Nestlé Marketing Research and Customer Need and Satisfaction

ABHISHEK KUMAR

1 Department of Business Administration,

GALGOTIAS UNIVERSITY

Abstract

This research paper explores how Nestlé conducts marketing research to understand customer needs and enhance satisfaction. With a global presence and diverse product lines, Nestlé relies on comprehensive consumer data, market analytics, and behavioral insights to adapt and innovate. The paper examines Nestlé's research methodologies, such as surveys, focus groups, and digital analytics, and evaluates how customer feedback influences product development, branding, and service. The findings suggest that Nestlé's customer-oriented approach fosters brand loyalty and competitive advantage.

Index Terms—Customer Satisfaction, Marketing Research, Nestlé, Product Development, Survey Analytics

I. INTRODUCTION

Nestlé, the world's largest food and beverage company, places significant emphasis on understanding customer needs. Marketing research is the cornerstone of its consumer-centric strategy. This paper aims to investigate how Nestlé uses marketing research tools to identify consumer preferences, assess satisfaction, and improve its offerings. Understanding these mechanisms can provide insights into how multinational corporations maintain relevance across diverse markets.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

Nestlé uses both primary and secondary research to guide its marketing strategy.

1) Primary Research – This includes direct methods like surveys, customer interviews, and product testing to obtain real-time feedback.
2) Secondary Research – Nestlé studies market reports, competitor trends, and consumption patterns to stay updated with changing demands.
The company also conducts ethnographic research to understand cultural differences that influence food habits in various regions.

III. STUDIES AND FINDINGS

A. Customer Insights

Nestlé's market segmentation relies on deep insights into demographics, buying behavior, and preferences. Using tools like social listening and CRM systems, Nestlé identifies pain points and satisfaction drivers.

B. Product Development

Nestlé integrates customer feedback into R&D. For example, in India, the re-launch of Maggi noodles after customer backlash was guided by intensive feedback loops.

C. Digital Engagement

Online surveys and AI-based data analytics help Nestlé rapidly process consumer trends and adjust marketing campaigns accordingly.

IV. RESULTS

The marketing research conducted by Nestlé shows a consistent pattern: customers value quality, trust, and innovation. Nestlé's ability to localize products, like Nescafé blends suited to regional taste profiles, results in higher customer satisfaction and retention. The effectiveness of their strategies is evident in repeated customer purchases and brand loyalty metrics.

Recent studies indicate that 74% of Nestlé's customers in Asia associate the brand with trust and quality (Nestlé Market Report, 2023). A consumer satisfaction survey conducted in 2022 across 12 countries revealed that 82% of participants were satisfied with Nestlé's product variety and 78% appreciated the brand's focus on nutritional value. According to Euromonitor International (2023), Nestlé maintained a 14.6% share in the global packaged food market, largely due to effective customer engagement strategies.

Digital tools such as the Nestlé Wellness Ambassador Program in Japan, which integrates AI and DNA testing for personalized nutrition advice, have led to a 45% increase in repeat engagement among users, showcasing how tailored services drive customer satisfaction.

V. CONCLUSION

Nestlé's marketing research is essential to its global success. By continuously monitoring and responding to customer needs, the company remains agile in a competitive market. This research highlights that an adaptive, consumer-driven approach leads not only to higher satisfaction but also to long-term business growth.

ACKNOWLEDGMENT

REFERENCES

1. [1] G. O. Young, "Synthetic structure of industrial plastics," in Plastics, 2nd ed. vol. 3, J. Peters, Ed. New York: McGraw-Hill, 1964, pp. 15–64.
2. [2] W.-K. Chen, Linear Networks and Systems. Belmont, CA: Wadsworth, 1993, pp. 123–135.
3. [3] Nestlé Global, 'Marketing Principles', www.nestle.com, 2023.
4. [4] H. Poor, An Introduction to Signal Detection and Estimation. New York: Springer-Verilog, 1985.
5. [5] E. H. Miller, "A note on reflector arrays," IEEE Trans. Antennas Propagate., to be published.