A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE PRODUCTS

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ABSTRACT

Consumer satisfaction is a crucial factor in determining the success of any brand, including Nestlé, a global leader in the food and beverage industry. This study aims to analyze consumer satisfaction with Nestlé products by examining factors such as product quality, pricing, brand trust, availability, and customer service. A survey-based research methodology was used to gather data from consumers of various Nestlé products, including dairy, beverages, snacks, and instant foods.

The findings suggest that consumers generally perceive Nestlé products as high-quality and trustworthy due to the brand's strong reputation and consistent product innovation. However, pricing and competition from other brands influence consumer choices. The study also highlights areas for improvement, such as enhancing product variety and addressing healthconscious consumer demands.

Understanding consumer preferences and satisfaction levels can help Nestlé refine its marketing strategies and product offerings to maintain customer loyalty. The study concludes that continuous product innovation, competitive pricing, and effective customer engagement are essential for sustaining consumer satisfaction in a dynamic market.

Keywords: Consumer Satisfaction, Nestlé, Product Quality, Brand Loyalty, Customer Preferences, Market Analysis.

INTRODUCTION

Nestle India limited is the Indian branch of nestle which is a Swiss multi national company. The company is located in Gurgaon, Haryana Headquarter. The company's products include food, beverages, chocolate, and confectioneries. Nestle was founded in 1866 by Henri nestle and is today the world biggest food and beverage company. Nestle employs around 2,50,000 people from more than 70 countries and has Existence of operational factories in nearly every country of the world. No other Indian Nestle I players in India's fast moving consumer goods sector has such a long history in this nation. Nestle has catered to India's growth for over 100 years by fulfilling consumer's requirements in nutrition, health, and wellness through diverse products. At present, Nestle specializes in Dairy products. The internationally acclaimed brands like Nescafe, Maggi, Milky bar, Kit Kat, Bar-One, Milkmaid Nestea are produced by Nestle India with the brand Nestle India. In the past few years, the company has also launched dairy product such as Nestle Slim Milk,

OBJECTIVES

- To evaluate the level of consumer satisfaction with Nestlé products.
- To identify key factors influencing consumer preferences, such as quality, taste, packaging, availability, and price.
- To assess brand loyalty and consumer perception of Nestlé.
- To analyze consumer expectations and feedback on Nestlé's offerings.

SCOPE OF THE STUDY

The study covers various Nestlé products, consumer buying behavior, and satisfaction levels across different market segments. It also provides suggestions for product improvement and brand enhancement. This project aims to contribute to a better understanding of how Nestlé meets consumer expectations and where improvements can be made to increase satisfaction and brand loyalty. The study explores the role of innovation, challenges faced, and recommendations for enhancing consumer satisfaction.

RESEARCH METHADOLOGY

Research is an art of scientific investigation, and it can also be defined as a methodical and scientific search for relevant data on a certain subject.

PRIMARY DATA:

Primary data was gathered directly from consumers through surveys using a structured questionnaire. The data collected is limited in scope as it relies solely on responses from the selected consumers.

SECONDARY DATA:

- Secondary data is information that has been previously collected and analyzed by external sources. Common sources include published journals, books, magazines, and online resources.
- It may include both published and unpublished materials that provide relevant insights for research.

TOOLS FOR DATA ANALYSIS:

The collected data is analyzed using percentage analysis. This method helps in understanding the distribution of responses and identifying key trends within the data set

PERCENTAGE ANALYSIS:

The responses obtained from the questionnaire are systematically categorized, tabulated, and examined using a simple percentage method.

$$\text{Percentage analysis} = \frac{\text{Number of responses}}{\text{Total number of respondents}} \times 100$$

LIMITATION OF THE STUDY

- In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of fact constraints were at play during the formulation of this project.
- The main limitations are as follows: Due to limitation of time only few people were selected for the study. So the sample of consumers was not enough to generalize the findings of the study.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less. People were hesitant to disclose the true facts
- The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same.

