

IMPACT OF DIGITAL MARKETING ON CUSTOMER RETENTION FOR NESTLE

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

ANSU

REGISTER NO:42410005



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

SATHYABAMA

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

**Accredited with Grade “A++” by NAAC | 12B Status by UGC |
CATEGORY – 1 UNIVERSITY BY UGC Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of **ANSU-42410005** who carried out the Project Training “**IMPACT OF DIGITAL MARKETING ON CUSTOMER RETENTION FOR NESTLE**” under my supervision September – 2023 to December - 2023

Dr.T. HAMEEM KHAN

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 **ANSU (4241005)** hereby declare that the Project Report entitled
**“IMPACT OF DIGITAL MARKETING ON CUSTOMER RETENTION FOR
NESTLE”** done by me

under the guidance of **Dr.T. HAMEEM KHAN** is submitted in partial fulfilment of
the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

ANSU

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.T. HAMEEM KHAN** for his valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

ANSU

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	Abstract	(i)
	List of tables	(ii)
	List of charts	(iii)
1	INTRODUCTION	4
	1.1. Company profile.	4
	1.2. Nestle's Target Audience.	6
	1.3. Digital marketing meaning.	6
	1.3.1. History of Nestle	8
	1.3.2. History of digital marketing in India.	9
	1.3.3. Advantages & disadvantages	11
	1.4. Nestle's Social Media Marketing Strategy.	13
	1.5. Nestle's top three digital marketing campaigns.	17
	1.6. Need for the study.	18
	1.7. Statement of the problem.	18
	1.8. Objective of the study	19
	1.9. Scope of the study.	19
	1.10. Limitations of the study.	19
2	REVIEW OF LITERATURE	20
3	RESEARCH METHODOLOGY	30
	3.1. Research methodology.	31
	3.2. Types of research used for the study.	31
	3.3. Research design.	32
	3.3.1. Data collection method used for the study.	32
	3.3.2. Sampling method used for the study	33
	3.3.3. Statistical tools used for the study.	34

	3.4. Hypothesis.	36
4	DATA ANALYSIS AND INTERPRETATION	37
	4.1. Percentage analysis	38
	4.2. ANOVA	64
	4.3. Chi-Square test	65
	4.4. Correlation	66
5	FINDINGS, SUGGESTIONS AND CONCLUSION	68
	5.1. Findings of the study	68
	5.2. Suggestions & recommendations	70
	5.3. Conclusion	70
	BIBLIOGRAPHY	72
	References	72
	ANNEXURE – Questionnaire	78
	ANNEXURE 2 – Research article	82

ABSTRACT

When we talk about digital marketing, the influence of digital marketing on the strategies and performance of multinational corporations is undeniable. This study delves into the case of Nestle, one of the world's leading food and beverage companies, to explore the multifaceted impact of digital marketing on its brand, operations, and overall business success. Through a comprehensive analysis of Nestle's digital marketing initiatives, this research aims to uncover key insights into how digital strategies have contributed to Nestle's growth, market presence, and consumer engagement. The study begins by examining the evolution of Nestle's digital marketing efforts over the years, highlighting the adoption of various digital channels and technologies, including social media, content marketing, influencer partnerships, and e-commerce. By scrutinizing Nestle's online presence and engagement metrics, the research identifies the company's ability to leverage digital platforms to reach and connect with its diverse consumer base.

Furthermore, this investigation investigates the impact of digital marketing on Nestle's product innovation and customer-centric approach. Through an exploration of digital customer feedback and data analytics, the study demonstrates how Nestle utilizes consumer insights to develop and refine products, resulting in enhanced customer satisfaction and loyalty. The research also delves into the challenges and risks associated with Nestle's digital marketing endeavours, such as issues related to data privacy, online reputation management, and brand authenticity. These aspects underscore the significance of a well-balanced digital marketing strategy that aligns with Nestle's ethical values and sustainability objectives.

In conclusion, this study provides a holistic perspective on the impact of digital marketing on Nestle, offering valuable insights into the company's branding, consumer engagement, and product development strategies. This research contributes to the broader understanding of digital marketing's influence on multinational corporations and serves as a case study for organizations seeking to harness the power of digital platforms in the 21st century marketplace

