



How Nestle Succeed in the Food Industry: A Consumer Perspective

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ABSTRACT

The purpose of this study is to analyze consumer perception of how Nestle succeeds in the food industry. The study employed a quantitative research approach, and an online survey was carried out. Data were collected from 121 Nestle consumers in Malaysia. The results show that Nestle's success factor is from the provision of good products at a reasonable price and marketing strategies that Nestle has developed to be the main driver of the growth, which contribute to the organizational success. Discussion and recommendations are presented.

Keywords: Food Industry, Malaysia, Marketing, Nestle, Strategies, Succeed

INTRODUCTION

Nestle has long been a key leader globally in the milk industry, creating a strong international presence with well-known names such as Omega, Lactokid, and Nankid under the Nestle brand of cooled dairy. Innovation and renovation, operated as a joint venture with General Mills, play an important role in developing milk-based products and breakfast cereals. Food has a huge effect on the business's development with its wellness, well-being, and fitness benefits. The Nestle brand is actively developed and successfully applied to a wide variety of added value items such as start-up and follow-up formulas, grow-up milk, yogurts, enteral diets, oral supplements, and performance foods.

In each country, various types of soups, stocks, sauces, and culinary preparations, primarily under the brand name Maggi, are adapted to the local tastes, recipes, and ingredients. In the Far East-Pacific region and Europe, Africa, and Latin America, Maggi instant noodles are sold. Nestlé is present, both refrigerated and shelf-stable, in Italian cuisine with Buitoni pasta and sauces. A broad variety of frozen pizzas and recipe dishes is also included in the Buitoni range. In Europe, under the Herta brand, a complete selection of delicatessen items and cold meats is available. The company also produces cold sauces and condiments, such as Thomy, Crosse & Blackwell, and Winiary, under various brands.

In many product categories, the power of the Nestle brands has provided Nestlé with an incomparable global role. The six global corporate labels, Nestle, Nescafe, Nestea, Maggi, Buitoni, and Friskies, contribute about 70% of the company's net sales, with the



Nestlé brand itself contributing 40%. Products such as KitKat and LC1 are the first preferred by customers worldwide. This can be proved as Kitkat has successfully evolved and been Malaysia's No.1 chocolate snack and can be loved by generations of young and adults. Today, KitKat has been exported to more than 11 Southeast Asian countries (Djarum et al., 2020). Nestle also controls regional and national brands that have a close and sometimes long-standing familiarity with customers. This brand gives users a consistent experience of Nestle products, through the uniqueness and value that is a major element of Nestle's portfolio. Continuous creative improvement and innovation are bound to attract customers continuously.

When operating a firm, entrepreneurs would eventually face environmental policies that are likely to impact the viability and operations of the organization (Meckling, 2015). Nestle is already operating in more than 190 countries worldwide, including Malaysia. It still needs to consider production risks because of government policies and changes. Since Nestle is a multinational company, they must be aware of changing food standards and regulations in each country. Failure to comply with the government's rules and regulations, Nestle products will be cut off, unpurchasable, or edible in that country. Nestle not only focus on government rules but also is fully responsible for their employee and customer. To get closer to the customers, Nestle has established many branches around the world and wants to cultivate trust in their customers. Nestle is always looking for employees who are willing to deliver their commitment to the organization, able to provide cooperation with colleagues, and have a different perspective (Lee et al., 2020).

Besides, the community is highly concerned about the halal status of a product available in the market since 60.4% of Muslims living in Malaysia are the dominant group within a plural society (Shaari & Arifin, 2014). Companies that produce food and beverage products must obtain Malaysian Halal Certification allowing the Muslim community does not feel hesitant to buy the product. Nestle is also focused and entirely committed to providing quality halal food for the Muslim community by providing guidelines and protocols to ensure that its food items are Halal-certified (Hamid, 2009). Nestle is responsible in assuring that it is their goal to find ingredients, plan, manufacturing, inspection, packaging, and shipping so that their goods are safe to consume. In this way, Muslim consumers can enjoy the product without feeling apprehensive or suspicious toward the product's status as the product meets the requirements set in their religion. This shows the seriousness and meticulousness of Nestle to ensure all the food produced with 100% halal.

