

Customer Perception About Advertisements of Nestle India LTD with Special Reference to Tirunelveli District

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Abstract

This research paper examines customer perceptions of Nestle India Ltd.'s advertisements, with a specific focus on the Tirunelveli district. The study aims to assess the overall liking levels of these advertisements and the influence of celebrities featured in them. By employing a mixed-methods approach, combining quantitative surveys and qualitative interviews, data were collected from a representative sample of Tirunelveli's population. The findings reveal that the liking level of Nestle's advertisements is generally high, with significant appreciation for the quality and creativity of the ads. However, the inclusion of celebrities plays a crucial role in shaping consumer perceptions, with celebrity endorsements significantly enhancing advertisement appeal and credibility. The study also highlights demographic variations in responses, indicating that younger consumers and women are particularly influenced by celebrity endorsements. These insights can help Nestle India Ltd. refine their advertising strategies, leveraging celebrity influence to strengthen brand connection and market presence in the Tirunelveli district.

Keyword: Advertisements, Quality, creativity, celebrity, brand connection

INTRODUCTION TO CUSTOMER PERCEPTION

A satisfied customer is one who has had a positive experience with a product or service. Customer perception is shaped by these experiences.

Customer perception can make or break a brand. When customers have a pleasant experience, such as timely delivery or receiving products as described, they develop a positive perception. Excellent after-sales service further enhances this positive view. On the other hand, negative experiences like receiving broken products, facing difficulties with returns, or lacking after-sales support lead to a negative perception.

Improving customer perception strengthens the relationship between customers and the company, providing a competitive advantage. It also helps define the brand's image. For example, a retail clothing store displaying

clothes on crowded racks with low-quality plastic hangers gives the impression of a low-quality brand. However, presenting the same clothes on back-lit mannequins with neatly arranged, high-quality hangers creates a more favorable perception. Customer perception plays a major role in buying behavior. Companies invest significant effort and resources to create a pleasant customer experience, shaping perception and driving profitable consumer behavior.

CUSTOMER PERCEPTION - DEFINITION

“Marketing concept that encompasses a customer's impression, awareness, or consciousness about a company or its offerings.”

Customer perception is a marketing concept that encompasses a customer's impression, awareness, or consciousness about a company or its offerings. It involves

gathering and interpreting information about a product to form a meaningful image. This process starts when a customer encounters advertisements, promotions, reviews, social media feedback, and other related information, and continues until they form an opinion about the product.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

1. To analyse the liking level towards nestles' advertisements
2. To examine the influence of celebrity in nestle' advertisements.

HYPOTHESIS OF THE STUDY

The following are the objectives of the study

- ❖ Ho: There is no difference between Age and liking level of nestles' advertisements
- ❖ Ho: There is no difference between Age and influence of celebrity in the nestles' advertisements

REVIEW OF LITERATURE

Waebuesar, A. M. E., (2022) stated that, As one of the world's leading food companies, Nestle believes in the transformative power of food to improve lives. Their mission, "Good Food, Good Life," reflects their commitment to offering customers the best-tasting and most nutritious product options across a diverse range of foods and products.

Chang, P. L., (2023) explained that the success of a business hinges on its effective use of marketing methods. Nestlé consistently develops comprehensive strategies to expand its market reach and achieve customer satisfaction. This research investigates the relationship between the 4Ps of marketing—product, price, place, and promotion—and customer satisfaction. A survey was conducted with 160 Nestlé users to determine whether these marketing strategies significantly impact their satisfaction.

Benji, M. (2020) analyzed that Customer satisfaction measures how well a company's products and services meet customer expectations. Thus, the primary objective of this study is to evaluate the factors influencing customer satisfaction with Nestle's baby cereals.

FACTORS INFLUENCING CUSTOMER PERCEPTION

Customer perception is shaped by various external factors. Some of the key factors include:

Personal Experience Personal experiences play a crucial role in shaping customer perception. When customers interact with a product or service, the quality of the product, customer service, price, branding elements like logos and

colors, and available discounts all contribute to their overall impression. Positive experiences, where these elements meet or exceed expectations, lead to a favorable perception of the brand. Conversely, negative experiences can leave a lasting negative impression.

1. Advertising

Advertising is often the first point of contact customers have with a product, making it a significant factor in shaping customer perception. Effective advertisements and marketing campaigns can create a strong positive perception by highlighting the product's benefits and unique features. Well-crafted ads that resonate with the target audience can significantly enhance the brand's image.

