



A STUDY ON CONSUMERS SATISFACTION TOWARDS NESTLE CHOCOLATE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Chocolate is liked and eaten by all age group of people. It may be in a form of harder, nuttier, crunchy or chewy. It tastes like sweet and bitter. Nestle chocolate is available in small, big and family pack. Many people prefer Nestle chocolate for its sweetness and crunchiness. This study was analysed with 120 respondents. Simple percentage method and likert scale analyses were used for this study.

KEYWORDS: *Chocolate, Nestle, Satisfaction.*

INTRODUCTION

Marketing is a powerful mechanism, which can satisfy the needs and wants of the consumers of the place and time, they desire. The success of a business depends on the strength policies in short, marketing guides the decision and action of every business. NESTLE is one of the world's largest food beverages company with the tagline "GOOD FOOD GOOD LIFE". Considering the truth that the consumer in the king, every organization wants to increase market share and profit. The competitors are also following the same strategy. It involves the psychological processes the consumers go through in recognizing needs, finding way to solve these needs, making purchase decisions, interpret information, make plans and implement those plans by engaging in comparison shopping or actually purchasing a product. Consumer behaviour is one of the stimulating and challenging areas in marketing studies being a human activity focused on the products and services. Understanding the satisfaction level of the consumer is a great challenge.

STATEMENT OF THE PROBLEM

Consumer satisfaction is the independent variable which is highly a complicated. It could be the influence of variable price, brand image, quality of the product, regularity of service. Today's market is open market, consumer taste and preference is always changeable in condition. A study on

consumer satisfaction of nestle chocolate, In order to find out the solution, whether there is some satisfaction among the user of nestle product or not.

SCOPE OF THE STUDY

The study based on the questionnaire method. This study covers the consumer satisfaction towards nestle chocolate with special reference it. This project was done to find out the consumer satisfaction towards nestle chocolate. so the investigator was interest in conducting this study.

OBJECTIVES OF THE STUDY

- To study on consumer satisfaction towards nestle chocolate.
- To analysis of the creation, pricing, accessibility, worth, flavour, publicity and covering of nestle chocolates.
- To study the problems faced by the customers.

RESEARCH METHODOLOGY

DATA COLLECTION

Both the primary and secondary data were used

- **PRIMARY SOURCE**

To cocoa butter in chocolate and confectionary products.



- **SECONDARY SOURCE**

The secondary data was collected from articles, journals and websites.

SURVEY DESIGN

A convenient sampling technique tool was adopted for data collection.

SAMPLE SIZE

The study was conducted with a sample size of 120 respondents in Coimbatore city.

AREA OF THE STUDY

The study is conducted only Coimbatore city.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Likert scale analysis

LIMITATIONS OF THE STUDY

- The limitation of my study is restricts itself to Coimbatore city only.
- Information given by respondents is assumed to be true.
- This study is purely based on primary data.

REVIEW OF LITERATURE

A literature is a comprehensive summary of previous research on a topic. The literature review survey scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research.

DR. R. MANIKANDAN and A. RAMKUMAR (2018) ¹“COLLEGE STUDENTS LEVEL OF AWARENESS TOWARDS CADBURY & NESTLE BAR CHOCOLATE” chocolate occupy a pivotal role in the industry. Important events like birthday, wedding day, school and college days or any other celebration is stated with a branded chocolates. In the competitive world each and every day the consumer attitude and thought may change to prefer the product for our comfortable using²s. It depends on price, quality, taste, flavour, brand and image, competitive product, attractiveness, and varieties etc. The required primary data collected well structured questionnaire issued to 250 college students of them 29 questionnaires are found to unsuitable hence the final sample size is 221. The present study is focused on college student level of awareness towards Cadbury & Nestle bar chocolate, it is found that window display in the department

¹ Dr. R. Manikandan and A. Ramkumar (2018) “College students level of awareness towards Cadbury & Nestle bar chocolate”.

stores, cinema theaters etc. Can also enhance level of awareness above the popular branded chocolate.

P. ABIRAMI & S. GAYATHRI (2018) ²“A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE CHOCOLATE” This study covers the consumer satisfaction towards nestle chocolate with special reference it. The researcher had obtained only 100 questionnaires from the respondents. Hence the finding of the study cannot be generalised. The sample size was limited to 150 respondents only. A survey of the people has been conducted to know the liking pattern of the two products Cadbury and nestle. From the study it can be concluded that foreign brands like amul. Which is calculate as with the help likert scale and the value comes out for Cadbury brand is 144.

N. VIJAYANAND, P. THILLAIRAJAN (2018) ³“A STUDY ON CONSUMER’S INCLINATION TOWARDS NESTLE PRODUCTS IN CHENNAI CITY” Nestle customer’s inclination chocolates, and fulfilment. Chocolate advertise in India a chocolate advertise is predicate to be approximately rs. 600 crore growing at 6-8% per annum. Nestle is the market leader with 75% advertise share. The global chocolate market is worth 75% annually. To identify the customer inclination towards dissimilar chocolate varieties. To identify the factors distressing the customer observation towards nestle chocolate. Analysis of the creation, pricing, accessibility, worth, flavour, publicity and covering of nestle chocolates. This is focused on customer’s inclination towards products. From study, it found out that greater part of customers choose nestle chocolates.

