



A STUDY ON CONSUMER BEHAVIOUR TOWARDS NESTLE PRODUCTS-WITH SPECIAL REFERENCE TO COIMBATORE CITY

KEYWORDS

Food Company, competitor, multinational companies

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ABSTRACT Nestle is a multinational company. Today the world's leading Food Company, with a 140 years history and operations in virtually every country in the world. Nestle has grown to become the world's largest and most diversified food company, and is about twice the size of its nearest competitor in the food and beverage sector. The company's export portfolio comprises branded milk product and nutrition, beverages, maggi, chocolates. While other companies compete with nestle in each of the product segment, nestle pervades all these segments.

INTRODUCTION

Today consumer have become more conscious of their responsibilities and are trying to garner as much as information as possible for decision making regarding purchasing of goods and services. Today's market has been turned from the seller's market to buyer's market. Success or failure of the modern business now depends on how effectively. The marketers and advertiser are able to attract the buyer. Marketing starts and ends with the consumer. The consumer is the engine of economic activity and his prerogatives are no less than those of the monarch he is the fulcrum or the pivot upon which the business moves. The study of consumer behaviour assumes that the consumers are actors in the market place. The perspective of role theory assumes that consumers play various roles in the market place.

OBJECTIVES OF THE STUDY

1. To study the consumer behavior and their satisfaction towards the products of nestle.
2. To analyze the factor influencing the buyer decision of the consumers.
3. To determine the level of effectiveness of the advertisements.

SCOPE OF THE STUDY

Consumers want to learn about their products. Product attributes, potential consumers benefits, how to use, maintain or even dispose of the product and new ways of behaving that will satisfy not only the consumer's needs, but the marketer's objectives. The scope of my study is confined to the analysis of consumer preferences towards nestle. The scope of my study is restricts itself to Coimbatore city only.

METHODOLOGY

Research methodology is a systematic way to solve the research problem. It is a science of studying how research is done scientifically. It includes the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

AREA OF THE STUDY

The area of the study is confined to Nestle products in Coimbatore city.

SOURCES OF DATA

A study is based on both primary and secondary data.

PRIMARY DATA

Primary data were collected through questionnaire. Questionnaires were distributed to the selected consumers.

SECONDARY DATA

Secondary data were collected from magazines, newspaper, journals, websites and published data of nestle.

REVIEW OF LITERATURE

Krishnakumari points out in her study "employed mothers spend more on commercial body food which are, readily available and nutritious for the cost they bear".

Das say that "the improper timing, quality and quantity of weaning food are the cause of a high rate of malnutrition in the society".

Philip Kotler and **Kevin Lane killer** – in the book of "management" emphasized that customers are more educated and informed than ever and they have the tool to verify companies, clients and seek out superior alternatives.

PERCENTAGE ANALYSIS:

AGE	NO OF RESPONDENTS	PERCENTAGE
18 – 25 YEARS	42	35
25 – 30 YEARS	36	30
31 – 35 YEARS	21	18
ABOVE 35 YEARS	21	18
TOTAL	120	100

Source: Primary Data

INTERPRETATION

It is inferred from the above table that, out of 120 respondents, 42(35%) of them comes under the age group of 18 – 25 years. 36 (30%) of the respondents falls under the age group of 25 – 30 years. 21 (18%) of the respondents are comes under 31 – 35 years and 21 (18%) of the respondents are aged above 35 years.

Hence it is concluded that, majority 35% of the respondents are **Young** and **Middle aged**

TABLE 2
GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Female	62	52
Male	58	48
TOTAL	120	100

Source: Primary Data

INTERPRETATION

It is easy to understand from the above table that, out of the total 120 respondents, 62 (52%) are female. 58 (48%) of the respondents are male.

Therefore it is concluded that, Majority 52% of the respondents are **Female**.

TABLE 3
OCCUPATIONAL STATUS OF THE RESPONDENTS

OCCUPATIONAL STATUS	NO OF RESPONDENTS	PERCENTAGE
House wife	26	22
Employed	51	43
Students	29	24
Others	14	12
Total	120	100

Source: Primary Data

INTERPRETATION

It is inferred from the above table that, out of 120 respondents, 26(22%) of them comes under the occupational status of house wife. 51 (43%) of the respondents falls under employed. 29 (24%) of the respondents are comes under category of students and remaining 14 (12%) of the respondents are others.

Option it is concluded that, majority 43% of the respondents are **Employed**

TABLE 4
MONTHLY INCOME OF THE RESPONDENTS

INCOME	NO OF RESPONDENTS	PERCENTAGE
Up to Rs.5000	20	17
Rs.5000 to Rs.10,000	51	43
Rs.10,000 to Rs.15,000	18	15
Above Rs.15,000	31	26
TOTAL	120	100

Source: Primary Data

INTERPRETATION

It is inferred from the above table that, out of 120 respondents, 20 (17%) of them earning upto Rs.5,000. 51 (43%) of the respondents earning Rs.5,000 to Rs.10,000. 18 (15%) of the respondents are comes earning Rs.10,000 to Rs.15,000 and remaining 31 (26%) of the respondents are earning above Rs.15,000.

