

Report on
FACTORS AFFECTING BRAND LOYALTY OF
NESTLE POLO

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CERTIFICATE

This is to certify that the project titled “**Factors affecting Brand Loyalty of Nestle Polo**” is an academic work done by “**Harsh Gupta, Shobhit Sharma and Dimanshu Bakshi**” submitted in the partial fulfillment of the requirement for the award of the degree of “Masters in Business Administration” from “University School of Management & Entrepreneurship, Delhi Technological University, Delhi” under my guidance and direction.

To the best of my knowledge and belief the data and information presented by him in the project has not been submitted earlier elsewhere.

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DECLARATION

This is to certify that I have completed the Project titled “**Factors affecting Brand Loyalty of Nestle Polo**” under the guidance of “**Dr. Amit Mookerjee(Professor)**” in the partial fulfillment of the requirement for the award of the degree of “Masters in Business Administration” from “University School of Management & Entrepreneurship, Delhi Technological University, Delhi.” It is also certified that the project of mine is an original work and the same has not been submitted earlier elsewhere.

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ACKNOWLEDGEMENT

Words often fail to express one's feelings towards others, still I would like to express my sincere gratitude towards my guide **Dr. Amit Mookerjee (Professor)** for his able guidance, continuous support and cooperation throughout my project, without whom the present work would not have been possible.

I would also like to extend my sincere & heartfelt obligation towards all my respondents who helped me in the collection of all the necessary data and information that helped me proceed with this research project and make it a successful task.

Lastly, I express my gratitude to my family and friends for their unending support and tireless effort that kept me motivated throughout the completion of this project.

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EXECUTIVE SUMMARY

Nestle Polo, launched in India in 1993, is a fairly well-known product in most households in the country. To find out the factors that are influencing the brand loyalty perception of the consumers in the FMCG industry, was the main motive of the research, specifically in the confectionary industry. The research focuses on learning how the brand equity factors of product and consumer brand loyalty are related to each other.

The marketing fraternity has recognized the importance of brand loyalty after a long time. To differentiate brands from competing offerings the importance of brand loyalty has increased. For knowing what are the major factors that are responsible for driving loyalty become the major concern for the researchers. The marketing fraternity has understood the importance of brand loyalty.

The study was being carried out by various case studies which were taken in order to perceive the issues and problems which might arise due to use of this technique by firms to convey their message to the customers. And with the help of different cases the concepts in the study are explained.

Researchers considered the 4 most significant factors which might drive the brand loyalty of the consumers, to narrow down our study to draw out some more solid results. Collection of the data was done by the very simple structured questionnaire and respondents have to document their responses. For the selection of sampling from the population Convenience Sampling was used. The researcher assembled the total of 151 samples. The data was collected from the residents of Delhi (NCR). Descriptive based survey was used by the researcher for analysis and interpretation. The analysis is done through SPSS and Analysis Software. To study the hypothesis in research it was based on the research problem of brand equity dimensions. Hypothesis testing is done to calculate multiple linear regression and correlation.

Reliability test was performed to know all the constructs of reliable variables. Separate chapter was made for summary of findings in the conclusion and from the study suggestions were drawn.

The present study explores that all the factors were positively influencing the brand loyalty of consumers, and those were satisfaction, packaging, perceived quality and pricing. But Price is the

most influencing factor towards the consumer loyalty i.e., their value for money theory of Polo is influencing consumers loyalty the most.

With the significant results inferred, the study had some limitations too. The study scope was limit to the people of Delhi, because of which the small sample size limited our study and the research. Researchers have recommended certain measures to the organization to increase the brand loyalty of consumers as per their analysis at the end of the study. The company should primarily focus on these 4 factors which includes Price, Satisfaction, Perceived Quality and Packaging of Polo so that they can drive more consumer loyalty among consumers and can eventually increase their brand equity of product across Indian market.

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1 INTRODUCTION

1.1 Introduction to FMCG (Fast Moving Consumer Goods)

Fast-moving consumer goods (FMCG), also referred to as packaged mass consumer goods (PMCG), include all non-durable consumer goods that are used daily or frequently and that are used at least once a month once purchased. It includes detergent, toilet-soaps, toothpaste, shampoos, food items, confectionery, drinks and cigars. As can be seen from the above list, consumer products, when combined, represent the consumer's budget, although they are not so expensive individually. The main sub-segments of the FMCG industry are: Household goods (laundry, child care, home care, oral care and personal washing), Agrifood products (food processing, dairy products, edible oils / fats, sugar and tea), Branded foods and beverages (baked goods, soft drinks, staple foods, chocolates, fries / snacks, culinary products and ice cream), Tobacco and related products (including cigarettes). FMCG products can also be analysed on the basis of necessity, comfort and luxury, and are not used by a large segment of the population. Price and elasticity of demand for consumer goods depend upon the actual product and its target consumer segment. Therefore, we have premium, popular and affordable pricing modes for the high, middle and low income groups respectively.

The consumer FMCG industry is broadly divided into two categories:

- Premium category targeting upper / upper urban middle class knowing about the brand.
- Popular category that meets the demands of price-sensitive public in urban and rural markets.

Major consumer products companies and their changing strategies, such as HUL, Cadbury India Ltd., Britannia Industries Ltd, Nestle India Ltd., Dabur India Ltd.

1.2 Introduction to Confectionery

India's confectionery industry, holding 25th position in the world in 2009, has now become one of the extensive manufactured food management divisions in the country. The growth of the Indian economy is also credited with the growth, which has led some multinational organizations to devote resources to advertising Indian confectionery, which has further changed the substance of this industry.

The confectionery market includes a range of products such as chocolate, raw pasta and various sucrose products. Furthermore, it includes medical and dietary confectionery, which is different from traditional confectionery manufacturing. The most preferred confectionery often varies by geographic region due to regulatory standards and other constituents such as ‘economics’, ‘differences in taste’ and ‘customer preferences’. The worldwide confectionery market is growing rapidly due to strong stipulation from middle class consumers.

In addition, the segment of various multinational organizations on the Indian confectionery market has broadened per capita usage as well as protests, by promoting new items at reasonable prices and focusing on buyers through advertisements. Limited time crusades. Amidst the exploration, it was found that the development of the model of confectionery and overlooked rustic markets is one of the key factors that are most trusted to promote the growth of Indian confectionery, as fast as possible. Supported by these elements, the Indian confectionery showcase is expected to grow at a CAGR of over 18% in the middle of 2012-15.

The Indian confectionery market is divided into 3 sections: chocolate, candy stores and advertising gum, which are further subdivided into subdivisions. A group of experts reviewed the ice cream parlor advertisements, the nifty section and the inspirational sub fragment, and out of all the subdivisions of the 2015 Indian sweets shop performance till the window figures (in terms of volume and respect) , Chewing gum advertising is necessary to grow at a faster rate, by self-esteem, in the upcoming years



Figure 1.1

It has been seen that various different universal and residential organizations are getting ready to take advantage of the growth of the confectionery industry in India. Our report gives the cut of a pie from leading organizations in chocolate and gum advertising, and focuses on the Indian glacier industry, including activity observations, a portfolio of articles, and late organizing exercises.

The report, with the aim of widely understanding advertising at the Indian confectionery, disintegrated the real business drivers, as well as difficulties ruining the growth of this industry.

Thus, the report gives an exhaustive, top down examination of the Indian ice-cream parlour layout, which will be decisively arranged for the customers and will allow them to lean toward the insightful hypothesis.