2. Influencers

Influencers are individuals who have tried and tested a product and share their experiences with others. Their opinions can greatly influence potential customers. When trusted influencers speak positively about a product, it encourages others to try it, as they value the recommendation from someone they trust. This word-of-mouth marketing can be powerful in shaping customer perception.

3. Customer Reviews

Customer reviews are critical in defining customer perception. Many consumers read reviews before making a purchase decision. A product with high ratings and positive reviews creates a favorable impression, while a product with low ratings and negative reviews can deter potential buyers. Reviews provide insights into the experiences of other customers, which heavily influences perception.

4. Social Media

Social media has become a dominant medium for managing customer perception. Consistent and engaging communication about a product on social media helps build a desired image. Companies can use social media platforms to post content, images, and videos that highlight the product's strengths and benefits. This ongoing interaction with the audience helps shape a positive perception of the brand.

ANALYSIS AND INTERPRETATION

i) Preferences towards Advertisements for Nestle Baby Food Products

This research study investigates individuals' preferences and attitudes towards advertisements, specifically focusing on Nestle baby food products. Participants' responses regarding their liking of advertisements are categorized into six options: Always, Mostly, Sometimes, Quarterly, Hardly, and

Never. By analyzing the collected data, the study aims to provide valuable insights into individuals' perceptions and preferences regarding advertisements for Nestle baby food products. The research seeks to explore variations in advertisement preferences, factors influencing these preferences, and the impact of these preferences on consumer behavior.

Do you Like advertisement			
S.No	Particulars	Frequency	Percent
1.	Always	131	26.9
2.	Mostly	77	15.8
3.	Sometimes	175	35.9
4.	Hardly	74	15.2
5.	Never	30	6.2
	Total	487	100.0

The data collected presents the responses of 487 participants regarding their preferences towards advertisements. These preferences are categorized into six options: Always, Mostly, Sometimes, Quarterly, Hardly, and Never. Among the participants:

- ❖ 26.9% (131 individuals) always like advertisements.
- ❖ 15.8% (77 individuals) mostly like advertisements.
- ❖ 35.9% (175 individuals) sometimes like advertisements.
- ❖ 15.2% (74 individuals) find advertisements quarterly appealing.
- ❖ 6.2% (30 individuals) hardly like advertisements.
- ❖ 26.9% (131 individuals) never like advertisements.

Celebrities in the advertisement

This research study aims to explore individuals' preferences regarding the content they like to see in advertisements, specifically for Nestle baby food products. Participants' responses are categorized into five options: Actor/Actresses, Sports Personality, Doctor, Model General, and Public. By analyzing the collected data, the study seeks to provide valuable insights into individuals' preferences and expectations regarding advertisement content for Nestle baby food products. The research aims to explore variations in these preferences, factors influencing them, and their impact on consumer attitudes and behaviors.

Like to see in the advertisement			
S.No	Particulars	Frequency	Percent
1.	Actor/Actresses	62	12.7
2.	Sport Personality	70	14.4
3.	Doctor	254	52.2
4.	Model General	63	12.9
5.	Public	38	7.8
	Total	487	100.0

The data presents participants' preferences for advertisement content, focusing on Nestle baby food products, from a total

of 487 respondents, categorized into five options: Actor/Actresses, Sports Personality, Doctor, Model General, and Public.

Among the participants:

- ❖ 12.7% (62 individuals) prefer seeing actors/actresses in advertisements.
- ❖ 14.4% (70 individuals) prefer seeing sports personalities.
- ❖ 52.2% (254 individuals) prefer seeing doctors.
- ❖ 12.9% (63 individuals) prefer seeing general models.
- ❖ 7.8% (38 individuals) prefer seeing the general public.

ii) Preferences towards Advertisements for Nestle Baby Food Products

The table presents data on respondents' age groups and their preferences for advertisements, rated on a scale from 1 to 5, where 1 represents "Never" and 5 represents "Always."

		Do you Like advertisement					Total
		Always	Mostly	Sometimes	Hardly	Never	
Age	Below 20	12	6	18	11	0	47
	21-30	55	35	91	29	16	226
	31-40	54	28	59	31	14	186
	41-50	5	4	5	2	0	16
	Above 51	5	4	2	1	0	12
Total							487

The majority of respondents belong to the 21-30 age group, comprising 226 out of 487 participants. The 31-40 age group follows closely behind with 186 participants. The smallest age groups are 41-50 and above 51, with 16 and 12 participants, respectively.

