

Study of Consumer Satisfaction: A Survey of Nestle Products in Baroda City

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ABSTRACT

Consumers of nestle product refers to the level of happiness or dissatisfaction with product and brand. The researchers have taken the sample size of 100 respondents of students, children, businessman, servicemen and housewives because majority these people consume nestle product in the market. The main objective of the research is to study about consumer satisfaction of nestle product with understanding the consumer profile, understanding the effectiveness of marketing strategy and examine the loyalty of consumer. The research design chosen is descriptive in nature. For this study, the sampling technique chosen is convenience sampling. This paper is a result of research carried out in Baroda city and it is based on the information given by respondents through questionnaire i.e. primary data. Secondary data was collected from magazine, website and past research papers & articles. In this research work, all the Null Hypotheses framed by researcher is accepted, that means there is no any relations between the dependent and independent variables.

1. Introduction

Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food and beverage company. Nestle employ around 2,50,000 people from more than 70 countries and have factories or operations in almost every country in the world. The history of Nestlé began in Switzerland in 1867 when Henri Nestlé, the pharmacist, launched his product Farine Lactée Nestlé, a nutritious gruel for children. Henri used his surname, which means 'little nest', in both the company name and the logotype. The nest, which symbolizes security, family and nourishment, still plays a central role in Nestlé's profile. Since it began over 130 years ago, Nestlé's success with product innovations and business acquisitions has turned it into the largest Food Company in the world. As the years have passed, the Nestlé family has grown to include chocolates, soups, coffee, cereals, frozen products, yoghurts, mineral water and other food products. Beginning in the 70s, Nestlé has continued to expand its product portfolio to include pet foods, pharmaceutical products and cosmetics too. Today, Nestlé markets a great number of products, all with one thing in common: the high quality for which Nestlé has become renowned throughout the world. The Company's strategy is guided by several fundamental principles. Nestlé's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines. Nestlé is based on the principle of decentralization, which means each country is responsible for the efficient running of its business - including the recruitment of its staff.

Consumer satisfaction is the term frequently used in marketing. In the scenario of satisfying the consumer, the first thing is to make best product for the consumer. It is a term measure of how products & services supplied by a company meet consumer expectations. It is essential for businesses to effectively manage consumer satisfaction. To be able do this, firms need reliable & representative measure of satisfaction.

Consumer satisfaction is important because it provides marketers & business owners with a metric that they can use to manage & improve their business. Here are five types of reasons why consumer satisfaction is so important.

- It's a leading indicator of consumer repurchase intentions and loyalty.
- It's a point of differentiation.
- It increases consumer lifestyle value.
- It reduces negative word of mouth.
- It's cheaper to retain consumer than acquire new ones.

Nestle has been serving this world for over one hundred and thirty years. It has differentiated itself through its high quality product mix and position itself as health and nutrition's company while targeting the health conscious people throughout the world. Nestle started its operations in Pakistan back in 1988, by acquiring dairy company Milkpak Ltd when people of India actually needed it. Since Pakistan is the 5th world's largest milk producing country. There for Nestle deals with mainly dairy products. More over its also sales juices, chocolates, prepared food like noodles, baby food, infant formula milk and breakfast cereals India. The company had acquired about 50 acres of land at Sunland, nearly 30 kilometers from Ahmadabad, for a manufacturing plant, said Gujarat Government officials.

2. Review of Literature

Pednekar, Achut P. (2015): Customer satisfaction is important for the company to build the sales and value of the brand. The objectives and the purpose of the study were explained to the respondents. Both primary and secondary data were collected to realize the objectives of the study. Due to limitation of time, only 100 respondents were selected from Mhapsa area on the basis of convenient sampling. In order to make an in-depth study, secondary data has been collected from journals, publications, news, internet, and magazines.

Necessary statistical tools have been used and the collected data were then consolidated, tabulated and analyzed. The results and discussions have been presented under various head. The products covered under the study are Toothpaste, Soap, Shampoo, Detergents, Utensil cleaner, Face cream, Milk, Soft drink, Coffee, Edible Oil, Noodle, Spices, Talcum powder, Hair oil, Deo's, Tea Powder, Biscuits, Pickles, Chips, Chocolates, Ice cream and Ketchup. The study concludes that most of the products are purchased on the basis of quality, price, brand status, identity, services, packaging, credibility and self esteem. They get attracted to the many variables related to the utility and the price value.

Payaud, Marielle A. (2014): The bottom of the pyramid (BoP) refers to markets that serve some of the poorest individuals on the planet. Many multinational corporations contend that they are implementing BoP marketing strategies while selling products targeted to the very poor in developing countries. There are significant differences across marketing strategies directed at BoP consumers, from merely adapting an existing product to the development of an innovative product strategy integrating explicit fair and inclusive growth at the local community level. It is possible to distinguish mere international marketing strategies from genuine Bop strategies, as an analysis of three case studies shows: Nestlé operations in the Central and West African region, and DANONE and Procter & Gamble operations in Egypt. Studying the characteristics of the diverse marketing strategies that these firms target to BoP consumers leads to a classification of five types of Bop Marketing strategies. The tool presented here will help management understand what a genuine Bop marketing strategy should be and how to improve current marketing practices to include BoP corporate social responsibility principles.