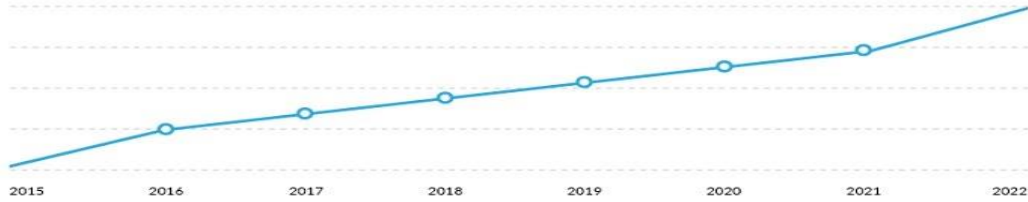
The extension of the retail market and economic development in cutting edge and rising economies are admirable to advertise development. The Asia-Pacific confectionery showcase enrolled the most elevated development rate in 2015.

Fluctuations in commodity prices, increased consumer health awareness of Chinese consumption and various consumer consumption patterns are limiting growth in the confectionery market. The inflated interest for low-calorie, natural, low sugar and utilitarian items gives alluring development chances to the confectionery Industry.

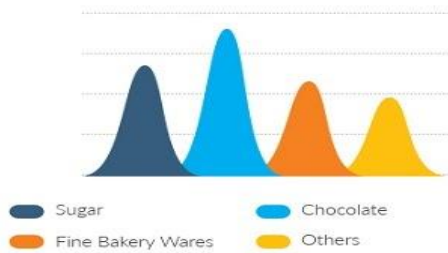
GLOBAL CONFECTIONERY MARKET

Opportunities and Forecasts, 2014 -2022

Global confectionery market is expected to reach \$232.085 million by 2022, growing at a CAGR of 3.4% (2016-2022)

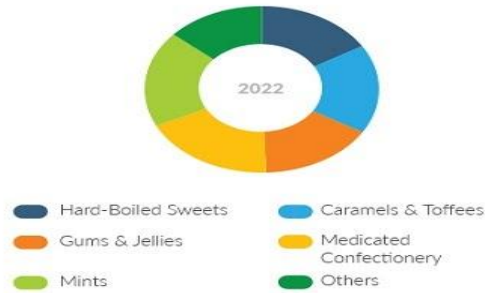


GLOBAL CONFECTIONERY MARKET BY TYPE



Chocolate segment is projected as one of the most lucrative segments

GLOBAL SUGAR CONFECTIONERY MARKET BY TYPE



Mints segment is projected to show significant growth, registering a CAGR of 3.6% during 2016-2022.

GLOBAL CHOCOLATE CONFECTIONERY MARKET BY TYPE



Dark chocolate segment is expected to show highest growth rate in chocolate confectionery market, registering a CAGR of 4.3% during 2016-2022.

GLOBAL CONFECTIONERY MARKET BY GEOGRAPHY



GLOBAL CONFECTIONERY MARKET TOP INVESTMENT POCKETS

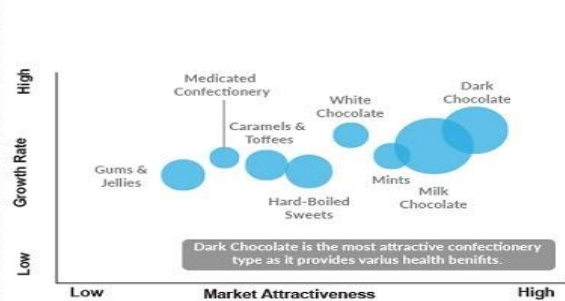


Figure 1.2

1.2.1 Key findings from the studies

- Price mint confectionery sales increased by 10.5% to INR 5.08 billion in 2016, with volumes up 4% to 17,400 tonnes.
- Standard mint remained the fastest growing segment, increasing in value by 14.85% in 2016.
- Perfect Van Melle India Private Limited remains the leading manufacturer in 2016 with two main brands, Chloro-Mint and Mentos.
- Mint category should exhibit a CAGR of 3.33% in constant value over the period 2016-2021 to reach a turnover of INR 6 billion.
- The standard mint category within mint should exhibit a CAGR of 6.18% in constant value over the period 2016-2021, reaching a turnover of INR 4.36 billion.
- Perfecti Van Melle India Private Limited continues to be the leading player in the mint category. The company's brands have won considerable loyalty among consumers across India and are also well known in rural areas.
- Entering the mint category with the launch of Mint-O, the ITC Group was trying to introduce new Mint-O variants to increase sales.
- Polo lost market share in Halle, Mentos and Chloro-Mint.
- A reduction in the powerful mint grade is expected, while the standard mint grade will be the main growth driver for the mint grade.

Table below provides value of various mint brands in INR million:

Brand	Company	2013	2014	2015	2016
Mentos	Perfetti Van Melle India Pvt Ltd	1413.63	1588.8 6	1826.34	2127.3 3
Halls	Mondelez India Foods Ltd	-	1686.3 7	1839.82	2025.6 6
Chlor-Mint	Perfetti Van Melle India Pvt Ltd	1501.37	1571.6 5	1637.64	1736.2 8
Tic Tac	Ferrero India Pvt Ltd	487.46	642.43	775.01	922.89
Polo	Nestlé India Ltd	589.82	619.48	667.19	758.64
Mint-O	ITC Ltd	380.22	349.89	363.92	383.23

Table 1.1

1.3 Introduction to Nestle

Nestle relationship with India started in 1912, when the company's name was Nestle Anglo-Swiss Condensed Milk Company (Export) Limited. The company focused on the importing and selling of finished products in the Indian market.

When India got independence in 1947, the government policies on economics of India emphasized on the local production. Company responded to the Indian aspiration by setting up the business in India also building its first factory in Moga, Punjab, in 1961. At that time the government encouraged the company to develop a dairy economy and also advances the introduction of the company's agricultural services, advising and assisting the farmer in various ways. The milk yield of the cows was increased by the improved methods of production of milk, irrigation, practices of scientific management of crops and procuring bank loans.

Company has established milk collection centers that guarantee quick collection and fair prices, and increasing confidence to dairy sector in the community.

The progress brought prosperity, a sustained and sustainable basis as a result of which not only Moga has today turned into a successful and dynamic dairy district, but has also developed into a thriving industrial center.

Company has been a growing participant of India for over the period of more than a century and has developed a very special bond of trust and fidelity with the Indian locals. Nestle has its operations in India which facilitates both direct and indirect employment of people and helps to provide the livelihoods to around 12 lakh people, that includes farmers, packaging suppliers /handling packages, services and other goods.

Nestle focuses continuously on its efforts by offering a variety of its products to understand better, the changing lifestyle of Indians and hence provide health, taste, wellness and nutrition. There is a culture of innovation and renewal in India and the access provided by Nestle expert brand and enormous research facilities provides a clear advantage of these efforts. Nestle creates the values that are there by providing the consumers a wide variety of quality food, highly safe products at economical prices.

Company is an accountable organization and to facilitate initiatives that help to improve the quality of life in the communities where the company is serving.

One of Nestle products that polo shirt was taken as the subject for this project, where all its qualities and tastes, were studied with its competitors in taste.



Figure 1.3

1.4 Nestle INDIA

Nestle India has always benefited from the support of research and development of Nestle R&D network worldwide. Now, with the new Manesar R&D Center, the Nestlé's South-East region will benefit from a greater focus on the “regional consumer”. Due to establishment of an R&D center in India there is development of Nestle activities in India and reflects the spirit of the Nestlé partnership in R&D to develop local consumer friendly, winning concepts.

1.4.1 Mission

The focus of NFSI India is to “develop and share knowledge through collaborative partnerships to help build confidence and improve food security in India”. Our many and vast research efforts in food security will lay the foundation on which this mission will be directed.

1.4.2 Goals

- Guarantee that Nestle immense aptitudes and information are in effect completely misused in India and in the region.
- Assemble logical information to enable the creation of effective and risk reduction methodologies.
- Commitment with applicable partners to share information and data on developing food security issues and to help a science-based strategy structure.
- Spread of information and knowledge and organize training programs.

