

THE STUDY ON SOCIAL MEDIA INFLUENCERS IN SHAPING CONSUMER OPINIONS ON NESTLE INDIA

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

SELVAKUMAR.A.K

REGISTER NO:42410261



**DEPARTMENT OF BUSINESS
ADMINISTRATION SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **SELVAKUMAR.A.K 42410261** who carried out the Project Training “**THE STUDY ON SOCIAL MEDIA INFLUENCERS IN SHAPING CONSUMER OPINIONS ON NESTLE INDIA**” under my supervision from October 2023 to December 2023.

(DR.GANANATH KHILLA)

Internal guide

External Guide

**Dr. BHUVANESWARI. G, MBA., Ph.D.
Dean – School of Management Studies**

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I SELVAKUMAR.A.K. (42410261) hereby declare that the Project Report entitled “THE STUDY ON SOCIAL MEDIA INFLUENCERS IN SHAPING CONSUMER OPINIONS ON NESTLE INDIA” done by me under the guidance of DR.GANANATH KHILLA is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree

DATE:

PLACE:

SELVAKUMAR.A.K

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ABSTRACT:

This study delves into the intricate relationship between social media influencers and consumer opinions, specifically focusing on their role in shaping perceptions of Nestle India. In an era dominated by digital connectivity, social media influencers wield substantial power in influencing consumer behavior and shaping brand perceptions. Nestle India, as a prominent entity in the food and beverage industry, faces the dynamic interplay between influencer-driven content and consumer sentiments.

The research employs a mixed-methods approach, utilizing qualitative analysis of social media content, quantitative surveys, and interviews with both influencers and consumers. Through content analysis, it examines the strategies employed by influencers in promoting Nestle India's products, evaluating the tone, reach, and engagement levels of their content. Additionally, surveys and interviews uncover the direct impact of influencer endorsements on consumer opinions, scrutinizing factors influencing trust, credibility, and purchasing decisions.

Initial findings indicate a significant correlation between influencer-driven content and consumer perceptions of Nestle India's products. However, nuances emerge regarding the effectiveness of influencer endorsements, influenced by authenticity, transparency, and alignment of values between influencers and their audience. Trust emerges as a crucial factor, highlighting the need for genuine and transparent influencer-brand collaborations to positively influence consumer opinions.

This study contributes to both academic and practical domains by shedding light on the evolving landscape of influencer marketing within the food industry, particularly regarding Nestle India. Insights derived from this research offer valuable implications for marketers, suggesting strategies to optimize influencer partnerships for enhancing brand perceptions and consumer engagement.

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CHAPTER 1

INTRODUCTION

1.1.ABOUT THE COMPANY

Nestle India's impact extends beyond its business endeavors, encompassing sustainable practices and initiatives aimed at societal welfare. Embracing evolving consumer preferences and leveraging global expertise, Nestle India continues to spearhead innovation while maintaining a strong focus on responsible and sustainable growth.

Nestle India is a subsidiary of Nestle S.A., a global food and beverage company. Nestle India operates in various segments, including dairy, beverages, prepared dishes and cooking aids, and chocolate and confectionery.



1.2.History of Nestle

The founding and early years, 1866–1900

The founder of Nestle and one of the primary innovators of condensed milk was Henri Nestle (1814–1890), a Swiss confectioner of German descent.

Nestle's history began in the 1860s with the founding of two distinct Swiss businesses that would eventually come together to become Nestle. The two rival companies grew their operations throughout Europe and the US in the ensuing decades.

1.3.History of Nestle in India

Nestle India is one of the largest players in India's [fast-moving consumer goods](#) sector and has a long history in the country.

- Nestle India Limited was incorporated at New Delhi on 28 March 1959 and was [promoted](#) by Nestle Alimentana S.A. via a wholly owned subsidiary, Nestle Holdings Ltd., Nassau, Bahama Islands.
- The company built their first production facility in 1961 at [Moga](#), in the Indian [state](#) of [Punjab](#).
- Nestlé's second plant was set up at Choladi in [Tamil Nadu](#), the plant was built primarily to process the tea grown in the area
- In 1989, the company established a factory at [Nanjangud](#) in [Karnataka](#).
- The company entered the [confectionery](#) business in 1990 by introducing Nestle premium chocolate.
- In 1991, they started the production of [soya](#) based products through a [joint venture](#) with the BM Khaitan group.
- In 1995 and 1997 Nestlé established two facilities in [Goa](#) at [Ponda](#) and [Bicholim](#) respectively.
- In April 2000 they entered the liquid [milk](#) and [iced tea](#) markets.
- 2006 marked the year when the company set up its 7th factory at [Pantnagar](#) in [Uttarakhand](#).
- The company opened another plant in [Karnataka](#) in 2011 bringing up its total plants in India to eight
- In October 2020, Nestle India announced investment of Rs. 2,600 crores for a new plant at [Sanand](#) in [Gujarat](#). Initial phase of production commenced from 1 October 2021.

Nestlé India Limited's market cap as of December 2022 stood at Rs. 1,93,666.87 crore.

Growth and Diversification:

- **Post-War Expansion:** Nestle grows significantly, diversifying into various food and beverage categories, including coffee, chocolate, dairy, and pet care.
- **Late 20th Century:** Acquisitions become a cornerstone of Nestle's growth strategy, acquiring companies like Carnation, Rowntree, and Gerber, expanding its product portfolio worldwide.

Modern Era:

- **21st Century:** Nestle continues to innovate, emphasizing nutrition, health, and wellness. They focus on fortified foods, organic products, and reducing sugar, salt, and artificial additives in their offerings.
- **Sustainability and Responsibility:** Nestle prioritizes sustainability, aiming for zero environmental impact by 2030. It also engages in social responsibility initiatives, including supporting farmers and sustainable sourcing.

Recent Developments:

- **Innovation and Adaptation:** Nestle adapts to changing consumer preferences, investing in research and development for plant-based alternatives and healthier options.
- **Digital Transformation:** The company embraces digital strategies, including e-commerce, data analytics, and leveraging social media for consumer engagement and marketing.

Nestle's legacy embodies both pioneering products and a commitment to social responsibility, continuously evolving to meet the needs of a changing world while staying true to its core values of quality, nutrition, and community well-being.

1.4. Marketing strategies of Nestle:

Nestle's marketing strategies are multifaceted, encompassing various approaches to connect with consumers and drive brand engagement. Here are some key facets of Nestlé's marketing strategies.

1.Brand Portfolio Diversification:

Nestle's diverse product portfolio spans multiple categories, from beverages like Nescafé and Nestea to food products like KitKat, Maggi, and Nestlé Pure Life. This diversified range allows Nestlé to appeal to a broad consumer base and tailor marketing strategies to different demographics and preferences.

2.Innovation and Product Development:

The company continually innovates to meet changing consumer needs and preferences. Nestlé invests heavily in research and development to introduce new products, reformulate existing ones for healthier options, and capitalize on emerging trends like plant-based alternatives or functional foods.

3.Digital Transformation and Consumer Engagement:

Nestle embraces digital marketing strategies, leveraging social media, online advertising, and e-commerce to engage with consumers. They use data-driven insights to personalize marketing campaigns and foster direct interactions with their audience through social media platforms, creating compelling content and promotions.

4.Health and Wellness Messaging:

Nestle integrates these themes into its marketing strategies. They highlight nutritional benefits, transparency in ingredients, and efforts to reduce sugar, salt, and artificial additives, aligning with evolving consumer preferences for healthier choices.

5. Corporate Social Responsibility (CSR) Initiatives:

Nestle emphasizes CSR initiatives, often integrating these efforts into their marketing campaigns. This includes sustainable sourcing, environmental conservation, supporting local communities, and empowering farmers. Highlighting these initiatives helps build a positive brand image and resonates with socially conscious consumers.

