

# Marketing Research and Customer Satisfaction of Nestle in Uzbekistan

***Bekzodjon Oblakulov Sheraliyevich***

*Lecturer at "Silk Road" International University of Tourism and Cultural Heritage*

***Mirzaeva Zarina***

*Student at "Silk Road" International University of Tourism and Cultural Heritage*

**Abstract:** Nestle is one of the oldest and most popular brands in the world and in Uzbekistan. The purpose of this study is to determine the market position and product competitiveness and market prices, and to identify strategies adapted to the active market economy in Uzbekistan. This data allows us to analyze feedback and price pressures and go through the price and position strategies of product efficiency manufacturers and make recommendations accordingly. This research will help you understand sustainable strategies and factors that may be important for customer satisfaction, and help position the market by responding appropriately to changes in market conditions.

**Keywords:** market position, pricing, product efficiency, customer satisfaction, competitiveness.

## 1. Introduction

Nestle is the world's leading nutrition, health and wellness company. "Good Food, Good Life is the promise we commit to everyday, everywhere- to enhance lives, throughout life, with good food and beverages".<sup>1</sup>

Nestle is the world's largest company that produces food and beverage in Switzerland. it was founded in 1866, 155years ago and the founder of Nestle company is Henri Nestle. Henry Nestle used his last name on both the company name and the logo, meaning "little nest". The home, a symbol of security, family and nutrition, still plays a central role in the profile of Nestle. Nestle's success since it began more than 130years ago, with product innovation and business acquisition have transformed it the largest food company in the world. The products of Nestle include baby food, bottled water, breakfast cereals, medical food, coffee and tea, confectionary(chocolates), dairy products, frozen food, ice cream, pet foods and snacks. The company since the 70s continued to expand its product portfolio for pets' food, pharmaceuticals and cosmetics.

Nestle sells a large number of products. The strategy of nestle is that high quality with Nestle. Nestle is based on the principle of decentralization, which means that each state is responsible for its

<sup>1</sup> <https://do-health.eu/partners/industry-partners/nestec>

effective functioning business. Nestle is one of the organizations that keeps its customers in a centralized position for their business. The company manufactures its products according to the wishes and tastes of the consumer. Nestle sells its products in nearly 100 countries and produces many products. Nestle sells its products and describes the world as a company of nutrition, food, health and wellness (Bailey, 2004). Nestle Market advertises its products through word of mouth and many other advertising packages and campaigns. This article focuses on analyzing the financial and economic aspects of Nestle to explore investment opportunities in the company.

Some business developments have become an important element in surviving the market and satisfying customers. There are about hundreds and thousands of swings and methods available that help businesses increase their productivity, customer satisfaction, and quality. If companies do not respond to change, they will fall victim to success. Thus, companies need to constantly look for some ways to change their process in order to survive in a rapidly changing world.

Consumer satisfaction is a frequently used term marketing. In the customer satisfaction scenario, first the thing is to make the best product for the consumer. This term measuring how products and services are provided by the company customer satisfaction. This is necessary for businesses effective management of customer satisfaction. To do this, firms need a measure of trust and representative satisfaction. Consumer satisfaction is significant because it helps to provide business owners and marketers to manage and improve their businesses. For instance,

- This is the point of difference;
- This increases the value of the consumer's lifestyle;
- Reduces word-of-mouth negative words;
- It is cheaper to retain a consumer than to buy a new one;
- Intention and loyalty;

The Nestle company has been serving this world for a long time. Moreover, Nestle Uzbekistan LLC was established in February 2000 on the basis of Nafosat dairy plant in Namangan region (according to the decision of the Cabinet of Ministers of October 13, 1999). This company is confident in the huge long-term potential of Uzbekistan and therefore goes on to invest in the country. The enterprise in Namangan was launched in 2002. Initially, the Namangan plant produced drinking water and sterilized milk. Later, in 2004, he mastered the production of children's cereals. In 2011, Nestle Uzbekistan launched a new drinking water plant in Tashkent. In addition, Nestle Uzbekistan plants are equipped with advanced European production lines, which are regularly updated. In modern laboratories, each stage of technological processing of all raw materials and packaging is carefully controlled.<sup>2</sup>

## 2. Literature review

Actually, the success of Nestle company's owners is that the understanding of their customers' needs and expectations and to be better than their competitors. It is well-known that Nestle is a common household brand for many years. It demonstrates that the important of ensuring customer satisfaction by providing quality goods, caring about the consumer and listening to consumer's needs and complaints. Thus, customer satisfaction becomes one of the most important part of producing and buying products due to the significant and direct impact on the financial performance of manufacturing company of Nestle company.

