

Consumers Attitude on Brand Loyalty of Nestle Products

^[1] P. Maria Delcia, ^[2] Dr. V.Sangeetha, ^[3] Dr.G.paulraj

^[1] MPhil Research Scholar, ^[2] Assistant Professor, ^[3] Associate Professor

^{[1][3]} PGand Research Department of Commerce, V.O.Chidambaram College, Thoothukudi

^[2] Department of commerce with corporate Secretary ship, Sri Saradha College for Women, Thirunelveli

Abstract:- In the present days there are a large number of domestic and global players in the market place. The key to achieve success is to retain the customers by providing the things which they expect. With the presence of advanced technology, the consumers' expectations have ascended to a very high standard and it becomes very daring for the marketers to achieve customer satisfaction. Customer attrition is another evident challenge facing every industry. In order to overcome this trend, the company has to strengthen its delivery system in both pre and post purchase services to a customer resulting to sustain 55TT55their repeated purchases and build "Brand Loyalty". Nestle is one among a popular brand which has been serving this world for over one hundred and thirty years. It has differentiated itself through its high quality product mix and positioned itself as health and Nutrition company targeting the health conscious people throughout the world. Moreover it also deals with juices, chocolates, prepared food like noodles, baby food, infant formula milk and breakfast cereals in and extended to worldwide. Nestle is a low cost leader with its efficient operations. Branding creates emotional and cultural responses. As consumers are bombarded with a variety of products to meet the same needs, branding provides a way for consumers to reduce their time for decision-making. By considering only those products that they feel are relevant to them or that have met their needs acceptably in the past.

Key Terms- Customer satisfaction, Brand loyalty, Quality products, Decision making

INTRODUCTION

A popular nestle is a Swiss transnational food and beverages company. It is the largest food company in the world measured in terms of revenues. Its products include baby food, breakfast cereals, coffee and tea, confectionery, dairy products and Nescafe, Kit Kat, Milky bar, Milo, Munch, and Maggi. It employs around 247,000 people and has factories/ operations in almost every country in 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. It is one among the oldest food MNCs operating in India, with a existence over a period of century. The company expanded its product range with new products in instant coffee, noodles, sauces, pickles, culinary aids, chocolates and confectionery, dairy products and mineral water.

No doubt it is a very old company which has the strength of withstanding competition among the other products. Customer retention is a big issue for all concerns this is not an exception for the Nestle, because different brands are available in the market which suit a variety of preferences and tastes of consumers. This study aims to examine the brand loyalty of Nestle products for reaching it lid with a strategy implementation in sweeping a large consumers base into its ambit.

METHODOLOGY

The study is based on survey method. For this study both primary and secondary data were used. Primary data were collected from the respondents who were selected by applying convenient sampling technique. The data were collected from the 155 respondents who reside in and around Thoothukudi. The secondary data were collected from various books, journals and websites. After collecting the primary data the researcher has thoroughly verified the data and arranged them for analysis. A well structured questionnaire is designed after conducting pilot study. It contains four major items of Nestle namely chocolate, healthcare, food items and milk products besides personal profiles.

LITERATURE REVIEW

Oliver and Swan (1989) observed that after usage of a product, the level of satisfaction of the customer differs for each person. Marketers always try to search out the pattern of customer's satisfaction after launching their products. Many careful studies have shown two prominent aspects of customer's satisfaction as cognitive perspective and emotional perspective. Udgam vigyati (2015) the brand maggi is strongly established as a family brand with crisp brand equity in Indian market. The brand has always been known to have the first mover's advantage in the portfolios

like noodles, ketchups, soups, sauce, etc. The parent brand Nestle has been the strong symbol of family, shelter and warmth which brand Maggi has innovatively capitalised. Buttle and Burton (2002) found that consumers initially have feelings towards a brand before they even consume it. Further, Aaker and Biel (1993) documented that the perception of the brand image is very important, since consumers analyse the personality of a brand, and then meaning out of the brand message. Yoon and Kim (2000) found that consumer satisfaction is built by comparing price with perceived costs and values. It is observed that consumers purchase a product when the perceived value of the products is greater than its cost. Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change.