Breakfast has been known as the most important meal. Taking breakfast can provide energy and allow a person to stay focused on performing his daily activities. However, many adults and children still neglect to take breakfast. Failure to take breakfast may increase the prevalence of obesity, and eating breakfast can reduce the risk of obesity effectively (Maa et al., 2020). To ensure that the community emphasizes breakfast intake, Milo, one of the most popular Nestle products in Malaysia, has organized a Malaysian Breakfast Day for a healthier life in line with their slogan "Good Food Good Life" every year. All these promotions and publicity demonstrate that Nestle is good at its sustainability efforts and strong in its marketing strategies, which give Nestle a competitive advantage in the market. We contribute to the existing literature of marketing as we analyze how Nestle succeeds in the food industry. We argue that



marketing strategies are the main driver of growth, contributing to organizational success.

Our first objective is to study how good product is important to make food company successful. A good product has good characteristics in its variety, quality, design, brand name, packaging, and services (Arjuna & Ilmi, 2019). It has a strong brand in the market. A brand refers to a name, word, icon, or some other form of the attribute that distinguishes or recognizes its seller. A good brand will build and retain a clear, optimistic and enduring impact on a consumer's view. If brands are created and handled correctly, they offer outward taste, style, success, consistency, value, and prestige. Successful branding offers businesses many advantages.

The packaging is also important for customers to make an external assessment of the product because when customers see the product, packing refers to the physical appearance in which labels are the insightful aspect. Quality is one good product feature (Kwaku & Fan, 2020).

Several scholars have given broad support that one of the main drivers for progress is food consistency (Hennig-Thurau, Houston, & Sridha, 2006). A rather subjective topic is the concept of food quality. Quality in food manufacturing, the use of high quality and nutritious ingredients, is also important in producing a product. Empirical research shows that food quality has a significant effect on long-term financial success because of its potential to establish a positive demand for the company's products as buyers can substantially distinguish their product quality from those. Therefore, to achieve a competitive advantage and succeed on the market, it is essential for a company to recognize which qualities are critical and available to customers and to consider what criteria affect the buying decision.

Specialties such as product variety also play an important role because product diversity meets many people's needs. The attractive design in product production positively impacts customers' first attraction (Poth & Riel, 2020). Services quality also highly vital to produce a good product. A good service quality will live up to and remain economically competitive or surpass customer expectations. Observational studies suggest that improved service quality boosts performance and competition in the long term (Nunkoo, Teeroovengadum, Ringle, & Sunnassee, 2020). Improving service quality can be accomplished by enhanced operating processes easily and consistently detecting problems developing accurate metrics for service efficiency, and evaluating customer satisfaction and other performance effects (Seth, Deshmukh, & Vrat, 2005).

The second aim of the present study is to analyze the effective marketing strategy of a food business. According to Varadarajan (2020), a marketing strategy is a whole enterprise game plan to produce forward-looking outcomes and transform the products or services provided by the corporation into customers. In general, it covers the company's brand proposition, primary marketing messages, demographic information for potential consumers, and other high-level items. A marketing plan covers all aspects of customer travel and offers visibility for any company. Subsequently, the business should represent and find ways to make full use of the available capital to generate sales and boost competitiveness. The marketing mix can also be separated



into goods, pricing, locations, and promotions, and is another component of marketing strategy.

The marketing strategy consists of an intertwined collection of decisions, which allows the company to make critical choices regarding marketing activities in targeted markets and segments to create, interact and give customers a benefit in exchange for achieving its specific financial, business, and other objectives (Varadarajan, 2020). Businesses should improve business strategies, gain a sustainable competitive advantage and achieve greater outcomes, in the resource-based perspective of a company (e.g., financial, human, natural, information, and relations) (Barney, 2014). These services can be concrete or intangible, converting them into more comprehensive tools, i.e., knowledge and skills, to maximize the benefit of individual clients (Poulis, 2020).

A continuum can be grouped into separate marketing strategies, of which purchase and relationship marketing strategies are the two ends, while different mixed marketing strategies intersperse (Grönroos 1991). Webster (1992) noted that long-standing consumer connections can be the foundation of communication campaigns since customer loyalty and engagement can be converted into valuable partnership instruments (Hunt, Arnett, & Madhavaram, 2006). Chou, Horng, Liu, and Lin (2020) believed that companies that capitalize on long-term and trustworthy customers can help design value-added marketing strategies, providing strategic opportunities, and generating higher efficiency.