<sup>2</sup> <https://uz.wikipedia.org/wiki/Nestle>

One of the most important thing is that to explore the relationship between customer satisfaction and the brand name of the company. Some of the studies have identified various factors that influence consumers satisfaction with their loyalty to the brand, theie mood at the time (choosing products), substitutes of the product and so on. High customer satisfaction is in a indication of consumers' willingness to rebuy the products. But this is not the same..

According to Kotler (1998), a product can be categorized into these three distinct benefit levels: the core benefits (core service/service product), the tangible benefits (servicescapes), and the intangible benefits (human element of service delivery). Fundamental benefits a customer receives are called core benefits. Benefits that are consumed and produced simultaneously during the product delivery process are called tangible benefits. In this business tangible attributes include visual effects, appearance of the product, shades, colors, sizes, how much attention it can attract and so forth. For example, in the first place the appearance of the product indicates how much it will be in demand.

Intangible benefits in the manufacturing nestle products industry are conceptualized as quality of products attribute the unforgettable tastes and to like it.<sup>3</sup>

The satisfaction customers is important for the company to build the salees and value of the brand name. The objectives and the purpose of the study were found to the respondents for products. Both primary and secondary daata were collected to realize the objectives of the case.

### 3. Loyalty

In addition to satisfaction, challenge for the products is to identify critiical variabels that determine customer loyaslty. Brand loyalty is one of the most important to the human life in day to day buying the products. Nestle is a fast moving consumer goods. As a result of this it is so famous its brand name and quality. And this helps to sell more products due to their loyal customers.

### 4. Methodology

Nestle is one of the leading companies in the world. Available in approximately 187 countries. That is why it has so many market segments and strategies. Through Nestle's BCG matrix, it shows how it works. "The Boston Consulting Group's portfolio matrix product is designed to help with long-term strategic planning and help businesses consider emerging opportunities. This is done by reviewing the product portfolio, which decides where to invest in discontinued products.

Cash cows for Nestle include products such as KitKat, Nescafe, nestle and more. These products do not require more investment. Because these products are sold without a lot of advertising.

In the example of Star. Nestle, Nestle's Nescafe coffee (e.g., Nescafe Latte), BCG matrix of Nestle decreases the mineral water of Nestle in the star quadrant. As the number of consumers who pay attention to their health increases, these products have the potential to produce more than others. While it may take a large investment to showcase the Nestle brand in the market, they can return to cash again.

Question mark. Nestle slim, Nestle Everyday and Nestle milk maid are milk and milk-based products from Nestle House. and they fall into the question mark category.

<sup>3</sup> Kotler, P Marketing management: Analysis, Planning, Implementation, and Control; Prentice-hall, Inc: Englewood Cliffs, NJ, 1998

Dogs. Products in this category are Nestle Milo and Coco Crunch. If a way is found, they can be into a better category.

## 5. Data analysis

	Classification	Frequency	Percentage (%)
Gender	Male	63	57
	Female	47	43
	<b>Total:</b>	110	100
Age	18-24	98	89
	25-35	3	3
	36-45	6	5
	46 and above	3	3
Occupation	Student	94	85
	Housewives	5	5
	Business	5	5
	Other jobs	6	5

## Questionnaire

This questionnaire aims to identify customer satisfaction about Nestle products which are produced and sold in Uzbekistan. This survey questionnaire consists of two parts. The first part is used to spot general information about gender, age, and occupation. The second part explores that how much consumer satisfaction towards to Nestle products mainly Nestle milk, cocktail, coffee, chocolates and water and so on.