NFSI India will be a vital piece of the worldwide system of sanitation specialists (NQAC and R&D) inside Nestlé. NFSI India will fill in as a neighborhood interface with Nestlé's worldwide sanitation capacities and research and, in this way, influence our mastery in food handling science to encourage new joint efforts. What's more, look into interest in the nation. NFSI will work in organization with renowned scholastics, government offices and research establishments.

1.4.3 Current Scenario

However, in the last two years, many food products have been removed from the artisan sector. Many multinational companies along with national players have made vigorous investment in this area. In addition, quantitative restrictions on many food products will be lifted from next year. This will lead to development by higher availability of imported products.

1.4.4 Competition

Nestle faces strong competition for various products. HLL is a major competitor for instant coffee. Heinz for baby food. Indo Nissin Foods and International Best Foods for Semi-Processed Foods. Cadbury for chocolate.

1.4.5 Product Portfolio

The Drinks

- Coffee (Nescafe, Sunrise Premium, Sunrise Extra)
- Tea (Taste of Choice)

Malted/Milk Drinks

- Milo

- Nestle Growing Up Milk.
- Nestle Cereal Milk Drink

Baby Cereal

- Cerelac
- Nestum

Instant Milk Powder

- Lactogen
- Nestogen

Dairy Whitener

- Every Day
- Tea Mate

Chocolates and Confectionery

- Kitkat
- Milky Bar
- Nestle Crunch -
- Nestle Bar-One
- Munch

Candy Portfolio

- Polo
- Milky bar Eclairs

Food Items

- Maggie noodles
- Maggie Cup-O-Soup

1.5 Introduction to Nestle Polo

Nestle Polo was launched in India in 1993. It is often called "mint with holes" due to its size and freshness of mint. There is a good balance between sweet and peppermint in taste. Over the years, it has established itself as a symbol brand.

Polo mints are shaped under extreme pressure - almost equal to two elephants jumping. The distinct flavor of polo mints comes from the use of high quality mint oil which is specially, collected to give a soft, clean and fresh taste. So let's take a deeper look at the "mint with the hole".

There are 3 main flavors of Nestlé Polo:

- Original
- Fruit
- Spearmint without sugar

Polo mint derives its distinctive flavor from high quality mint oil which is specialized in softness and freshness. The most common flavor was of mint freshness.



Figure 1.4

1.6 PESTLE

Pestle assessment is a structure that is crucial for associations like Nestle, as it licenses to grandstand components and reliably improves its activities. Pestle assessment is furthermore called pestle examination.

1.6.1 Political Factors

- Different studies and researches have implied that the organization works in 190 countries and in this way various political factors affect the everyday activity of the association.
- The best assignment in an association is to screen the various changes made in various methodologies related to imports, conveys, charge appraisal, normal protection, etc.
- The government also plays a role by imposing regulations on organizations. Standards are set by the government, if not met by the companies fines are to be paid by them.
- Nestle fulfills or is at least trying to fulfill these standards, for eg; Health & Safety Act etc.

1.6.2 Economic Factors

- Nestle is currently working in many countries, which in turn commands to meet various monetary approaches, and they are interconnected to the financial conditions followed in that country.
- With moderateness being a main issue, giving good quality food to everybody in the market where thing(s) costs continue to change due to various political components. Unrefined material costs for Nestlé have increased, making new strife among suppliers which continued with trade wars among China and the United States.
- A slight fall in optional income is a huge obstruction in light of the difficulty of making and giving quality food to a comparable expense. As the hour of breakdown continued in Western Europe, costs fell 0.7%. These conditions are ordinary when the cash change scale falls or rises or there is political disturbance in the area. Nestlé has taken different exercises to progress closely by making rough materials to grow the viability of various plant zones of its undertakings. The United States and China are its basic Market, better fiscal development in the region will realize better arrangements similarly as higher arrangements and advantages.

1.6.3 Social Factors

- Any venture that chips away at such an enormous extension is impacted by a slight change in designs made by purchasers. Moving toward designs related to prosperity improvement, the social affair decided to manage things with low sugar, sodium and inundated fat.
- The social affair has standard systems, strategies, controls and checking structures that guarantee incredible things, preventing prosperity risks related with dealing with, arranging and limiting their value chains. Nestle thriving depends upon its ability to imagine customer needs and to have the alternative to offer high-gauge, genuine, relevant and innovative things.
- With respect to the creating awareness of millennial age practicality, the social occasion presented the greatest land and sun based power plants in the UAE. With creating stresses over the use of canned and standard sustenance, the association has placed assets into erasing these suppositions.

1.6.4 Technological Factors

- The Nestlé Group believes in the mix of cutting edge courses of action, organizations and models, both inside and remotely.
- With the extension in advanced ambushes that steamed data relentless quality, security and assurance, an emergency plan must be made to sidestep huge disasters while endeavoring to form into a modernized part
- With the proposed consistent data for water quality, the association has put assets into a start up to comprehend this dream. By virtue of its consistent data on water usage, its action will end up being progressively successful to the extent of water use.
- Nestle is set to change the way in which the game is played, with tests coordinated to use the block chain for better straightforwardness among clients and the get-together's deftly chain. Setting up various passages to check.

1.6.5 Legal Factors:

- Legal prerequisites in different countries should be analyzed and inspected as requirements. A gathering of authorities must be in consistent control to consent to the movements made.
- Laws relating to the prosperity and security of laborers, the quality and neatness of its things and the work laws set up in various countries should be viewed.
- Besides, stamping and IPO rules ought to be ceaselessly checked, similarly as natural order.
- During the time the association had defied a critical issue that was preventing its extraordinary chocolate plans from various contenders. A case became obvious when Nestle was denied legitimate protection in Europe for its novel chocolate wafer KitKat. Regardless of the way that not in Europe, Nestle has successfully obtained a brand name for the KitKat structure in countries, for instance, Australia, Canada and France.
- Nestle stood up to heat in India searching for a decision to produce milk, which was declared contrary to neighborhood and overall laws. These cases structure a stipulation that Nestle should keep an uncommonly essential eye on. At the point when real consistency is ignored, the entire social event feels humiliated.

1.6.6 Environmental Factors

- Nestlé invests in making shared worth and spotlights on zero ecological impact through its errands. Their target to reduce the use of plastics in their things and to make plastics 100% reusable in the aggregate of their packaging materials is a noteworthy achievement for biological practicality as it is one of the four critical social events.
- Consistently it is obligated for the making of 6 million metric tons. As the essential countries move towards constancy, the need to follow all of these changes in the action of its various countries is crucial. In case any of these methodology changes are missed, the social affair faces basic disillusionments. This became clear when Nestle was suspended by the RSPO when it didn't present a report on the adequacy of palm oil.
- The endeavors of the Nestle gathering, despite the fact that not so much grim, are viewed as a feature of their yearly audit. The report indicated a 2.6% decrease in backhanded ozone depleting substance outflows per ton of item created, just as 293 organizations announced zero waste age. The gathering proposes to create home grown propositions and advance economical nourishment around the world. A significant task that he has attempted is to advance these approaches and administration, alongside advancing water proficiency and manageability in different fields.

2 LITERATURE REVIEW

2.1 Aaker Model

The Aaker model of brand esteem sees brand as a great deal of five classes of brand-related brand assets and liabilities that incorporate or deduct the value given by a thing or an organization to a business and its customers. The creation of pragmatic brand capital bit by bit urges the relationship to demand a premium and, in this manner, more advantages are expected in the longer run.

1. Brand loyalty

- Loyalty to Equity Brand is the brand motto as defined in the Aaker brand equity model.
- Increased loyalty helps businesses reduce their marketing cost..
- Loyalty also is something that cannot be copied overnight in the competition and hence the company gets time to respond to any movement from competitors .

2. Brand Awareness

- It is the starting point for building brand equity, all other parameters are then entered.
- While awareness helps the brand to enter the thought set while the consumer plan its purchase.

3. Perceived Quality

- Product perception gives an additional advantage over the actual characteristics of the product. However, the collection is proven until there is no long-term use.

