

A PROJECT ON

"An Analysis Of Consumers' Perception
Towards brand Nestle "

SCHOOL OF FINANCE & COMMERCE
GALGOTIAS UNIVERSITY GREATER NOIDA

SUBMITTED BY :-
ANNU MAURYA
ADMISSION NO :-
17GSFC101079

SUBMITTED TO:
Ms Vaishali joshi
ASSISTANT PROF.
SFC

Declaration

This is to declare that the project report on “Consumer Marketing and Branding Exercise of the brand Nestle” is based on my understanding of the subject and it has not been copied from some published source or website.

Annu Maurya

TABLE OF CONTENTS

1-	INTRODUCTION	4
2-	LITERATURE REVIEW	6
3-	REASERCH OBJECTIVE	18
4-	RESEARCH METHODOLOGY	19
5-	FINDINGS	27
6-	CONCLUSION	29
7-	LIMITATION	30
8-	BIBLIOGRAPHY	31

INTRODUCTION

“Nestle was formed in 1905 by the merger of the Anglo-Swiss Milk Company, established in 1866 by brothers George Page and Charles Page, and Farine Lactee Henri Nestle, founded in 1866 by Henri Nestle.”

In 1866, when two entrepreneurs on the different side of Switzerland were getting ready to start their own companies which produce condensed milk.

There is a person named Charles page, a former US ambassador who had emotionally attach with Switzerland green grasses and fat cows.

His ambition was a build a sweetened condensed milk factory, hoping to imitate the success of the first such factory in the world setup ten year earlier by Gail Borden in the US.

Charles had earlier send his brother George to that Borden Dairy Co. Main Purpose to learn more about Borden’s method, “which involved evaporating the water in the milk and adding sugar “.

Together the brother establish the Anglo-Swiss Condensed Milk Company, with the aim of becoming the British Empire’s primary supplier of sweetened condensed milk.

At the same time, 100 miles away southwest of the Page brothers lived Henri Nestle, German migrant with an equally ardent passion for dairy products.

Henry Nestle have fourteen child in his family , so he was worryingly mindful of the high youngster passing rate across Europe. To assist with settling the issue, Henri spent numerous toilsome days and restless evenings building up a reasonable bosom milk supplanting by consolidating milk with sugar grain and sugar.

From 1867 onwards, Henris Farine Lactee became item imperative to Swiss society. His kid equation was sold all over Western Europe, By 1871 with Henri modern plant beat up more than 1,000 jars per day.

Just in couple of year later, Henri was essentially more than 2,000. Nonetheless, in 1877 another contender ascended to challenge Nestle.

While Henri was in benefit by selling his youngster equation in Western Europe, the Page siblings had make good fortune selling their consolidated milk all over on the planet .

They had become the main provider of the British Empire ,as they had initially thought, anyway by 1877 they had level to Unites territory of America and Continental Europe.

Disregarding the various legitimate activity and calls for blacklist, in any case, Nestle has gotten like never before, holding organization more than 2,000 unique brands over the world.

Since individuals are not prepared to abandon Nestles tasty food item , it very well may be said with certainty that settle will keep spreading later on.

LITERATURE REVIEW

Associations are utilizing marking as a procedure apparatus in the present condition. The customary job for brands is additionally encountering restored intrigue.

It is unmistakably obvious that the Indian retail part comprises of chances which can be tapped at this point. At present, the Indian retail segment is assessed as a US\$300 billion industry, of which the sorted out retail makes up 4%. Anyway it is anticipated that by 2017, the composed retail area will reach a value of \$32 billion.

And yet, it is to be remembered that openings likewise convey a few difficulties alongside it. It is expected that this circumstance will bring about commoditization.

Idea of marking in the general term Marking is the procedure of creation, advancement and support of a commonly significant relationship with a deliberately chosen gathering of clients, thanks to a new and convincing explained recommendation that is conveyed reliably after some time.

A deliberately chose gathering of clients" implies that solid brands section their latent capacity clients cautiously, and don't hope to have the option to gracefully an important administration to everybody.

A brand is a recognizing mark, picture, name or idea which recognizes an item or administration. A brand is an image made by a advertiser to speak to an assortment of data about an item or gathering of items. It conveys the notoriety of an item or organization.

The picture will subsequently impact the apparent worth of the item and will increment the brand's an incentive to the client, prompting brand dedication. Associations create marks as an approach to draw in and keep clients by advancing esteem, picture, notoriety, or way of life.

Another significant component of brand is that it might diminish the hazard buyer's face when purchasing something about which they have practically no information. Anyway Branding ought not be viewed as the response to all the issues which business faces today.