- How much do you know about Nestle products?  
☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- How do you evaluate Nestle products?  
☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- How much are you satisfied with these products of Nestle?  
☐ Somewhat satisfied; ☐ Satisfied; ☐ Very satisfied; ☐ Dissatisfied; ☐ Very dissatisfied
- What products of Nestle do you often use?  
☐ Milk; ☐ Coffee; ☐ Chocolates; ☐ Breakfast cereals; ☐ Bottled water;  
☐ Tea; ☐ Medical food; ☐ Baby food;
- How often do you buy Nestle products?  
☐ Daily;  
☐ Weekly;  
☐ Monthly;  
☐ Seasonal;  
☐ Yearly;  
☐ Never;

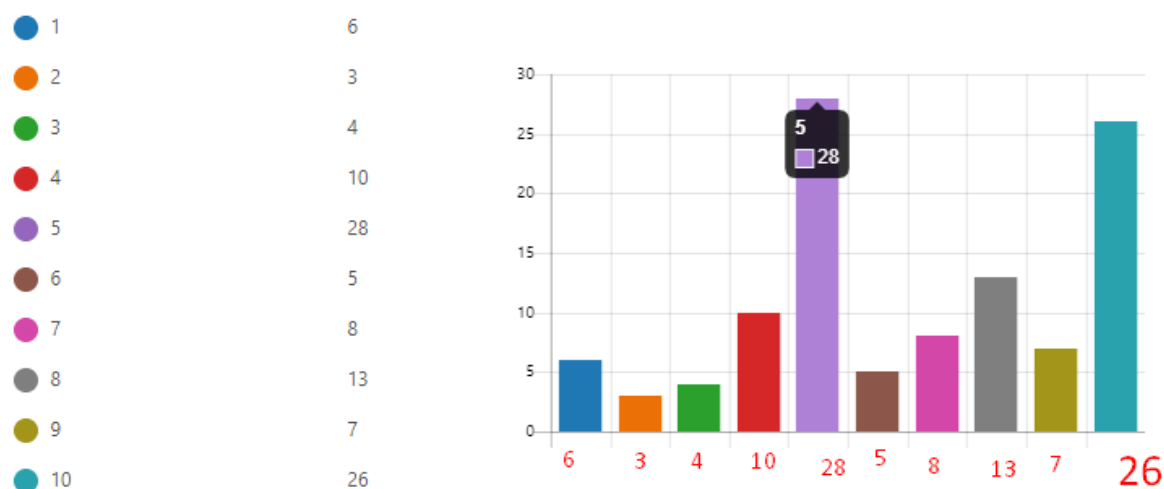
6. Which products of Nestle are not you satisfied?

- ☐ Milk; ☐ Coffee; ☐ Chocolates; ☐ Breakfast cereals; ☐ Bottled water;  
☐ Tea; ☐ Medical food; ☐ Baby food;

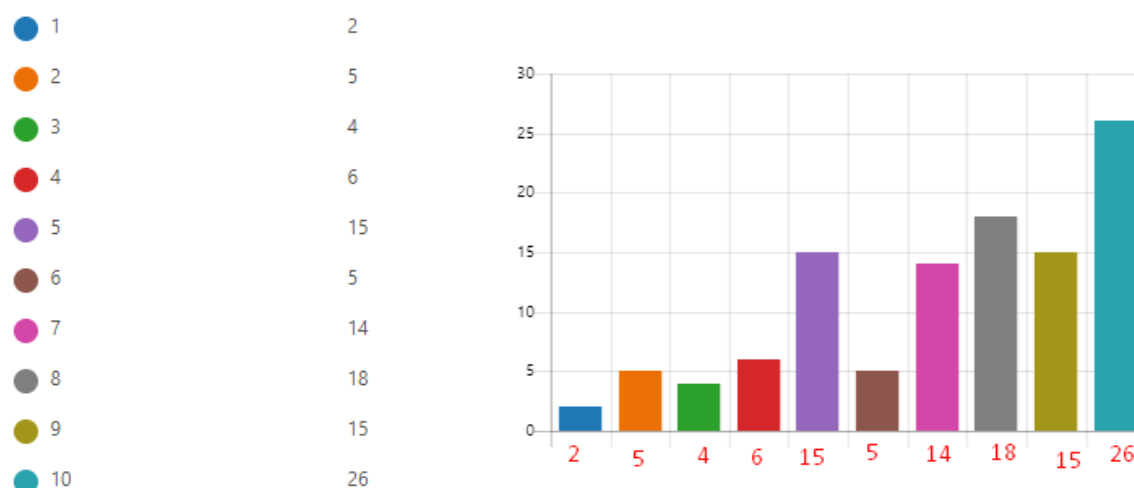
### Customer Satisfaction of Nestle products