REVIEW OF LITERATURE

1. Rahul Sharma (2024) "Maggi is my all-time favorite snack. It's easy to cook and tastes amazing. However, I feel it's a bit too salty. A healthier version would be great. But I still love it!"
2. Priya Mehta (2024) "Nescafé Classic is my go-to coffee. The aroma is strong and refreshing. It dissolves well and gives a rich taste. A bit expensive, but worth it. I drink it every morning!"
3. Anil Kapoor (2024) "Kit Kat is my favorite chocolate treat. The crunch and chocolate balance is perfect. It melts too fast in summer, though. I always keep one in my bag. A great snack anytime!"
4. Sneha Rajan (2024) "Milo is the best energy drink. I love it both hot and cold. It has a great taste, but too much sugar. A sugar-free version would be nice. Still, a childhood favorite!"
5. Vikas Nair (2024) "Nestlé Milk is always fresh and pure. I use it for my coffee and tea. It's a bit expensive, but good quality. Stays fresh longer than local brands. A trusted choice for my family."
6. Ritika Sharma (2024) "Maggi Masala Oats is a healthy breakfast option. The spice mix is tasty and different. However, the portion size is small. I wish they had more flavors. Still, I love it!"

INDUSTRY OVERVIEW

Nestlé is one of the world's leading food and beverage companies, offering a wide range of products catering to different age groups and dietary preferences. Founded in 1866 in Switzerland, Nestlé has grown into a global giant with operations in over 190 countries. The brand is known for its focus on nutrition, health, and wellness, providing consumers with high quality, safe, and nutritious food products. Over the years, Nestlé has built a reputation for its innovation, customer satisfaction, and commitment to sustainability. Its diverse portfolio includes dairy products, chocolates, beverages, cereals, instant foods, baby nutrition, pet care, and health science products. With a strong presence in households worldwide, Nestlé has successfully created a loyal customer base by ensuring consistent taste, quality, and nutritional benefits. The company's products cater to a wide range of preferences, from instant noodles like Maggi and energy drinks like Milo to premium chocolates like Kit Kat and dairy products like Nestlé Milkmaid. Nestlé's focus on research and development has also led to the introduction of healthier alternatives, aligning with modern consumers' evolving needs. This essay explores Nestlé's product range, consumer preferences, brand reputation, innovation, and sustainability initiatives, highlighting why the company remains a dominant player in the food industry.

DATA ANALYSIS AND INTERPRETATION SIMPLE PERCENTAGE

ANALYSIS:

To derive meaningful insights from the collected data, the process of data analysis is carried out.

TABLE SHOWING NESTLE PRODUCT CONSUMED BY MOST OF RESPONDENTS

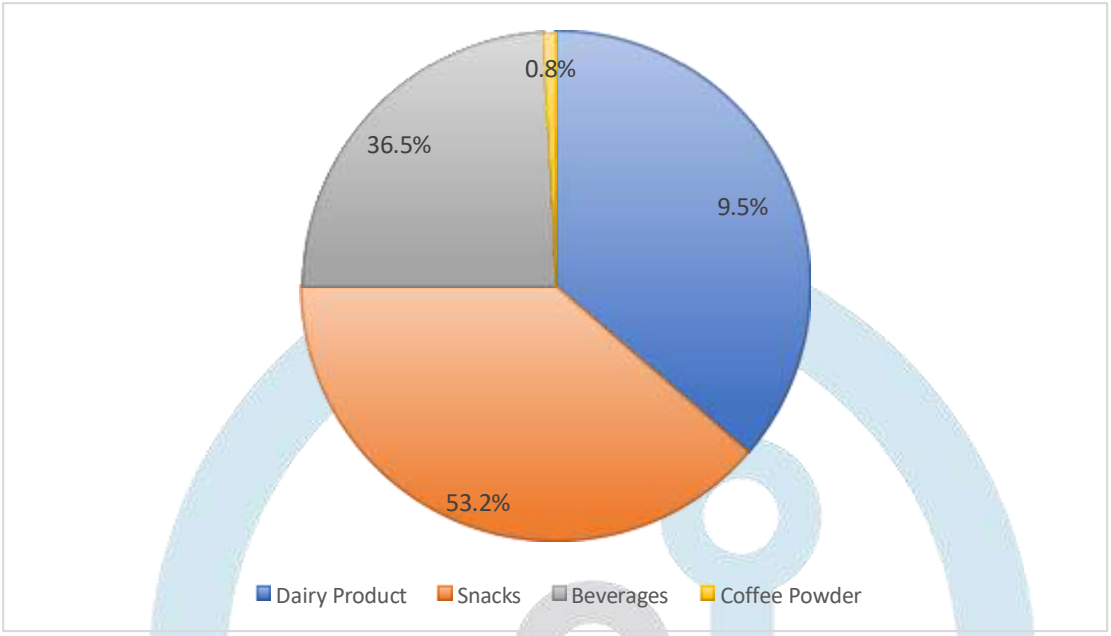
S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	DAIRY PRODUCT	45	36.3%
2	SNACKS	48	38.7%
3	BEVERAGES	30	24.2%
4	COFFEE POWDER	1	0.8%
	TOTAL	**124**	**100%**

SOURCE: PRIMARY DATA

INTERPRTATION

It is observed that 38.7% of the Respondents will buy snacks, 36.3% of the Respondents buy dairy products , 24.2% of the Respondents prefer Beverages, 0.8% of the Respondents will buy others(Coffee Powder).