There are significant negatives to marking that must be thought of. Be that as it may, if marking is completed accurately, the points of interest exceed the issues.

A decent brand will give the client esteem for the dollar and give workers the fulfilment and trust in their items. Solid marking can likewise quicken advertise mindfulness and acknowledgment of new items entering the market.

Thus scarcely any components that should be thought of while detailing a marketing methodology are referenced:

- The present situation of the organization and its rivals in the brains of the shopper.
- Existing view of the item class by the intended interest group.
- Competition from the substitutes of the item.
- The most alluring item characteristic.
- Product differentials whether genuine or saw by the objective crowd.
- Expectations of the purchasers.
- The projects and exercises on the side of the organization.

Anxious to expand their business, the Page brothers started selling their own child formula. For Henri , this was declaration of war, between page brothers and Henri Nestle , and then he on the nail released Nestle-brand condensed milk in revenge, beginning a persistent price war that would outrage on for almost thirty years. Although both company grew during this period, but competition are challenge extremely.

Henri and the Page brothers were unwilling to accept, but by 1905, when three of them were dead, the administrators of the two firms united in a merger. The new company had a complete set of twenty factories and over the next ten years Nestle would unfold to every inhabited continent.

The world war one gave advantage to them initially, but when the world's militaries knew how valuable canned milk would be. As soon as, however, they demanded for the canned milk. Nestle realized that they may haven't any way to service their new demand:

Twenty factories of Nestle company are left empty and there is shortage of raw material

Due to this drastic impact, Nestle started buying factories within the United States of America, momentarily expanding their production and copying up to Uncle Sam. So in 1917 Nestle bought total four factories and by 1921 they bought eighty factories.

Due to this drastic challenge World War one had taught a valuable lesson to Nestle: "don't keep your egg in one basket". All over the thirties, Nestle opened factories in Asia and Latin America, in order that once following war came around they'd be ready.

Automatically, this decentralization kept Nestle safe from the Great Depression and allowed them to develop more: Nescafe Brazil. The government wanted that Nestle find a use of their coffee surplus and make coffee cubes but Nestle decided to make soluble powder instead of making coffee cubes.

Nescafe brand became so popular in such a short time that everyone adored and used that Nescafe with lowest advertising, and one year later it had become one of the most popular and demanded coffee products in the country.

World War Two brought Nestle a new built-up. But Nestle faces the huge supply shortages within the firm. But finally in 1941 Nestle saved his elegance, when the US legally entered in the war. Nescafe became a major for the armed forces and government contracts to move towards Nestle to record profits.

When World War 2 ended up this way is so profitable for Nestle company so they immediately started buying small European companies. But best purchase came when they buy Maggie most popular instant noodles in the world. Best instant noodles and Nestle also started manufacturing soup.

One year later, Nestle start manufacturing two other excellent products :

- 1-Nestea and
- 2- Nesquick,

both product quickly reach Nescafe levels of popularity. Throughout the next ten year Nestle expanded their business in all over the world and become biggest food company in the world .

One another best step they take in 1974 they acquire a 30% share of L'Oreal French cosmetics firms.

three year later, however, Nestle faced first major controversy. US activists blamed Nestle of using marketing tactics to promote their Breastfeeding product in the developing world.

MARKETING STRATEGIES

smart marketing is that make sense to your brand and a way to run campaign or similar way of positive outcome so keep the eye return of your investment smart marketing is that delivers positive result for you and that is very much something that each brand owner needs to identify them self for their brands. Marketing campaign are done by various parameter and what is the main objective is to grab brand awareness and to drive sales if the brand new in the market place .

Consumer focus

They mainly focus to the need of their consumer they buy a brand like Nescafe, nestle instant soup, Kitkat , Maggie and many others.

They mainly focus on quality of the product and this advantage make nestle one of the largest food company in the world . They also acquire stakes in many brand .before world war one the nestle company buying companies mainly in Asia and America.

There product are healthy for every age group and every religion. Every one of different tradition also buy and take a nestle product

ABOUT THE PRODUCTS

Nestle is knows for its understanding of consumer needs. The business of their food product are grew rapidly .