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Age of the respondents	38
4.1.2	Nationality of the respondents	39
4.1.3	Gender of the respondents	40
4.1.4	Education qualification of the respondents	41
4.1.5	Annual income of the respondents	42
4.1.6	Current occupation of the respondents	43
4.1.7	Marital status of the respondents	44
4.1.8	Engagement with Nestle's digital marketing content.	45
4.1.9	Frequently encountered Nestle's promotions/ Ads.	46
4.1.10	Satisfaction with Nestle's digital marketing efforts.	48
4.1.11	Motivator for their engagement with Nestlé's digital marketing content	49
4.1.12	Likelihood to recommend Nestle products to others based on their digital marketing efforts	50
4.1.13	Rating the aspects of Nestle's digital marketing	52
4.1.14	Reasons for engaging with Nestle digitally.	53
4.1.15	Impact of Nestle's digital marketing efforts on brand loyalty.	54
4.1.16	Agreement with "Nestle's Digital Marketing has influenced my purchase decisions."	56
4.1.17	Recommendation of Nestle as a brand to your friends/ family based on digital marketing efforts.	57
4.1.18	Participation in a Nestle digital marketing campaign or contest	59
4.1.19	Preferred Nestle digital communication method.	60
4.1.20	Nestle's customer data use for digital marketing.	61
4.1.21	Direct purchase through Nestle digital channels.	63

LIST OF CHARTS

CHART NO.	PARTICULARS	PAGE NO.
4.1.1	Age of the respondents	38
4.1.2	Nationality of the respondents	39
4.1.3	Gender of the respondents	40
4.1.4	Education qualification of the respondents	41
4.1.5	Annual income of the respondents	42
4.1.6	Current occupation of the respondents	43
4.1.7	Marital status of the respondents	44
4.1.8	Engagement with Nestle's digital marketing content.	45
4.1.9	Frequently encountered Nestle's promotions/ Ads.	46
4.1.10	Satisfaction with Nestle's digital marketing efforts.	48
4.1.11	Motivator for their engagement with Nestlé's digital marketing content	49
4.1.12	Likelihood to recommend Nestle products to others based on their digital marketing efforts	50
4.1.13	Rating the aspects of Nestle's digital marketing	52
4.1.14	Reasons for engaging with Nestle digitally.	53
4.1.15	Impact of Nestle's digital marketing efforts on brand loyalty.	54
4.1.16	Agreement with "Nestle's Digital Marketing has influenced my purchase decisions."	56
4.1.17	Recommendation of Nestle as a brand to your friends/ family based on digital marketing efforts.	57
4.1.18	Participation in a Nestle digital marketing campaign or contest	59
4.1.19	Preferred Nestle digital communication method.	60
4.1.20	Nestle's customer data use for digital marketing.	61
4.1.21	Direct purchase through Nestle digital channels.	63

INTRODUCTION:

1.1. NESTLE - COMPANY PROFILE



Nestlé Good food, Good life

NESTLÉ's relationship with India dates back to 1912, when it began trading as The NESTLÉ Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market.

After India's independence in 1947, the economic policies of the Indian Government emphasized the need for local production. NESTLÉ responded to India's aspirations by forming a company in India and set up its first factory in 1961 at Moga, Punjab, where the Government wanted NESTLÉ to develop the milk economy. Progress in Moga required the introduction of NESTLÉ's Agricultural Services to educate, advise and help the farmer in a variety of aspects. From increasing the milk yield of their cows through improved dairy farming methods, to irrigation, scientific crop management practices and helping with the procurement of bank loans.

NESTLÉ set up milk collection centers that would not only ensure prompt collection and pay fair prices, but also instil amongst the community a confidence in the dairy business. Progress involved the creation of prosperity on an on-going and sustainable basis that has resulted in not just the transformation of Moga into a prosperous and vibrant milk district today, but a thriving hub of industrial activity, as well.

NESTLÉ has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. The

Company's activities in India have facilitated direct and indirect employment and provided livelihood to about one million people including farmers, suppliers of packaging materials, services, and other goods.

The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate customer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. The culture of innovation and renovation within the Company and access to the NESTLÉ Group's proprietary technology/Brands expertise and the extensive centralized Research and Development facilities gives it a distinct advantage in these efforts. It helps the Company to create value that can be sustained over the long term by offering consumers a wide variety of high quality, safe food products at affordable prices.

It offers products in beverages, breakfast cereals, chocolates and confectionery, dairy, and nutrition foods as well as vending and food services. Popular products such as Maggi, Kit Kat, Polo, Milkmaid, and Nescafe fall under Nestle India's portfolio.



Today, Nestle India has a significant presence in the FMCG sector and enjoys a healthy market share in the food and beverage industry.

Being the largest food and beverage brand in the world by revenue, Nestle's targeting and positioning strategy has played a key role in establishing itself all around the world. So let us understand how it has positioned its products to cater to the Indian audience.

1.2. Nestle's Target Audience

Nestle India has positioned its wide range of product offerings in such a way that it covers audiences beginning from 2-year-olds to working-class professionals. Let's check out Nestle's Target Audience based on age demographics.

Breakdown of Nestle's Offerings	
Kids	Ceregrow, Koko Krunch, Lactogrow
General Audience	KitKat, Maggi, Milkmaid
Working Professionals	Nescafe, Sunrise, Protein Products

Nescafe has been a hit among working professionals as Nestle has promised Nescafe to be the coffee that would keep them fresh throughout the day and who would not want to be fresh? It also has ever-popular products such as Maggi, KitKat, and Milkmaid which are targeted toward the general audience.