6. Collaborations and Partnerships:

Nestle often collaborates with influencers, celebrities, and other brands to amplify its marketing efforts. These partnerships can range from endorsing products to co-creating limited-edition items or engaging in cause-related marketing campaigns, extending Nestlé's reach and relevance.



1.5. Comparative Analysis

A comparative analysis of Nestle's performance in India entails evaluating its market strategies, consumer engagement, and product offerings concerning its global operations. Nestlé's presence in India, marked by iconic products like Maggi, Nescafé, and KitKat, reflects a nuanced adaptation to local tastes and preferences. This analysis juxtaposes Nestlé's approach in India against its global strategies, highlighting the tailored localization efforts, product diversification, and marketing tactics undertaken to resonate with the diverse Indian consumer base. Evaluating factors such as cultural alignment, regional variations, and consumer responses provides crucial insights into Nestlé's

success, unveiling the effectiveness of localization strategies, the impact of influencer marketing, and the brand's adaptability to the dynamic Indian market landscape. Comparing performance indicators, market penetration, and consumer sentiment between Nestlé's global presence and its operations specifically within India offers a comprehensive understanding of the company's nuanced strategies and their effectiveness in one of its key markets.

1.6.conclusion

In conclusion, the study on social media influencers and their impact on shaping consumer opinions on Nestle India reveals several key insights. The analysis of influencer marketing strategies employed by Nestle India indicates a significant presence and engagement on various social media platforms.

Chapter 2

REVIEW OF LITERATURE

Yoon and Kim (2020).

Discovered that factoring in how much money they are willing to spend depends on how much value they place on the product. When customers believe a product's worth to be higher than its price, they are more likely to make a buy. As a result of the high perceived risk, loyal consumers would rather pay a higher price now than take the chance of making a change later, thus the company can count on their continued support regardless of the price

Grigoroudis, E., & Siskos, (2019).

"Customer" denotes the person receiving the products or receiving the service from the vendor. Provide two different definitions of "customer": From the perspective of customer loyalty, "a customer is the individual who judges the quality of the given goods and services," but from the perspective of a process-oriented strategy, "the customer is the person or group that gets the work output.

Heribert and I. Sam Traitler (2019).

When it comes to research and development, technologies play a major role at Nestle. When comparing R&D expenditures in 2019, Nestle was almost 4.4% more expensive than Kraft Foods. In place of partially hydrogenated fats, for instance, Nestle has developed technologies that allow for the use of natural vegetable oils in Maggi broth and spices. Improvements in regional health and quality of life should be expected as Nestle, aided by technological progress, produces a wider range of healthier goods.

Aaker and Biel go even farther (2019).

Consumer analysis of brand personality and derivation of brand message significance provide credence to the importance of brand image.

Ramesh Kumar, S.& Advani, Jai Yashwanth (2019).

Methods for gauging customer devotion are advanced by a scheme for categorizing brands according to their popularity in different markets. Different market types need quite different approaches to measuring customer loyalty, which is why it's important to distinguish between them.

Oliver and Swan (2019).

It has been shown that customers' levels of satisfaction vary depending on the product they used. Following a product introduction, marketers constantly seek patterns in consumer satisfaction. Multiple research' attention to the cognitive viewpoint and the emotional perspective on customer satisfaction has shown consistent results.

Payaud, Marielle A. (2018).

Markets that cater to the world's poorest people are sometimes referred to as being at the "bottom of the pyramid" (BoP). Corporations from all over the world claim to be using Bottom of the Pyramid (BoP) marketing methods when they offer goods to the poorest people in developing nations. From simple product adaptation to the creation of a brand-new product strategy that explicitly integrates fair and inclusive growth at the community level, marketing approaches aimed at the Bottom of the Pyramid (BoP) show a wide range of variances.

Vigyapti Udgam (2018).

In the Indian market, Maggi has solidified its position as a go-to brand for families because of its recognizable and dependable product. The company's reputation for being an industry pioneer extends to all of its product categories, including noodles, ketchup, soup, sauce, and so on. Maggi has cleverly capitalized on the parent brand's strong association with home and family in order to appeal to a wider audience.

Jureviciya O. (2017).

Nestle is proud of the company's eco-friendly initiatives. The company's efforts to eliminate waste, cut down on packing, and make the world a better place have all contributed to cleaner environments. The company has saved 500 million weight units of packing material since 1991 thanks to redesigns. When feasible, Nestlé will employ raw resources sourced from its own properties, but it also makes use of recycled materials.

Ramanathan, Subramanian and Parrott (2017).

The platform of social media has transformed the way organizations conduct their business over the last decade, therefore, social media marketing has developed its own identity in the corporate world. The exposure and embracement of social media as an important element in the daily lives of the global population has influenced the buying patterns of the consumers immensely

Patjoshi (2016).

In his study involves the financial performance of two major companies i.e. HINDALCO and NALCO aluminum manufacturing companies in India. To analyze financial performance of HINDALCO and NALCO data has been self-possessed from the data published from different websites for the ten years from 2005-06 to 2014-15. Different financial ratios t tests have been employed to study the financial performance of HINDALCO and NALCO.

Keiningham et al. (2014).

Prior to the age of the internet, customers could only get information about a product by physically visiting the outlet or store. Therefore, firms need to explore more via social media marketing to ensure consumer satisfaction and profitability.

Okazaki and Taylor (2013).

Social media can be differentiated from computer-mediated interactions in three major ways: increased accessibility caused by the transfer of activities from the desktop to the web; greater interaction creating a transfer of value production from the organization to the consumer; and the transfer of power from the organization to the consumers' users.

Ramsaran-Fowdar (2013).

Due to the change in the buyer seller dynamics, firms are forming a new department which are separate from the traditional advertising sectors and marketing departments, by hiring social media analysts and brand community managers

Deepa and Deshmukh (2013).

Companies need to focus on today's dynamic marketplace and can no longer depend on traditional methods of advertising, such as, television, newspaper, magazines, radio, billboards etc, which were disengaging from the reactions of the public

o Berthon and others (2012).

Social media facilitates the creation of affordable contents, communications and associations and interoperability among the online.

Boubacar (2011).

They have done their studies to find whether the foreign Bank subsidiaries' financial performance is good or not. They found that the ownership is generally with the parent bank.

Bhatasna and Raiyani (2011).

Have investigated the financial position of Textile Industries in India. They have taken Z score method for their analysis. They found that some of the selected companies are financially good throughout the study period. But in some companies the Z score is lower.

Paul (2011).

Investigated to find the financial performance of NBFCs. He has done the comparative study of NBFCs. He found a sound financial health of the selected companies for the particular period.

Srinivas(2010).

He has studied the financial performance of different banks after and before merger in India. He has taken six banks for his study. He found that private bank financial performance is better than the public sector bank after merger.

Facinelli (2009).

According to a survey, 85% of consumers expect firms to use social media as means of interaction with consumers. The significance of social media as a communication channel is growing quickly.

Dheenadayalan and Deviananbrasi4 (2007).

They have found the Z score of their sample companies. They studied for a period of 1997 to 2007. They found that the company's financial position was not good, they are also facing insolvency.

Grossman (2006).

Time magazine has also recognised the participation of the consumers, i.e., us, as 2006's 'Person of the Year.

Deloof (2003).

Investigated that big companies are investing huge amounts of money in the working capital. So it is very important to manage the working capital of the company as it will affect the financial performance of the companies. He has used correlation and regression analysis for the study. He found that there is a negative correlation between gross operating income and bills receivable, bills payable and inventories of the companies.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology

Research methodology refers to the systematic approach and techniques applied by researchers to conduct studies, guiding the entire research process from conceptualization to analysis and interpretation of findings. It encompasses the framework, tools, procedures, and strategies utilized to collect, analyze, and interpret data, ensuring the validity, reliability, and credibility of research outcomes. This structured framework includes elements such as the research design, data collection methods (both qualitative and quantitative), sampling techniques, tools for analysis, and ethical considerations. The choice of a specific methodology is tailored to suit the research objectives, questions, and the field of study, offering a structured pathway for researchers to systematically explore, investigate, and understand various phenomena or topics of interest. Overall, the research methodology acts as a blueprint that shapes and guides the

entire research process, ensuring rigor and coherence in generating meaningful insights and contributing to the existing body of knowledge within a specific field or discipline.