D. SHANTHI (2018) ⁴“A COMPARITIVE STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE AND CADBURY CHOCOLATES WITH SPECIAL REFERENCE TO ERODE DISTRICT” Chocolate is liked and eaten by all age of people. The comparative study on chocolate between Cadbury and nestle helps in product development and improvement in launching of new product. The limitation of my study restricts itself to the analysis of consumer preference, perception and consumption of Cadbury and nestle chocolates. Some people often like to have a chocolate with good flavour, quality and crunchiness

²P. Abirami & S. Gayathri (2018) “A study on consumer satisfaction towards Nestle chocolate”.

³N. Vijayanand, P. Thilairajan (2018) “A study on consumers inclination towards Nestle products in Chennai city”.

⁴D. Shanthi (2018) “A comparative study on consumer preference towards Nestle and Cadbury chocolate with special reference to erode city”.



so they are going towards kit-kat and munch of nestle due to its taste and crunchiness.

ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They

were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The data have been analysed using the following statistical tools.

- Simple percentage analysis
- Likert scale analysis

SIMPLE PERCENTAGE ANALYSIS

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR INFLUENCED TO BUY NESTLE CHOCOLATE

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Price	20	16.7
2	Quality	62	51.7
3	Taste	38	31.7
	Others	0	0
	TOTAL	120	100

(Source: Primary data)

INTERPRETATION

The above table 10 shows that 16.7% of the respondents are prefer to price, 51.7% of the respondents are prefer to quality, 31.7% of the respondents are prefer to taste.

INFERENCE

It is concluded that majority (51.7%) of the respondents are prefer to quality of the Nestle chocolate.

LIKERT SCALE ANALYSIS

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR INFLUENCED TO BUY NESTLE CHOCOLATE

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE (x)	TOTAL (fx)
1	Price	20	3	60
2	Quality	62	2	124
3	Taste	38	1	38
4	Others	0	0	0
	TOTAL	120		222

(Source: Primary data)

$$\begin{aligned} \text{LIKERT SCALE} &= \frac{\sum(fx)}{\text{number of respondents}} \\ &= \frac{222}{120} \\ &= 1.85 \end{aligned}$$

INTERPRETATION

Likert scale value is 1.85 which is smaller than the mid value (3), so the respondents are not influenced to buy nestle products.

FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

FINDINGS

Findings of simple percentage analysis

- It is concluded that majority (51.7%) of the respondents are interested in using nestle chocolate.
- It is concluded that most (63.3%) of the respondents are 21-30 years.

- It is concluded that majority (38.3%) of the respondents are under graduate.
- It is concluded that majority (40.8%) of the respondents are profession.
- It is inferred that majority (55.8%) of the respondents are unmarried.
- It is concluded that majority (59.2%) of the respondents have a family income Rs. 1,00,001- 3,00,000.
- It is concluded that majority (47.5%) of the respondents are weekly usage.

Findings of likert scale analysis

- Likert scale value is 2.69 which is smaller than the mid value (3), so the respondents are do not frequently use nestle product.



- Likert scale value is 2.96 which is smaller than the mid value (3), so the respondents are not influenced to buy nestle chocolate.
- Likert scale value is 2.60 which is smaller than the mid value (3), so the respondents are not influenced by the advertisement to buy nestle chocolate.
- Likert scale value is 1.85 which is smaller than the mid value (3), so the respondents are not influenced to buy nestle products.
- Likert scale value is 1.89 which is smaller than the mid value (3), so the respondents are not influenced by the advertisement.
- Likert scale value is 1.8 which is the smaller than the mid value (3), so the respondents are not satisfied with the information provided in the packages.
- Likert scale value is 1.83 which is smaller than the mid value (3), so the respondents are facing difficulties in using nestle products.

SUGGESTIONS

- Nestle company can concentrate on its packaging of a chocolate as consumers are not satisfied with it.
- Consumers are unsatisfied with the price and quantity of chocolate so companies can concentrate in this regard also.
- Nestle company should know the promotional offers and discounts of chocolates.
- Nestle company should concentrate more on the advertisement new chocolates varieties.
- Many other shaped chocolate are more increased when compared to last year's price so the price should be affordable.
- Nestle company can introduce variety of savours.

CONCLUSION

A survey of the people has been conducted to know the liking pattern of the nestle product. Quality is the main motivational factor for the consumers to buy the chocolates of nestle. It is concluded that mostly people preferred dairy milk of Cadbury due to its flavour/taste, quality and image and due to its hard form. Some people often like to have a chocolate with good flavour, quality and crunchiness so they are going towards Kit Kat and Munch of Nestle due to its taste and crunchiness.

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