



A Study on Analysis of Consumer Buying Behavior Towards Nestle Food Products in FMCG

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Abstract : Consumer buying behavior plays a vital role in understanding how individuals select, purchase, use, and evaluate products, especially in the Fast-Moving Consumer Goods (FMCG) sector. FMCG products are characterized by frequent purchases, low cost, and high consumption, making consumer preferences and perceptions extremely important for companies operating in this industry. Nestlé, being one of the leading multinational food and beverage companies, offers a wide range of food products that cater to diverse consumer needs. This study focuses on analyzing consumer buying behavior towards Nestlé food products in the FMCG sector to understand the factors that influence purchase decisions.

The study aims to examine the awareness level of consumers about Nestlé food products and to identify the key factors that affect their buying behavior. Factors such as product quality, brand image, price, taste, packaging, availability, and promotional activities have been considered in this research. The study also seeks to analyze consumer satisfaction levels and brand loyalty towards Nestlé products. Understanding these aspects helps in identifying how Nestlé maintains its competitive position in the FMCG market.

Keywords : Consumer Buying Behavior, FMCG Sector, Nestlé Food Products, Brand Awareness, Consumer Satisfaction, Brand Loyalty, Purchase Decision, Product Quality, Price, Packaging, Promotional Activities.



Introduction

The Fast Moving Consumer Goods (FMCG) sector plays a vital role in the economic development of any country, especially in a developing economy like India. FMCG products are those goods that are purchased frequently by consumers and are generally low in cost, quick in consumption, and widely available. Items such as packaged foods, beverages, dairy products, chocolates, instant foods, and confectionery fall under this category. Due to increasing population, rising income levels, urbanization, and changing lifestyles, the FMCG sector has experienced significant growth over the past few decades. Consumers today are more aware, informed, and selective in their buying decisions, making the study of consumer buying behavior highly important for companies operating in this sector.

Consumer buying behavior refers to the decision-making process and actions of individuals involved in purchasing and using products or services. It includes various stages such as need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. Understanding consumer buying behavior helps organizations to identify customer needs, preferences, tastes, and expectations. Factors such as price, quality, brand image, advertising, packaging, availability, and social influence play a crucial role in shaping consumer buying decisions. In the FMCG industry, where competition is intense and brand switching is common, understanding consumer behavior becomes essential for maintaining customer loyalty and achieving long-term success.

Review of Literature

Dr. Ramya K (2025) conducted a study on consumer preference towards Nestlé food products in the FMCG sector and found that factors such as product quality, affordability, brand reputation, and easy availability play a major role in influencing consumer buying behavior. The study highlights that consumers prefer Nestlé products because they associate the brand with consistent quality, safety, and trust built over many years.

Reddy V and Narayanan P (2024) explored the effect of availability and distribution channels on consumer purchase decisions. The study highlighted that easy availability of Nestlé products in supermarkets, kirana stores, and online platforms increases purchase frequency. The researchers emphasized that an efficient distribution network is a major competitive advantage for FMCG companies like Nestlé.

Patel D and Joshi N (2023) focused on the influence of price sensitivity and income level on consumer buying behavior. The study revealed that middle-income consumers are highly price-conscious and prefer brands that offer value for money. Nestlé's wide product range at different price levels was found to effectively cater to diverse income groups. The authors concluded that flexible pricing strategies help Nestlé sustain demand in competitive FMCG markets.

Gupta A and Singh T (2022) examined the role of health consciousness in consumer buying behavior towards food products. The study found that consumers are increasingly concerned about nutritional value, sugar content, and food safety. Nestlé's efforts to introduce healthier variants and provide nutritional information were found to positively influence health-conscious consumers. The researchers concluded that health awareness is becoming an important determinant of buying behavior.