3.2.Quantitative and Qualitative

Quantitative Research:

Quantitative research refers to a systematic investigative method used in research that focuses on quantifying data and converting it into numerical form. This approach involves the collection and analysis of numerical data, often using statistical techniques, to identify patterns, relationships, or trends within a specific population or sample. Quantitative research employs structured methodologies, such as surveys, experiments, or statistical analysis, to gather objective and measurable data. Its primary goal is to derive numerical conclusions, test hypotheses, make predictions, or generalize findings based on the analysis of numerical data. This research method is particularly useful in providing empirical evidence, establishing cause-and-effect relationships, and making statistical inferences within various scientific disciplines.

1. Foundations of Quantitative Research:

- Defining quantitative research as a systematic investigation reliant on numerical data analysis.
- Outlining its contrast with qualitative research in terms of data collection, analysis, and objectives.

2. Data Collection Techniques:

- Detailing methodologies such as surveys, experiments, structured observations, or existing datasets used to gather numerical data.
- Exploring the design and implementation of standardized instruments for data collection.

3. Statistical Analysis Methods:

- Discussing statistical tools and techniques utilized to analyze quantitative data.
- Highlighting descriptive statistics, inferential statistics, correlation, regression, and their application in numerical analysis.

Qualitative Research

Qualitative research refers to a systematic method of inquiry that focuses on understanding, interpreting, and gaining insights into human behaviors, beliefs, experiences, and social phenomena through non-numerical data. This approach involves collecting and analyzing data in the form of text, images, videos, or observations to uncover underlying meanings, patterns, and contexts. Qualitative research methods include techniques such as interviews, focus groups, participant observation, or content analysis, aiming to explore the depth, richness, and complexities of human experiences and interactions. Unlike quantitative research, which deals with numerical data and statistical analysis, qualitative research emphasizes subjective interpretations, context, and the social and cultural aspects influencing individuals or groups. It provides in-depth understanding, generates hypotheses, and contributes to theory-building within various fields such as sociology, anthropology, psychology, and education.

1. Analysis Approaches:

- Discussing qualitative analysis methods like thematic analysis, content analysis, grounded theory, or narrative analysis.
- Exploring how researchers interpret and derive meaning from qualitative data through systematic analysis.

2. Objective and Depth of Inquiry:

- Explaining the primary goal of qualitative research: to understand and explore the richness, nuances, and context of human experiences.
- Emphasizing the role in generating hypotheses, understanding complexities, and contributing to theory-building.

3.3. Need of the Study

1. Understanding Consumer Behavior:

It helps comprehend how consumers are influenced by social media content creators and influencers while making purchasing decisions related to Nestlé India's products. This insight aids in understanding the evolving consumer behavior influenced by digital media.

2. Impact on Brand Perception:

Analyzing the role of influencers in shaping consumer opinions about Nestlé India's products provides valuable insights into how these endorsements affect brand image, trust, and perception in the market.

3.Marketing Strategies Assessment:

Evaluating the effectiveness of influencer marketing strategies enables Nestlé India to gauge the success of their collaborations, refining and optimizing their future marketing approaches.

4.Consumer Engagement Enhancement:

Understanding the impact of influencer content on consumer engagement helps Nestlé India fine-tune its engagement strategies and foster more meaningful interactions with its target audience

5.Competitive Edge:

By comprehending the influence of influencers on consumer perceptions, Nestlé India gains a competitive advantage by adapting its marketing strategies to align better with consumer preferences and market trends.

6.Guiding Marketing Investments

Insights from this study help in making informed decisions regarding resource allocation, enabling Nestlé India to allocate marketing budgets more effectively and efficiently.

7.Ethical and Transparent Practices:

It encourages discussions on ethical influencer-brand partnerships and the importance of transparency in marketing practices, contributing to more responsible marketing approaches.

8. Digital Marketing Evolution:

Contextual Understanding: As social media becomes integral to marketing strategies, understanding the dynamics of influencer marketing is essential for adapting to the evolving digital landscape.

9. Consumer Behavior Insights:

Influencer Influence: Uncovering how social media influencers affect consumer perceptions provides valuable insights into the factors shaping modern consumer behavior and decision-making processes.

10. Ethical Considerations:

Transparency and Responsibility: Investigating the ethical dimensions of influencer marketing ensures that Nestlé India's marketing practices align with contemporary ethical standards, contributing to responsible corporate behavior.

11. Strategic Recommendations:

Actionable Insights: The study provides actionable insights and recommendations for optimizing influencer collaborations, ensuring they align with Nestlé India's brand identity and resonate positively with consumers.

12. Academic Contribution:

Advancing Knowledge: The study contributes to academic research by advancing our understanding of the intricate relationship between social media influencers and consumer perceptions in the context of a prominent multinational brand.

3.4.Statement of Problem

1.Influence Dynamics:

Understanding the extent and depth of social media influencers' impact on shaping consumer opinions about Nestlé India's products and brand image.

2.Authenticity and Credibility:

Assessing the degree of authenticity and credibility associated with influencer endorsements, examining how these factors influence consumer trust and perception.

3.Consumer Engagement and Behavior Investigating:

The link between influencer-generated content and consumer engagement, exploring how influencer endorsements influence consumer behavior, purchase decisions, and brand loyalty.

4.Effectiveness of Collaborations:

Analyzing the effectiveness of influencer-brand collaborations specific to Nestlé India, including the choice of influencers, content strategies, and their resonance with diverse consumer segments.

5.Ethical Implications:

Addressing ethical considerations surrounding influencer marketing practices in the context of Nestlé India, focusing on transparency, disclosure, and the impact on consumer trust and brand credibility.

6.Effectiveness of Influencer Collaborations:

Evaluating the overall impact and effectiveness of influencer marketing efforts on shaping consumer opinions of Nestlé India's products and brand, measuring return on investment (ROI) and success metrics.

7.Consumer Skepticism vs. Acceptance:

Analyzing the balance between consumer skepticism and acceptance of influencer-endorsed content, examining the factors that influence consumer receptivity to such promotions.

8.Long-term Impact:

Assessing the enduring impact of influencer endorsements on consumer perceptions, determining if these collaborations have lasting effects on brand image and consumer behavior.

9.Optimizing Marketing Strategies:

Providing actionable insights and strategic recommendations for Nestlé India to optimize influencer collaborations, enhancing brand perception and consumer engagement.

10.Contributions to Academia and Industry:

Contributing valuable insights to academic research while offering practical implications for marketers to navigate and leverage influencer marketing effectively within the context of Nestlé India.

3.5.Objectives of the study

1.To Evaluate Influencer Impact:

Assess the specific influence and effectiveness of social media influencers in shaping consumer opinions regarding Nestlé India's products and brand.

2.Understand Consumer Perception:

Gain insights into how consumers perceive and respond to influencer-generated content endorsing Nestlé India, identifying the factors influencing consumer attitudes and behaviors.

3.Examine Trust Factors:

Investigate the elements contributing to consumer trust or skepticism in influencer endorsements of Nestlé India, focusing on authenticity, transparency, and credibility.

4.Analyze Brand-Consumer Alignment:

Assess the alignment between influencer messaging and Nestlé India's brand values, evaluating if influencer content resonates with the brand's identity.

5.Explore Demographic Variances:

Investigate how influencer marketing impact varies across different demographic segments within India, examining regional and cultural differences in consumer responses.

6.Address Ethical Concerns:

Investigate the ethical implications of influencer-brand relationships, ensuring transparency, disclosure, and adherence to ethical marketing practices.