4. Brand Associations

- The extent to which a brand name is able to 'retrieve' associations from the consumer's brain (such information from TV advertising).
- To what extent does the association contribute to the differentiation of a brand.

- To what extent is the role of brand associations in the purchasing process.
- To what extent do brand associations evoke positive attitudes / feelings.
- The number of brand extensions on the market (the higher this number, the more possible it is to add brand associations).

5. Other proprietary assets

- Patents
- Brand
- Channels Relationship with channels

As demonstrated by the Aaker model, a particularly critical thought for building brand esteem is brand character - the exceptional plan of brand affiliations that address the brand and assurance to customers.

2.2 Kotler and Keller, 2006, (p.146)

According to the Kotler satisfaction is the factor which is dependent on the product and service. Quality is basically the sum of the features and features of the product or services that will be associated with the capacity to react to the needs that are expressed (total quality). It is most crucial for value creation and accessing customer satisfaction. Consumer's satisfaction is a very chief emotion. Occurs while the phase of evaluation of the product or service consumed or purchased, also consumer satisfaction helps in keeping with existing products and The key is to attract new consumers. Consumer satisfaction is at the very close to the hearts of the various modern marketing thinkers and they also believe that a satisfied customer is very much a real and intangible economic asset.

2.3 Hawkins (2007)

Customer lead is an erratic and multidimensional technique. The U.S. Research has exhibited that people have contributed more in shopping than working or resting. Purchasers in the market are clear, while a tolerable number of points of view avoid the power of recognition and are the subject of research in mind science, while purchasers who feature an entomb disciplinary fuse and explain these basic thoughts of direct. There are two different ways to

manage buyer lead; the chief methodology is wide. Broad and comprehensive advancing and examination decisions for streamlining the dynamic method including the examination of external and internal variables that choose the client's direct. The resulting system, which is out of date, has a continuously compelled expansion since it just concerns buyers' dynamic strategies to look for after product and adventures through the visual periods of individual assessment of the strategy.

2.4 Krishnamurthy, Jagadeesh, (2009)

Attempts to affect a country's purchasing decisions by common place elevating experts to educate customers on various pieces of the brand. Nation customers accomplice the purchase and use of customer stock with redesigns in their lifestyles. Brand affirmation is the "key", as care is progressively huge in commonplace advancing. It moreover impacts commonplace purchasing decisions. Rural client's accomplice their lifestyle with the best/engaging things. Similarly, it has also been seen that provincial clients like to purchase stock which they feel able to buy/use themselves. Common customers respect the recommendations of their friends and family and the brand's dedication to buy an FMCG is striking in provincial markets as nation customers like to buy the brands of client items they are using. Government is one of the strong sources. Provincial customers trust and buy government-propelled brands/things. It moreover shows that nation buyers buy FMCG exactly when significant.

2.5 Kuvykaite et al. (2009)

He concluded that packaging is considered the most valuable thing in marketing communications. More detailed analysis is required. Packaging plays an important role in terms of marketing. The results showed that an attractive and easy to use packaging is to choose more carefully good colors and quantities than the characteristics of packaging. However, the decision that proper packaging can improve the brand in the market and always in the minds of consumers purchase intentions will depend on the extent to which the product meets the user's expectations. However, when people do not think about the product before entering the store, or purchase intent is determined by what they see from the packaging's characteristics and they are being influenced to make their choice. Therefore, marketers must know the

product and the trademark (trademark), which means the user and the purchasing factors of the user. Also, the behavior of users to communicate with humans means providing valuable things and keeping other things in mind. However, the decision to influence sales through the environment, including physical or financial pressure, to promote sales to encourage consumers to buy the product.

2.6 Maricic (2011)

The principles of the business to be a satisfied customer adds to your congruity. There is a positive association between level of purchaser satisfaction and long stretch business execution. Customers' satisfaction for purchased things and organizations achieves two essential focal points for associations: growing client commitment and positive casual introduction about the thing/organization. There is no vulnerability that there is a tremendous association between customer dependability and level of dedication. The 'free thinker rental research suggests that satisfied customer satisfaction is on different occasions practically sure that a buyer will buy a thing from a comparable association in the accompanying time span than the satisfaction of only one "satisfied customer". Besides, towards the securing of the brand behavior, the customer won't be reliable. A slight attitude infers that the customer isn't inclined to purchase that thing, while weak lead suggests that the buyer makes conflicting shopping. Homework isn't just promoting, to attract new buyers, anyway especially to hold existing ones and in like manner to fabricate their trustworthiness to the association. Buyer immovability more than various assessments, for instance, the visual and material nature of the brand. Furthermore, can routinely be surveyed reliant on expertise.

2.7 Market Watch, (2012)

Snacks are classified as lifestyle foods in the food ecosystem. People consume it in a small portion on regular and convenient basis for your food. Appetizer in Malaysia is intensely competitive. Snack products are generally taken in small quantities between meals. It is often classified as junk food. Niven et al. (2014) state that although there is no clear definition of junk food, the definition of quantitative is often used to differentiate food from breakfast,

including calorie intake, type and size of food, and time intervals. What is the minimum or small amount of food taken between meals.

2.8 Mutsikiwa and Marumbwa study (2013),

Consumers' purchasing decisions can be manipulated directly or indirectly using elements of mixed products such as packaging, labeling, and branding.

2.9 Ksenia (2013),

Further studies may examine factors of packaging design and the impact which they have on consumer purchasing behavior in more detail. For eg., how colours and shapes are seen by users or the groups we are targetting. In addition, future studies may focus on the design of product packaging and validate design elements that compells customers to go for purchases.

2.10 Mohsen Naazaria, Mohammad Ali Shah Hosseinib, Syed Vahed Tabatabaiien Kalejahic (2014)

In his research, the impact of price on price satisfaction, customer satisfaction and loyalty in the telecommunications market in Iran is shown (case: MTN Ersel Company),& has summarized that in determining price fairness and customer satisfaction, pricing plays a very vital role. In his research, the dimensions of value equity, price satisfaction, customer satisfaction and loyalty were first been taken from the marketing literature, then 5 hypotheses were developed. In the proposed model, price equity directly impacts price satisfaction, customer satisfaction, and consumer loyalty. Price satisfaction also has a direct impact on the customer and customer satisfaction hence directly impacting customer loyalty. The statistical research is been done at the Student University of Tehran and the number of samples is 379. Students are randomly selected for a survey. Modeling of structural equations has been applied in this research. Results suggest that all hypotheses are strongly supported. This means that price fairness is one of the building blocks of price satisfaction, customer satisfaction, and customer loyalty. It is recommended to assess the customer's perception about price fairness.

2.11 Emmanuelle Oduguwa (2015)

In this research paper, it talks about that taste and sight can affect brand loyalty in Marketing, is been depicted & is concluded that vision and taste can be the most important in marketing Sensory foods. Loyalty in consumers can be build by taste, specially with those products which are less costing than other products and with brands that some consumers are unaware of. Sampling stations in stores provide consumers with the opportunity to taste various foods before going for actual purchase. Taste is that sense which help the people to make their own food and also talks about why consumer should valued taste more than nutritional value. It is also very helpful for knowing whether a food flavors is poisonous or edible. The vision helps people to develop loyalty for some brands. Marketers are promoting logos of specific companies to help the people to identify the elements from a logo. Since the vision is the very crucial marketing tool, organizations are trying to convert the appearance of their brands for the people of the new generation. The odour of anything is difficult to spread and it also devises a huge money investment. Although people try to purchase product after checking by touching.

