

Factor's Influencing Customer Loyalty Towards Nestlé Products In Coimbatore Locality

Mr.M.M.Thowfeek¹, Dr.M.Aarthi²

²Assistant Professor

^{1, 2} Sri Krishna Adithya College of Arts and Science

Abstract- *The present study is based on the factors influence the loyalty of customer towards NESTLÉ products. A model review of 100 respondents was assumed to locate out the inclination of NESTLÉ Products in Coimbatore city. The study mostly determined on universal price stage, superiority & customer anticipation overall fulfillment about NESTLÉ Product, universal attentiveness and customer inclinations of NESTLÉ.Brand is the major think that survives in modern city. Most of the people prefer brand for the prestige of product. Here the brand taken for example is nestle. Consumers of nestle product refers to the level of satisfaction or dissatisfaction with product and brand. Nestle has over 2000 brands with a wide range of products across a number of markets, including coffee, bottled water, milkshakes, chocolates, breakfast cereal, refrigerated foods, health care nutrition and pet foods. This study is about consumer satisfaction towards nestle products. Here the analysis was taken for the brand preference of the modern consumers*

I. INTRODUCTION

All marketing process starts with the consumers. So, consumers are very important to a marketer. The consumers decide what to purchase, for whom to purchase, why to purchase, from where to purchase, and how to purchase. In order to become a successful marketer, one must know preference and liking and disliking of the consumers. So, marketers who know the buyer's consumer's approach. So, in this survey fully based on the factors that influence customer loyalty towards Nestlé products (chocolate).

Market survey is the survey research and analysis of the market for a particular product/service which includes the investigation into customer inclinations. Customer or brand loyalty is considered to be the bread and butter of what keeps business alive. The brand loyalty surveys help to improve the mode of advertising and simplify the cost of advertising. In fact, it is the marketplace possible and not manufactures possessions that guide a industry today. This involves the addition of a number of behaviors from the beginning of a creation idea to its money-making selling and eventual utilization. The study is based on the factors that influence

customer loyalty toward Nestlé products in Coimbatore locality.

STATEMENT OF THE PROBLEM

The objectives of undertaking this project work are to study about the taste and preference of Nestlé products among all age group of peoples. When there are alternative available to consumers there may be chance of consumer's migration from one company to another. So, it is better to analysis about the current existing satisfaction towards the Nestlé products. This gave the idea to the researcher to study about the retail support given towards Nestlé products and the customer approach towards Nestlé products.

OBJECTIVES OF THE STUDY

- To find out the customers inclination towards Nestlé products.
- To revise the customer needs on Nestlé Products.
- Analysis of the creation, pricing, accessibility, worth, flavor, publicity and covering of Nestlé chocolates.
- To observe the relationship between a variety of product reliability and other constructs.

RESEARCH METHODOLOGY

Research methodology comprises steps, measures, and strategies used in collecting and analyzing data in a research investigation.

DATA SOURCE

The data is collected with the help of the structured questionnaire via survey method.Both primary and secondary data are use for the study.

SAMPLE UNITS

Data has been collected from individual of various age groups.

TOOLS USED

Tools like pie chart, bar chart and data table were build and the collected data are processed using 2 methods of analysis, they are

1. Simple Percentage Analysis
2. Weighted Average Method

II. REVIEW OF LITERATURE

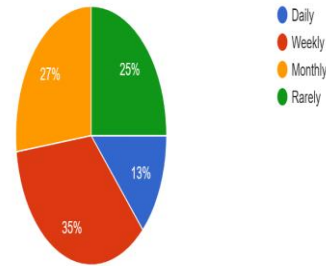
Paul Rozin (1991) in this study says that chocolates are the most craved food among females and is craved by almost half of the female sample (in both age groups). The researcher concluded this study was most of the chocolate’s items first preferred only females.

Srinivasan and Elangovan (2000) study under the title of consumers attitude towards processed Nestlé products in Pondicherry. The major objectives of the study was to analyze the consumers attitude towards processed Nestlé products and to identify the factors that influence the purchase decision of Pondicherry. Final conclusion the study was majority of consumers of higher educational level consumer processed products and higher income group consumers used these products in large quantity.

Gaur and Waheed (2002) conducted a research work under the title of a study of buying behavior towards branded products. This study conducted in southern part of India made an attempt to understand the buying behavior of customers towards branded products. This study was geographically limited to the southern part of India. The main objectives of the study were to understand those factors which are responsible for brand preference and satisfaction in the purchase of branded products.