RESEARCH METHOD

We applied a quantitative method in this paper. The survey was distributed online due to the COVID-19 by a Google form to obtain information on Nestle's success factors and consumer satisfaction. This helped us to investigate Nestle's marketing strategy from a consumer perspective and the level of consumer satisfaction. We managed to gather all the information from the respondents by encouraging them to answer the survey honestly. We managed to get 121 respondents who were customers of Nestle. We also managed to get the secondary data from the Nestle official website (www.nestle.com.my). Other data were collected from other websites to strengthen and consolidate previously researched information or case studies on Nestle.

The way Nestle coped with the COVID-19 epidemic could demonstrate Nestle's success in the nutrition industry. The corporate promise, "Good Food, Good Life" gives customers delicious and healthy food choices. Customer satisfaction is based on how loyal consumers of Nestle products are, interest factors, how much food supply Nestle produces, and how satisfied customers enjoy Nestle products.

RESULTS AND DISCUSSION

This section analyzes data and results based on our Google Form responses, which have been distributed online to the 121 respondents. The survey has three sections: the respondents' demographic, how Nestle succeeds in the food industry, and consumer satisfaction about Nestle products from consumer perspectives.



Table 1 presents the respondents' demographic profiles. Over half the participants were female (58.7%), 65.3% were in the age of 20-29 years old. Malay topped the list with 61.2%, followed by Chinese (26.4%) and Indian (12.4%). Three quarters (76.9%) were married, 62.8% earned RM2500 and below, and 57.9% knew the products via social media.

Table 1. Summary of Respondents Demographics (N=121)

Response	Frequency	Percentage (%)
Gender		
1. Male	50	41.3
2. Female	71	58.7
Age		
1. 20-29	79	65.3
2. 30-39	18	14.9
3. 40-49	17	14.0
4. 50 and above	7	5.8
Race		
1. Malay	74	61.2
2. Chinese	32	26.4
3. Indian	15	12.4
Marital status		
1. Single	93	76.9
2. Married	28	23.1
Monthly income		
1. RM2,500 and below	76	62.8
2. RM2,501-RM5,000	19	15.7
3. RM5,001-RM10,000	19	15.7
4. RM10,000 and above	7	5.8
Have you tried any Nestle products before?		
1. Yes	118	97.5
2. No	3	2.5
How do you know about Nestle?		
1. Social media	70	57.9
2. Newspaper/magazine	28	23.1
3. Brochure	15	12.4
4. Serial	1	0.8
5. My parents introduce me to that product when I was young	1	0.8
6. Ice cream	1	0.8
7. Family members	1	0.8
8. Family consumption	1	0.8
9. TV advertising	1	0.8
10. Television	1	0.8
11. Mass media	1	0.8



Table 2. How Nestle Succeed in the Food Industry from Consumer Perspectives (N=121)

Response	Frequency	Percentage (%)
What makes Nestle products the top choice in the food industry		
1. Healthy	35	28.9%
2. Delicious	35	28.9%
3. Convenient products for conscious	19	15.7%
4. Time-constrained lifestyles	10	8.3%
5. All above	35	8.3%
What media have you found about Nestle products?		
1. Television	84	69.4%
2. Hoardings	22	18.2%
3. Online advertisement	51	42.1%
4. Social media	63	52.1%
5. Pamphlet	25	20.7%
Nestle product prices are affordable.		
1. Affordable to buy	108	89.3%
2. Expensive	13	10.7%
Does Nestle always do promotions?		
1. Yes	62	51.2%
2. No	10	8.3%
3. Maybe	49	40.5%
What factors attracted you to buy Nestle's product?		
1. Price	86	71.1%
2. Quality	92	76%
3. Brand name	61	50.4%
4. Availability	53	43.8%
5. Attractive	45	37.2%
6. Hygienic packaging	37	30.6%
7. Moral concern	14	11.6%
8. Taste	1	0.8%
Do you agree Nestle has an attractive marketing strategy?		
1. Strongly disagree	1	0.8%
2. Disagree	3	2.5%
3. Neutral	19	15.7%
4. Agree	27	22.3%
5. Strongly agree	71	58.7%
Do you agree Nestle products have a good market because easy to be found at any supermarkets and grocery stores?		
1. Strongly disagree	0	0
2. Disagree	0	0
3- Neutral	11	9.1
4. Agree	41	33.9
5. Strongly agree	69	57
Nestle is very committed and works tirelessly to ensure that supplies is		

**available**

1. Strongly disagree	0	0
2. Disagree	0	0
3. Neutral	25	20.7
4. Agree	47	38.8
5. Strongly agree	49	40.5

Nestle is very concerned about the quality of the products.

