A STUDY ON PRODUCT QUALITY ON CONSUMER BRAND LOYALTY ON NESTLE PRODUCTS

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ABSTRACT :
The present research explores the link between product quality and brand loyalty for nestle, emphasizing how consumer satisfaction their loyalty to the brand. Based on a survey of 100 participants, the study finds that while many consumer rate nestle product quality as average or good, there is still room for improvement, especially in area like taste, flavour, and consistency. The study reveals a weak connection between product quality, such as marketing and consumer service, are crucial in building brand loyalty. Furthermore, the result point to gender-based difference in perception of product quality, suggesting the targeting marketing strategies could be beneficial. In conclusion, the study recommends that nestle enhance brand loyalty by focusing on maintaining consistent product quality and meeting the varied needs of its diverse customer base.
KEY WORDS: Consumer, Nestle product, Quality.
JEL Classification: M, M30, M31

INTRODUCTION OF THE STUDY:
Nestle is a global leader in the food beverage industry, offer a wide range of products designed to meet diverse consumer needs. Founded in 1869, the company's extensive product portfolio spans various categories, covering nearly all aspects of food and beverage consumption. Let's explore some key areas of nestle operations, highlighting their commitment to growth, innovation and sustainability. Customer satisfaction with nestle products generally high, thanks to the company's consistent focus on product quality, innovation, health and nutrition customer services and sustainability. However as with any more global brand. Nestle also faces challenges and varied feedback depending on the region, products category and specific consumer expectation. Nestle product portfolio includes popular brands across categories such as coffee (Nescafe), chocolate (Kit Kat), culinary (Maggi), diary (Nestle milk) and pet care (Purina). The diversification not only allows nestle to cater to a wide range of customer segments but also helps build cross brand loyalty, A consumer loyal to a product Kit Kat may be inclined to try other nestle offering such as Nescafe or Maggi due to their trust in the brand.

STATEMENT OF THE STUDY :
This study seeks to fill the gap in understanding the products quality on brand loyalty, focusing on nestle product as a leading global food and beverage brand nestle works to provide exceptional customer service by examining how product quality influences consumer loyalty the research will provide valuable insights into how both improvement and inconsistencies in product quality can shape consumer perception and preference to their nestle brand. However despite its strong reputation there is still need to explore how fluctuation in product quality affect consumer loyalty to the nestle brand.

OBJECTIVES OF THE STUDY:
1. To study the level of brand loyalty and consumer trust on nestle products.
2. To evaluate how the quality of nestle products impacts consumer behaviour.
3. To ascertain the satisfaction level of consumer towards the nestle products.

REVIEW OF LITERATURE :
1. **Muhammad Madani (2024),** Analysed Customer loyalty, essential for profitability by satisfaction with service quality. Nestle Indonesia's online sales reveal a gap between customer expectations and

service quality, leading to low satisfaction and loyalty. A study using path analysis on 400 customers perception meditating this relationship by 90.9%

2. **Amgad, Khaled (2024),** Analysed the explore factor driving brand loyalty for nestle products, focusing on brand name, quality, price and promotion. Conducted in India north and central regions, the research surveyed 225 participants and analysed data using partial least squares. Findings revealed that brand name, quality, price and promotion were in fostering consumer loyalty.

3. **Mr. N. Chandru (2023),** Analysed the loyalty and consumer trust in nestle product in Coimbatore, Tamilnadu, noting quality, taste and satisfaction as key influences. Analysis of 124 responses shows, strong satisfaction with design and packaging with no significant link between demographics and purchasing behaviour suggestion include enhancing awareness and targeting a broader audience to build brand loyalty.

4**. Aina Binti Rosli (2022),** Analysed the customer satisfaction and brand loyalty for nestle, focusing on its mission of providing nutrition using a sample of 100 students and structural equation modelling the study finds the perceived value, quality, marketing, brand image and customer expectation positively effect satisfaction.