110 Ответы 01:33 Среднее время завершения Активна Состояние

1. How much do you know about Nestle products?

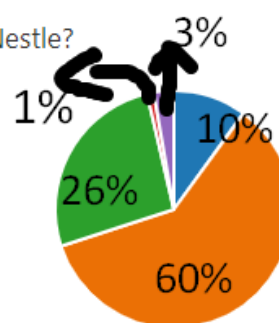


2. How do you evaluate Nestle products?



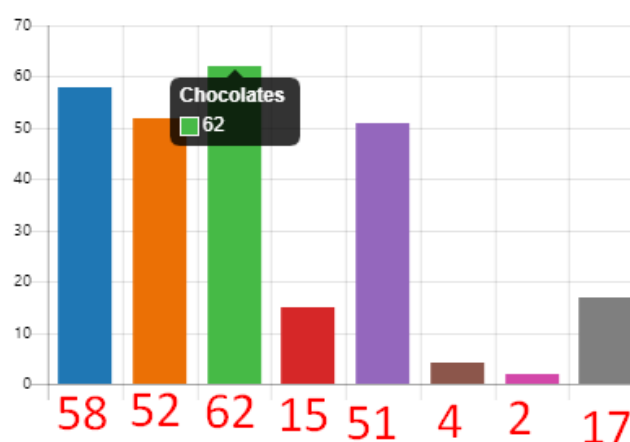
3. How much are you satisfied with these products of Nestle?

● Somewhat satisfied	11
● Satisfied	66
● Very satisfied	29
● Dissatisfied	1
● Very dissatisfied	3