1. Strongly disagree	0	0
2. Disagree	2	1.7
3. Neutral	10	8.3
4. Agree	55	45.5
5. Strongly agree	54	44.6

Nestle has become the global leader in nutrition, health, and wellness

1. Strongly disagree	2	1.7
2. Disagree	1	0.8
3. Neutral	20	16.5
4. Agree	46	38
5. Strongly agree	52	43

Nestle's corporate promise of "Good Food, Good Life" provides customers with delicious, healthy food choices

1. Strongly disagree	1	0.8
2. Disagree	1	0.8
3. Neutral	13	10.7
4. Agree	42	34.7
5. Strongly agree	64	52.9

Table 2 provides a picture of the reasons customers favor Nestle products. The quality and safety of Nestle's products are their top priority. Nestle's food protection policy encompasses the whole supply chain, along with producers and manufacturers. To ensure safe, high-quality raw materials, Nestle follows stringent sourcing and auditing procedures. This involves setting standards for the products Nestle uses and running experiments to ensure that they adhere to the current scientific knowledge and the strictest regulations. Nestle also provides delicious and healthy food, especially for children. This can indirectly help children to grow up well, for example, cereals contain high-quality grain. Nestle experts work closely with manufacturers, merchants, and retailers, carefully choosing just the right grains to ensure the quality and value customers expect from Nestlé breakfast cereal. High-quality ingredients are the main reason this Nestle product is a favorite of many. This is also related to Nestle's motto "Good Food, Good Life".

Our 84 respondents (69.4%) found Nestle on television. Most of the Nestle users know about the product from television. Nestle uses television as the main medium for marketing purposes. It is one of the easiest mediums to get households to know about its products. A total of 90% of housewives will be attracted to the goods promoted on television since they spend a lot of time at home and watching television. Television ads are also easy to get people to know about Nestle products, such as household items, such as Milo, milk, and cereals, because most people have a television at home.



Also, 89.3% agreed to Nestle product prices are affordable. Nestle offers cheap and affordable prices allowing all groups can buy Nestle goods. This makes Nestle have regular users who always buy them. In Malaysia, Malaysia's largest food and beverage company, Nestle (Malaysia) Bhd is committed to providing the most affordable price for its products in spite of the rising cost of commodities and the weakening ringgit. This highlights one of the Nestle's objectives to meet the needs of households at an affordable price.

Subsequently, over 51.2% of respondents agreed that Nestle always does promotions. Nestle is committed to rewarding customers with better value and continues to do this with enticing discounts and advertisements during the year. As the world's leading eating, fitness, and wellbeing business, Nestle believes in doing good for society. This campaign is a direct reflection of their values. There are lots of promotions Nestle does to keep to promote the Nestle products. It also intelligently markets its goods with victorious products/services, which can only be marketed to a market-specific destination for the rewards of these products. Nestle feels and behaves locally and internationally. They have carried out the best publicity campaign, known as Nescafe tune, that helps them with a strong presence on the market. The excellent product quality of Maggi on the other hand gives Nestle a lot of development. They have promoted a new promotion that was completely in Maggi tale where people had to come out of their magic in various ways. Nestle still does companies on the ground where brand marketing is really easy. Maggi, Nescafe, and Kitkat chocolate are their core strength. Nestle also promotes its products, including the free preview free of previous, approved, and popular products of the latest products.

Our survey is about factors that attract customers to buy Nestle products. Over 79% of respondents choose quality as the factor they buy Nestle products. Nestle is highly concerned about its product quality. Nestle's quality management system is the platform that is used globally to guarantee food safety, quality standard compliance, and create value for consumers. It is audited and verified by independent certification bodies to prove conformity to internal standards, ISO norms, laws, and regulatory requirements. This is the reason Nestle's quality becomes the main factor that attracts customers to buy.