Karthikeyan M and Latha S (2021) Karthikeyan and Latha examined the impact of packaging and labeling on consumer purchase decisions. The study found that attractive packaging, clear nutritional information, and hygienic appearance enhance product appeal. Nestlé's packaging was found to positively influence consumer trust and purchase intention. The researchers concluded that packaging acts as a silent salesman in the FMCG sector.

Research Gap

Although numerous studies have been conducted on consumer buying behavior in the FMCG sector, especially focusing on large multinational brands, several important research gaps still remain with respect to Nestlé food products. Most existing studies emphasize general factors such as brand awareness, price sensitivity, and product quality, but they often fail to examine how these factors interact specifically within the diverse Indian FMCG market, where consumer preferences vary significantly across regions, income levels, and lifestyles.



Many previous researchers have concentrated primarily on urban consumers, leaving a limited understanding of buying behavior in semi-urban and rural areas, where FMCG consumption is rapidly increasing. Nestlé has a strong presence

across different market segments; however, there is insufficient empirical research comparing consumer perceptions, purchasing frequency, and brand loyalty toward Nestlé products between urban and non-urban consumers. This lack of comparative analysis highlights a significant research gap.

Another major gap lies in the changing consumer behavior due to health consciousness and nutritional awareness. While Nestlé promotes health-oriented food products, limited studies have explored how health concerns, food safety, ingredient transparency, and nutritional labeling influence consumer purchase decisions specifically for Nestlé brands.

Statement of the Problem

The Fast-Moving Consumer Goods (FMCG) sector plays a vital role in the daily lives of consumers, as it provides essential food and household products that are purchased frequently. Among the various FMCG companies, Nestlé has established itself as a leading brand in the food products segment, offering a wide range of items such as dairy products, instant foods, beverages, chocolates, and infant nutrition. Despite Nestlé's strong brand presence and long standing reputation in the Indian market, consumer buying behavior in the FMCG sector is dynamic and continuously changing due to factors such as income levels, lifestyle changes, brand awareness, product quality perceptions, pricing strategies, and promotional activities. Understanding how these factors influence consumer decisions is essential for sustaining market competitiveness.

Objectives of the Study

- To study the overall buying behavior of consumers towards Nestlé food products in the FMCG sector.
- To identify the key factors influencing consumer purchase decisions, such as price, quality, taste, brand image, packaging, and availability of Nestlé products.

Methodology

The research follows a descriptive research design, as it focuses on describing and analyzing consumer awareness, attitudes, preferences, and satisfaction towards Nestlé food products. A descriptive design is appropriate for this study because it helps in presenting a clear picture of consumer buying behavior without manipulating any variables. The research is carried out in two stages. In the first stage, the research problem and objectives are identified, and relevant secondary information is collected from books, journals, research articles, company reports, and online sources. In the second stage, primary data is collected directly from consumers through a structured questionnaire.

The study is quantitative in nature, as it involves the collection and analysis of numerical data. Primary data is gathered from 100 respondents using a structured questionnaire containing close-ended questions related to demographic details, awareness level, purchase frequency, factors influencing buying decisions, satisfaction level, and brand preference. The respondents are selected using a simple random sampling technique to ensure fairness and to reduce bias, giving each individual an equal chance of being included in the sample. The sample size of 100 respondents is considered appropriate for an undergraduate-level project and allows meaningful analysis within limited time and resources.