1.3. DIGITAL MARKETING - MEANING:



Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

1.3.1. History:

Digital marketing effectively began in 1990 when the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list brokers. Databases allowed companies to track customers' information more effectively, transforming the relationship between buyer and seller.

In the 1990s, the term digital marketing was coined. With the development of server/client architecture and the popularity of personal computers, Customer Relationship Management (CRM) applications became a significant factor in marketing technology. Fierce competition forced vendors to include more services into their software, for example, marketing, sales and service applications. Marketers were also able to own online customer data through eCRM software after the Internet was born. This led to the first clickable banner ad going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad.

In the 2000s, with increasing numbers of Internet users and the birth of the iPhone, customers began searching for products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their own domain address.[15] These problems encouraged marketers to find new ways to integrate digital technology into market development.

In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helps companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers., based on their specific activities. In this way, users' activity (or lack thereof) triggers a personal message that is customized to the user in their preferred platform. However, despite the benefits of marketing automation many companies are struggling to adapt it to their everyday uses correctly.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behaviour improved the diversification of marketing technology.

The term "Digital Marketing" was coined in the 1990's. Digital marketing was formerly known as and referred to as 'online marketing', 'internet marketing' or 'web marketing'. Worldwide digital marketing has become the most common used term and took off in the business industry, especially after the year 2013. But in other countries like Italy, digital marketing is still known as web marketing.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

1.3.2. HISTORY OF DIGITAL MARKETING IN INDIA:

Digital marketing started in India between the period 1996 – 2005. However, the real growth of digital marketing started in 2008.

- By 2008, several new digital marketing agencies started operating in India.
- By 2010, both small and large companies started running organic and paid campaigns to generate inbound marketing leads.
- Back to 1995, the first baby step that led to digital marketing in India was the services launched by VSNL.
- However, until 2000, internet services were used by just 0.5% of the population in India. It was after the year 2008 when the real growth of internet usage started in India. Period between 2008 – 2010 was the highest jump in the number of new digital marketing companies being launched and thousands of new recruitments in the digital marketing sector.
- In 2013, the internet users India touched 193,204,330 which covered around 15% of the population. By 2019, there were around 525 million internet users in India. This number is expected to grow and reach 666 million by 2023

Between year (1996 - 2007) The Companies that build road map for Digital Marketing in India -

1. Dot Com

2. Yahoo

3. Google

Currently, India is a stable economy with a confident business class and a growing number of startup unicorns. The country is witnessing great enthusiasm and entrepreneurial drive among the youngsters. New ideas and products are shaping up, breaking many barriers. Without the surge of the Internet and digital marketing, this air of confidence would never be possible.

Below are the following methods and channels of digital marketing used by various companies to create brand awareness and improve their marketing strategies.

ONLINE METHODS	CHANNELS OF DIGITAL MARKETING
1. Search Engine Optimization (SEO)	1. Search Engines
2. Social Media Marketing	2. Social Media Platforms
3. Email Marketing	3. Email Marketing
4. Pay-Per-Click (PPC) Advertising	4. Websites and Blogs
5. Affiliate Marketing	5. Mobile Apps
6. Influencer Marketing	6. Display Advertising Networks
7. Online PR (Public Relations)	7. Influencer Partnerships
8. Video Marketing	8. Affiliate Marketing Networks
9. Display Advertising	9. Content Syndication Platforms
10. Remarketing and Retargeting	10. Online PR and News Outlets
11. Mobile Marketing	11. Video Sharing Platforms
12. App Store Optimization (ASO)	12. Podcast Platforms
13. Content Syndication	13. Webinars and Live Streaming
14. Native Advertising	14. Chatbots and Messaging Apps
15. Social Media Advertising	15. Online Marketplaces
16. Chatbots and AI-powered Marketing	16. Online Forums and Communities
17. Webinars and Live Streaming	17. Mobile Advertising Networks
18. Online Surveys and Feedback	18. E-commerce Platforms
19. Podcast Marketing	19. Review and Rating Sites
20. Content Marketing	20. SMS Marketing

1.3.3 ADVANTAGES AND DISADVANTAGES OF DIGITAL MARKETING IN INDIA:

Advantages of Digital Marketing in India:

1. Wider Reach:

Digital marketing allows businesses to reach a larger and more diverse audience, including both urban and rural areas, across the vast Indian subcontinent. It's an effective way to tap into India's massive population.

2. Cost-Effective:

Compared to traditional marketing methods like television or print advertising, digital marketing can be more cost-effective. This is particularly beneficial for small businesses with limited budgets.

3. Measurable Results:

Digital marketing provides detailed analytics and data tracking tools that allow businesses to measure the effectiveness of their campaigns. This enables fine-tuning of strategies for better results.