As for Nestle's marketing strategy, 71 respondents (58.7%) strongly agreed that Nestle has an attractive marketing strategy. Nestle reflects on its customers and seeks to consider their physical and psychological needs. They have a wide variety of items and all age ranges buy them. It seeks to consider the economic, geographic, and social influences that influence consumers' diets and tries to reflect on the products' nutritious and health importance. For example, Nestle used their research and technical skills to minimize calories and fats in their ice cream products and yet to have the same flavor.

Table 2 shows that 79.3% of respondents agreed that Nestle products have a good market because they are easy to find in every supermarket and grocery store. By putting their milk products in as many outlets as possible, Nestle used an intensive distribution strategy, realizing that their intended consumer requires a great deal of convenience for the place. The supply of goods is increased by intensive distribution. Its milk commodity can be found in popular outlets such as grocery stores, pharmacies,



and all leading supermarkets, within a walking distance of 10 minutes from the homes of clients.

Our survey on how Nestle succeeds in the food industry from the customer perspective shows the majority of the respondents (79.3%) agreed that Nestle is very committed and works tirelessly to ensure that supplies are available. Food and drink help maintain the health of individuals and improve their quality of life. In the COVID-19 crisis, Nestle has an important role to play. Also, it is very concerned about the obligation of ensuring healthy nutrition for the most vulnerable populations, such as children, the elderly, and those suffering from the disease. Nestle workers are completely dedicated and work diligently to ensure the supply is retained. To keep them healthy and happy, Nestle also works hard.

Besides, 90.1% agreed that Nestle is very concerned about its product quality. The highest priority of Nestle is quality and protection for its customers. This refers to its entire portfolio, to all our systems and services, from foods and beverages. The Nestle Quality Management System is a worldwide platform for ensuring food protection, compliance with quality standards, and consumer value formation. On farms, the Nestle Quality Control System begins. Together with farmers in rural areas, they have a long tradition of working to boost their quality of product and follow environmentally-friendly agricultural practices.

The next survey was to investigate how Nestle succeeded in the food industry from a customer perspective. There are (81%) respondents who agreed that Nestle has become the global leader in nutrition, health, and wellness. Nestle is the world's largest corporation of food and beverage. Nestle has recognized brands and intense impacts on consumers, industries, and government bodies. Their products range from beverages such as tea, coffee, water, ice cream to baby food, pet care, pharmaceutical, and confectionery. Its R&D plays a key role and even a greater role in looking forward. For example, they are pioneering the use of probiotics in their products for preventive nutrition to reduce gastrointestinal disease. To cope with obesity and diabetes, it is now focusing on scientific advances. Other personalized nutrition initiatives meet the unique dietary needs of patients with Alzheimer's disease and aging-related illnesses. They are exploring the unknown regions of genes and proteins in specialized areas such as genomics, proteomics, and metabolomics to adapt foods to suit human needs.

Lastly, 87.6% of respondents strongly agreed that Nestle's "Good Food, Good Life" provides customers with delicious, healthy food choices. At the core of Nestle's company is nutrition. Nestle Corporate Wellness Unit and the individual business units are driving factors for any or all of their customers to offer healthy food, and good life. Nestle puts much greater focus on it today, as well as on fitness and wellness. As it celebrates its 150th anniversary, Nestle holds on to its belief that Nestle increases shareholder value, the societies in which it works, and thus the broader society in the long term. As Nestle looks forward to the next 150 years of 'Healthy Food, Good Life', this is a belief that perpetuates Henri Nestle's values.



