.193	-0.193	0.037249
0	0.013	-0.013	0.000169
0	0.7	-0.7	0.49
2	3.73	-1.73	2.9929
8	7.73	0.27	0.0729
0	0.53	-0.53	0.2809
30	28	2	4
7	5.6	1.4	1.96
11	11.6	-0.6	0.36
1	0.8	0.2	0.04
41	42	-1	1
4	4.57	-0.57	0.3249
10	9.47	0.53	0.2809
1	0.65	0.35	0.1225
34	34.3	-0.3	0.09
TOTAL	149.979		12.87507

$$(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2$$

CHI-SQUARE VALUE ( $\Sigma$ ) =

EXPECTED VALUE

$$= 149.979/12.87507$$

$$= 11.64$$

DEGREE OF FREEDOM (ROW-1)\* (COLUMN-1)

$$=(4-1)* (4-1)$$

$$=3*3$$

$$=9$$

Calculation of X square	11.64
Degree of freedom	9
Critical value of chi-square	16.919

### **HYPOTHESIS**

H<sub>0</sub>: There is no significant relationship between the occupation and satisfaction towards nestle product advertisement of the respondents.

H<sub>1</sub>: There is a significant relationship between the occupation and satisfaction towards nestle product advertisement of the respondents.

Level of Significance= 0.5% or 0.05

### **INTERPRETATION**

In the above analysis the calculated value (1.88) is less than the Table Value (16.919) at the level of 5% Significance. Hence null hypothesis is accepted thus there is no significant relationship between the occupation and satisfaction towards nestle product advertisement of the respondents.

### **CONCLUSION:**

Consumer satisfaction is a core determinant factor for the survival of business organizing in the future. The purpose of the study was to propose a simple model that can be implemented to provide customer satisfaction on Nestle products. The researcher after conducting a study on the consumer behaviour towards the products of Nestle has come to the conclusion that Nestle has received a pivotal position in the market for their products. Quality is the main motivating factor for the consumers to buy the products of Nestle. Introduction of new products in the market, to satisfy all types of consumers is

also one of the important reasons for Nestle to rank top in the consumers' market. It is clear from the study that, to capture a major share in the consumer goods market the manufacturer has to provide quality goods at reasonable price.

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**REFERENCE:**

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5. Sharif001(2017 July) - Nestle is a world's first foods products company. This company produce number of food products as such cerealacs, magic, coffee powder etc oct2015,vol. 7 issue 4,p909667,189.
6. Jasu rattan singh (2015 July) - Nestle is a leading food company. It's products are sold in really big number. Ir has production houses in many parts.
7. Ghazala786 (2015 June) - Nestle is a famous brand of food products.Some of its products are really excellent like Nestle Chocolates, milkmaid etc..

**WEBSITES:**

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2. [https://en.m.wikipedia.org/wiki/Main\\_Page](https://en.m.wikipedia.org/wiki/Main_Page)
3. <https://www.worldwidejournals.com/>