4. Targeted Marketing:

With tools like audience segmentation, businesses can target specific demographics and interests, ensuring that their messages are seen by the most relevant audience.

5. Real-Time Engagement:

Digital marketing allows for real-time communication with customers through social media, chat, email, etc. This instant interaction can help build stronger customer relationships and provide immediate support.

Disadvantages of Digital Marketing in India:

1. Digital Divide:

While India has a large and growing online population, there is still a significant digital divide, with many people lacking access to the internet. This can limit the reach of digital marketing campaigns.

2. Content Overload:

With the proliferation of digital marketing content, consumers can become overwhelmed and ignore ads or block them, making it harder for businesses to stand out.

3. Data Privacy Concerns:

Data privacy is a major concern in India, and businesses must navigate strict regulations like the Personal Data Protection Bill. Violations can result in hefty fines and damage to a company's reputation.

4. Technical Challenges:

India's digital infrastructure, including internet connectivity and mobile network coverage, can be inconsistent in some regions. This can impact the effectiveness of digital marketing campaigns.

5. Competition:

The digital landscape in India is highly competitive. Businesses often need to outbid each other for advertising space, leading to increased costs and making it challenging for smaller businesses to compete effectively.

It's important for businesses in India to carefully assess their target audience, resources, and goals when deciding on a digital marketing strategy to leverage the advantages while mitigating the disadvantages.

1.4. Nestle's Social Media Marketing Strategy:

Nestlé has a solid presence on all social media platforms, but it's most active on

- Facebook
- Twitter and
- Instagram

The brand uses social media sites to engage with its consumers and enhance its brand identity. The food conglomerate created regional social media profiles to connect with its customers globally for its wide range of products.

Given below are few of the digital marketing methods used by Nestle to retain their customers over a long period of time. We can say Nestle mainly uses Facebook, Instagram, Twitter and Youtube to connect with their consumers.

1. NESTLE ON FACEBOOK:

Nestle India has designed its Facebook and Instagram profiles moreover the same. It shares posts related to what Nestle India is currently up to. It also announces its new launches, talks about its corporate social responsibility (CSR) measures, etc.

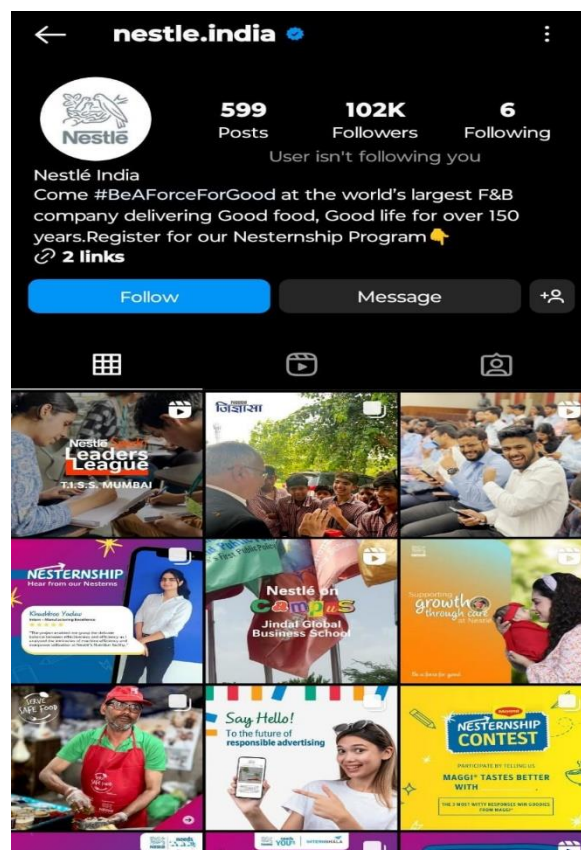


It maintains separate pages for its brands such as Maggi, Kit Kat, Nescafe, Koko Krunch, etc. which also have an insane amount of followers on both Instagram and Facebook.

Facebook



2. NESTLE ON INSTAGRAM:



We can see from the above images that Nestle has about 102k followers in India with MaggiIndia having 113k followers and KitKat India having 120k followers respectively.