Data analysis and Interpretation

Table 1: Demographic Profile of the Respondents

Criterion	Description	Frequency	Percentage
Gender	Male	51	32.9
	Female	104	67.1
Age	Below 25	22	14.2
	26-35	83	53.5
	36-45	34	21.9
Occupation	Above 46 Years	16	10.3
	Business	19	12.3
	Government employee	17	11.0
	Private employee	64	41.3
Education	Others	55	35.5
	School education	46	29.7
	Graduate	58	37.4
	Post graduate	40	25.8
	Others	11	7.1

The demographic profile of the respondents reveals that 67.1 per cent of respondents are females and the rest of them are males. Majority of respondents who fall into the age group of 26 to 35 years old accounts for 53.5 percent. The respondents worked in private in organisations as their occupation account for 41.3 percent. The educational profile of the respondents shows that 37.4 per cent of them have completed Graduate level education, 29.7 per cent of the respondents have completed school level education and 25.8 per cent of them are the post graduates.

Association of gender and awareness of nestle products

Gender wise awareness about the nestle products reveals the extent they familiar with those products vis-a vis their buying motives.

Gender	Aware of nestle product			Total
	Aware	Aware to some extent	Unaware	
Male	28 (54.9)	21 (41.2)	2 (3.9)	51
Female	63 (60.6)	30 (28.8)	11 (10.6)	104
Total	91	51	13	155

Out of 104 female respondents, more than 60 percent of them fully aware about the nestle products. While 10.6 percent of the female respondents unaware of the nestle products. In between these extremes about 28.8 percent of the female respondents aware it to some extent. Among 51 male respondents, 54.9 percent of them fully aware of nestle products. However 41.2 percent of the male respondents aware it to some extent about the nestle products. As low as 3.9 percent of the male respondents unaware of nestle products. In nutshell nearly 55 percent of male respondents and 60.6 percent of females are fully aware of the nestle products.

Opinion of the Respondents on Price of nestle product

Items	Total	Rank	Items	Total	Rank
Chocolate			Healthcare		
Kitkat	481	V	Boost	831	I
Munch	523	III	Diabeti source	379	VI
Milky Bar	538	II	Nutren	529	V
Alpino	551	I	Power Bar	612	III
Polo	416	VI	Nescafe	629	II
Peppermint crisp	310	VII	Milo	540	IV
Nestle crunch	498	IV	Food items		
Milk Products			Cerlac	802	I
Nestle milkmaid	730	I	Neslac	556	V
Nestle everyday	702	II	Nestogen	631	IV
Nestle everydayghee	620	III	Nestum	698	II
			Maggi	515	VI
			Corn flakes	664	III

The consumers' opinion is in favour of price affordability of alpino chocolate as it is ranked by first followed by milky bar. The opinion of consumers is placed third for price of munch. Crunch is at fourth, kitkat is at fifth, polo is at sixth place. Peppermint is placed in last which the consumers feel it is priced high. Inference can be drawn that the consumers are in favour of alpino chocolate followed by mikybar as far as their price is concerned.

The consumers prefer to buy health drink of boost as it is ranked in first followed by nescafe. The opinion of consumer is placed third as the price of power bar is affordable, however milo is at fourth, nutren is at fifth, diabetisource is at sixth place. So the consumers highly

prefer to buy boost drink followed by nescafe whose price keeps the consumers in a cushion.

The consumers are more convinced by the price of cerelac as it is ranked by first, nestum is placed next to cerelac. The opinion of consumer is placed third price of corn flakes. nestogen is at fourth, neslac is at fifth, maggi is at sixth place. So the consumers highly prefer to buy cerelac and then nestum as their prices are very reasonable.