7.Measure Effectiveness:

Gauge the overall effectiveness and ROI of influencer marketing strategies employed by Nestlé India in shaping consumer opinions and driving purchasing behaviors.

8.Identify Long-term Impact:

Understand the sustained impact of influencer endorsements on consumer perceptions and brand loyalty over time.

9.Provide Strategic Insights:

Offer actionable recommendations for Nestlé India to optimize influencer collaborations, enhancing brand image and consumer engagement.

10.Contribute to Academic Discourse:

Contribute new knowledge and insights to academic research, enriching the understanding of influencer marketing's role in shaping consumer opinions within the context of Nestlé India.

3.6.Scope of the study

1.Influencer Landscape Analysis:

Assess the current landscape of social media influencers engaged with Nestlé India, encompassing diverse platforms, follower demographics, and content genres.

2.Influence on Consumer Perceptions:

Analyze the direct impact of influencer-generated content on shaping consumer opinions, attitudes, and behaviors regarding Nestlé India's products and brand.

3.Comparison Across Platforms:

Evaluate the varying impact of influencer marketing across different social media platforms (e.g., Instagram, YouTube, Twitter), considering the nature of content and audience engagement.

4.Consumer Trust Factors:

Investigate the factors influencing consumer trust or skepticism in influencer-endorsed content, focusing on authenticity, transparency, and perceived credibility.

5.Regional and Demographic Variances:

Explore how influencer marketing resonates differently across diverse regional demographics and cultural segments within India, identifying variations in consumer responses.

6.Influencer-Brand Alignment:

Assess the alignment between influencer messaging and Nestlé India's brand identity, evaluating if influencer content complements the brand's ethos and values.

7.Ethical Implications:

Address ethical considerations surrounding influencer-brand relationships, including disclosure practices, transparency, and adherence to ethical marketing guidelines.

8.Long-term Impact Analysis:

Understand the sustained impact of influencer endorsements on consumer perceptions, brand loyalty, and purchase behaviors over an extended period.

9.Effectiveness and ROI:

Measure the overall effectiveness of Nestlé India's influencer marketing strategies in shaping consumer opinions and driving tangible business outcomes

10.Strategic Recommendations:

Provide actionable insights and recommendations to optimize influencer collaborations, enhancing brand perception and consumer engagement for Nestlé India.

3.7. Research Design

RESEARCH DESIGN:

Research design refers to the plan or framework that guides the entire research process. It is a systematic approach used by researchers to outline the steps and procedures for collecting, analyzing, and interpreting data in a research study. A well-structured research design helps ensure that the study is conducted in an organized and systematic manner, with clear objectives, data collection methods, and analysis techniques. It provides a blueprint for researchers to achieve their research goals and answer specific research questions. A research design can be thought of as the "roadmap" that defines how the research will be conducted, including the type of study (e.g., exploratory, descriptive, experimental), the data collection methods, and the data analysis methods to be employed.

A. Diagnostic Research Design:

A diagnostic research design is a systematic approach used to identify and analyze the root causes of a particular issue or problem. It involves in-depth examination and data collection to understand the factors contributing to the problem. The findings are then used to develop solutions or recommendations for addressing the issue.

B. Descriptive Research Design:

A diagnostic research design is a systematic approach used to identify and analyze the root causes of a particular issue or problem. It involves in-depth examination and data collection to understand the factors contributing to the problem. The findings are then used to develop solutions or recommendations for addressing the issue.

3.8.Data collection method used for study

A. Primary Data:

- Primary data is data that you collect directly from original sources for your research, such as surveys, interviews, or experiments. It's specific to your study and has not been previously published or used for other purposes. This data is valuable for addressing your research questions accurately.

Primary Data:

1.Consumer Surveys:

Conduct surveys targeting consumers familiar with Nestlé India's products to gather opinions, attitudes, and behaviors influenced by social media influencers.

2.Interviews with Influencers:

Conduct in-depth interviews with social media influencers collaborating with Nestlé India to understand their strategies, motivations, and perceived impact on consumers.

3.Content Analysis:

Analyze influencer-generated content (posts, videos, stories) endorsing Nestlé India's products across various social media platforms to identify themes, sentiments, and engagement levels.

4.Focus Group Discussions:

Organize focus groups consisting of consumers to delve deeper into their perceptions of influencer-endorsed content and its impact on their opinions about Nestlé India.

5.Case Studies:

Develop detailed case studies on specific influencer-brand collaborations with Nestlé India to explore the dynamics, outcomes, and consumer responses from these partnerships.

6.Quantitative Analysis of Engagement Metrics:

Use social media analytics tools to quantify the reach, engagement rates, sentiment analysis, and other metrics related to influencer content endorsing Nestlé India.

7.Observational Studies:

Conduct observational studies to assess consumer responses, behaviors, and interactions with Nestlé India's products after exposure to influencer content.

8.Experimental Research:

Design controlled experiments or A/B testing scenarios to measure the direct impact of influencer endorsements on consumer opinions and purchase intentions.

9.Ethical Review and Documentation:

Implement ethical guidelines for data collection, ensuring participant consent, confidentiality, and adherence to ethical standards in influencer research.

10.Longitudinal Studies:

Consider conducting longitudinal studies over an extended period to track the sustained impact of influencer marketing efforts on consumer perceptions of Nestlé India's brand.

B. Secondary Data:

- Secondary data refers to information that has already been collected and published by other sources, such as government reports, academic studies, or company records. It's data that you didn't collect yourself but can use for your research or analysis.

Secondary Data:

1.Academic Journals:

Review existing research articles and academic papers on influencer marketing, consumer behavior, and brand perception in the food and beverage industry, particularly in the context of Nestlé India.

2.Market Research Reports:

Explore industry-specific market research reports, analyzing trends, consumer preferences, and the effectiveness of influencer marketing strategies within the Indian market.

3.Company Publications:

Gather insights from Nestlé India's annual reports, press releases, and marketing campaigns to understand their approach to influencer marketing and its impact on consumer perceptions.

4.Social Media Analytics:

Utilize social media analytics tools to access data on engagement, reach, sentiment analysis, and consumer interactions with influencer-generated content related to Nestlé India.

5.Consumer Reviews and Forums:

Explore online platforms, forums, and review websites to gather qualitative insights from consumer discussions, reviews, and opinions about Nestlé India's products influenced by social media content.

3.9.Sampling method used for the study

1•Non-probability sampling:

Non-probability sampling is a method of selecting participants without equal chances for each member of the population, often chosen based on

2.Regression Analysis:

To assess the relationship between influencer content characteristics (such as engagement, tone, frequency) and consumer perceptions regarding Nestlé India's products.

3.ANOVA (Analysis of Variance):

For comparing the impact of influencer marketing across different demographic segments or regions within India, determining variations in consumer responses.

convenience or judgment. It's used when a representative sample is challenging to obtain but may introduce bias and limit the generalizability of findings. Common non-probability methods include convenience, purposive, and snowball sampling.

DATA COLLECTION INSTRUMENT:

1.Questionnaire method –(Google form)

2.Sample size

- The survey is not taken from the entire population, we have taken only a few units of population under the study. The population size is 11.9 million. The sample size is 50 people from Chennai city.

3.Area of the study:

- The study was conducted in Chennai.

4.Period of the study

- The study was conducted for a period of 1 month that is September.

3.10.Statistical tool used for study

1.Simple percentage analysis:

- Simple percentage analysis is a method of expressing data in the form of percentages to make it more understandable and comparable. It involves converting numerical values into percentages to describe the relative proportion, distribution, or relationship of different components within a dataset. This analysis allows you to easily see how various components or categories contribute to a whole and understand their significance in relation to one another.

4.Correlation Analysis:

To explore the relationship between influencer engagement metrics (likes, shares, comments) and changes in consumer opinions or purchase intent for Nestlé India's products.