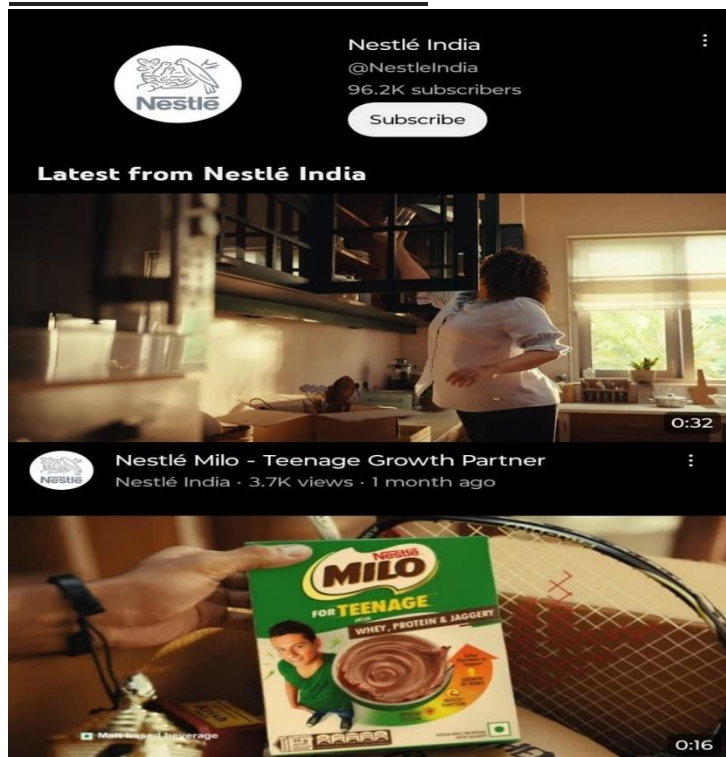
3. NESTLE ON TWITTER:



Nestle India has been maintaining its Twitter profile as a medium of communication between the company and its audience. It also solves queries related to its products by replying to every comment and mentions done by the general public on the platform.



4. NESTLE ON YOUTUBE:



Nestle India's YouTube channel has about 96.2K subscribers. On this platform, they post all the advertisements of their brands. However, Nestle maintains the same strategy of maintaining a separate profile for its various brands.

YouTube



1.5. NESTLÉ'S TOP THREE DIGITAL MARKETING CAMPAIGN:



- KitKat “Take a Break” Campaign. The KitKat “Take a Break” campaign is one of Nestle's most iconic campaigns that attracted many new consumers.
- Maggi “2-Minute Noodles” Campaign. The Maggi “2-Minute Noodles” campaign is one of Nestle's most successful campaigns in India as it made all the consumers feel that food can be cooked easily, quickly and tasty all at the same time.
- Nestle's “Good Food, Good Life” Campaign.

1.6. NEED OF THE STUDY:

- To understand how Nestle can maintain a competitive edge, studying the impact of digital marketing on consumer retention is crucial in today's fast-paced digital environment.
- By analyzing digital marketing's cost-effectiveness in retaining consumers allows Nestle to allocate resources efficiently and maximize ROI.
- Studying digital marketing's impact provides valuable insights into consumer behaviour, enabling Nestle to tailor its strategies for higher retention rates.
 - Digital marketing channels offer real-time feedback, helping Nestle adapt quickly to consumer preferences and improve retention strategies.
- Evaluating digital marketing's global reach aids Nestle in retaining a diverse customer base and tailoring messages to different regions effectively

1.7. STATEMENT OF PROBLEM:

The problem we're looking at is how Nestle can keep its customers happy using digital marketing, especially with people changing how they shop online and competition growing. We will also look into how Nestle is doing with its digital marketing, see if it's making enough money, and understand how things like new tech and social media are helping. We'll also see if the stuff Nestle puts online is what customers want, if they're using customer information well, and if they're listening to what customers say. By figuring this out, we can help Nestle improve its digital marketing to keep customers coming back in a changing world.

1.8. OBJECTIVE OF THE STUDY:

- Evaluate the effectiveness of Nestle's current digital marketing strategies in retaining consumers.
- Identify key digital marketing channels and tactics that contribute significantly to consumer retention for Nestle.
- Analyze consumer perceptions and behaviours influenced by Nestle's digital marketing efforts.
- Assess the correlation between Nestle's digital marketing efforts and changes in consumer retention rates.
- Provide actionable recommendations to enhance Nestle's digital marketing approach for improved consumer retention.

1.9. SCOPE OF THE STUDY:

- Check how well Nestle's online ads and social media keep people interested.
- See if people who engage with Nestle online keep buying their products.
- Find out what people think about Nestle's online ads and how it affects them coming back for more.
- Assess the effectiveness of Nestle's digital marketing strategies in engaging and retaining consumers, including the analysis of online campaigns, social media interactions, and email marketing efforts.

1.10. LIMITATIONS OF THE STUDY:

- 1) The study has been conducted only in Chennai and so the opinion of the respondents is considered.
- 2) A conclusion is based on a questionnaire method.
- 3) I have taken only 150 respondents which may or may not represent the whole population of the locality.

REVIEW OF LITERATURE:

What is a Literature Review?

A literature review is the writing process of summarizing, synthesizing and/or critiquing the literature found as a result of a literature search. It may be used as background or context for a primary research project.

2.1. REVIEW OF LITERATURE:

In this chapter, we will be going through various reviews of literature done by other researchers on Nestle and digital marketing. The main objective over here is to understand how Nestle as a brand has established their relationship with their consumers in retaining them with the help of digital marketing.