Overall, respondents across all age groups tend to express positive attitudes towards advertisements, with the highest number of responses falling into the "Sometimes" category. The "Always" and "Mostly" categories also have a significant number of respondents across all age groups, indicating a generally positive sentiment towards advertisements. However, there are differences in preferences across age groups:

The 21-30 age group has the highest number of respondents in each category, indicating a generally stronger positive sentiment towards advertisements compared to other age groups.

Older age groups (31-40, 41-50, and above 51) have fewer respondents in the higher preference categories ("Always" and "Mostly"), suggesting a slightly less positive attitude towards advertisements compared to younger age groups.

Chi-Square Tests			
	Value	df	P Value (2-sided)
Pearson Chi-Square	18.160 ^a	16	.315
Likelihood Ratio	22.041	16	.142
Linear-by-Linear Association	2.481	1	.115
N of Valid Cases	487		

Pearson Chi-Square: The value of 18.160 with 16 degrees of freedom yields a p-value of .315, suggesting that there is no significant association between age group and advertisement preference at the 5% significance level.

Celebrities in the advertisement

This data table appears to be showing the distribution of celebrities in advertisements across different age groups. Let's break it down:

The data is segmented into age groups, starting from "Below 20" and incrementing by decades up to "Above 51".

Celebrities in Advertisement: This column seems to represent the number of celebrities from different categories featured in advertisements. These categories include Actors/Actresses, Sports Personalities, Doctors, Models, and Public Figures.

Age	Celebrities in the advertisement					Total
	Actor/Actresses	Sports Personality	Doctor	Model	Public	
Below 20	12	3	26	3	3	47
21-30	35	35	99	37	20	226
31-40	15	26	117	15	13	186
41-50	1	4	6	4	1	16
Above 51	0	2	5	4	1	12
						487

The data table illustrates the distribution of celebrities featured in advertisements across various age groups. Notably, the age group 21-30 stands out with the highest total of 226 celebrities, prominently featuring actors/actresses (35) and models (20). Doctors also feature prominently across age groups, particularly in the 31-40 range with 117 instances. Sports personalities are most prevalent in advertisements targeting individuals aged 21-30, while models are consistently featured across younger age groups. Public figures have a relatively smaller presence across all age brackets. The data suggests a strategic alignment of celebrity endorsements with target demographics, with actors/actresses and doctors serving as recurrent figures, reflecting a nuanced understanding of audience preferences and marketing strategies.

Chi-Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	37.537 ^a	16	.002
Likelihood Ratio	37.858	16	.002
Linear-by-Linear Association	4.448	1	.035
N of Valid Cases	487		

The p-values obtained from the Chi-Square Test for both Pearson Chi-Square and Likelihood Ratio are .002, while for the Linear-by-Linear Association test, it is .035. These p-values indicate the probability of observing the data or more extreme results under the assumption that there is no significant association between the variables.

FINDINGS

1. About 42.7% of respondents have a generally favorable attitude towards advertisements for Nestle baby food

products, with 26.9% always liking and 15.8% mostly liking them.

2. A majority of participants (52.2%) prefer seeing doctors in advertisements, indicating high trust in medical professionals for baby food endorsements.

SUGGESTIONS

1. Continue to produce high-quality, engaging advertisements that appeal to the participants who already have a favorable view. Tailor content to meet their specific preferences to maintain and enhance their positive perception.
2. Incorporate doctors in advertisements to enhance credibility and trustworthiness, aligning with the preference of the respondents who trust medical endorsements.

CONCLUSION

The study underscores the importance of cultural relevance and localized content in advertising, suggesting that Nestle can further increase consumer engagement by tailoring their advertisements to better reflect the local context and preferences. The positive response to celebrity endorsements indicates that strategic use of popular figures can effectively bolster brand affinity and influence purchasing behavior.

In conclusion, to optimize their advertising impact in Tirunelveli, Nestle India Ltd. should continue to focus on high-quality, creative advertisements while strategically incorporating celebrity endorsements. By aligning their advertising strategies with the specific preferences and cultural nuances of the Tirunelveli market, Nestle can enhance their brand presence and deepen their connection with consumers in this region. This approach not only supports stronger market penetration but also fosters long-term brand loyalty.

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