The table 4.5 indicates that out of the total respondents 120, majority 43% are earning **Rs.5000 to Rs.10, 000**

TABLE 5
FAVOURITE CHOCOLATE OF THE RESPONDENTS

CHOCOLATE	NO OF RESPONDENTS	PERCENTAGE
kitkat	38	32
Milkybar	26	22
Barone	5	4
Munch	39	33
Alpino	2	2
Polo	8	7
Eclaris	2	2
Classic	0	0
TOTAL	120	100

Source: Primary Data

It is easy to understand from the above table that, out of the total 120 respondents, Favourite Chocolate of kitkat is consumed by 38 (32%), consumption of Milky bar is 26 (22%), Barone 5 (4%), Munch 39 (33%) Alpino 2 (2%) Polo 8 (7%) Eclaris 2 (2%) and Classic 0 (0%).

INTERPRETATION

The above table reveals that among 120 respondents, 33% & 32% of **Munch and Kitkat** are the most favourite product in chocolate.

TABLE 6
INFLUENCING FACTORS FOR BUYING OTHER COMPANIES PRODUCTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Quality	11	9
Low price	12	10
Advertisement	8	7
Brand Image	5	4
TOTAL	36	30

Source: Primary Data

INTERPRETATION

It is easy to understand from the above table that, out of the total 120 respondents, 36 respondents are mostly prefer other company products, 11 (9%) are influence by Quality, 12 (10%) are influence by Low price, 8 (7%) are influence by Advertisement and 5 (4%) are influence by Brand Image.

Option it is concluded that majority 10% of the respondents are influenced by **Low Price** to buy other company products.

TABLE 7
SOURCE OF AWARENESS OF THE NESTLE BRAND

SOURCE	NO OF RESPONDENTS	PERCENTAGE
Friends and Relative	35	29
Advertisement	79	66
Others	6	5
TOTAL	120	100

Source: Primary Data

INTERPRETATION

It is easy to understand from the above table that, out of the total 120 respondents, 35 (29%) are came to know through their friends & relatives, 79 (66%) are from advertisement rest of them are know from others like shopkeeper.

Hence it is concluded that, majority 66% of the respondents are known from **Advertisement**.

**TABLE 8
SOURCE OF ADVERTISEMENT MEDIA**

MEDIA OF ADVERTISEMENT	NO OF RESPONDENTS	PERCENTAGE
Television	57	48
Magazine	11	9
Newspaper	10	8
Outdoor	1	1
TOTAL	79	66

Source: Primary Data

It is inferred from the above table that, 79 respondents are came to know the Nestle brand from advertisement out of that, 57 (48%) are from Television, 11 (9%) are from Magazine, 10 (8%) are from Newspaper and remaining 1 (1%) are from Outdoor.

INTERPRETATION

The above table reveals that among 79 respondents, majority 48% of the respondents are know through **Television**

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**TABLE 9
RELATIONSHIP BETWEEN AGE AND AWARENESS ON ADVERTISEMENT**

AGE/AWARENESS	18- 25 Years	25 – 30 Years	31 – 35 Years	Above 35 Years	TOTAL
YES	40	30	17	12	99
NO	2	6	4	9	21
TOTAL	42	36	21	12	120

Null hypothesis Ho: There is no relationship between education and consumer’s awareness on advertisement.

Alternative hypothesis H1 : There is relationship between education and consumer’s awareness on advertisement

Level of significant : 5%

Observed value : 14.24

Degree of freedom : 3

Tabulated value : 7.81

The observed value is greater than tabulated value so we reject the null hypothesis H0 and accept the alternative hypothesis H1. Therefore, there is significant relationship between education of the respondents and awareness of the advertisement.

**TABLE 10
RELATIONSHIP BETWEEN OCCUPATION AND AWARENESS ON ADVERTISEMENT**

OCCUPATION/AWARENESS	HOUSEWIFE	EMPLOYED	STUDENTS	OTHERS	TOTAL
YES	22	45	21	11	99
NO	4	6	8	3	21
TOTAL	26	51	29	14	120

Null hypothesis Ho: There is no relationship between age and consumer’s awareness on advertisement.

Alternative hypothesis H1 :

There is relationship between education and consumer’s awareness on advertisement

Level of significant : 5%

Observed value : 3.44

Degree of freedom : 3

Tabulated value : 7.81

The observed value is less than tabulated value so we accept the null hypothesis H0. Therefore, there is significant no significant relationship between occupation and awareness of the advertisement.

SUGGESTIONS

Promotional activities should be concentrated as awareness on nestle.

Modification in television advertisement has to be done to make the advertisement more effective.

Attractive offers along with the products can be increased in order to overcome the competition in the consumer goods market.

CONCLUSION

The researcher after conducting a study on the consumer behavior towards the products of Nestle has come to the conclusion that Nestle has received a pivotal position in the market for their products. Quality is the main motivating factor for the consumers to buy the products of Nestle. Introduction of new products in the market, to satisfy all types of consumers is also one of the important reasons for Nestle to rank top in the consumers market.

It is clear from the study that, to capture a major share in the consumer goods market the manufacturer has to provide quality goods at reasonable price

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