Manasi Kumari, Patthey and Anute, (2022)

SEO and Social Media marketing are extremely important for the company to make them visible. Luxury brands are known for their uniqueness and exclusiveness, so therefore it is very important for them to use the best SEO and Social Marketing strategies so that they can be able to target their prospective customers.

Mishra (2021) confirm that a customer's perceived online–offline channel integration increases their patronage intention directly and through the mediating role of consumer empowerment and satisfaction, additionally, as a moderator, consumer service experience consciousness does not necessarily impact consumer patronage interest through the mediating role of consumer empowerment.

Gupta, Chawla (2021)

consumers' perceptions of cause-related marketing offerings are influenced by several factors, including the perceived fit between the brand and the cause, the credibility of the cause and the organization supporting it, and the emotional appeal of the cause-

related marketing message. These factors are interrelated, with the perceived fit between the brand and the cause having the strongest direct effect on consumers' perceptions of cause-related marketing offerings.

S. Chang (2020)

The optimal acquisition and retention expenditure strategies depend on each firm's marginal customer equity, but not on the market share or the number of customers, and in response to the variation of the firm's parameters, if its acquisition effectiveness is greater than its retention effectiveness, the firm would take action by making the same investment decision as its rival's; instead, if its acquisition effectiveness is lower than its retention effectiveness, its rival would take action by making the different investment decision from the firm's.

Strydom (2020)

identify non-linear and asymmetric effects that suggesting that customers' evaluations of service performance are more sensitive to negative performance (dissatisfaction) than positive performance (satisfaction), accordingly, focusing on attributes for which customers are experiencing negative performance first, and then allocating resources to attributes for which customers are experiencing positive performance, can be far more consequential for improving customer satisfaction.

Hung (2020)

Managers can make suitable service improvement plans even with limited resources and once the improvements are duly implemented, the service might get higher user retention in the near future.

Tripathy & Jain (2020)

Companies also need to be careful about the technological comfort of their customers, for example, innovators, which are smart phone app only, may end up alienating rural

customers, where smartphone penetration is low, but on the other hand, pre-paid card based innovators will be a major success among rural customers.

J. Kim (2019)

Customers' retention intentions will be higher when they start using a service with a free monthly fee promotion rather than when they start it with a free joining fee promotion.

Echchakoui & Ghilal (2019)

Calculation of optimal commission based on customer retention and salesperson attributes helps a sales manager classify salespeople according to attributes and the importance of customers from a relationship perspective and it also aids sales managers in implementing an equitable pay structure based not only on salespersons results, but also on their behaviours.

Alreany, C; Shiella, L (2019)

They write on digital marketing as the marketing of goods and services by using digital technologies. The increase in the penetration of the internet in media digital marketing has become one of the best ways for the advertisers / marketers to market their products and services with customers also liking the various elements of digital because of its various advantages. The study focuses on the elements of digital marketing and their relationship with sales correlation analysis was used. Result found that there exists a positive. Effects of Digital Advertising on Consumer Buying...correlation between various elements of digital marketing and sales.

Darley & Luethge (2019)

Service value (i.e., convenient hours, quality, friendliness), as well as length of ownership influence service retention, also, gender moderates the service value dimensions and service retention relationships such that various components of service

value (convenient hours, friendliness, and quality) were significant predictors of service retention whereas service value (friendliness, quality) were significant predictors of service retention for females.

Li et (2018)

reveal that uncertainty, identity attractiveness, and switching costs of omnichannel retailers partially mediate the effect of cross-channel integration (CCI) on customer retention while fully mediating the relationship between CCI and interest in alternatives, and also uncovered that customer showrooming strengthens the negative relationship between CCI and retailer uncertainty.

Del Rio Olivares 2018)

Drawing on marketplace metacognition theory, it's found that moderate initial discounts have positive effects on customer retention, whereas low and high discounts have negative effects.

Xhema (2018)

Customers are loyal because of their attitude or behaviour, and they can be affected through quality products, reputation in the market, location of the store and price levels.

Osakwe & Anaza (2018)

reveal the use of both traditional and digital marketing resources is associated with higher organizational performance, and customer retention efforts implemented by a firm, along with brand promotional tactics, increase not only firm profitability but also customer loyalty.

Hanaysha (2018)

Perceived value has a significant positive effect on customer retention and the outcomes also showed that social media marketing has an insignificant effect on the

perceived value, whereas its effect on customer retention is positive and statistically significant. Additionally, the results confirmed that corporate social responsibility and store environment have significant positive effects on the perceived value and customer retention, moreover, the findings showed that sales promotion has a significant positive effect on the perceived value, but its effect on customer retention is insignificant, and finally, the results revealed that the perceived value mediates the relationships between all of the independent variables and customer retention.