2.12 Dobrucka in al. (2015)

Indicated that consumer intention of purchase is associated with packaging characteristics such as low price, ability to read easily and clearly, non-toxic, stability, sensitivity, irreversible response and easy to initiate. Attributes should have an impact on the intention to purchase when the said valuation is based on the level of consumer commitment, time pressure or consumer characteristics. Investigation makes more evident that there are 5 stages in the purchasing or process of decision. There are stages of the purchasing decision process. The first step is a problem or needs to be identified, the second step is for consumers to seek information; The third stage is an estimation step where the consumer assesses alternative products, the fourth step is to buy the product, consumer purchases it or delays the purchase of product and the last stage is from where a consumer should use the product or product. Experience with and evaluate it. In this phase, if the consumer will buy the same product because if the product is evaluated positively or if the product is evaluated negatively then look for another product. The decision indicates taking action with consumers' purchasing intention that not only packing of the product attracts the customers attention for purchase of a product.

With a positive assessment after purchase and with expected performance, consumers will be ready to repurchase.

2.13 Omid Minooei et al., (2015)

The attractiveness of packaging characteristics can improve consumer attention to purchase a product. However, the characteristics of packaging must have good qualities, as packaging influences consumers' purchasing decisions and an attractive packaging design can influence consumers to buy. The packaging of a product disseminates information, identifies the brand and facilitates the delivery and maintenance of the product against losses. Exceptionally, the packaging of a product can symbolize good communication or poor communication when people experience aspects of a product based on the characteristics of the packaging, its appearance, its smell, its taste. Or sound, because it is an immediate stimulant to the buyer's sale. So, literally, the product and the brand on which they operate is packaging.

2.14 Sanja Daltoni (2015)

Confectionary products of Chipita's perception and consumer satisfaction are present. The major focus of the research is to measure customer satisfaction level with respect to product appearance characteristics, measure the effects of product verticalization on consumption, and fidelity. Collection of data, research was conducted by survey

Through the target group of distributed questionnaires (students, children and middle aged consumers). The targeted groups of respondents assessed 5 groups that related to the consumption frequency, qualitative characteristic of the products, their appearances, products characteristics, association of the products and general consumption, satisfaction, and satisfaction with customer loyalty. Research results have shown that perception mainly depends on age.

2.15 Ng Kim-Soon, Abd Rahman Ahmad, Nur Syafiqah Binti MD yunus (2018)

In its report, snack food packaging features and consumers' repetitive purchase intention stated that visual packaging is the most relevant for a consumer to purchase repeatedly. Visual features such as the size or shape of graphics and packaging are more related to effective

decision making. Graphics and packaging are effective in terms of size or shape, visual characteristics, and decision making. These are features of information that relate to the techniques used, and information provided by information about the characteristics of the package is possibly cognitive in nature of the actual decision. He also summarized that oral packaging is not related to consumers' repeated purchase intentions. Verbal information provided on the characteristics of snack packaging has an impact on consumers' purchasing decisions, as this information is intended to reduce uncertainty and build credibility. The characteristics of oral packaging, including nutritional and product information, should provide information about packaged food.

2.16 Mrs. P.Banumathi & Dr. S.Mabel Latha Rani (2018)

In his research paper Customer Perception and FMCG Satisfaction with Specific Context of Thoothukudi District, he summarized that consumer goods perception is rapid growth in the different customer point of view. Main source of study is the consumer experience, which focuses on the recording of the number of outlets on hand. Quality products need not be afraid of high prices. Health and hygiene are important for the development of FMCG products. His service with point of sale and good aspects attracts more customers. Customers should obtain complete details of the products sold in outlets or retail stores. Through this point of view, the researcher concluded that study with findings and suggestions. Increasing competition from retail markets and outlet stores. In this modern era of the business world, fast-paced consumer goods are continuously consumed by all types of customers regardless of discrimination in income, residence, status etc. Therefore, the researcher reduces the utility of all fast-moving consumer goods manufacturers to support the market. Groceries and toiletries are increasingly sold in the modern market and by others. Therefore, it is concluded that this type of study is important to unlock the potential of the rapidly changing consumer goods market, especially as the city of Thoothukudi. In the future, shops and stores will be refined with many features to reach and interest consumers.

2.17 Abhishek Paul & Rakesh Roushan (2018)

Note that rural consumers place more importance on the "quality" of FMCG personal care. The brand of products of celebrities supported by the media they bought only for authentic influence or social support. The main factor influencing the image is the brand value / offer rather than the celebrity mention (which serves as a secondary parameter). It is likely that a HUL or P&G will sell more than a celebrity that endorses a local brand. Retailers and merchants also have an important role in selling products to these customers, as many of them lack training and knowledge and the information does not allow them to make decisions when purchasing the said product. . Rural consumers consult the retailer when purchasing the product; In fact, in rural areas, the recommendation of traders is considered more important and more reliable. Word of mouth is considered a very important tool in rural areas. There is no significant difference between wife and husbands in facilitating purchasing behavior. However, it will show the significant difference and result in aspects such as quality-value, brand taste, smell / aroma, experience, product benefits and unique visibility in consumer behavior. Purchase of rural and semi-urban consumers. There is not much difference in the consumption of aspects such as frequency of consumption, influence of others, reason for consumption, affordability of price and the brightness of packaging in practice by rural and semi-urban consumers.

3 RESEARCH METHODOLOGY

3.1 Research Methodology

Research methodology is process of collection of information and data to serve the purpose of develop decisions in business by calculations. The methodology may include research publications, surveys, interviews and other research techniques, it may also include current and historical information. Since the goal of the study is to study the factors affecting the brand loyalty in the confectionary industry.

Type of Research	Quantitative Research.
Type of Study	Descriptive Study.
Data Collection	Primary & Secondary Resource
Sampling	Convenient Sampling.
Sample Size	151
Tools Used for Analysis	SPSS & Ms Excel.

Table 3.1

3.2 Objective of the Study

Primary objective of the research is to study the factors affecting the brand loyalty of consumers in the confectionary industry.

Primary Objective:

- Study the factors affecting the brand loyalty of consumers in confectionary goods.

3.3 Research Framework

Descriptive research refers to the research questions, its design and the analysis done on the topic. It is called observational research method because none of the variables form that part of the

research study. Descriptive research, also known as statistical research, describes the data and characteristic of the population studied.

3.4 Type of Research

3.4.1 Quantitative research

Descriptive research is a quantitative research technique that attempts to collect the quantitative information used for analysis of a population sample. It is a famous market research tool that collects and explains the nature of the demographic segment.

3.4.2 Survey Research

In this survey research method, the respondents respond through the surveys, or questionnaires. It is a famous marketing tool for collecting feedback from respondents. In order to collect good quality data, there must be good quality questions in it, which should be a mixed balance of closed and open ended questions it can be conducted online or offline, providing an substitute choice for the research, where the sample size is large.

3.4.3 Sampling

1. **Universe:** A population or a group of entities based on their general characteristics, out of which a sample is prepared to compare or measure. The research is to be done in the context of all types of consumers.
2. **Sample Frame:** Sampling frame is that source from which a sample is taken. A frame of sample is that source from where the sample is taken. It is a list of the population that will be sampled and it may include any group of working professionals, students, or the unemployed group of respondents, and here it was taken from the delhi that took part in this research.
3. **Technique of Sampling:** Convenience sampling is a type of non probabilistic sampling method, where the sample is drawn from a certain group of people that are easily available to approach.

3.4.4 Data Collection

The primary motivation of the research is to conduct a theoretical study on the factors that affect the consumer loyalty in the confectionary industry and a survey consisting of 10 questions that are related to the known objective was conducted. This study is purely based on the primary and secondary information.

This nature of the research demands the collection of the primary data from different groups using a set of questionnaire consisting of 10 questions and the research is conducted over a period of 30 days.

In this research project, data of preferences are passed on the consumer's on a 5-point likert scale. In its likert scale is a 5 (or 7) point scale which is used to allow people to express the extent to which they agree or disagree with a particular statement. It is the most widely used approach to assess responses in the research sample, and therefore often used on a rating scale or even more precisely with a likert type scale.