5.Factor Analysis:

To identify underlying factors influencing consumer trust or skepticism in influencer-endorsed content related to Nestlé India, considering elements like credibility, authenticity, and transparency.

6.Chi-Square Test:

For analyzing associations between categorical variables, such as the relationship between influencer types (macro vs. micro) and consumer perceptions of Nestlé India.

3.11.Limitations of study

1.Influence Complexity:

The study may oversimplify the multifaceted nature of influencer marketing, overlooking various factors influencing consumer opinions beyond influencer content.

2.Sample Bias:

Potential bias in the selected sample of consumers or influencers may limit the generalizability of findings to the broader population or different influencer categories.

3.Ethical Challenges:

Challenges related to the ethical implications of using influencer-generated content, including transparency, authenticity, and potential undisclosed promotional content.

4.Influencer-Brand Fit:

The study might overlook the importance of aligning influencer attributes with Nestlé India's brand identity, affecting the effectiveness of influencer collaborations.

5.Data Accuracy:

Reliance on social media data could be subject to inaccuracies or biases, impacting the reliability and validity of conclusions drawn from influencer-generated content.

6.Temporal Dynamics:

Changes in social media algorithms or consumer preferences over time might influence the study's results, affecting the consistency and relevance of findings.

7.Causation vs. Correlation:

Difficulty in establishing causation between influencer content and changes in consumer opinions, given the presence of multiple influencing factors.

8.Consumer Skepticism:

Increased consumer awareness of influencer marketing could lead to heightened skepticism, influencing responses and distorting the study outcomes.

3.12. Chapter scheme:

Chapter 1: INTRODUCTION

Chapter 2: REVIEW OF LITERATURE

Chapter 3: RESEARCH METHODOLOGY

Chapter 4: DATA ANALYSIS AND INTERPRETATION

Chapter 5: FINDINGS AND SUGGESTIONS

Chapter 4 : DATA ANALYSIS

AND INTERPRETATION

DATA ANALYSIS

Table:4.1- Showing the age group of the respondents

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	18-25	45	88.2%
2	26-35	5	9.8%
3	36-45	1	2%
4	46 or above	0	0
total		51	100%

Interpretation:

From the above table we observe that of all the respondents,88.2%of the respondents choose 18-25age,9.8%of the respondents choose 26-35,2%of the respondents choose 36-45,0% of the respondents choose 46 or above

SOURCE:Primary data

CHART:4.1- Showing the age group of the respondents

Age
51 responses

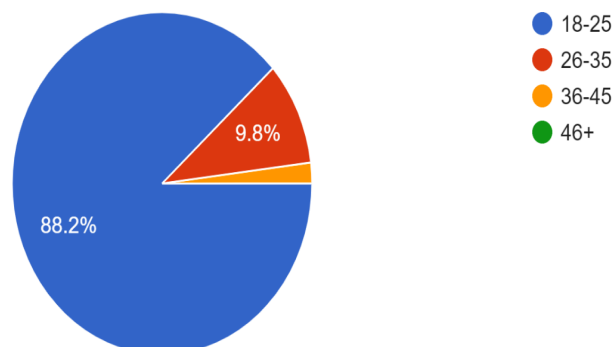


TABLE:4.2 - Showing Gender of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	MALE	47	92.2%
2	FEMALE	4	7.8%
TOTAL		51	100%

INTERPRETATION:

From the above table we observe that of all the respondents,92,2% of the respondents were Male,7.8% of the respondents were Female.

SOURCE: Primary data

CHART:4.2; Showing Gender of the respondents

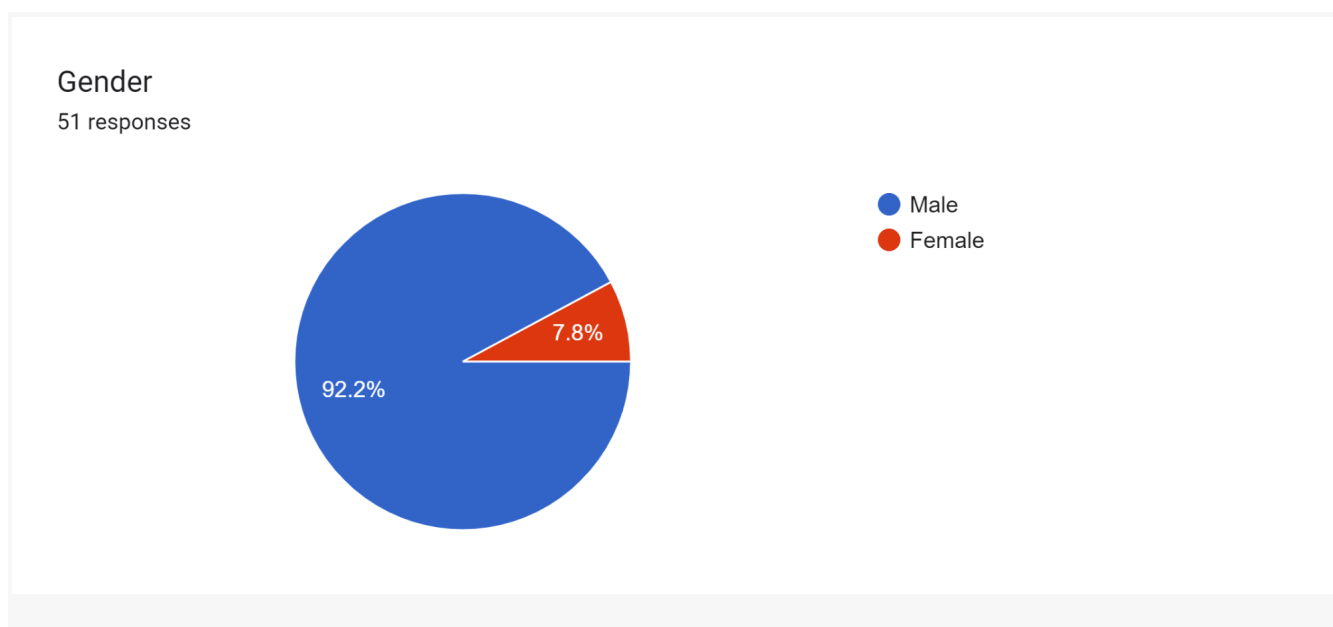


TABLE:4.3 - Showing occupation of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Employed	18	35.3
2	Unemployed	15	29.4
3	Student	18	35.3
4	Retired	0	0
total		51	100%

Interpretation:

From the above table we observe that of all the respondents,35.3%of the respondents choose Employed,29.4%of the respondents choose Unemployed ,35.3%of the respondents choose Student,0% of the respondents choose Retired.

SOURCE:Primary data

CHART:4.3 - Showing occupation of the respondents:

Occupation
51 responses

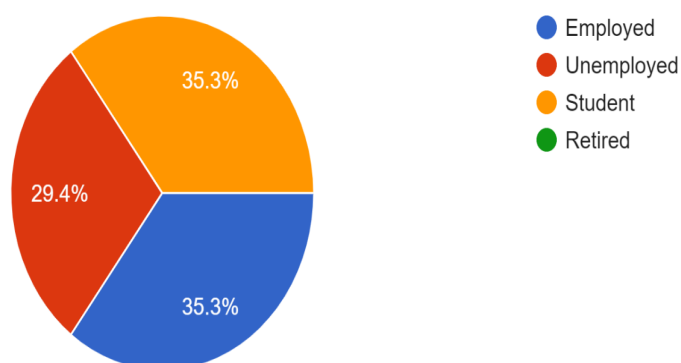


TABLE:4.4 -Showing educational background of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	High School or equivalent	7	13.7
2	Bachelor's degree	17	33.3
3	Master's degree	24	47.1
4	Doctorate or higher	3	5.9
total		51	100

Interpretation:

From the above table we observe that of all the respondents,13.7%of the respondents choose High school or equivalent,33.3%of the respondents choose Bachelor's degree,47.1%of the respondents choose Masters degree,5.9% of the respondents choose Doctorate or higher.