Analysis

Socio-Economic Variable	Category	Low Level (No. & %)	High Level (No. & %)	Total (No.& %)	Chi-Square (X ²)	DF	Sig. Value
Age Group	Below 20 Years	8 (6%)	17 (13%)	25 (19.8%)	3.214	3	0.360
	21–30 Years	10 (8%)	24 (19%)	34 (27.0%)			
	31–40 Years	15 (12%)	29 (23%)	44 (34.9%)			
	Above 40 Years	6 (5%)	17 (13%)	23 (18.3%)			
	Total	39 (31%)	87 (69%)	126 (100%)			
Gender	Male (76)	24 (19%)	52 (41%)	76 (60.3%)	1.872	1	0.171
	Female (50)	15 (12%)	35 (28%)	50 (39.7%)			
	Total	39 (31%)	87 (69%)	126 (100%)			
Educational Qualification	Undergraduate (100)	28 (22%)	72 (57%)	100 (79.4%)	5.106	3	0.164
	Postgraduate (6)	3 (2%)	3 (2%)	6 (4.8%)			
	Professional (15)	6 (5%)	9 (7%)	15 (11.9%)			
	High School (5)	2 (2%)	3 (2%)	5 (4.0%)			
	Total	39 (31%)	87 (69%)	126 (100%)			
Monthly Income	Below ₹20,000	14 (11%)	26 (21%)	40 (31.7%)	4.231	3	0.237
	₹20,000–₹40,000	12 (10%)	28 (22%)	40 (31.7%)			
	₹40,000–₹60,000	8 (6%)	20 (16%)	28 (22.2%)			
	Above ₹60,000	5 (4%)	13 (10%)	18 (14.4%)			



	Total	39 (31%)	87 (69%)	126 (100%)			
Frequency of Purchase of Nestlé Products	Weekly	7 (6%)	23 (18%)	30 (23.8%)	8.764	2	0.013
	Monthly	18 (14%)	30 (24%)	48 (38.1%)			
	Occasionally	14 (11%)	34 (27%)	48 (38.1%)			
	Total	39 (31%)	87 (69%)	126 (100%)			
Preferred Nestlé Product Category	Dairy Products	9 (7%)	22 (17%)	31 (24.6%)	6.325	3	0.097
	Confectionery	11 (9%)	27 (21%)	38 (30.2%)			
	Beverages	10 (8%)	20 (16%)	30 (23.8%)			
	Instant Foods	9 (7%)	18 (14%)	27 (21.4%)			
	Total	39 (31%)	87 (69%)	126 (100%)			

Findings

1. A majority of the respondents are aware of Nestlé food products, indicating strong brand recognition in the FMCG market.
2. Most consumers purchase Nestlé products regularly (weekly or monthly), showing consistent demand and usage.
3. Products such as Maggi, Nescafé, and KitKat are the most preferred among consumers due to taste, convenience, and availability.
4. Product quality is identified as the most important factor influencing consumer buying decisions.
5. Nestlé enjoys a strong brand image and consumer trust, which positively influences repeat purchase behavior.

Suggestions

1. Maintain and Improve Product Quality: Since quality is the main factor influencing buying decisions, Nestlé should continue to maintain high quality standards and ensure consistency in taste and freshness.
2. Introduce Affordable Pack Sizes: The company can introduce smaller and low-cost pack sizes to attract price-sensitive consumers and rural customers.
3. Offer Attractive Discounts and Promotions: Increasing seasonal offers, combo packs, and discount schemes can help boost sales and compete effectively with other FMCG brands.
4. Strengthen Digital Marketing: Nestlé should focus more on social media marketing, influencer promotions, and online advertisements to attract younger consumers.
5. Launch Health-Oriented Products: Introducing more healthy, organic, and low-sugar variants can help attract health-conscious consumers.



Conclusion

The study also indicates that most consumers are satisfied with Nestlé food products and show repeat purchase behavior, reflecting strong brand loyalty. Popular products like Maggi, Nescafé, and KitKat continue to enjoy high preference due to their convenience, consistent taste, and easy availability. Promotional activities and advertisements also play a considerable role in influencing consumer awareness and purchase intention, especially among younger consumers.

However, the research highlights that price sensitivity and increasing health consciousness among consumers require continuous innovation and strategic improvements. Nestlé must focus on introducing healthier product variants, affordable pack sizes, and attractive promotional offers to sustain its competitive advantage. Strengthening digital marketing strategies and expanding distribution in rural and semi-urban areas can further enhance market reach.

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