5 **R. Vijayalakshmi (2020**), Examine the brand loyalty impacts on consumer choice with the fast – moving consumer goods sector, focusing on nestle using date from 200 respondents in Sivaganga the research identified ten factors shaping loyalty, alongside demographic influences. The findings highlight brand loyalty as a critical aspect for marketers to prioritize in fostering strong.

RESEARCH METHOLOGY:
1.Research methology describe describe the step by step approach taken in a research study. It encompasses the methods used to gather, analyse and interpret information to answer research question. It is as descriptive research. The primary data are used for data collection and the secondary are used for various purposes for the research and details are taken from various sources like journal and websites.
2.The collected sampling technique was adopted for analysis.

LIMITATIONS OF THE STUDY :
1. The present research was informed by the input of 100 participants.
2. The above details are given by the respondents by their own perspective. so the result may defer.

PERCENTAGE ANALYSIS:
TABLE:1.1
DEMOGRAPHIC PROFILE

CATEGORY	HIGH RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Age	16-25	57	57%
Gender	Male	51	51%
Location	Urban	69	69%

SOURCE: primary data
The table outlines the demographic details of 100 respondents with 57% (57) falling within the 16-25 age range. In terms of gender,51% (51) of the respondents are male. Furthermore, 69% (69) of the respondents reside in urban areas. This demographic profile provides insights into the age, gender and location distribution of the sample.

TABLE:1.2
OVER ALL QUALITY OF NESTLE PRODUCTS

CATAGORIES	VARIANTS	NO OF RESPONDENTS	PERCNTAGE

Quality	Very poor	4	4%
	Average	47	47%
	Good	30	30%
	Excellent	19	19%
GRAND TABLE		**100**	**100%**

SOURCE: Primary data

The survey results on quality reveal that 47% of respondent rated the quality as average, 30% as good, and 19% as excellent. Only 4% of respondent considered the quality to be very poor. These results suggest het most respondent view the quality as average or higher, although a small minority perceive it as poor. Overall, the data reflects a generally positive view of the quality with a notable portion favourable ratings.

TABLE:1.3
STATISFACTION TOWARDS TASTE AND FLAVOUR OF NESTLE PRODUCTS

CATAGORIES	VARIANTS	NO OF RESPONDENT	PERCENTAGE
Taste and Flavour	Dissatisfied	9	9%
	Neutral	32	32%
	Satisfied	41	41%
	Very satisfied	18	18%
GRAND TABLE		**100**	**100%**

SOURCE: Primary data

The survey result on taste and flavour shows the majority of respondents are satisfied, with 41% indicating satisfaction and 18% being very satisfied. Additionally ,32% of participants are neutral, while 9% are dissatisfied. Overall, the data suggest that most customer have a positive view of the taste and flavour, though a significant number remain neutral or dissatisfied.

TABLE:1.4
SATISFACTION LEVEL OF NESTLE PRODUCTS VARIETY

CATAGORIES	VARIANTS	NO OF RESPONDENT	PERCENTAGE
Product Quality	Satisfied	67	67%
	Neutral	28	28%
	Very satisfied	5	5%
GRAND TABLE		**100**	**100%**

SOURCE: primary data

The survey findings regarding products variety reveal that 67% of respondents are satisfied with the selection, while 28% have a neutral stance, and just 5% express dissatisfaction. In the conclusion, the result suggest that the majority of customers hold a favourable view of the product variety provided

TABLE: 1.5
CONSUMER BEHAVIOUR WHEN A BRAND QUALITY DRASTICALLY IMPROVES OVER TIME
REGRESSION

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.198162

R Square	0.039268
Adjusted R Square	0.029465
Standard Error	1.068734
Observations	100

ANOVA					
	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	4.575135	4.575135	4.005573	0.048115
Residual	98	111.9349	1.142192		
Total	99	116.51			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	1.882973	0.293475	6.416131	4.97E-09	1.300582	2.465364	1.300582	2.465364
Variable X	0.248649	0.124238	2.001393	0.048115	0.002103	0.495195	0.002103	0.495195

SOURCE: primary data

DEPENDENT VARIABLE:
Brand quality :
The regression analysis reveals a weak correlation, with an R-squared value of 0.039, indicating that the model explains only 3.9% of the variation. the ANOVA results shows statistical significance, with an F-value 4.005 and of 0.048. The intercept is highly significant, and the coefficient for X variable 1 (0.249) is significant with a P-value of 0.048. Despite the significant relationships, the model's explanatory power remains limited.