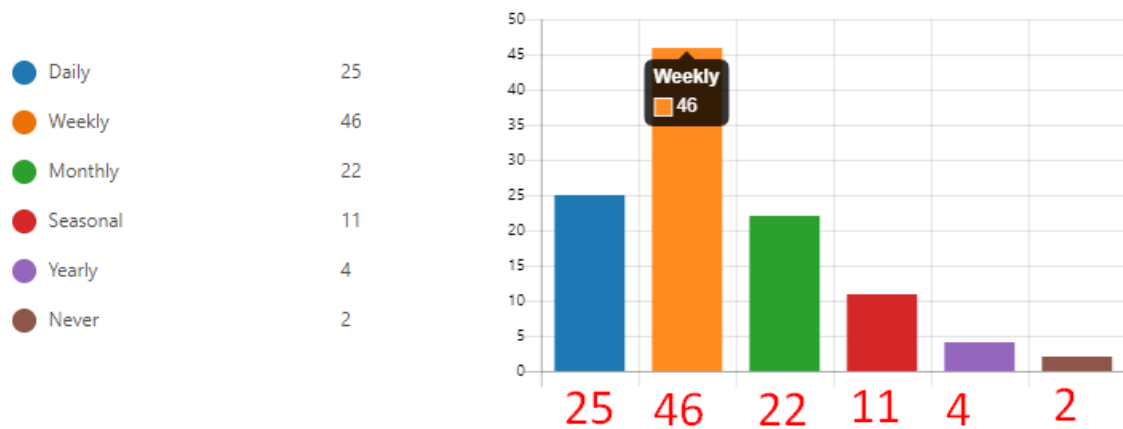


4. What products of Nestle do you often use?

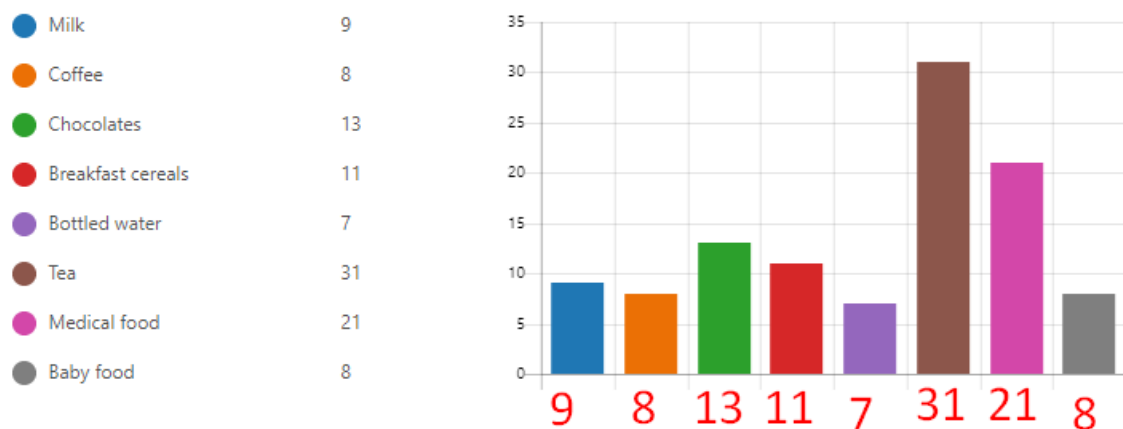
● Milk	58
● Coffee	52
● Chocolates	62
● Breakfast cereals	15
● Bottled water	51
● Tea	4
● Medical food	2
● Baby food	17



5. How often do you buy Nestle products?



6. Which products of Nestle are not you satisfied?



## 6. Conclusion

**Nestle** products of Uzbekistan: according to the results of the survey, most of the consumers would prefer to buy chocolates (62), milk (58), coffee (52) and bottled water (51) and 60% of people who are participated in the survey are satisfied with Nestle products and average weekly purchase. 31 participants in this questionnaire are not satisfied with tea and medical food (21). Nestle's level of recognition demonstrates an average of 5 levels.

In conclusion, according some researches, this company should pay attention to expand its market position and needs to try to achieve customers' satisfaction and beliefs.

You can find the results of survey via this link:

[https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=67JC4LcBMRZvD0uFdqcgwigZRZva7t7pM&id=shq6OM1H6kCsQdXOND2j3ee4Rg3\\_-jxCrmAH40\\_UXRtUNFY0UVpFWUIQVTFZUIFKT1U3QUpOMIRJTS4u](https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=67JC4LcBMRZvD0uFdqcgwigZRZva7t7pM&id=shq6OM1H6kCsQdXOND2j3ee4Rg3_-jxCrmAH40_UXRtUNFY0UVpFWUIQVTFZUIFKT1U3QUpOMIRJTS4u)

### Instrumentation

Nestle company's market position is very high with so many products that are produced different countries. In Uzbekistan this company believes himself because of less competitors. Because this company achieved their brand name and its loyal customers. Everyone who purchases these products believes Nestle that the products are better than others.

### Limitations

This company produces a wide range of products. As a result of many consumers may complain. Nestle needs to focus on its best products and improve its quality. The production of too many products can cause Nestle company's industry to lose control.

### References list:

1. Kotler, P Marketing management: Analysis, Planning, Implementation, and Control;
2. Prentice-hall, Inc: Englewood Cliffs, NJ, 1998
3. In book: Sustainability, Transformation, Development in Business and Management (pp.11-17)
4. Bailey, 2004). Established 1866
5. Articles of Association amended by the Annual General Meeting of April 15, 2021
6. Statuts de Nestlé S.A. Fondée en 1866 Statuts modifiés par l'Assemblée générale ordinaire du 15 avril 2021
7. Annual Review 2020.pdf
8. <https://www.superheuristics.com/bcg-matrix-of-nestle-detailed/>
9. [www.nestle.com](http://www.nestle.com)
10. [www.nestle.uz](http://www.nestle.uz)