CHART SHOWING NESTLE PRODUCT CONSUMED BY MOST OF RESPONDENTS



INFERANCE

A significant majority, comprising 38.7% of respondents are consuming snacks

TABLE SHOWING THE RESPONDENTS WOULD PREFER ORGANIC OR REGULAR NESTLÉ PRODUCTS

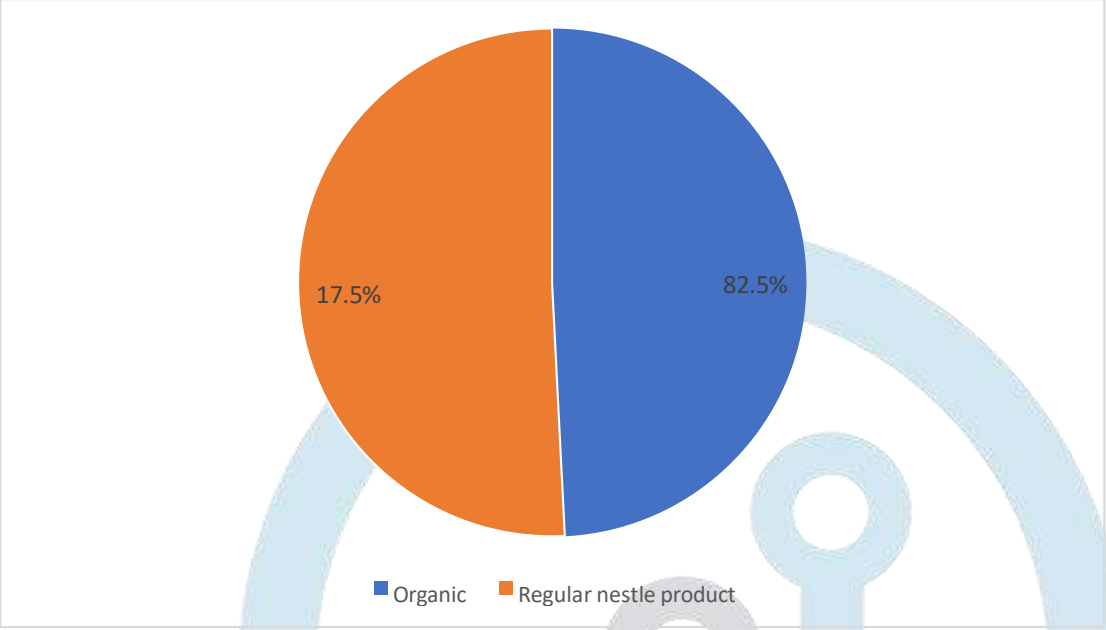
S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	ORGANIC	61	49.2%
2	REGULAR NESTLE PRODUCT	63	50.8%
	TOTAL	**124**	**100%**

SOURCE: PIMARY DATA

INTERPRETATION

It is observed that 50.8% of the Respondents are prefer organic, 49.2% of the Respondents are prefer regular nestle products.