SOURCE:Primary data

CHART:4.4 -Showing educational background of the respondents:

Educational Background
51 responses

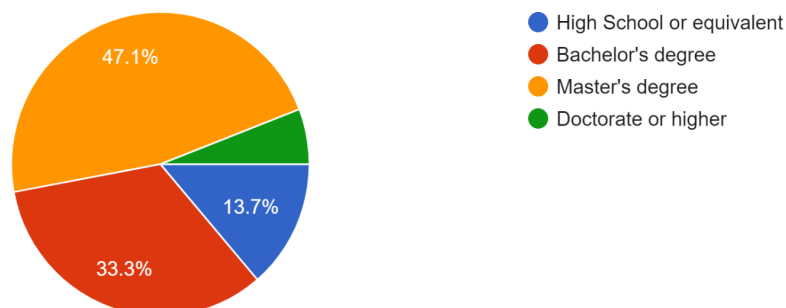


TABLE:4.5 -Showing location of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Urban	23	46
2	Suburban	16	32
3	Rural	11	22
total		50	100

Interpretation:

From the above table we observe that of all the respondents,46%of the respondents choose Urban,32%of the respondents choose Suburban,22%of the respondents choose Rural.

SOURCE:Primary data

CHART:4.5 -Showing location of the respondents:

Location
50 responses

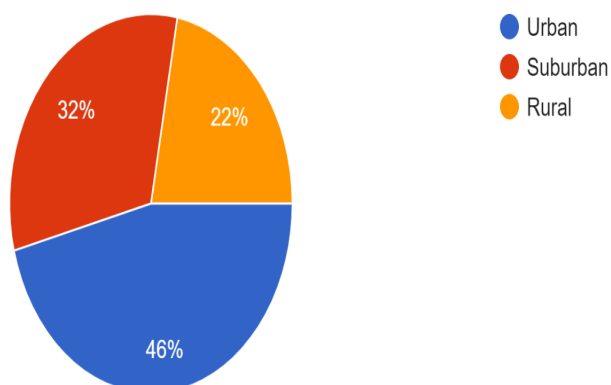


TABLE:4.6 -Showing Frequency of Nestle product purchases of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Daily	7	14
2	Rarely	28	56
3	Monthly	14	28
4	Never	1	2
total		50	100

Interpretation:

From the above table we observe that of all the respondents,14%of the respondents choose Daily,56%of the respondents choose Rarely,28%of the respondents choose Monthly,2% of the respondents choose Never.

SOURCE:Primary data

CHART:4.6 -Showing Frequency of Nestle product purchases of the respondents:

Frequency of Nestle product purchases

50 responses

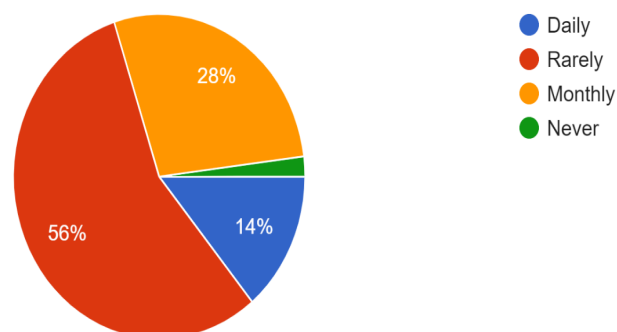


TABLE:4.7 -Showing Preferred Nestle products of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Maggi	28	54.9
2	kitkat	19	37.3
3	Nestle milk products	3	5.9
4	others	1	2
total		51	100

Interpretation:

From the above table we observe that of all the respondents,54.9%of the respondents choose maggi,37.3%of the respondents choose kitkat,5.9%of the respondents choose nestle milk products,2% of the respondents choose others

SOURCE:Primary data

CHART:4.7 -Showing Preferred Nestle products of the respondents:

Preferred Nestle products

51 responses

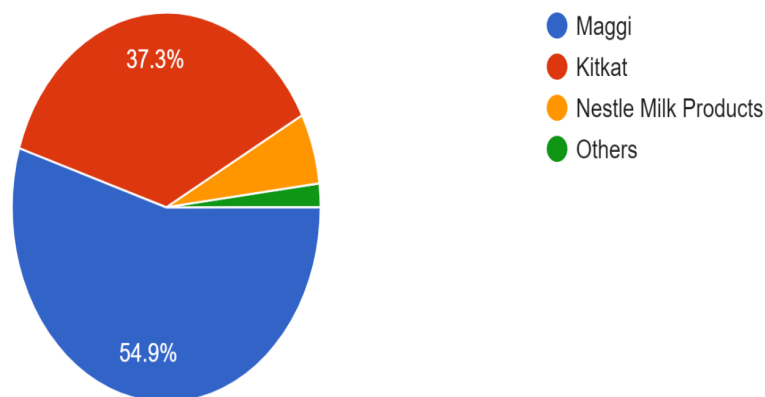


TABLE:4.8 -Showing Influential factors in purchasing Nestle products

respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	quality	19	37.3
2	price	13	25.5
3	Brand reputation	15	29.4
4	Convenience	4	7.8
total		51	100

Interpretation:

From the above table we observe that of all the respondents,37.3%of the respondents choose quality,25.5%of the respondents choose price,29.4%of the respondents choose brand reputation,7.8% of the respondents choose convenience.

SOURCE:Primary data

CHART:4.8 -Showing Influential factors in purchasing Nestle products respondents:

Influential factors in purchasing Nestle products
51 responses

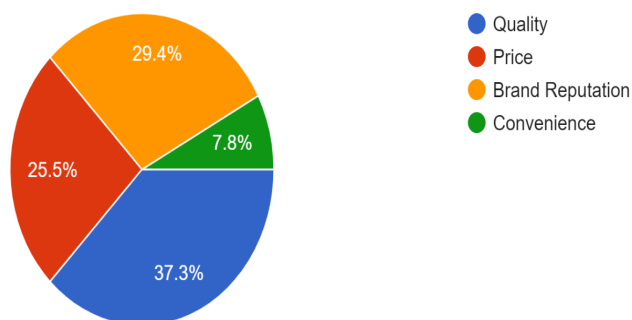


TABLE:4.9 -Showing Frequency of engagement with Nestle India's social media content respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	daily	10	19.6
2	weekly	25	49
3	monthly	11	21.6
4	never	5	9.8
total		51	100

Interpretation:

From the above table we observe that of all the respondents,19.6%of the respondents choose daily,49%of the respondents choose weekly,21.6%of the respondents choose monthly,9.8% of the respondents choose never.

SOURCE:Primary data

CHART:4.9 -Showing Frequency of engagement with Nestle India's social media content respondents:

Frequency of engagement with Nestle India's social media content
51 responses

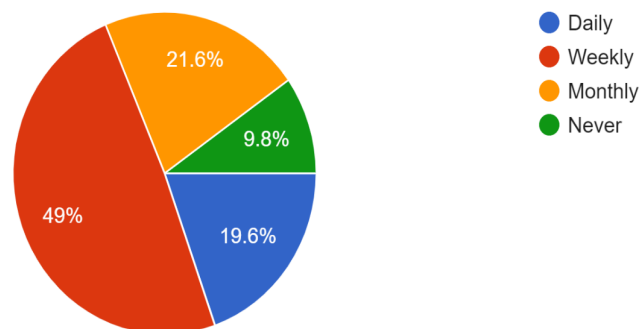


TABLE:4.10 -Showing Influence of Nestle India's social media promotions on purchases respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	yes	16	31.4
2	no	16	31.4
3	maybe	19	37.3
total		51	100

Interpretation:

From the above table we observe that of all of the respondents,31.4%of the respondents choose yes,31.4%of the respondents choose no,37.3%of the respondents choose maybe.