Ascarza (2018)

Companies in a variety of sectors have increasingly started managing customer churn proactively, generally by detecting customers at the highest risk of churning and targeting retention efforts towards them.

Osakwe & Anaza (2018)

Extend past findings by theoretically integrating firm size as a segmentation tool used to further evaluate the role of marketing resources on organizational performance and confirm that enterprise size is a significant moderator when explaining the relationship between customer retention orientation and e-brand promotion.

Shen (2018)

The rise of omnichannel business will create more and more customers that are adopting online and offline channels and using omni channel services simultaneously to complete the process of shopping.

Ruiz Díaz (2017) found that in mobile phone market customer satisfaction influences strongly on customer loyalty, and in turn Loyalty is an important determinant of customer retention, similar asymmetrical results were found with regard to other economic, socio economic and geographical determinants of customer decisions, as well, an analogue effect is also observed in the relationship between customer

satisfaction and loyalty, where only positive satisfaction assessments help to explain the loyalty of users.

Kumar (2017)

Service quality and personalized attention is the most important factor followed by high cost of repair and time taken in servicing, according to industry experts, but from the customer's point of view, service quality and personalized attention are most important, followed by time taken in servicing and workshop timing.

Curras-Perez (2017) confirm the role of satisfaction and website reputation as builders of online trust and, through that trust, as determinant factors in repurchase intention and perceived purchase risk moderates the relationship between trust and satisfaction, so that when perceived risk is greater, that relationship is more intense.

Chen (2017)

reveal that the attributes of price and discount, personal selling and customer relationship have significant impact on likelihood of customer retention, satisfactory price and discounts are a necessary attribute to support the likelihood of customer retention, and satisfaction personal selling is the most important attribute for increasing the likelihood of customer retention.

Magdalena Hofman-Kohlmeyer (2016)

Customer loyalty is a highly valuable asset. To gain loyalty of current customers and create attachments, the growing ranks of entrepreneurs decide on implementation of loyalty programs. This Article aims at providing theoretical outlook on various approaches to loyalty programs derived from literature review and identifying the factors which lead to success of a company. The literature review offers some directives for managers which are useful in the preparation of rewarding programs and are also a source of valuable customer information that helps in building future marketing

strategies. We concluded that loyalty programs impact customers using financial and psychological factors to maintain long-term loyalty. Furthermore, loyalty programs should include financial as well as affective components; only financial incentives don't guarantee long-term relationships.

C. W. Chang & Zhang (2016)

found that an offline (retail-store) channel can be used to migrate customers from an inactive state to an active state, effectively serving the purpose of education or revival, whereas an online channel is most effective in keeping the existing active customers active, thus serving the purpose of retention.

Tabakuand Zerellari (2015)

There are two approaches on customer loyalty: behavioural and attitudinal. The Behavioural approach on customer loyalty refers to the customer consistently and continuously buying from the same provider. Whereas attitudinal loyalty is a result of a psychological connection with the product or service, involving preference and components like a positive attitude and commitment.

Q. Bataineh (2015)

reveal that the effect of relationship quality on customer retention, showed a significant and positive effect of satisfaction and commitment on customer retention, while trust has an insignificant effect on customer retention.

Ludin&Cheng (2014)

Describe customer loyalty as a continuous relationship between the customer and the brand. It can be seen as resistance to switch brands in spite of any situation or problem encountered during the business process. Additionally, they describe customer loyalty as repeated purchases of a product from the same brand.

Tamuliene & Gabryte (2014)

showed that there is a statistically significant positive correlation between factors identified in the theoretical model: customer satisfaction, relationship quality, switching costs and customer retention.

Ahmed I. Moolla & Christo A. Bisschoff (2013)

Brand constancy of Fast-moving Consumer Goods (FMCG) was developed by researching historical brand loyalty models, by identify brand loyalty influence, by validating the extent criteria and, ultimately, by constructing a structural equation model.

Kim & Park (2012)

Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers

Miller (2012)

According to Miller online advertising has various types with video, animation, and audio messages to the consumers.

Vinod (2011)

In the last couple of years, the role of customer loyalty in a company's performance has been widely acknowledged. It is known that there is a positive relationship between customer loyalty and profitability. Companies try to build long lasting relationships with customers as the feelings of attachment leads to generation of higher profits. Entrepreneurs are looking for progressive tools to maintain customer satisfaction and interest resulting in irregular purchases. Successful loyalty programs can help convert satisfied customers to loyal customers which protects market shares overtime.

Rose Leahy (2011)

A consumer to rapport advertising as it is operationalised in FMCG markets. It is established that from the consumers' viewpoint relationships do not and cannot exist in these markets and that the nature of trade in such markets is not relationship based.

Varela-Neira, Vazquez-Casielles&Iglesias (2010).

Loyalty behaviours show an increase in number of purchases, an increase in number of customers and lower price sensitivity.