RECENTLY LAUNCHED PRODUCTS

Set Dahi

New Tomato and Curry Flavors in Maggie Noodles

New Dal and Atta in Maggie Noodles

A new confectionery Nestle Chocó Stick

Soft Chewy fudge Milky bar Coho

Nestle` recently launched products Tea Iced Tea

Nestle slim milk

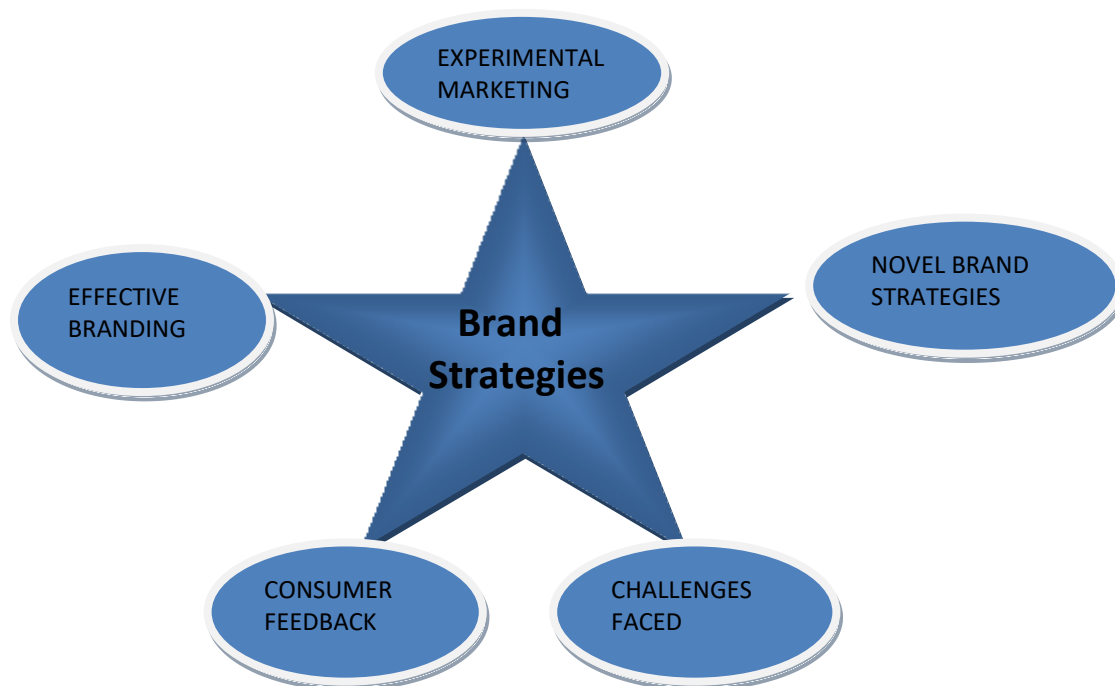
SOME POPULAR BRAND OF NESTLE

KITKAT- Kit-kat names were trademarks in 1911 by the Roundtree's company based in York united kingdom the first Kitkat concept appeared In the 1920s when Roundtree's launched a brand of box chocolates named Kitkat which was discontinued in the 1930s the original four-finger bar was developed after a worker at the Roundtree's Factory .

NESCAFE- Nescafe was created in 1939 and since then the brand is gone world wide one of the most striking qualities they have as a brand is their resilience when there sales started to majorly decline in 2009 they Reis tragedies brought something different to the masses and kept on growing there's a reason their coffee is number one. Nescafe coffee has been known to give both a relaxing and a stimulating feeling as well it increases mental alertness is absorbed by the body in 30 minutes and its effect can last for an average of three and a half hours.

MAGGIE- Maggie is taken by nestle in 1947 and now it came in all over the world . it is a instant soup noodle which will cooked in only 2 min it is very popular in india, Banglades etc.

Branding strategies:



Formulation of brand strategies

Branding strategies:

A framework is suggested above for the formulation of a brand strategy:

- 1-Experimental marketing
- 2- Effective branding
- 3- Consumer feedback
- 4-Challenges faced
- 5-Novel brand strategies

Experiential marketing:

MARKETING STRATEGIES - Smart marketing is that make sense to your brand and a way to run campaign or similar way of positive outcome so keep the eye return of your investment smart marketing is that delivers positive result for you and that is very much something that each brand owner needs to identify them self for their brands. Marketing campaign are done by various parameter and what is the main objective is to grab brand awareness and to drive sales if the brand new in the market place .