SOURCE:Primary data

CHART:4.10 -Showing Influence of Nestle India's social media promotions on purchases respondents:

Influence of Nestle India's social media promotions on purchases
51 responses

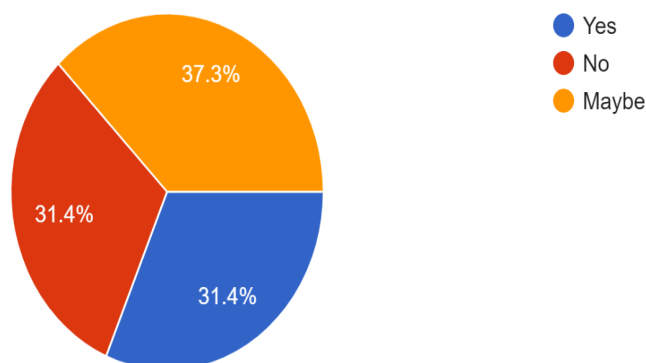


TABLE:4.11 -Showing Importance of social factors in purchasing Nestle products respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Very important	9	17.6
2	important	23	45.1
3	neutral	12	23.5
4	Not important	7	13.7
total		51	100

Interpretation:

From the above table we observe that of all the respondents,17.6%of the respondents choose very important,45.1%of the respondents choose important,23.5%of the respondents choose neutral,13.7% of the respondents choose not important

SOURCE:Primary data

CHART:4.11 -Showing Importance of social factors in purchasing Nestle products respondents:

Importance of social factors in purchasing Nestle products
51 responses

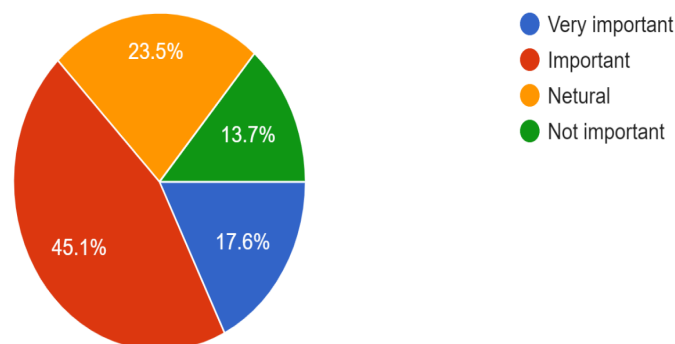


TABLE:4.12 -Showing_Most engaging content on Nestle India's social media respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	recipes	19	37.3
2	Product updates	20	39.2
3	contests	9	17.6
4	User generated content	3	5.9
total		51	100

Interpretation:

From the above table we observe that of all the respondents,37.3%of the respondents choose recipes,39.2%of the respondents choose product updates,17.6%of the respondents choose contests,5.9% of the respondents choose user generated content.

SOURCE:Primary data

CHART:4.12 -Showing_Most engaging content on Nestle India's social media

Most engaging content on Nestle India's social media
51 responses

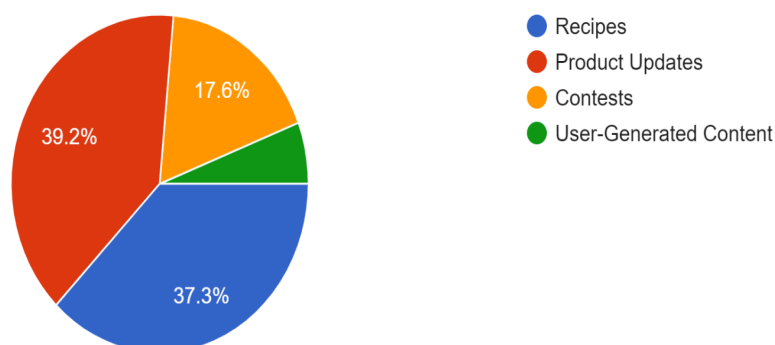


TABLE:4.13 -Showing Impact of social media on perception of Nestle India respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Positive impact	29	56.9
2	Negative impact	16	31.4
3	No impact	6	11.8
total		51	100

Interpretation:

From the above table we observe that of all the respondents,56.9%of the respondents choose positive impact,31.4%of the respondents choose negative impact,11.8%of the respondents choose no impact.

SOURCE:Primary data

CHART:4.13 -Showing Impact of social media on perception of Nestle India

Impact of social media on perception of Nestle India
51 responses

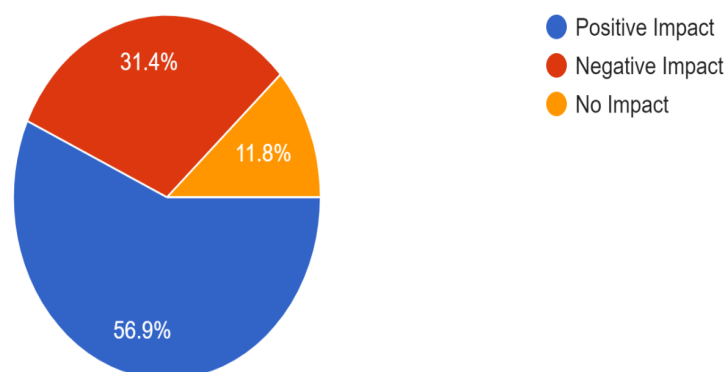


TABLE:4.14 -Showing Factors contributing to trust or lack there of in Nestle

India respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Product quality	21	41.2
2	transparency	17	33.3
3	Corporate Social Responsibility	12	23.5
4	Ethical practices	1	2
total		51	100

Interpretation:

From the above table we observe that of all the respondents,41.2%of the respondents choose product quality,33.3%of the respondents choose transparency,23.5%of the respondents choose corporate social responsibility,2% of the respondents choose ethical practices.

SOURCE:Primary data

CHART:4.14 -Showing Factors contributing to trust or lack there of in Nestle India

Factors contributing to trust or lack there of in Nestle India

51 responses

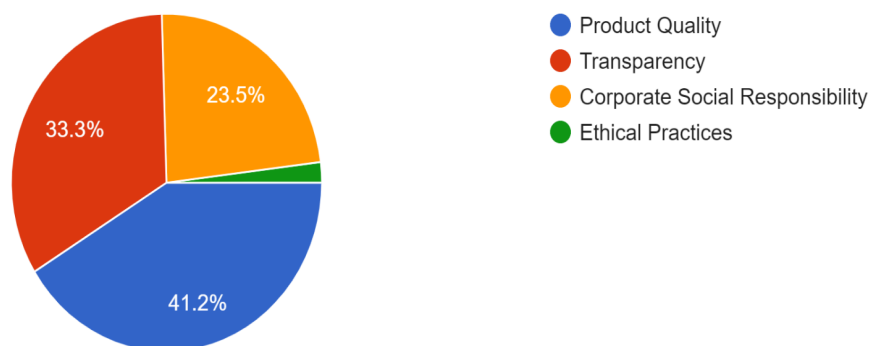


TABLE:4.15 -Showing Perception of Nestle India's corporate social responsibility

efforts_respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Strongly positive	7	13.7
2	positive	17	33.3
3	netural	18	35.3
4	Strongly negative	9	17.6
5	negative	0	0
total		51	100

Interpretation:

From the above table we observe that of all the respondents,13.7%of the respondents choose strongly positive,33.3%of the respondents choose positive,35.3%of the respondents choose neutral,17.6% of the respondents choose strongly negative,0%of the respondents choose negative.

