

## A Study on Marketing Mix of Nestle Product

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### Abstract

This study is related to the integration of Nestle product marketing. Nestle Company is a health, nutrition and wellness company that provides, manufactures and manufactures ready to-use dishes and cooking utensils, medicines and eyewear, dairy products and baby food. The company operates in six regions including zone America, zone Oceania, zone Africa and Asia. Nestle was built in 1866 by Henry Nestle and is headquartered in Switzerland. With the hiring of various business strategies and the launch of a new product line, nestle incentives to employ approximately 339,000 employees working in all regions around the world.

The purpose of this study is to identify the factors that lead a customer to choose Nestle products. Buyers of a nestle product refer to a level of happiness or dissatisfaction with product and product. A sample size of 150 student respondents was taken. The main purpose of the study was to study consumer behavior in relation to Nestle product, factors that influence consumer decision, ad performance level and consumer satisfaction in relation to nestle products. Research results are analyzed using percentage analysis and Chi - Square analysis. In this study, a simple random measurement method was used. This paper is the result of a study conducted in Coimbatore city and is based on information provided to respondents with questions. I hope this project will be of great help to those who have understood constructive and healthy suggestions for improving Nestle Product.

**Keywords:** consumer behavior, consumer satisfaction, consumer preference, marketing mix

### Introduction

Nestlé changed into based in 1866 by Henri Nestlé and is nowadays the sector's biggest food and beverage enterprise. sales at the stop of 2005 were CHF ninety-one b n, with a net earnings of CHF eight bn. Nestlé employ round 250,000 people from more than 70 countries and have factories or operations in almost each united states of america in the world. The chronicle of Nestlé started out in Switzerland in 1867 whilst Henri Nestlé, the pharmacist, released his product Farine Lactée Nestlé, a nutritious gruel for youngsters. Henri used his surname, because of this 'little nest', in both the enterprise call and the logotype. The nest, which symbolizes security, family and nourishment, nonetheless performs a central function in Nestlé's profile. since it commenced over a hundred thirty years ago, Nestlé's achievement with product innovations and commercial enterprise acquisitions has grown to become it into the largest meals enterprise in the international. because the years have handed, the Nestlé circle of relatives has grown to consist of goodies, soups, espresso, cereals, frozen merchandise, yoghurts, mineral water and different meals products. beginning within the 70s, Nestlé has persevered to expand its product portfolio to consist of pet meals, pharmaceutical products and cosmetics too.

today, Nestlé markets a brilliant quantity of products, all with one component in common: the excessive exceptional for which Nestlé has emerge as renowned at some stage in the sector The organization's approach is guided through several essential concepts. Nestlé's present merchandise grow via innovation and maintenance whilst retaining a stability in geographic sports and product traces. lengthy-term potential is in no way sacrificed for brief-time period performance. The employer's precedence is to bring the great and maximum relevant merchandise to human beings, anywhere they may be, something their wishes, in

the course of their lives. taste of Nestlé in every of the countries where Nestlé sell merchandise. Nestlé is based totally on the principle of decentralization, which means each country is responsible for the efficient jogging of its enterprise - such as the recruitment of its team of workers. 'Centralize what you need to, decentralize what you may'. Nestlé is a enterprise that's found in everywhere in the international but It has distinction and specific motto to deal in everywhere in the global. Nestlé believes that they have to consider their organizations globally but they address human beings via interacting with them locally. "Questioning globally - performing domestically"

#### **Literature review:**

**1. Paul Rozin (1991)** examined that Chocolate is the most craved meals amongst women, and is craved by way of nearly 1/2 of the woman pattern (in both age corporations). even though this craving is related to a candy yearning, it can't be accounted for as a longing for sweets. about half of the woman cravers display a very properly-defined yearning top for chocolate within the premenstrual duration, starting from a few days earlier than the onset of menses and extending into the primary few days of menses. There isn't always a big relation in chocolate craving or liking between mother and father and their children.