CHART SHOWING RESPONDENTS WOULD PREFER ORGANIC OR REGULAR NESTLÉ PRODUCTS



INFERANCE

The Majority of the Respondents are Prefer Regular Nestle product with 50.8%

TABLE SHOWING RESPONDENTS LIKE THE MOST ABOUT NESTLE PRODUCTS

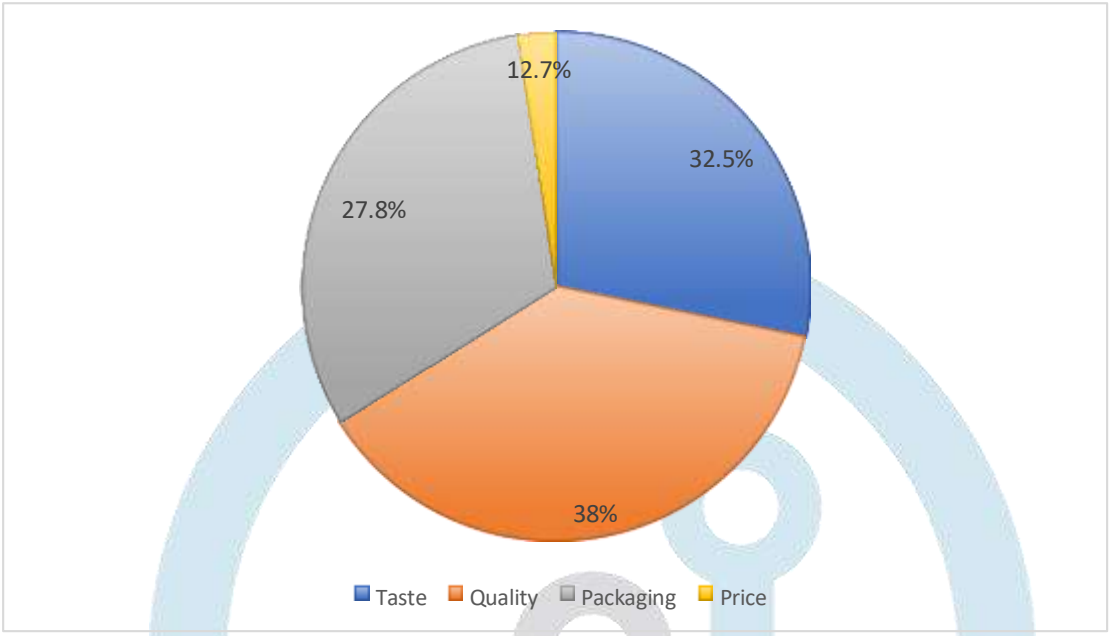
S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	TASTE	35	28.2%
2	QUALITY	47	37.9%
3	PACKAGING	39	31.5%
4	PRICE	3	2.4%
	TOTAL	**124**	**100%**

SOURCE: PIMARY DATA

INTERPRETATION

It is observed that 37.9% of the Respondents like quality ,31.5% of the Respondents like packaging, 28.2% of the respondents like taste, 2.4% oth respondent like price.

CHART SHOWING RESPONDENTS LIKE THE MOST ABOUT NESTLE PRODUCTS



The Majority of the Respondents like quality the most with 37.9%

FINDINGS

- A significant majority, comprising 38.7% of respondents are consuming snacks
- The Majority of the Respondents are Prefer Regular Nestle product with 50.8%
- The Majority of the Respondents are Prefer Regular Nestle product with 50.8%

SUGGESSITION

- To maximize consumer satisfaction with Nestlé products, the company can concentrate on enhancing product quality and flavor by maintaining consistency and offering healthier varieties, like low-sugar or organic types.
- Competitive price tactics, such as affordable pack sizes and discount offers, can render the products more affordable to larger numbers of consumers. Furthermore, enhancing packaging through the utilization of environment-friendly material, reseal varieties, and travel-friendly servings can enhanceconvenience and sustainability.
- Expanding product availability in local stores, supermarkets, and online channels will make it convenient for consumers to access their preferred Nestlé products. Finally, responding to consumer feedback through improved customer service, new product development, and open communication regarding ingredients and sourcing will enhance brand trust and loyalty.
- In order to further increase consumer satisfaction with Nestlé products, the company may adopt a multi-pronged strategy that encompasses quality, innovation, accessibility, and customer interaction.

CONCLUSION

This research into consumer satisfaction of Nestlé products finds that a vibrant playing field exists in which robust brand confidence and persistent product quality continue to be prime strengths, and evolving consumer expectations are evident as opportunities for expansion. The study concludes that customers value Nestlé's dedication to taste and consistency but also expect more value added through competitive prices, innovative product solutions to respond to health-related trends, and sustainable packaging initiatives. In addition, open communication about ingredients and sustainability methods has been underscored as crucial to supporting consumer trust and loyalty. By acting on these findings strategically, Nestlé can not only solidify its market leadership but also achieve long-term growth and increased customer satisfaction in an increasingly competitive market.

To conclude, the research reveals that even though Nestlé has been able to establish a name for itself based on quality and reliability, customer satisfaction depends on changing market demands and aspirations. The interviewees largely commended the consistent taste, better quality, and trusted brand reputation of Nestlé products. Nonetheless, they also expressed a wish for more innovative, health-friendly options, environmental packaging, and competitive pricing mechanisms targeting a wide income bracket. This implies that even established brands need to constantly evolve to sustain and improve consumer satisfaction..

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