A STUDY ON CONSUMERS SATISFECTION TOWARDS NESTLE CHOCOLATE WITH SPECIAL REFERENCE TO THENI DISTRICT

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ABSTRACT

  The present paper is based upon the consumer satisfaction towards Nestle chocolate. The main scope of modern marketing is to make profits through satisfying and delighting the consumers and also whether the needs and wants of the customers are satisfied by the company or not? This is studied in this study. The Consumer is considered according to their needs to alter modification, additional features to the products that are offered by the company.

Keywords: Literature Review, Statement of the problem, Scope of the study, Objective of the study, Data Collection, Tools for Analysis, Limitation of the study, Findings and Suggestions, Conclusion

INTRODUCTION

  Nestlé's relationship with India dates back to 1912, when it began trading as The Nestle Anglo-Swiss condensed milk company (Export) limited, importing and selling finished products in the Indian market. After India's independence in 1947, the economic policies of the Indian Government emphasized the need for local production. Nestle responded to India's aspirations by forming a company in India and set up its first factory in 1961 at Moga, Punjab where the Government wanted Nestle to develop the milk economy. Progress in Moga required the introduction of Nestlé's Agricultural services to educate, advise and help the farmer in a variety of aspects From increasing the milk yield of their cows through improved dairy farming methods, to irrigation, scientific crop management practices and helping with the procurement of bank loans. It helps the company to create value that can be sustained over the long terms by offering consumers a wide of high quality, safe food products at affordable prices.

REVIEW OF LITERATURE

  ➢ Nestle pieces it Together project management and procurement go hand and hand.This relationship is largely due to the core skills that project managers must have in relation to risk management.
  ➢ The project management perspective on this roll-out was that the initiation step was skipped outright and the buy in was never achieved with all of the regional managers. There was open anarchy at one point because the stakeholders viewed this as another layer of reporting. A project manager was brought in to facilitate the transition and get the ball rolling.

STATEMENT OF THE PROBLEM

The success of the chocolate products depends not only, the marketing but also the customer's behavior pattern towards their product. To have marketing the union needs a maximum inspiration from the customer side. The marketing is done without the execution of customer. It cannot run successfully for a long period of time. So an analytical study is conducted based on customer satisfied with regard to market the chocolate and it buy product.

SCOPE OF THE STUDY

The study based on the Questionnaire method. This study covers the consumer satisfaction towards Nestle chocolate with special Reference to Theni District.

OBJECTIVES OF THE STUDY

➢ To know the customer satisfaction level associated with the product and the customer preference
➢ To present level of customers satisfaction.
➢ To study the factors affecting the consumption patterns.
➢ To study the problems faced by the customer
➢ To recommend corrective measures, suggestions and recommendation to resolve problems.

Data Collection

Both primary and secondary data used in the present study
- **Primary data**
    Collected data through Questionnaire from the 100 respondents
- **Secondary data**
    Data was collected from various journals, books, magazines.

TOOLS USED FOR ANALYSIS

✓ Percentage
✓ Rank Correlation Method
✓ Weighted Average Method
✓ Chi-Square Method

LIMITATION OF THE STUDY

✓ The researcher had obtained only 100 questionnaires from the respondents. Hence the findings of the study cannot be generalized
✓ The study pertains to a certain time period. The result may not be valid for over a longer period of time due to fast changing socio-economic and socio-cultural setting in this study area.

Analysis of data
1. **Socio Economic status of the respondents**

Table: 1 Socio Economic status of the respondents

Gender			
		No of respondents	**Percentage**
Gender	Male	28	28
	Female	72	72
Age of the respondents			
Age	Below 20	18	18
	21-30	47	47
	31-40	14	14
	41-50	14	14
	Above 51	7	7
Occupation of the respondents			
Occupation	Student	35	35
	Employee	9	9
	Professional	30	30
	Home maker	11	11
	Others	15	15
Total		100	100

2.   RANK CORRELATION METHOD

Rank analysis is carried out by taking into consideration. The maximum number of respondents opted rank 1, 2, 3 and so on. It is basically a total score of rank obtained by each factors. The formula is;

$$r_s = 1 - \frac{6\Sigma d^2}{N(N^2-1)}$$

RANK CORRELATION
FACTORS INFLUENCING TO PURCHASE CHOCOLATE PRODUCTS

Table: 2

Factors	Rank1	Rank2	Rank3	Rank4	Rank5
Flavour	10	11	16	**26**	37
Taste	23	13	**33**	26	5
Price	26	**28**	19	21	6
Quality	**24**	1	20	23	18
Packaging	12	26	21	11	**30**

The table: 2 indicates the most selling product is Munch the various flavor of the respondents 36% as compared to the Cadbury product the highest selling product of taste which is a good sign for nestle and the less consumption of the nestle product is price and quantity behind is they are too costly to consumer and it can only use occasionally. The majority 28% of the respondents are prefer nestle brand munch chocolate and 24% the respondents are prefer Cadbury and nestle chocolate in ranking system.

It is inferred that 33 respondents have inferred to quality has positioned 3rd rank from the fact

3.   WEIGHTED AVERAGE METHOD

This method is used when the relative importance of the different item is not same. The term weighted stands for relative importance of the different item.