Table 3. Consumer Satisfaction about Nestle Product from Consumer Perspectives

Response	Frequency	Percentage (%)
How satisfied are you with Nestle's product as a loyal customer?		
1. Very unsatisfied	2	1.7
2. Unsatisfied	4	3.3
3. Neutral	28	23.1
4. Satisfied	36	30
5. Very Satisfied	51	42.1
How satisfied are you with the purchase of Nestle's product you made?		
1. Very unsatisfied	2	1.7
2. Unsatisfied	3	2.5
3. Neutral	32	26.4
4. Satisfied	38	31.4
5. Very Satisfied	46	38
How satisfied are you with the image of Nestle as a brand in the food industry?		
1. Very unsatisfied	2	1.7
2. Unsatisfied	3	2.5
3. Neutral	25	20.7
4. Satisfied	38	31.4
5. Very Satisfied	53	43.8
How satisfied are you with the price of Nestle products?		
1. Very unsatisfied	3	2.5
2. Unsatisfied	1	0.8
3. Neutral	26	21.5
4. Satisfied	34	28.1
5. Very Satisfied	57	47.1
How satisfied are you with the availability of Nestle products in the market?		
1. Very unsatisfied	3	2.5
2. Unsatisfied	3	2.5
3. Neutral	21	17.4
4. Satisfied	34	28.1
5. Very Satisfied	60	49.6
How satisfied are you with the quality of Nestle products?		
1. Very unsatisfied	3	2.5
2. Unsatisfied	3	2.5
3. Neutral	22	18.2
4. Satisfied	39	32.2
5. Very Satisfied	54	44.6
Which Nestle's product do you like?		
1. Nescafe	45	15.46
2. Kitkat	78	26.8
3. Maggi	65	22.34
4. Milo	98	33.68
5. Nestum	2	0.69
6. La Cremeria	1	0.34
7. Cococrunch	1	0.34



8. Bliss	1	0.34
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Table 3 shows the respondent's responses to consumer satisfaction with Nestle products from consumer perspectives. A large number of consumers are very satisfied with the products. Based on the findings, 42.1% of respondents chose to be very satisfied, followed by 30% of respondents who chose to be satisfied. This means that Nestle has become the best brand since customers are very interested and loyal to the products. Customers will look for the brand even though there are many other brands in the market. These types of customers are highly loyal and always show high interest in buying Nestle products.

The next survey was to see consumer satisfaction with the purchase of Nestle products. The survey recorded 38% of respondents were very satisfied. This is because product packaging is very attractive and effective promotion attracts consumers to buy Nestle products. Various strategies are undertaken by Nestle company in designing products to meet the needs of consumers. In addition, its good reputation and good productivity have given maximum satisfaction to the customers. Nestle Company also constantly innovates in the modification of existing Nestle products. This has attracted the interest of consumers or non-users in providing maximum satisfaction when buying and using Nestle products.

Apart from that, under consumer satisfaction with Nestle's image as a brand in the food industry, it appears that most of the respondents were very satisfied and satisfied. This is because Nestle has produced to attract customers to be loyal to their product brand. Nestle has a brand reputation worth 7 billion. It is also known in almost every country and has a well-known brand for its products that millions of people use every day. It always improves the product quality. Improving product quality followed by efficiency in product preparation such as adapting food flavors to local tastes has increased sales, revenue, and the image of Nestle company. This proves that 43.8% of respondents were very satisfied with Nestle's image as a brand in the food industry.

Nestle takes great care of its customers by giving only the best products. This is because Nestle can build its own value despite the increase in world commodity prices. Therefore, the level of consumer satisfaction with Nestle products' price of 47.1% implies respondents' high satisfaction.

By offering a wide variety of premium, nutritious food products at reasonable prices, Nestle strives to generate profits that can be maintained over the long term. It can also be concluded that the price has an important and positive impact on the satisfaction of customers. Nestle has kept a constant perspective on the tastes and behavior of its consumers in this period of ever-increasing rivalry to capture the increasingly untapped demand in both rural and urban areas. This is because the price of a product depends on the individual perspective and background of the customers. Therefore, Nestle companies need to understand the market relationship and demand for a product before placing a price on a highly demanded product so that more consumers are satisfied with buying Nestle products.

The availability of Nestle products in the market was also studied to identify consumer satisfaction. A total of 49.6% of respondents were very satisfied with the availability of



Nestle products in the market. However, some respondents (2.5%) are unsatisfied with Nestle products' availability. Nestle products are always on the market because it is a manufacturer producing a variety of life needs for consumers. Products such as ice cream, condensed milk, liquid milk and juices, instant coffee and other beverages, instant noodles, cereals, and related products are manufactured by this large production facility. This shows that Nestle gives consumers maximum satisfaction in getting Nestle products easy to get in the market.