The consumers prefer to buy milkmaid because its price is fair as they feel since it is ranked first. Every day is in second position. The opinion of consumers is placed third for purchase of nestle everyday ghee. It can be said that the consumers widely prefer to buy nestle milkmaid since its price convinces the consumers remarkably.

Overall satisfaction of nestle products

An analysis is made to draw a conclusion on the consumers’ satisfaction about the nestle products.

Items	Total	Rank	Items	Total	Rank
Chocolate			Healthcare		
Kitkat	810	I	Boost	816	I
Much	772	II	Diabetisource	362	VI
Milky Bar	766	III	Nutren	530	V
Alpino	524	V	Power Bar	618	III
Polo	501	VI	Nescafe	714	II
Peppermint crisp	345	VII	Milo	583	IV
Nestle crunch	530	IV	Food items		
Milk Products			Cerlac	803	I
Nestle milkmaid	728	I	Neslac	566	VI
Nestle everyday	719	II	Nestogen	662	IV
Nestle everydayghee	599	III	Nestum	696	II
			Maggi	609	V
			Corn flakes	689	III

The consumers get satisfied with kitkat chocolate even its price is little high as the consumers opined. However a milky bar holds the second position. Consumers buy chocolate items because they feel more satisfaction in consuming munch which holds third rank. Crunch is in fourth rank, alpino is at fifth rank, polo is at sixth rank. However peppermint crisp is ranked at the bottom line. Hence it is can be inferred that the consumers are highly satisfied with kitkat chocolate.

Boost is the number one health drink of nestle products as revealed by the consumers. The next important product ranked by the consumers is Nescafe. Consumers’ preference and satisfaction is given due importance for power bar which is ranked third. Milo is forth rank. Nutren is at fifth rank. In a nutshell the consumers are highly satisfied with

nestle product of boost. The consumers are satisfied with food item of cerelac since it is ranked first. The next important product stated by the consumers which they buy in largely is nestum which is ranked second. Consumers buy cornflakes which satisfies them at the third ranked. Nescafe is forth rank. maggi is at fifth rank. Hence it can be inferred that the consumers are highly satisfied with cerelac. As far as milk product is concerned, nestle milkmaid satisfies the consumers greatly since it is ranked first. The nestle everyday satisfies the consumers next to milkmaid which is ranked second. So it can be inferred that the consumers are highly satisfied with the nestle milkmaid product.

CONCLUSION

In the era of immense competition and changing brand loyalty, it becomes important for the organizations to gain competitive edge over the rivals to become a market leader. This can be achieved through the continuous innovation in the product by perfectly understanding the customer requirements which could lead to higher consumer satisfaction. The new products that have been introduced by the companies have certain innovative features in terms of better customer services and also wider covers. This has given customer wide choice to select the products. The results indicated that consumers are comfortably convinced with the prices of boos, cerelac, milkmaid and alpino. The same products keep them satisfied in an all overl basis except alpino, which is replaced by kitkat. It also conforms the nestle brand popularity that attracts a considerable amount of consumers in market.

REFERENCE

- [1] Oliver, R.L., and Swan, J.E, (1989). Consumer perception of interpersonal equity and satisfaction in transactions: A field survey approach. Journal of .Mareting, vol: 53, pp.21-35.
- [2] Udgam vigyati, Volume 2, 2015, (November) Online ISSN 2455-2488Page No. 279-283
- [3] Yoon, S.J., and Kim, J.H.,(2000).An empirical validation of a loyalty model based on Expectation and Disconfirmation. Journal of consumer Marketing, vol: 17(2), pp.120-136.
- [4] Buttle, Francis, Button and Jami, (2002). Does service failure influence customer loyalty?, Journal of Consumer Behaviour, vol:16,11-21 (Aaker , D.A., and Biel A.L, (1993). Brand equity advertising. Lawrence Erlbaum Associates Publishers ,New Jersey)