TABLE: 1.6
QUALITY OF NESTLE PRODUCTS INFLUENCE YOUR LOYALTY TO THE BRAND CHI – SQUARE TEST

Gender	Not at all	Slightly	Strongly	Very strongly	Grand Total
Female	1	14	23	17	55
Male	8	9	16	12	45
Grand Total	9	23	39	29	100

Chi-square	Degree of freedom	Significant value	Significant/not significant	Null hypothesis
0.052	3	0.05	significant	rejected

SOURCE: primary data

The P-value of the chi-square test is below 0.05, significantly that the result is statistically significant. As a result, we rejected null hypothesis, which posits no relationship between gender and the degree of agreement.

Given the significant chi-square test outcome, we conclude that the there is a meaningful association between gender and the degree of agreement with the survey statement. This suggests that the responses of males and females differ and can be distinguished based on gender

FINDINGS OF THE STUDY:
1. The study suggests that factors such as marketing and consumer service also influence brand loyalty beyond product quality
2. 47% of respondents rated the product quality as average, 30 % as good, and 19% as excellent.
3. 41% expressed satisfaction with the taste and flavour, while 18% were very satisfied.
4. 67 % respondent were content with the product variety offered by nestle.
5. The regression analysis indicates a weak correlation (R-squared =0.039), accounting for only 3.9% of the variation
6. ANOVA results shows statistical significance with an F-value 4.005 and P- value 0.0048
7. The chi-square test shows a significant association between gender and product quality agreement (p-value <0.05).
8. The findings indicates that male and female responses to nestle products vary significantly.
9. While the feedback is largely positive, there is potential to improve product quality to enhance consumer loyalty.
10. Overall, nestle is well-regarded by most customers, but focused improvements could further strengthen brand loyalty.

SUGGESTIONS OF THE STUDY:
1. Nestle maintains strong consumer loyalty, but there are areas that need improvements.
2. While most consumers express satisfaction with the taste and flavour, but some remain neutral or dissatisfied.
3. Many consumers express satisfaction with the taste and flavour, but some remain neutral or dissatisfaction.
4. The regression analysis reveals a weak link between product quality and consumer behaviour.
5. Others factors, asides from product quality, may play a major significant role in fostering loyalty.
6. The chi- square test indicates notable gender difference in how product quality is perceived.
7. Nestle should consider developing gender- targeted marketing strategies.
8. Ensuring consistent product quality is key to improve overall customer satisfaction.
9. focusing on specific product quality improvement can help increase brand loyalty.
10. By addressing perception of quality, nestle can strengthen consumer trust across various market segment

CONCLUSION :
In summary, the research underscores the role of product quality is promoting brand loyalty for nestle, while recognizing areas for improvement. Although nestle enjoy a strong global reputation consumer satisfaction with its product varies, with many considering the quality to be average and only a small group rating it as excellent. While a majority of consumer are satisfied with taste, flavour, and variety of nestle product, a notable portion remain neutral or dissatisfied. The regression analysis showed a weak link between product quality and consumer behaviour, implying that factor may play a significant role in driving brand loyalty. Furthermore, the chi-square test revealed notable differences in how male and females perceived nestle product quality, suggesting the gender- targeted marketing approaches could improve consumer engagement. To enhance and sustain brand loyalty, nestle should prioritize

consistent product quality and address the diverse needs of its customers through tailored marketing strategies that foster trust across various consumer groups.

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