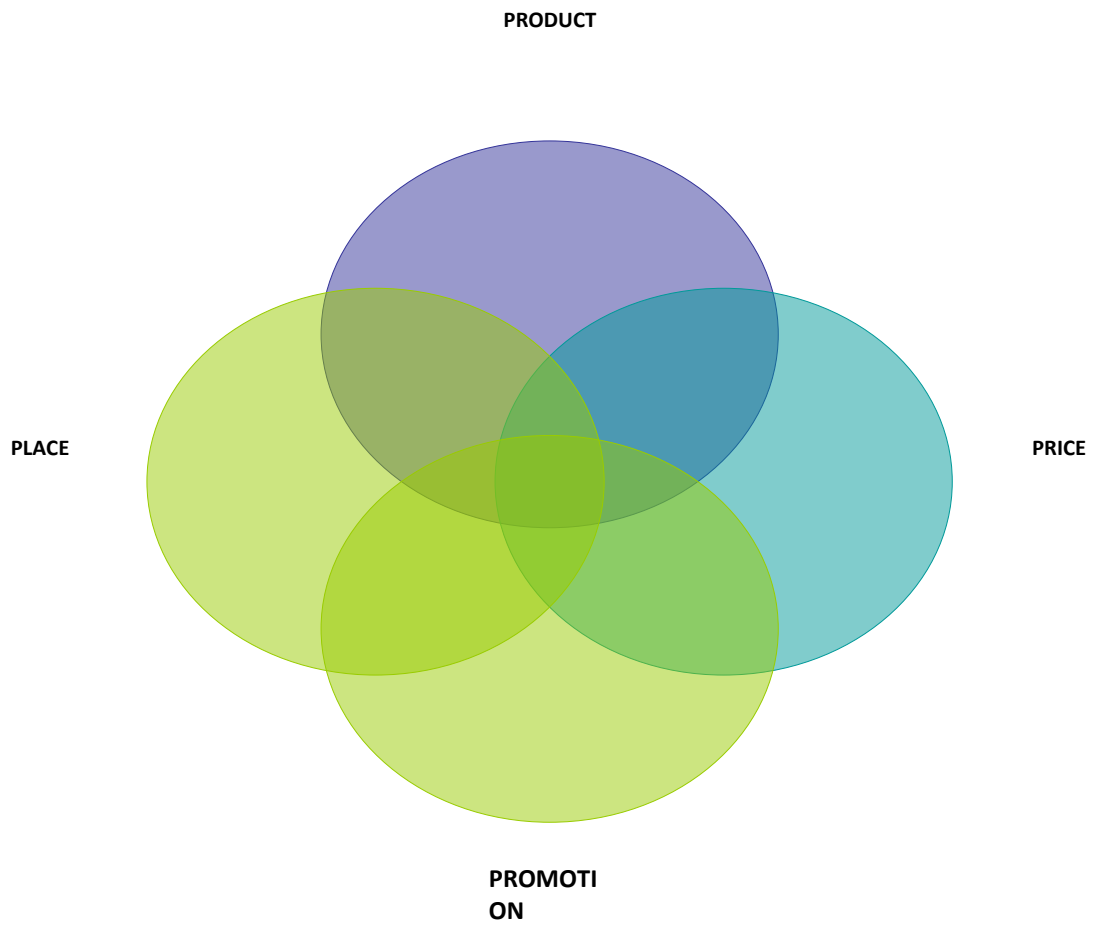
TARGET MARKET

1- PRODUCT

2- PRICE

3- PROMOTION

4- PLACE



Effective Branding

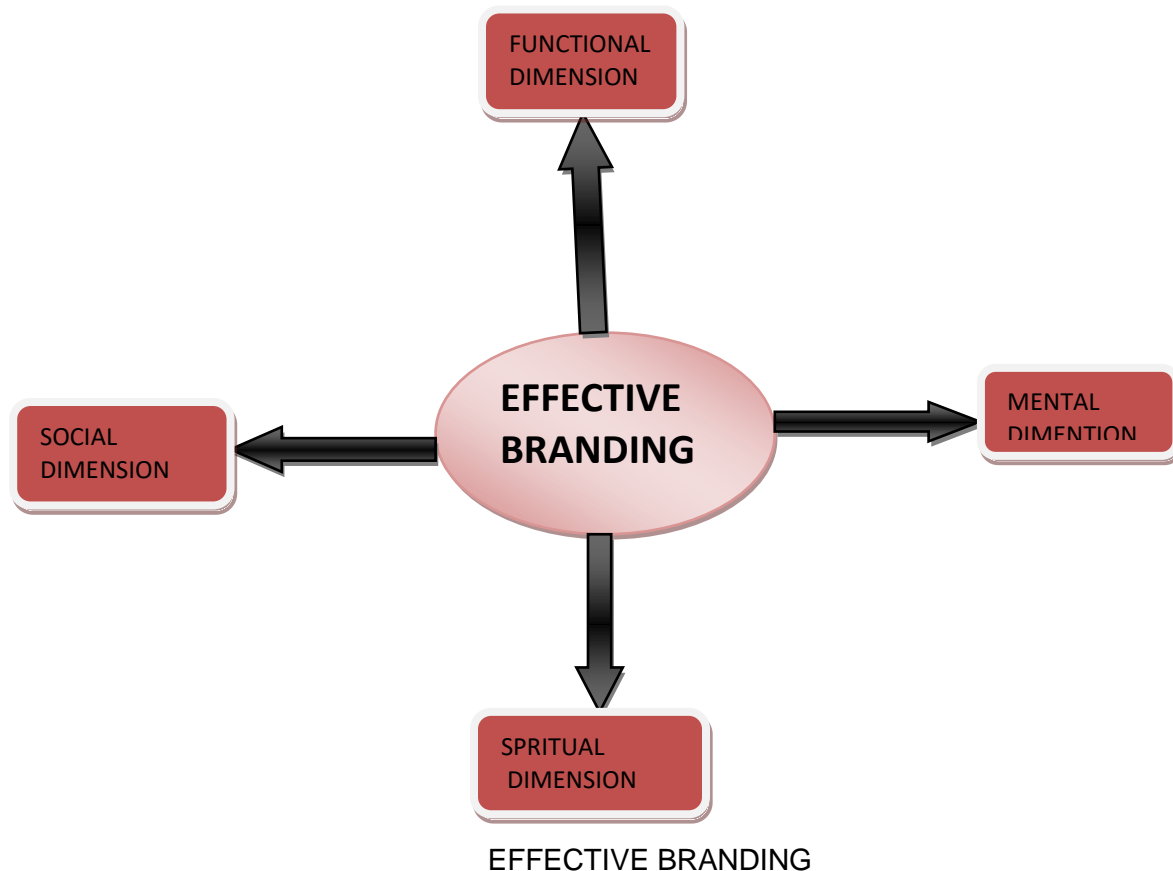
Effective branding involves working on four important dimensions, namely:

1-Functional dimension

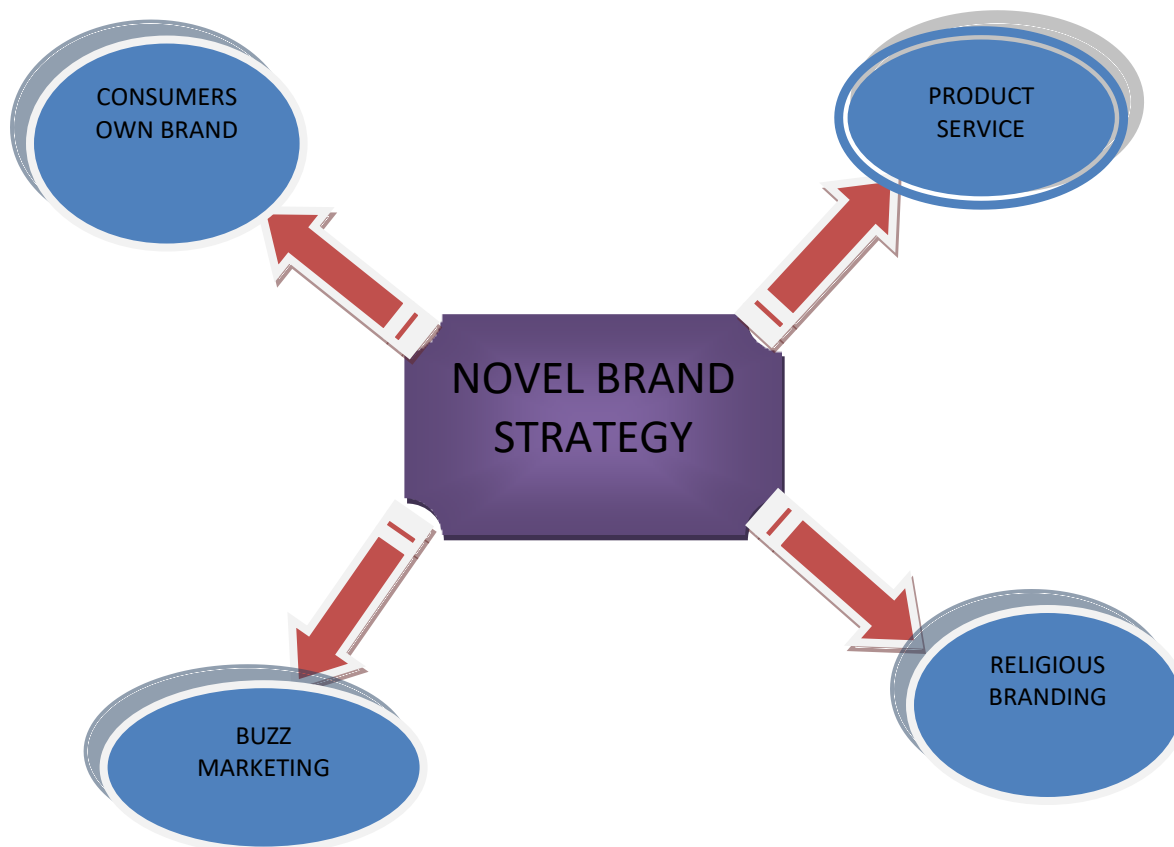
2-Social dimension

3-Spiritual dimension

4-Mental dimension



3. Novel Brand Strategies



NOVEL BRAND STRATEGY

RESEARCH OBJECTIVES

Nestle main aim is to offer safe, tasty, convenient and nutritious foods.

To improve health of consumers of all ages in all over the world.

To fulfil the needs and desires of today's and tomorrow's consumers, Nestlé is strongly committed to Research and Development (R&D) to improve existing products and develop new foods with specific health benefits.

- **TO STUDY CONSUMER SATISFACTION PRODUCT QUALITY, PERFORMANCE AND CUSTOMER SERVICE.**
- **TO KNOW THE PROMOTIONAL STRATEGIES ADOPTED BY NESTLE.**
- **TO KNOW DISTRIBUTION CHANNELS ADAPTED BY NESTLE.**
- **ENSURE NESTLE HIGH QUALITY STANDARDS IN EVERYTHING WE TAKE**
- **TO KNOW A CHALLENGING & SATISFYING WORK ENVIRONMENT OF THEIR EMPLOYEES.**
- **TO STUDY PREFERENCE ABOUT NESTLE OVER THE COMPETITORS.**

RESEARCH METHODOLOGY

Scope & Coverage of the Research Study:

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

Population of the Study:

The population of the study consists of all types of users of Nestle product residing in Delhi ncr .

Research Design and Sampling:

The research design used for this study is descriptive in nature. The survey is carried out in delhi and a sample size of the study was 50 respondents from the populations as per convenience sampling method. This online survey is done by using excel sheet .

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 and other relevant information.

METHOD OF DATA COLLECTION & ANALYSIS

Primary Data through self observation.

Secondary Data consists of information that is conglomerate from certain existing literature. It is already one by others earlier and is derived from that origin.

Presentation Tools - Diagram ,Table, graphs & charts

Secondary Data that used in the study are-

Newspapers

Websites

Books

Specimen Questionnaire:

Do you know Nestlé?

- (a) Yes
- (b) No

Do you like Nestlé?

- (a) Very much
- (b) Yes, somewhat
- (c) No, rather not
- (d) No, not at all

Which of the following reasons would you purchase Nestlé products for?

- (a) Advertisement
- (b) Colour
- (c) Price
- (d) Packaging
- (e) Taste

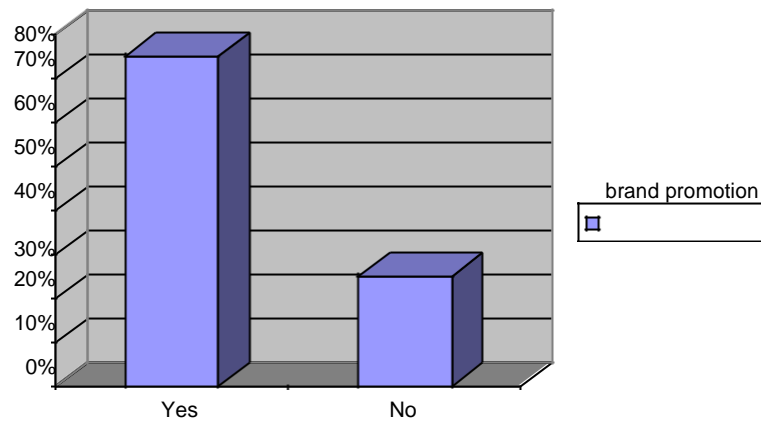
Which brand comes to your mind when you say noodles?

- (a) Maggie noodles
- (b) Yippie noodles
- (c) Patanjali aata noodles
- (d) Other

Do you think Nestle is promoting its products through effective brand promotion strategy?

(a)Yes

(b)No



Do you think Nestle promotes its brands better than its competitors in the Indian market?

(a)Yes

(b)No

(c)Not sure

You like advertisement of Nestle?