**2. Sarah Hagget (1994)** examined that a debatable, authorities endorsed marketing campaign to tackle obesity by using encouraging children to trade chocolate bar wrappers for sports activities gadget. An employer like Cadbury is capable of handing over 12 million messages into the marketplace and attractive younger humans in superb talk. underneath the scheme, college-kids get "unfastened" device after they collect tokens from Cadbury chocolate bars. it's been calculated those kids want to acquire tokens from 5440 chocolate bars for a internet and set of volleyball posts.

**3. Lipp (1998)** probed that his work opinions the literature on the compositional data of vegetable fat used or proposed as options to cocoa butter in chocolate and confectionery merchandise. Cocoa butter is the simplest continuous phase in chocolate, for this reason responsible for the dispersion of all different components and for the physical behavior of chocolate. unique to cocoa butter is its brittleness at room temperature and its short and whole melting at body temperature. There had been, and are, robust efforts to update cocoa butter in part for chocolate production for technological and monetary motives.

**4. Philip K. Wilson (1999)** examined that in 1753, the mentioned oncologist, Carl Linnaeus, named it Theobroma cacao, the food of the Gods. and a half of centuries later, Joanne Harris emphasized this extraordinaries' erotic sensations in her award-prevailing fiction debut, Chocolate. For millennia, healers have touted its myriad medicinal, yet mystical, capabilities. via the 1950s, chocolate, what had long been used as a drug, a meal and as a supply of currency, changed into being advertised simply as a pleasure-stuffed snack. Over the next 1/2 century, the yearning to carve out chocolate's wholesome, medicinal characteristics resurged.

**5. Jan Wollgast (2000)** examined that Cocoa beans are rich in polyphenols, especially catechins and proanthocyanins. but, a pointy lower in amount happens at some stage in fermentation and drying of cocoa beans and in addition retention has been said in the course of roasting. Characterization and mainly quantification of polyphenols in chocolate has most effective been evolved distinctly these days. This work opinions similarly on the literature at the to be had methodology for analysis, quantification, isolation, purification, and shape elucidation of polyphenols in cocoa additives and different commodities.

**6. "Indian Food and Beverages Forecast" published by RNCOS (2007)** A series of recent studies has indicated that, India's meals –processing area has passed through full-size adjustments over the last six to seven years. the kind, range, high-quality and presentation of products have all advanced, mainly because of monetary liberation. The file augurs that the Indian meals processing industry would witness a CAGR

growth of 15% for the length spanning from 2007 to 2011. many countries are increasingly more eyeing upon India for food. currently, India has determined to export 6000 metric tons of rice to Sri Lanka.

**Objectives:**

- To study the consumer behaviors towards the product of Nestle.
- To analyse the factors influencing the buyer decision of the consumers.
- To establish the level of effectiveness of the advertisement.
- To study the level of satisfaction towards the nestle products.

**Sample area, size and design:**

In this article the simple random Sampling Method has been Used. Both the primary and secondary data has been Collected for the study. The research had taken 150 Respondents. Percentage analysis has been used to express the relative frequency of survey responses and other data; Chi square analysis has been used to investigate whether distributions of categorical variables differ from one another, The Marketing mix of Nestle has been derived to address the products, price, place and promotions of Nestle.

Table 1: Percentage Analysis

PERCENTAGE ANALYSIS	GROUP	FREQUENCY	PERCENTAGE
Gender	Male	65	43.3
	Female	85	56.7
Age group of the Respondent (Years)	0-15	4	2.7
	16-25	144	96
	26-35	0	0.00
	Above 35	2	1.3
Occupation	SSLC	4	2.7
	HSC	3	2
	UG	128	85.3
	PG	10	6.7
	Self Employed	3	2
	Others	2	1.3
Marital Status	Married	3	2
	Unmarried	147	98
Monthly Income	Below 15000	107	71.3
	15000-30000	20	13.3
	30000-40000	13	8.7
	Above 50000	10	6.7
Location	Urban	105	70
	Semi Urban	22	14.7
	Rural	23	15.3
Preferred Product	Health Care Product	88	58.7
	Skin Care	48	32
	Pet Care	11	7.3
	Others	3	2
Like Nestle Products	Yes, Very Much	75	50