From the above table shows the respondents consuming period of Nestlé products it is absorbed 35% of the respondents are weekly once consuming the Nestlé products, 27% of the respondents were consuming monthly once, 13% of the respondents daily once consuming the Nestléproducts; remaining 25% of the respondents were consuming rarely.

9. How often will you consume nestle products?
100 responses



Shows respondents why to prefer the Nestlé food products

S.No	Respondents preference of the products	Number. Of. Respondents	Percentage (%)
1	Taste	40	40%
2	Price	18	18%
3	Quality	30	30%
4	Attractive packing	12	12%
	Total	100	100

Interpretation

From the above table shows the respondents why to prefer the Nestléproducts, it is absorbed 40% of the respondents prefer the Nestlé food products because of the taste of the products is high, 18% of the respondents consuming Nestlé products because it is price level is reasonable, 30% of the respondents are prefer the Nestléproducts because of its high quality of the products. Remaining 12% of the respondents prefer the products for attractive packing for the products.

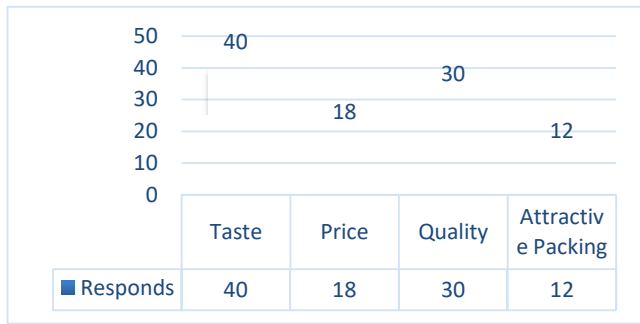
Why do you choose NESTLÉ food products instead of other products?

100 responses

Table
Shows the respondents consuming period of the Nestlé products

S.No	Consuming period of NestléProducts	Number. Of. Respondents	Percentage (%)
1	Daily	13	13%
2	Weekly	35	35%
3	Monthly	27	27%
4	Rarely	25	25%
	Total	100	100

Interpretation



III. WEIGHTED AVERAGE METHOD

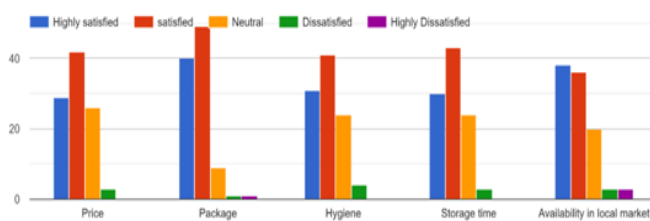
Respondents are satisfied with the following or not

S.No	Rate Them	Weighted Average	Rank
1	Price	3.97%	5
2	Package	4.26%	1
3	Hygiene	3.99%	4
4	Storage Time	4.00%	3
5	Available in local market	4.03%	2

Interpretation

From the above table absorbed that the 3.97% of the respondents were satisfied with the price Nestlé food products, 4.26% of the respondents were satisfied the Nestlé products packaging process, 3.99% of the respondents were prefer the Nestlé products because of it is a good hygiene product, 4.00% of the respondents satisfied the storage time of the Nestlé products, 4.03% of the respondents were satisfied the Nestlé products easily buying the local markets the respondents are given the first rank of the Nestlé products because of it’s package is so attractive and good looking

21. Are you Satisfied with the following features of nestle food products



IV. FINDINGS

- A Majority (35%) of the respondents are consuming Nestlé products weekly.
- A Majority (68%) of the respondents are like the taste of the Nestlé products.
- A Majority (44%) of the respondents opinion of Nestlé company rate is neutral .

V. SUGESSTIONS

- The overall data across the background characteristic categories shows that the Nestle products are widely used by the middle age people and they buy the Nestle products on a daily basis.
- Most respondents buy the Nestle products for its taste and quality. And also, they think that the price of some products is quiet high.
- It can be seen that more percentage of respondents has seen the advertisement of Nestle products. The company have been using the promotion media to enhance the reads of their message to the target audience.

VI. CONCLUSION

The company’s overall is at very good positions. the Company achieves the sufficient profit in past two years. The company shares his profit equal dividend to his shareholders every year. The company put his hard work and effort to achieve his target and to get his high profitability. The company grew significantly in short period. during this period there where many new products and services were launched. The company enjoys monopoly in various products, i.e. significant the name of all Nestlé products increases the demand of the products to remains the company very strong. The changing life style and concepts of Indian have given much more growth to the company.

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