(a)Always

(b) Mostly

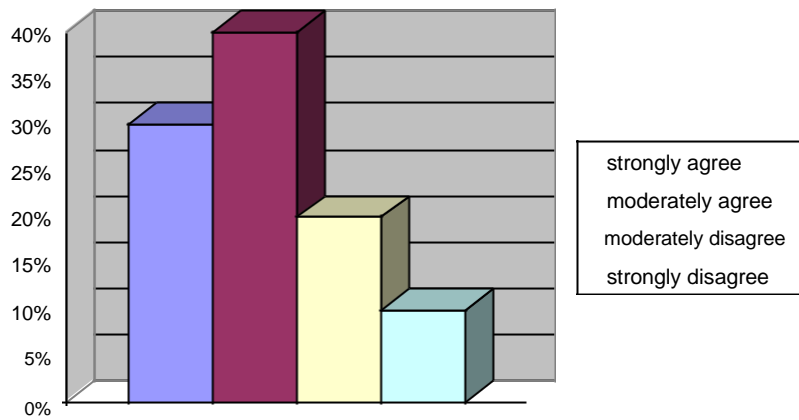
(c) Sometimes

(d) Hardly

(e) Never

Are you satisfied with the overall product quality of Nestle

- (a) Strongly agree**
- (b) Moderately agree**
- (c) Moderately**
- (d) disagree**
- (e) Strongly disagree**



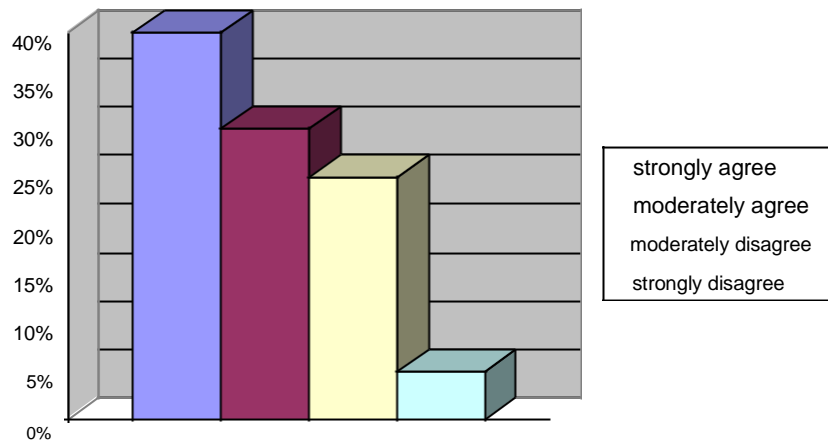
Do you think Nestle products are a value for Money?

(a) Strongly agree

(b) Moderately agree

(c) Moderately disagree

(d) Disagree



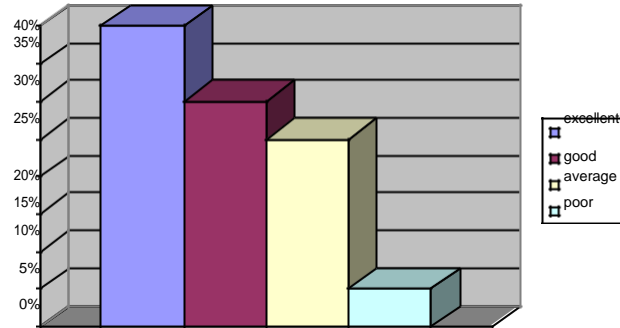
Kindly express your overall satisfaction about Nestle products

Excellent

Good

Average

Poor



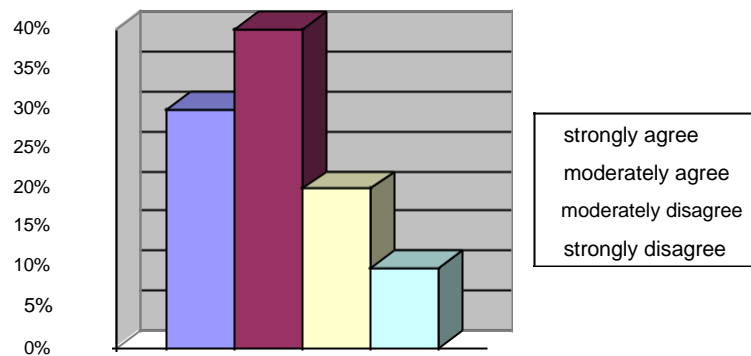
Do you think that the Nestle products comes in most appropriate pack sizes?

Strongly agree

Moderately agree

Moderately disagree

Strongly disagree



How many NESTLE products are consumed by you or at your home in a day?