3.5 Sample Size Determination

Calculation of Sample size for proportions

- Level of precision = $D = \pm 0.05$
- ConfidenceLevel = 95%
- Z alpha value related with confidence level = 1.96

4 DATA ANALYSIS AND INTERPRETATION

4.1 Profile of the respondents (Demographics)

Gender	Female	44
	Male	107
Age	Below 10	0
	10-20	15
	20-30	129
	Above 30	7
Education	Student	87
	Professional	49
	Unemployed	7
	Others	8
Total		151

Table 4.1

4.2 Hypothesis

H1: Satisfaction has a positive influence on brand loyalty.

H2: Price has a positive influence on brand loyalty.

H3: Perceived quality has a positive influence on brand loyalty.

H4: Packaging has a positive influence on brand loyalty.

Independent Variables

- Satisfaction Level
- Price Premium

- Perceived Quality
- Packaging

Dependant Variable

- Brand Loyalty of consumers.

Analysis Plan

- **Hypothesis testing** using Correlation and Regression Analysis, to find out the significant relevance between dependent and independent variables.
- **Reliability Analysis** to find out the most reliable factors in the research.

4.3 Reliability Testing

The Reliability tests are performed by calculating Cronbach's alpha which is the best measure to assess the stability of data. The value of Cronbach's alpha for the independent and dependent variables must be greater than 0.70 to guarantee the reliability of the data. **Reliability of internal cohesion:** In reliability analysis, internal coherence is used to measure the reliability of a pair scale where multiple elements are added to create a total score. This scale of reliability in reliability analysis focuses on the internal consistency of all the elements that make up the scale.

4.3.1 Reliability Test for Dependant variable

- The value of cronbach's alpha is greater than 0.70 hence the data is reliable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.730	5

Table 4.2

4.3.2 Reliability Testing for Packaging Variable

- The value of cronbach's alpha is greater than 0.70 hence the data is reliable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.839	.841	5
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Table 4.3

4.3.3 Reliability Testing for Quality Variable

- The value of cronbach's alpha is greater than 0.70 hence the data is reliable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.852	2

Table 4.4

4.3.4 Reliability Testing for Price Variable

- The value of cronbach's alpha is greater than 0.70 hence the data is reliable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.787	3

Table 4.5

4.3.5 Reliability Testing for Satisfaction Variable

- The value of cronbach's alpha is greater than 0.70 hence the data is reliable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.907	5

Table 4.6

4.4 Regression Analysis

Regression analysis helps to know how strong the relationship between independent variable and the dependent variable.

4.4.1 Mean Satisfaction and Mean Loyalty

H1: Satisfaction has a positive influence on loyalty.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.412 ^a	.170	.164	.78374
a. Predictors: (Constant), mean_satisfaction				

Table 4.7

Interpretation

- Value of R= 0.412 and R²= 0.170.
- Since R² talks about the percentage of variance in the dependent variable has been explained by the independent variable.
- Satisfaction can explain 17% of the variance in the Loyalty.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	18.709	1	18.709	30.458	.000 ^b
	Residual	91.522	149	.614		
	Total	110.231	150			
a. Dependent Variable: mean_loyalty						
b. Predictors: (Constant), mean_satisfaction						

Table 4.8

- Significance value (p) = 0.000 which is less than 0.05 hence relationship is significant.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.759	.281		6.264	.000
	mean_satisfaction	.390	.071	.412	5.519	.000
a. Dependent Variable: mean_loyalty						

Table 4.9

Regression equation:

$$Y=1.759 +0.390*X$$

Where,

Y= Loyalty

X= Satisfaction

4.4.2 Mean Price and Mean Loyalty

H2: Price has a positive influence on loyalty.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.249	.74268
a. Predictors: (Constant), mean_price				

Table 4.10

Interpretation:

- Value of R= 0.504 and R²= 0.254.
- Since R² talks about the percentage of variance in the dependent variable has been explained by the independent variable.
- Pricing can explain 25.4% of the variance in the Loyalty.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.046	1	28.046	50.846	.000 ^b
	Residual	82.185	149	.552		
	Total	110.231	150			
a. Dependent Variable: mean_loyalty						
b. Predictors: (Constant), mean_price						

Table 4.11

- Significance value (p) = 0.000 which is less than 0.05 hence relationship is significant.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.674	.232		7.228	.000
	mean_price	.435	.061	.504	7.131	.000
a. Dependent Variable: mean_loyalty						

Table 4.12

Regression equation:

$$Y = 1.674 + 0.435 * X$$

Where,

Y = Loyalty

X = Price

4.4.3 Mean Quality and Mean Loyalty

H3: Perceived quality has a positive influence on loyalty.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452 ^a	.204	.199	.76741
a. Predictors: (Constant), mean_quality				

Table 4.13

Interpretation

- Value of R = 0.452 and R² = 0.204.
- Since R² talks about the percentage of variance in the dependent variable has been explained by the independent variable.
- Quality can explain 20.4% of the variance in the Loyalty.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.482	1	22.482	38.176	.000 ^b
	Residual	87.749	149	.589		
	Total	110.231	150			
a. Dependent Variable: mean_loyalty						

b. Predictors: (Constant), mean_quality

Table 4.14

- Significance value (p) = 0.000 which is less than 0.05 hence relationship is significant.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.645	.270		6.097	.000
	mean_quality	.408	.066	.452	6.179	.000

a. Dependent Variable: mean_loyalty

Table 4.15

Regression equation:

$$Y = 1.645 + 0.408 * X$$

Where,

Y= Loyalty

X= Quality

4.4.4 Mean Packaging and Mean Loyalty

H4: Packaging has a positive influence on loyalty.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445	.198	.192	.77044

a. Predictors: (Constant), mean_packaging

Table 4.16

Interpretation

- Value of R= 0.445 and R²= 0.198.
- Since R² talks about the percentage of variance in the dependent variable has been explained by the independent variable.
- Packaging can explain 19.8% of the variance in the Loyalty.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.787	1	21.787	36.704	.000 ^b
	Residual	88.444	149	.594		
	Total	110.231	150			
a. Dependent Variable: mean_loyalty						
b. Predictors: (Constant), mean_packaging						

Table 4.17

- Significance value (p) = 0.000 which is less than 0.05 hence relationship is significant.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.560	.289		5.402	.000
	mean_packaging	.452	.075	.445	6.058	.000
a. Dependent Variable: mean_loyalty						

Table 4.18

Regression equation:

$$Y=1.560 +0.452*X$$

Where,

Y= Loyalty

X= Packaging

4.4.5 Mean of All Independent and Mean Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 ^a	.290	.270	.73241
a. Predictors: (Constant), mean_packaging, mean_satisfaction, mean_quality, mean_price				

Table 4.19

Interpretation

- Value of R= 0.538 and R²= 0.290.
- Since R² talks about the percentage of variance in the dependent variable has been explained by the independent variable.
- Independent can explain 29.0% of the variance in the Loyalty.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.913	4	7.978	14.873	.000 ^b
	Residual	78.318	146	.536		
	Total	110.231	150			
a. Dependent Variable: mean_dependant						
b. Predictors: (Constant), mean_satisfaction, mean_packaging, mean_price, mean_quality						

Table 4.20

- Significance value (p) = 0.000 which is less than 0.05 hence relationship is significant.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.259	.298		4.224	.000
	mean_packaging	.086	.113	.084	.758	.450
	mean_price	.304	.098	.352	3.098	.002
	mean_quality	.190	.099	.210	1.917	.057
	mean_satisfaction	-.047	.111	-.050	-.428	.670
a. Dependent Variable: mean_dependant						

Table 4.21

Regression equation:

$$Y=1.259 +0.304*X_1$$

Where,

Y= Loyalty

X₁= Price

4.4.6 All Independent and Mean Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 ^a	.396	.328	.70489
a. Predictors: (Constant), [How much are you satisfied with the smell of Nestle Polo?], [The information of the package of Nestle Polo matters.], [Colour of Packaging of Nestle Polo gains attention at the point of purchase.], [I consider Nestle Polo a value for money product.], [Innovation in the package designing of Nestle Polo increases the value of the product.], [Promotional offers such as free items will influence the buying behaviour of Nestle Polo.], [How much are you satisfied with Nestle Polo?], [Design of the package of Nestle Polo makes it obvious as to exactly what's inside.], [Packaging Material of Nestle Polo shows the quality of the product.], [How would you rate the quality offered by Nestle Polo?], [Reduced pricing will increase my frequency of buying Nestle Polo.], [How much are you satisfied with appearance of Nestle Polo?], [How would you rate the consistency in quality of Nestle Polo?], [How was your experience, when you last purchased Nestle Polo?], [How much are you satisfied with the taste of Nestle Polo?]				