To study consumer satisfaction, product quality also needs to be studied. We found that the majority of consumers (44.6%) are very satisfied with the quality, followed by 32.2% of respondents who are also satisfied with the quality of Nestle products. This emphasizes that Nestle manufactures high-quality and consistent, reliable, and convenient world-class products based on the standards of corporate excellence in the marketing sector of Nestle. The use of quality local raw materials also makes Nestle products always provide maximum satisfaction and trust to consumers. However, a quarter of consumers are unsatisfied and very unsatisfied with the quality of Nestle products and share the same number of respondents, which is 2.5% respectively. Changes in the eating habits of the community will cause Nestle to experience a decline in demand. This is because Nestle is a major supplier of chocolate and high-calorie chocolate drinks. Therefore, the quality of products with unhealthy content decreases consumer satisfaction.

Finally, we also investigated consumers' favorite products. In the questionnaire, respondents were free to select as many products as they think they like. Milo recorded the highest number of choices (98 respondents equivalent to 33.68%). This is because Milo is a breakfast necessity for local customers. For example, students need enough energy to start a new school day. Therefore it has become a part of the lives of consumers, especially among students. Followed by Kitkat as the second-highest consumer choice (78 respondents equivalent to 26.8%). Maggi also recorded 65 respondents (22.34%) and Nescafe obtained 45 respondents (15.46%). The rest, respondents chose others (1.71%) by naming other products such as Nestum, La Cremeria, Cococrunch, and Bliss.

Nestle's case study as clearly explained above illustrates good management in marketing strategy and production of quality products. We can also learn how Nestle manages its business well. Nestle success factors can be learned to grow a business. The results of the study underlined that many nestle users have become regular users. From the study, we conclude that most respondents have a positive impression and are satisfied with Nestle products. The theoretical implications of the analysis are that consumer satisfaction is beneficial since it is the indicator showing how satisfied consumers are with the products and services. Every company needs to produce quality products since it is the main factor that attracts customers to buy.

To sum up, Nestle strongly emphasizes maximum satisfaction to its customers. The number of consumers who feel very satisfied is far different than the number of users who feel very unsatisfied. This leads to the conclusion that the majority of the respondents have a positive impression and are satisfied with Nestle products. However, there are still tribes of consumers who are very unsatisfied with Nestle products. The highest respondents that are very satisfying for consumers were the



availability of Nestle products in the market with 49.6% of respondents. On the negative side, they were unsatisfied with the Nestle product as a loyal customer and recorded the highest number of respondents at 3.3%. This is because Nestle has much competition in the food industry, causing Nestle to have to compete for a name as the top food industry. Nestle company's main competitors are Unilever NV, Hersheys Food, Kraft Foods, and Cadbury. Thus, we conclude that Nestle is known among most of the locals of different ages and most of them had experience using Nestle. However, product marketing needs to be enhanced into new markets by expanding the sales coverage area based on the geographical region. Companies need to promote their products on a large scale and ensure that every sales activity is carried out effectively.

CONCLUSIONS

Our analysis concludes that from the customer perspective, most respondents have a positive impression and are satisfied with Nestle products. By providing customers with a better quality of goods, Nestle makes great efforts to achieve its vision of becoming the pioneer in the nutrition, health, and wellness business. Nestle's corporate promise of "Good Food, Good Life" provides consumers with tasty, safe food options which create Nestle productivity in the food industry. Customer satisfaction is important as it is an indicator that defines how customer satisfaction are with the goods, services, and capabilities of a business. It also offers a metric for advertisers and company owners that they can use to monitor and enhance their companies. The advent of consumer food goods has brought a major shift in the food preferences of the consumer. As a business challenger in its industry, Nestle has done well to improve its client loyalty. For the most part, its brand and success rely on its expertise and competence. Nestle believes in the success that promotes great company and a great turn of events. It segmented the market, promoting those clustered preferences with a multi-stage segmentation strategy to meet the individual needs of the customers. It will also close its current product gaps to a good extent by introducing new goods, ensuring satisfaction and loyalty. Nestle has unlocked the power of food to boost the quality of life of both today and for generations to come.

This recent paper is limited to users with the internet network. It is also covered in Malaysia to facilitate researchers to obtain and collect the necessary data. The recommendation that would be made is to investigate how Nestle expanding its branches nationwide and how Nestle maintains performance to be strong in the market.

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