- (a) 1 – 3**
- (b) 4 – 6**
- (c) 7 – 9**
- (d) Other**

FINDINGS

Forbes list of the worlds largest public companies and tied for number 34 on the list is the Bank of communications from china but also tied for number 34 is nestle showing 90 Points in revenue eight point seven billion in profit one hundred and twenty nine point eight Billion in assets.

which are all astounding numbers but the real reason Nestle made it to this list whooping two hundred dollar and twenty nine points five billion dollar market value that's right I said whopping because is considerably higher than most company surrounding it on the list but lets be perfectly clear about what this number present.

I went to yahoo finance and found nestle the number were talking about shown as market cap and as of the close of the market on September 30 its even higher than was shown on the Forbes list now sitting at two hundred fifty one point two nine billion the stock is trading for around eighty one dollars per share .

And when I go to the statistics Tab I learned that there are about 3.1 billion share on the market the market cap is the total value of all the share so 3.1 billion share at eighty one dollars per share gives us the market of two hundred and fifty one billion dollar. it reflects how much the campy have worth because its theoretically the amount of money it would take to buy it on the market.

But just think about that over three billion shares each one of them have valued over \$80 so I do not believe any of us will be purchasing Nestle anytime soon but you may be thinking about purchasing a few share which would still run you a few hundred dollar but it may be a smart investment and here's why giving just a quick look at it on Yahoo finance.

Aside from the general increase over the past five years there's something that stands out to me the number Yahoo give for beta is 0.47 for someone who's not heavily involved in finance this may be little obscure its basically a measure of how risky the stock is if the beta is one it mean that specific stock is just as risky as the rest of the stock on the market is less than one means its not a risky and more than one mean it's more risky so.

when I see 0.47 that actually pretty low if you go to yahoo Finance and search for the beta for others companies I'm guessing most of them would be considerably higher and just quickly if you're wondering where the number come from how its calculated its actually very simple.

Its just the **covariance of the return of the asset with the return of the benchmark divided by the variance of the return of the benchmark** over a certain period as shown in the formula alright that's not quite as a easy as I led you to to believe luckily.

There's another way to do it you could also just **divide the security standard deviation of return by the benchmark standard deviation of return then multiply that number by the correlation of the securities return and the benchmark return** as shown by this formula okay its not easy none of it easy but what is easy is using the number Yahoo provide and according to them nestle is one of the safer stock you can buy .

CONCLUSION

From the study it is concluded that majority of customers are aware of the products offered by the company. It gives efficacious impact on consumers.

The study also shows result that customers are satisfied with the products offered by the company Nestle. Nestle is It's the world's largest food company in terms of revenues Customers' Satisfaction is widely varied in accordance with the Quality of products, Taste , Brand name and Price.

Hence, the researchers concluded that the value has remarkable 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 behavior of their consumer in order to capture the large untapped market both in rural and concrete areas of India.

LIMITATION

US government blamed Nestle of using predatory marketing tactics to sell their Breastfeeding substitutes in the market within the developing world.

Due to this allegation they boycott that product and this boycott news spread in all over Europe ,this boycott make their product demand set back World Health Organisation the boycott has been intermittently active to the current day.

There is one more back step for nestle is the CEO of nestle company In 2005 claimed that “folks shouldn’t have a right to water”, a claim that come back so effusive that Nestle have a Q&A webpage dedicated to his apologised and withdraw.

Last but not least is that the cocoa industry bedrock of Nestlé’s chocolate product and is one in all the world centres of kid labours, slavery and human trafficking.

BIBLIOGRAPHY

Books & Journals

Pednekar, Achut P.(2019) Customer Satisfaction and Its Inference towards SelectFast Moving Consumer Goods: A Study; Journal of Commerce & Management Thought; Oct2015, Vol. 6 Issue 4, p706-723, 18p.

Philip Kotler, Kevin Keller (2009) 13th Edition, Marketing management; Pearson Publication.

Managing customer satisfaction in consumer service business / by John A. Czepiel. Cambridge, Mass. : Marketing Science Institute, 1980. MBS f 658.812 CZEP

Research Methodology: C.R Kothari, Wishwa Prakashan, New Delhi, Second edition 1990

C. K. Prahalad and Venkat Ramaswamy (2004). "the Future of Competition". Video, Lessons in excellence, CNBC- TV18

Blackett, T. (1989), "The role of brand valuation in marketing strategy", Marketing and Research Today, 17

Kim, P. (1990), "A perspective on brand", Journal of Consumer Marketing, November, pp.62-7.

Magazines

- Business Today
- Business World
- Business Standard