	Yes, somewhat	66	44
	No, Rather Not	2	1.3
	No, Not at All	7	4.7
Reason for Purchase	Quality	123	82
	Price	13	8.7
	Image	13	8.7
	Others	1	0.6
Influence to Buy Nestle Products	Newspaper	12	8
	Television	132	88
	Magazine	6	4
Frequency of Purchase	Monthly	85	56.7
	Quarterly	36	24
	Half Yearly	17	11.3
	Yearly	12	8
Usage of Nestle Product	0-6 Months	32	21.3
	6 Months – 1 Year	23	15.3
	1-2 Years	16	10.7
	More than 2 Years	79	52.7
Continue to use Nestle Product	Strongly Agree	42	28
	Agree	71	47.3
	Neutral	34	22.7
	Disagree	3	2
	Strongly Disagree	0	0.00
Purchase of Product Again	Definitely	69	46
	Probably	64	42.7
	Might Not	3	2
	Not Sure	14	9.3
Price of the Nestle Products	Very Reasonable	14	9.3
	Reasonable	95	63.3
	Average	38	25.4
	High	3	2
Recommendation of Products	Definitely	58	38.7
	Probably	65	43.3
	Might Not	20	13.3
	Not Sure	7	4.7
Nestle Products Compared with other Competitors	Much Better	32	21.3
	Better	95	63.3
	Same	22	14.7
	Worse	1	0.7
Sub Brand Prefer More	Nescafe	27	18
	Maggie	45	30
	Chocolate	59	39.3
	Milkmaid	19	12.7
How Many Brands	1-5	89	59.3

they know	6-10	42	28
	11-20	13	8.7
	More than 20	6	4
Purchase Nestle Product	Departmental Store	104	69.3
	Grocery Shop	39	26
	Online Purchase	7	4.7
	Others	0	0
Satisfaction With Nestle Product	Very Satisfied	41	27.3
	Satisfied	75	50
	Neutral	31	20.7
	Dissatisfied	2	1.3
	Very Dissatisfied	1	0.7

Table 2 – Chi Square Analysis

Category	Level of significance	Degree of Freedom	Calculated Value	Chi Square Value	Test Solution
Age/Advertisement	0.05	9	0.508	16.92	H1 (Alternate Hypothesis)
Gender/Recommendation	0.05	3	2.179	7.82	H1 (Alternate Hypothesis)

**Suggestions:**

- Advertisement through electronic media should be increased.
- Only few people prefer nestle products for its entire product. So, the company should give preference to the consumers.
- The company should present the products in the manner that attracts the customers.
- Satisfaction level of the customers should be higher than the present scenario.
- Products can be advertised more in rural areas.
- Innovative methodology should be used in production.
- Price of the product can be reduced.
- The product can be presented in the market with an offer to attract the customer. Focuses on customers are needed.

**Conclusion:**

From the results it was observed that few of the respondents were neither dissatisfied nor highly dissatisfied towards few aspects, Flavors in the product, packing of the product, Life of the product, Advertisement for the products. Few respondents feel that the varieties of Nestle products were loss when compared to other products in the markets. Packing of the products were a major concern which may get exposed during the time of care of self- life is another concern where few customers complained that the product in different colors and the company may give more importance. They may be given based on flavor of the product, different colors in packing and advertisements which may attract more customers towards Nestle products which may turn as a word of mouth for the product. It is concluded that almost all the

respondents have revealed that they have overall satisfaction for the nestle product. This shall be maintained by overcoming few problems which reveals the negative aspects that required to be reified by the product by implementing measures to achieve greater heights in the future. Hence, nestle should create more awareness about its products to the people, and also nestle should provide discounts and offers to increase the sales and also sales methodology should be improved. Nestle is just not an FMCG line but a desire and a passion to give a value for money product to consumers at large. In this research, we have only focused on indigenous marketing mix of nestle products, in future, other kind of nestle products can also be taken into consideration

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