A – Weighted average mean
Wi – Weighted allotted for each factor
Xi – Frequency of respondents

Table: 3 WEIGHTED AVERAGE ANALYSIS

Factors	Weighted average score	Rank
Flavour	369	**1**
Taste	284	3
Price	256	4
Quality	293	2
Packaging	249	**5**

The table: 3 indicates that, we are consuming any food product our main focus in the quality and price in India there is more concentrating on the quality of product rather than other parameters of the product in this survey. The basic concentration of the consumer is on taste 28% says that they purchase if they like the taste of the product.36% of the flavor says if normal price would be there a price.25% of the consumer says that if they are getting best quality product at normal price than the packaging is least important.29% says quality product.

It is inferred that satisfaction level of quantity has obtained 1st rank with weighted average score of 369.

4. CHI-SQUARE TEST

It is useful measure for comparing experimentally obtained with those expected theoretical and based on the hypothesis.

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It is used as static provides sets of theoretical frequencies with observed frequencies are compared. Chi-square test is non parametric test used most frequently by market research to test the hypothesis. A hypothesis is a statement about population parameter. It is a conclusion tentatively draws on logical basis

It is applied to test association between the attributes when the sample data is presented in the form of contingence table with any number rows or column. Chi-square test can be defined by a formula:

X² = Σ (O-E)²/ E

Here, O= observed frequencies of the 1st event

E= excepted frequencies of the 2nd event

Table:4

Occupation * Comparison innovative Cross tabulation						
		Comparison innovative				
OCCUPATION/INNOVATIVE		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Student		35	0	0	0	0	35
Employee		9	0	0	0	0	9
Professional		4	15	10	1	0	30
Home maker		0	1	0	11	3	15
Others		0	0	0	0	11	11
Total		48	16	10	12	14	100

HO=1

There is no association between occupation and innovative

S.NO	FACTER	CHISQUARE VALUES	DEGREE OF FREEDOM	SIGNIFICANTS VALUES	RESULT
1	OCCUPATION/ INNOVATIVE	223.760[a]	16	.000	S

From the Table: 3 result, It is observed from the above table that chi -square analysis was carried out between earning members of the respondents and consumption of chocolate . The chi -square value respectively , earning members have 223.76Ɗ*(.000). It is also noticed that the values are greater than the level of significance 0.05.hence the hypothesis is accepted.

FINDINGS

• Majority 47% of the respondent belongs to the age group of 21-30 years.
• Majority 72% of the respondent belongs to the age group of female.
• Majority 35% of the respondent belongs while occupation of the student.

SUGGESTIONS

• The price of Cadbury chocolate are more increased when compared to last year's price. So the price should be affordable.
• In this we also found that if the demanded brand is not available, so at that time the customers over the brand of the chocolate so, here the company should build up the healthy distribution channel by which company can attract the customer and company loss the form the market.

- Company should concentrate more on television for advertisement, as mostly people get attracted though television only.

CONCLUSION

A Survey of the people has been conducted to known the liking pattern of the two products Cadbury and Nestle. It is observed that overall people like to eat Cadbury brand rather than Nestle. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its flavor/taste, quality and image and due to its hard form. Some people often like to have a chocolate with good flavor, quality hard form. Some people often like to have a chocolate with good flavor, quality tastes and crunchiness. It is thus concluded from the collected that collected that mostly people refer to buy big pack of their favorite chocolates, and sometimes some of them go to small and family pack.

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QUESTIONNAIRE
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1. Name:
2. Address:
3. Age:
 a) Below20   b) 21-30   c) 31-40   d) 41-50   e) Above51
4. Gender:
a) Male   b.) Female
5. Occupation:
 a) Student   b) Employee   c) Professional   d) Home maker e) Others
6. Which brand of chocolate do you prefer?
 a) Cadbury   b) Nestle
7. The brands of chocolate according to your preference?
(1 for the preferred)
Cadbury
 a) Dairy Milk   b) 5 Star   c) Perk d) Celebration   e) Temptation
Nestle
 a) Kit Kat   b) Munch   c) Milky bar   d) Bar-one   e) Milk chocolate

8. How much importance do you give to the following factors when you purchase a chocolate?(Tick in the desired column)Factor

Factors	Flavour	Taste	Price	Quality	Packaging
Very Important					
Important					
Normal					
Least Important					

9. Which form of a chocolate do you like?
a) Hard   b) Nuttiest   c) Crunchy   d) Chew
10. What pack do you purchase?
 a) Small   b) Big   c) Family pack
11. Which promotion offer attracts you most?
 a) Free gifts   b) Price   c) Offer   d) Other
12. Which of these factors affects your purchase decision?
a) Advertisement   b) Suggestion from friends and relatives   c) Attractive Display
d) Doctors Advice   e) Brand Ambassadors   f) Ingredients
13. Which media of advertisement influence your purchase?
a) Television   b) Newspapers c) Brochures   d) Hoarding   e) Display
14. If your preferred brand is not available for repeat purchase then what will you do?
 a) Postpone your purchase   b) Switch over to other brand
 c) Go to the other shop to search for your preferred brand
15. Do you feel that the product characteristics match with those mentioned in the advertisement?
 a) Yes   b) No

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16. What is your favorite flavor?
 a) Milk b) Dark c) White
17. If the price of chocolate are increased will you buy it the same brand?
 a) Yes   b) No   c) No difference
18. Have you faced any problems while using the chocolate?
 a) Yes   b) No
19. If yes state the problems?
 a) High price   b) Adding more preservatives   c) Some health problems
 d) Mention the other problems
20. if you like to purchase these brands than other brands?
 a) Strong agree   b) Agree   c) Neutral   d) Disagree
21. In comparison with Cadbury & nestle other brands is innovative?
 a) Strongly agree   b) Agree   c) Neutral   d) Disagree   e)Strongly disagree
22. Any suggestion   _____