Table 4.22

Interpretation

- Value of R= 0.629 and R²= 0.396.
- Since R² talks about the percentage of variance in the dependent variable has been explained by the independent variable.
- Variables can explain 39.6% of the variance in the Loyalty.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.647	15	2.910	5.856	.000 ^b
	Residual	66.580	134	.497		
	Total	110.226	149			
a. Dependent Variable: mean_dependent						

b. Predictors: (Constant), [How much are you satisfied with the smell of Nestle Polo?], [The information of the package of Nestle Polo matters.], [Colour of Packaging of Nestle Polo gains attention at the point of purchase.], [I consider Nestle Polo a value for money product.], [Innovation in the package designing of Nestle Polo increases the value of the product.], [Promotional offers such as free items will influence the buying behaviour of Nestle Polo.], [How much are you satisfied with Nestle Polo?], [Design of the package of Nestle Polo makes it obvious as to exactly what's inside.], [Packaging Material of Nestle Polo shows the quality of the product.], [How would you rate the quality offered by Nestle Polo?], [Reduced pricing will increase my frequency of buying Nestle Polo.], [How much are you satisfied with appearance of Nestle Polo?], [How would you rate the consistency in quality of Nestle Polo?], [How was your experience, when you last purchased Nestle Polo?], [How much are you satisfied with the taste of Nestle Polo?]

Table 4.23

- Significance value (p) = 0.000 which is less than 0.05 hence relationship is significant.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.238	.295		4.197	.000
[Packaging Material of Nestle Polo shows the quality of the product.]	-.113	.081	-.142	-1.401	.164
[Colour of Packaging of Nestle Polo gains attention at the point of purchase.]	-.112	.077	-.145	-1.444	.151
[Innovation in the package designing of Nestle Polo increases the value of the product.]	.076	.077	.097	.984	.327
[The information of the package of Nestle Polo matters.]	.095	.075	.129	1.271	.206
[Design of the package of Nestle Polo makes it obvious as to exactly what's inside.]	-.018	.099	-.020	-.178	.859
[How would you rate the consistency in quality of Nestle Polo?]	.099	.104	.116	.950	.344

[How would you rate the quality offered by Nestle Polo?]	.197	.092	.236	2.136	.034
[I consider Nestle Polo a value for money product.]	-.076	.084	-.097	-.900	.370
[Reduced pricing will increase my frequency of buying Nestle Polo..]	.093	.077	.129	1.205	.230
[Promotional offers such as free items will influence the buying behaviour of Nestle Polo.]	.133	.070	.196	1.911	.058
[How was your experience, when you last purchased Nestle Polo?]	.143	.114	.170	1.247	.215
[How much are you satisfied with Nestle Polo?]	-.084	.104	-.102	-.803	.423
[How much are you satisfied with the taste of Nestle Polo?]	-.088	.112	-.116	-.786	.433
[How much are you satisfied with appearance of Nestle Polo?]	.292	.105	.332	2.786	.006
[How much are you satisfied with the smell of Nestle Polo?]	-.103	.077	-.137	-1.335	.184
a. Dependent Variable: mean_dependent					

Table 4.24

Regression equation:

$$Y=1.238 +0.197*X_1 +0.292*X_2$$

Where,

Y= Loyalty

X₁= How would you rate the quality offered by Nestle Polo

X₂= How much are you satisfied with appearance of Nestle Polo

4.5 Which pack do you prefer?

Which pack do you prefer?

151 responses

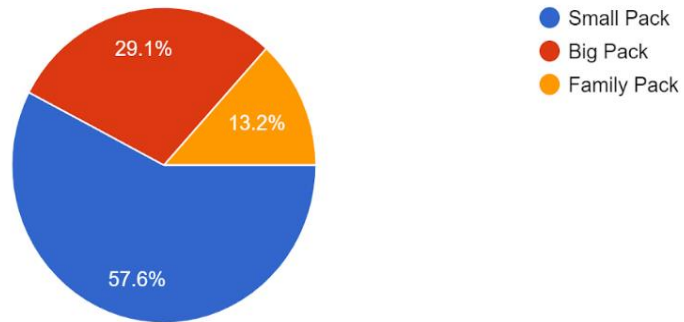


Figure 4.1

Interpretation

- This pie chart shows the percentage of packages that consumers usually prefer the most. It shows that 57.8% of the consumers prefers the small pack, while 29.1% prefers the big pack.
- The company should primarily focus on the small pack of Polo in order to retain and increase the consumer loyalty in terms of pricing, quality, packaging material and satisfaction level, to increase the market share of Polo.

4.6 Cross Tabulation

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which pack do you prefer? * Age	151	100.0%	0	0.0%	151	100.0%
Which pack do you prefer? * Gender	151	100.0%	0	0.0%	151	100.0%
Which pack do you prefer? * Occupation	151	100.0%	0	0.0%	151	100.0%

Table 4.25

Interpretation

- There are no missing value from the data that researcher has collected from the respondent.

Which pack do you prefer? * Gender Crosstabulation				
Count				
		Gender		Total
		Female	Male	
Which pack do you prefer?	Big Pack	11	33	44
	Family Pack	9	11	20
	Small Pack	24	63	87
Total		44	107	151

Table 4.26

Interpretation

- Majority of the males prefer the small pack of the Polo, while few of them prefer the big pack.
- Majority of the females prefer the small pack of the Polo, while few of them prefer the big pack.

Which pack do you prefer? * Occupation Crosstabulation						
Count						
		Occupation				Total
		Others	Professional	Student	Unemployed	
Which pack do you prefer?	Big Pack	1	14	28	1	44
	Family Pack	1	7	8	4	20
	Small Pack	6	28	51	2	87
Total		8	49	87	7	151

Table 4.27

Interpretation

- Majority of the students prefer the small pack of Polo, while few of them prefer big pack.
- Majority of working professionals prefer the small pack of Polo, while few of them prefer to buy big pack as well.

Which pack do you prefer? * Age Crosstabulation		
Count		
	Age	Total

		10-19	20-30	Above 30	
Which pack do you prefer?	Big Pack	6	34	4	44
	Family Pack	4	14	2	20
	Small Pack	5	81	1	87
Total		15	129	7	151

Table 4.28

Interpretation

- Majority of the people are between 20-30 years of age tends to prefer the small pack, and some prefer the big pack as well.
- Nestle should focus on the perception of the consumers whom are mostly teenagers, so as to regain their consumer share in the market.

Loyalty * Age Crosstabulation					
Count					
		Age			Total
		10-19	20-30	Above 30	
Loyalty	High	8	76	5	89
	Low	7	53	2	62
Total		15	129	7	151

Table 4.29

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.646 ^a	2	.724
Likelihood Ratio	.664	2	.718
N of Valid Cases	151		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.87.

Table 4.30

Interpretation

- Majority of the people are between 20-30 years of age i.e. 85.43% in which 58.91% are highly involved towards loyalty where as 41.09% tend to have low involvement in loyalty.