SOURCE:Primary data

CHART:4.15 -Showing Perception of Nestle India's corporate social responsibility

efforts

Perception of Nestle India's corporate social responsibility efforts
51 responses

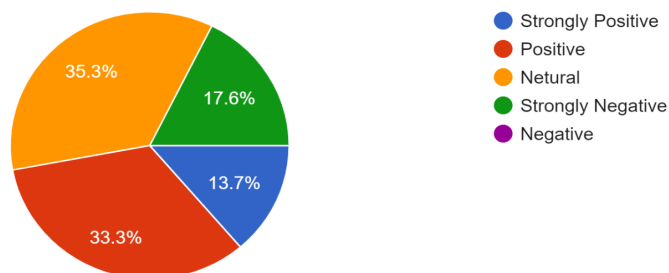


TABLE:4.16 -Showing Suggestions to improve Nestle India's public image or consumer trust respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	advertisement	9	17.6
2	promotions	17	33.3
3	branding	13	25.5
4	all	11	21.6
5	nil	1	2
total		51	100

Interpretation:

From the above table we observe that of all the respondents,17.6%of the respondents choose advertisement,33.3%of the respondents choose promotions,25.5%of the respondents choose branding,21.6% of the respondents choose All,2%of the respondents choose Nil.

SOURCE:Primary data

CHART:4.16 -Showing Suggestions to improve Nestle India's public image or consumer trust

Suggestions to improve Nestle India's public image or consumer trust
51 responses

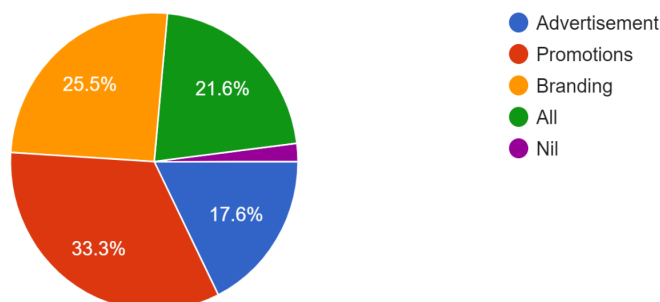


TABLE:4.17 -Showing Responsiveness of Nestle India to consumer feedback and concerns respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	yes	18	35.3
2	no	19	37.3
3	maybe	14	27.5
total		51	100

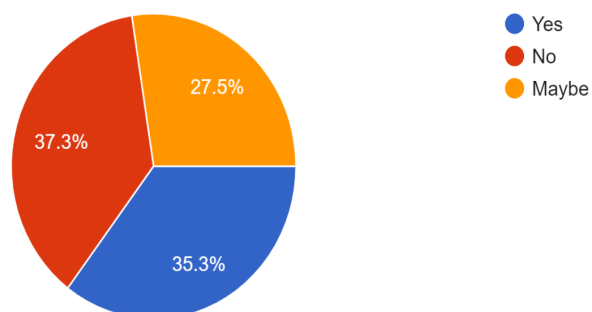
Interpretation:

From the above table we observe that of all the respondents,35.3%of the respondents choose yes,37.3%of the respondents choose no,27.5%of the respondents choose maybe.

SOURCE:Primary data

CHART:4.17 -Showing Responsiveness of Nestle India to consumer feedback and concerns

Responsiveness of Nestle India to consumer feedback and concerns
51 responses



CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER V:

5.1.FINDING OF THE STUDY:

- Majority 88.2 % of the respondents are under the age group 18-25.
- Majority 92.2% of the respondents are male gender.
- Majority 35.3% of the respondents are employed and student.
- Majority 47.1% of the respondents are Master degree.
- Majority 46% of the respondents are urban location.
- Majority 56% of the respondents are frequency product purchases rarely.
- Majority 54.9% of the respondents are preferred nestle products maggi.
- Majority 37.3% of the respondents are influential factors in products quality.
- Majority 49% of the respondents are engagement with social media content weekly.
- Majority 37.3% of the respondents are influence social media promotions on purchase is maybe.
- Majority 45.1% of the respondents are social factors in purchasing nestle products are important.
- Majority 39.2% of the respondents are engaging content on social media is product updates.
- Majority 56.9% of the respondents are social media perception is positive impact.
- Majority 41.2% of the respondents are trust or lack in nestle india in product quality.
- Majority 35.3% of the respondents are perception of corporate social Responsibility efforts are neutral.

- Majority 33.3% of the respondents are improve nestle india public image or consumer trust in promotions.
- Majority 37.3% of the respondents are responsiveness of nestle india to consumer feedback and concern is no.

5.2.SUGGESTIONS

Identify Key Influencers:

Identify and categorize the key social media influencers who are associated with Nestle. Consider influencers on platforms like Instagram, YouTube, Twitter, and Facebook. Look for influencers who actively engage with Nestle products or have partnerships with the brand.

Content Analysis:

Analyze the content created by influencers related to Nestle. Examine the themes, messaging, and tone of their posts. Evaluate whether influencers highlight positive or negative aspects of Nestle products and how they frame their opinions.

Audience Perception:

Investigate the audience engagement and perception of Nestle influenced by social media content. Use surveys, interviews, or sentiment analysis tools to gather data on how consumers perceive Nestle after exposure to influencer content.

Influencer-Brand Alignment:

Assess the alignment between the influencers personal brand and values with Nestle's brand image. Explore how this alignment or misalignment affects consumer trust and opinions.

Long-Term Impact:

Explore the long-term impact of influencer campaigns on consumer loyalty and purchasing behavior. Track changes in brand perception over time and assess whether influencer endorsements contribute to sustained consumer engagement

5.3.CONCLUSION

- The research suggests that influencer marketing contributes to both short-term and long-term impacts on consumer behavior. While influencer endorsements may drive immediate engagement, sustained campaigns are essential for fostering brand loyalty and influencing purchasing decisions over time.
- The study recognizes the significance of diverse influencer collaborations to reach a broader audience. Macro, micro, and nano influencers each have unique strengths, and a combination of these categories may optimize the impact of influencer marketing for Nestle in India.
- The strategic importance of influencer marketing for Nestle India. By leveraging the power of social media influencers, Nestle can continue to shape positive consumer opinions, build brand loyalty, and navigate challenges effectively in the ever-evolving digital landscape. Continued monitoring and adaptation to consumer preferences and regulatory changes will be vital for sustaining the positive impact of influencer marketing on Nestle's brand perception in the Indian market.

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- <https://www.penguinrandomhouse.com>
Swati Kaushal - Penguin Random House

ANNEXURE – QUESTIONNAIRE

The study on social media influencers in shaping consumer opinions on nestle india

1.What is your age?

- 18-25
- 26-35
- 36-45
- 46+

2. What is your gender?

- Male
- Female
- Other

3. What is your occupation?

- employed
- unemployed
- student
- retired

4. What is your educational background?

- high school or equivalent
- bachelor's degree
- masters degree
- doctorate or higher

5. What is your location?

- urban
- suburban
- rural

Nestle Consumption Patterns:

6. Frequency of Nestle product purchases?

- Daily
- Monthly
- Rarely
- Never

7. Preferred Nestle products?

- Maggi
- KitKat
- Nestle Milk Products
- Others

8.Influential factors in purchasing Nestle products?

- Quality
- Price
- Brand Reputation
- Convenience

9.Frequency of engagement with Nestle India's social media content?

- Daily
- Weekly
- Monthly
- Never

10.Influence of Nestle India's social media promotions on purchases?

- Yes
- No

11.Importance of social factors in purchasing Nestle products?

- Very Important
- Important
- Neutral
- Not Important

12.Most engaging content on Nestle India's social media?

- Recipes
- Product Updates
- Contests
- User-Generated Content

13.Impact of social media on perception of Nestle India?

- Positive Impact
- Negative Impact
- No Impact

14.Factors contributing to trust or lack thereof in Nestle India?

- Product Quality
- Transparency
- Corporate Social Responsibility
- Ethical practices

15.Perception of Nestle India's corporate social responsibility efforts?

- Strongly Positive
- Positive
- Neutral
- Negative
- Strongly Negative

16.Suggestions to improve Nestle India's public image or consumer trust?

- Advertisement
- Promotions
- Branding
- All

17.Responsiveness of Nestle India to consumer feedback and concerns?

- Yes
- No
- maybe