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."

4. Data Analysis

Demographic Profile of Respondents:

Table-1

Particulars	Classification	Frequency	Percentage
Gender	Male	51	51
	Female	49	49
	Total	100	100
Age Group	Below 25	71	71
	25-35	16	16
	35-45	07	07
	45 & Above	06	06
	Total	100	100
Occupation	Student	70	70
	Business	10	10
	Housewife	09	09
	Job	11	11
	Total	100	100

(Source: Primary Data)

3. Research Methodology

3.1 Objective:

- i) To understand the consumer profile of Nestle ltd.
- ii) To understand the effectiveness of the marketing strategies of nestle ltd.
- iii) To examine the loyalty of consumers.

3.2 Scope & Coverage of the Research Study:

The objective of the study is to know the Consumers' Satisfaction of Baroda towards Nestlé's products. This study aims how the company satisfies their consumers and their influences on buying decisions of selected respondents.

3.4 Population of the Study:

The population of the study consists of all types of users of Nestle product residing in Baroda city.

3.7 Research Design and Sampling:

The research design used for this study is descriptive in nature. The survey is carried out in Baroda City and a sample size of the study was 100 respondents from the populations as per convenience sampling method.

3.8 Data Collection:

Primary Data: The primary data were collect from the consumers of the Nestle Company through structured Questionnaire.

Secondary Data: The secondary data was collect from publishing by search engine, newspapers, books, magazines, journals, websites and other relevant information.

3.9 Limitations of the Study

The study contains the survey of Baroda city's customers only.

The duration of Data Collection for the study is limited to the period of Three months from March, 2018 to June, 2018.

Interpretation:

Demographic Data Collection according To Gender Wise Where Male Are 51 and Female Are 49. which describes that male ratio is higher than female. Demographic Data Collection according to age wise is divided into 4 parts. Below 25, 25-35, 35-45, 45 & Above. We can conclude that 71% are below 25 ages. ,where as Age between 25 to 35 there are 16% people And between 35-45 and 45 & above there are only 13% people who fill up the questioners. So we can say that majority we are fill up this questioner from below25 ages. Demographic Profile Part Data Collection according to occupation Business man is 10%. Workers who work in job are 11%. 70% of them are students. And house wife's are 9% who are fill up the data.

Hypothesis Testing:

From above data we can conclude that majority who fill up the form are 70%.

4.1 Testing Hypothesis:

Framing the Hypothesis:

- H01:** There is No Relationship between Advertisement and Awareness about availability of verities product of Nestle brand.
- H02:** There is No Relationship between Quality and Brand Loyalty for Nestle Product.
- H03:** There is No Relationship between connectivity and Brand Loyalty.
- H04:** There is No significant Relationship between Genders and Age.

Following Hypothesis has been tested.

Table-2

Sr. No.	Null Hypothesis	Dependent variable	Independent variable	Table value	Calculated value	Decision
Ho:1	Advertisement and availability of verities of products of Nestle Brand.	Availabilities of Products.	Verities of products.	9.49	5.01	Accepted
Ho:2	Quality and brand loyalty of Nestle Products.	Loyalty of products.	Different Qualities of Products.	3.84	3.63	Accepted
Ho:3	Connectivity and Awareness of Nestle Products.	Awareness	Connectivity	9.49	3.37	Accepted
Ho:4	Age and Gender.	Age	Gender	7.81	0.31	Accepted

Level of Significance is 5%

The table shows that calculated value of chi-square test is less than table value, hence Null Hypothesis is accepted.

5. Suggestions & Conclusion

Nestle India's aim is to manufacture and market the company's product in such a way so to create a value that can be sustained over the long term for consumer, share holders, employees and business partners. Nestle aims to create value for consumer that can be sustained over the long term by offering a wide variety of quality, safe food products at affordable price. The company continuously focuses its efforts to better understand the changing lifestyle of modern India and anticipate consumer needs in order to provide a convenience, taste, nutrition, and wellness through its product offering.

Nestlé does not own any agricultural land or farms, but is committed to develop long-term credible relationships with dairy farmers based on mutual trust. This makes mutual economic sense and ensures long-term sustainability and Stimulating production of good quality fresh milk. The company

Generates Employment for rural residents and significant improvements in the standards of living of rural communities.

This study was undertaken to examine the Customers' satisfaction towards Nestle Products its Marketing strategies. It is concluded from the study that majority of customers are aware of the products offered by the company. The study also reveals that customers are satisfied with the products offered by the company. Customers' Satisfaction is widely varied in accordance with the Quality of products, Taste and Price. Hence, the researchers concluded that the price has significant and positive impact on customers' satisfaction. In this age of ever increasing competition, it is very important for Nestle to keep a constant eye on preferences and behaviour of their customers in order to capture the large untapped market both in rural and urban areas of India.

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