- But, people Above 30 years of age i.e. 4.63% in which 71.42% are highly involved in loyalty interest whereas only 28.57% tend to have low involvement in loyalty.

Loyalty * Gender Crosstabulation				
Count				
		Gender		Total
		Female	Male	
Loyalty	High	24	65	89
	Low	20	42	62
Total		44	107	151

Table 4.31

Chi-Square Tests					
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.496 ^a	1	.481		
Continuity Correction ^b	.272	1	.602		
Likelihood Ratio	.493	1	.483		
Fisher's Exact Test				.585	.300
N of Valid Cases	151				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.07.					
b. Computed only for a 2x2 table					

Table 4.32

Interpretation

- Majority of the people are male i.e. 70.86% out of which 60.74% are highly involved in loyalty where as 39.26% tend to have low involvement in loyalty.
- 29.13% of people are female out of which 54.54% are highly involved in loyalty where as 45.46% tend to have low involvement in loyalty.

Loyalty * Occupation Crosstabulation						
Count						
		Occupation				Total
		Others	Professional	Student	Unemployed	
Loyalty	High	4	27	55	3	89
	Low					

	Low	4	22	32	4	62
Total		8	49	87	7	151

Table 4.33

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.969 ^a	3	.579
Likelihood Ratio	1.954	3	.582
N of Valid Cases	151		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.87.			

Table 4.34

Interpretation

- Majority of the people are students i.e. 57.61% out of which 63.21% are highly involved in loyalty where as 36.78% tend to have low involvement in loyalty.
- Working Professionals 32.45% out of which 55.10% are highly involved in loyalty where as 44.89 % tend to have low involvement in loyalty.

5 LIMITATIONS

5.1 Study Limitations

Every research has limitations associated with it. Although the intention was to be as precise as possible, yet due to the nature and methodology used, certain limitations were identified:

1. In the study the number of respondents is 151. The study is carried out in Delhi-NCR and the conclusions drawn on this basis may not reflect the entire population.
2. The study was dominated by the male population, which was 107 out of 151.
3. Data collection is done through Non-probability sampling method, Collection of the data is through a proper questionnaire given to those who are readily available and ready to complete the questionnaire. Thus, only a specific group of people participated in the study and the results cannot be applicable to other parts of the country because of social and cultural differences.
4. Respondents' responses are based on their perceptions and their general outlook on life. As a result, the data may be inaccurate due to misinterpretation of the article or bias in some of the respondents' responses.
5. The opinion of the entire population was ignored. This may lead to inconsistent opinions in the sample. The study is vulnerable to selection bias and may lead to sampling error.
6. Furthermore, the conclusions drawn from the study cannot be generalized.
7. Even the confidentiality of answers was guaranteed to the respondents, they were reluctant, as they believed that their work could be compromised.

6 CONCLUSION

6.1 As stated earlier in the above chapter, the following objectives were fulfilled, completely:

- To know factors affecting the brand loyalty of Nestle Polo.

The research as such contributes to knowing the effect of factors that are affecting the brand loyalty to Nestlé Polo.

Through reliability analysis, It is found that all variables used are reliable in the research study, as their value(s) are greater than 0.70 (Cronbach's alpha).

Research concludes from the interpretation that both the genders are mostly preferring small packs of Nestle Polo. Even from the various occupations including student, working professional small packs is preferred the most.

Research concludes that although the respondents are majorly from the age group between 20- 30, the involved loyalty percentage is high in the age group of above 30.

According to the interpretation, the null hypothesis is rejected, that is, the factors doesn't have a positive effect on the brand loyalty, and therefore the alternative proposed hypothesis is accepted in the study.

According to the interpretation, the factors that are derived from various studies for brand loyalty i.e. satisfaction, quality, price, packaging they are individually showing the significant nature when regression analysis is run on them but when mean of all independent variables are taken into consideration as a whole then price is coming to be the most significant factor.

According to the interpretation when independent variables are taken into consideration then factors like quality offered and appearance are coming to be the most significant factors whereas other factors are rejected due to less significance.

The above conclusions are drawn on the basis of the responses that are received by the researcher and the responses collected are considered to be very small hence can't generalize the result.

This indicates price is showing statistical significance which is very interesting that since Polo being the low involvement product, price should be the major factor and hence from the study researcher could draw this conclusion but the other factors which are Satisfaction, Packaging and Quality are showing statistical insignificance, due to the very small sample size.

7 THEORETICAL IMPLICATION

7.1 Research has theoretical implications which are drawn by the researcher. Although the intention was to provide the finest implication which can be used to increase the brand loyalty of Polo:

1. The research contributes through the conclusion that Nestle Polo offers the leading confectionery range in the Indian market.
2. Organizations are always looking for ways to improve satisfaction, quality, price for the consumers. Consumers are an important part of their business, and hence they should use every opportunity to influence consumers brand loyalty.
3. Nestle not only evaluate its process of production but also its customer perception on the pricing of the product or quality of the product, which allows consumers to choose that brand in the contemporary market and hence play a crucial role in attracting.
4. In low involvement product, price is the dominant factor in determining the continuous purchase of the product.
5. Very limited number of factors are considered for post purchase evaluation leading to brand loyalty. Pricing should be considered as the most important factor in brand loyalty.
6. In research it reconfirms the fact that satisfaction does play a role in brand loyalty hence it aligns with the previous theory. Accordingly it can be implied that in low involvement product satisfaction is the important factor in brand loyalty.

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ANNEXURES – QUESTIONNAIRE

"FACTORS AFFECTING THE BRAND LOYALTY OF NESTLE POLO"

This questionnaire is designed to know the factors affecting the brand loyalty of **Nestle Polo**, the analysis will be used in the research paper to be written by the authors named Mr. Harsh Gupta, Dimanshu Bakshi, Shobhit Sharma, final year MBA students.

1. Name

2. Age
 - Below 10
 - 10-19
 - 20-30
 - Above 30

3. Gender
 - Male
 - Female
 - Others

4. Occupation
 - Student
 - Professional
 - Unemployed
 - Others

5. Which pack do you prefer?
 - Small pack
 - Big pack
 - Family pack

6. Please rate the following based on the value obtained. (1-Strongly disagree and 5-Strongly agree) Particulars 1 2 3 4 5

- Packaging Material of Nestle Polo shows the quality of the product.
- Color of Packaging of Nestle Polo gains attention at the point of purchase.
- Innovation in the package designing of Nestle Polo increases the value of the product
- The information on the package of Nestle Polo matters.
- Design of the package of Nestle Polo makes it obvious as to exactly what's inside.

7. Please rate the following based on the value obtained. (1-Highly Dissatisfactory and 5-Highly Satisfactory) Particulars 1 2 3 4 5

- How would you rate the consistency in quality of Nestle Polo?
- How would you rate the quality offered by Nestle Polo?

8. Please rate the following based on the value obtained. (1-Strongly disagree and 5-Strongly agree) Particulars 1 2 3 4 5

- I consider Nestle Polo a value for money product.
- Reduced pricing will increase the frequency of buying Nestle Polo.
- Promotional offers such as free items will influence the buying behaviour of Nestle Polo.

9. Please rate the following based on the value obtained. (1-Highly Dissatisfactory and 5-Highly Satisfactory) Particulars 1 2 3 4 5

- How was your experience, when you last purchased Nestle Polo?
- How much are you satisfied with Nestle Polo?
- How much are you satisfied with the taste of Nestle Polo?

- How much are you satisfied with the appearance of Nestle Polo?
- How much are you satisfied with the smell of Nestle Polo?

10. Please rate the following based on the value obtained. (1-Strongly disagree and 5-Strongly agree) Particulars 1 2 3 4 5

- I will switch to another brand, if Polo is not available.
- I will postpone my purchase, if Polo is not available.
- I will choose another new brand of the same product, instead of Polo.
- Price hike of Polo won't influence my frequency of buying.
- I will recommend Nestle Polo to family or Friends.