Kotler & Keller (2009)

Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and email marketing, including email spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands.

Seo (2008)

There is a strong relationship between switching costs and customer retention behaviour, service plan complexity, reflecting price and wireless service usage, and handset sophistication can increase switching costs, which are positively related to customer retention behaviour.

Gómez, Arranz, Cillán (2006)

Loyalty programs are a marketing strategy focused on offering benefits to achieve loyal customer retention. These Programs Are also called frequent purchase programs or reward programs because benefits depend on purchasing frequency.

Mascarenhas, Kesavan&Bernacchi (2006).

Loyal customers guarantee a reduction in marketing costs for long periods of time.

Enzmann&Schneider (2005)

Within the last couple of years, the role of the Internet in business has been widely acknowledged, especially when it comes to selling products via e-shops. In terms of e-commerce, there are two different types of programs: rewarding systems and virtual communities. Rewarding systems give members financial benefits.

Gil McWilliam (1997)

Brand loyalty has been held responsible for brands with which consumers have low levels of concern, that is, consumers do not consider them important in decision-making terms, and in effect appear unthinking and even uncaring about their choices.

Judy Corstjens & Marcel Corstjens (1995)

The fast-moving consumer goods production focuses their tactic on building loyalty through quality own labels.

Research gap:

"Despite the growing importance of digital marketing in the consumer goods industry, there is a lack of comprehensive empirical studies that specifically examine the effectiveness of different digital marketing strategies employed by Nestle in retaining customers. While there is some research on the general impact of digital marketing on customer retention, there is a need for a focused investigation into the specific strategies and tactics employed by Nestle in the digital realm and their influence on customer retention rates. This research gap highlights the need for a detailed analysis of Nestle's digital marketing initiatives, such as social media campaigns, email marketing, influencer partnerships, and content marketing, and their direct correlation with customer retention metrics. Additionally, exploring how Nestle's digital marketing efforts compare with those of its competitors in the consumer goods industry could provide valuable insights for both academics and practitioners."

RESEARCH METHODOLOGY:

What is Research?

Definition:

Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, “research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods.”

What is Methodology?

Methodology is "'a contextual framework' for research, a coherent and logical scheme based on views, beliefs, and values, that guides the choices researchers [or other users] make". It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge such that the methodologies employed from differing disciplines vary depending on their historical development.

What do you mean by Research Methodology?

Research methodology is the specific procedures or techniques used to identify, select, process, and evaluate information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. Research methodology can be defined as a scientific and systematic search for pertinent information or facts on the specific topic. In fact, it is an art of scientific information. Research in common parlance refers to a search for knowledge.

The word research is composed of two syllables, re and search. “Re” is a prefix meaning again, a new & over again. “Search” is a verb, which means examine closely and carefully.

Together they describe a careful, systematic study and investigation in some field of knowledge undertaken to establish facts and principles. The meaning of research is, “a careful investigation or inquiry specially through search for new facts in any branch of knowledge”.

3.1. Research methodology:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.

This time research methodology is framed for the purpose of finding the level of impact digital marketing has on Nestle’s customer retention. To know the impact of digital marketing on customer retention of Nestle, the data is collected through a structured questionnaire.

3.2. TYPES OF RESEARCH USED FOR THE STUDY:

Quantitative and Qualitative Research:

Quantitative research deals with numbers and statistics, while **qualitative research** deals with words and meanings. **Quantitative methods** allow you to test a hypothesis by systematically collecting and analyzing data, while **qualitative methods** allow you to explore ideas and experiences in depth.

For this research we have used both quantitative data as it would help us know about how much of an impact does digital marketing have on Nestle’s consumer retention and qualitative research as it would help us in analyzing the data acquired during the study which would in turn help us know about what the reason is being the success of Nestle’s consumer retention due to digital marketing.

3.3. RESEARCH DESIGN:

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set their studies up for success.

Descriptive Research Design:

Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied. It focuses on answering the how, what, when, and where questions. If a research problem, rather than the why.

3.3.1. DATA COLLECTION METHOD USED FOR THE STUDY:

Primary Data:

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source— where the data originally originates from and are regarded as the best kind of data in research. The sources of primary data are usually chosen and tailored specifically to meet the demands or requirements of a particular research.

Primary data is data that is collected by a researcher from first-hand sources, using methods like:

1. Creative works (paintings, movie reels, music etc.)
2. Diaries,
3. Experiments performed by you, the researcher,
4. Letters,
5. Surveys and censuses,
6. Interviews.

For this study we have used primary data to collect the data regarding the impact of digital marketing in customer retention for Nestle. The data collected are mainly based on the study for the research.

➤ **Questionnaire Method:**

In this method, the set of questions are mailed/ handed a form to the respondent. They should read, reply and subsequently return the questionnaire. The questions are printed in the definite order on the form.

For this study we have used a questionnaire method to collect the data required to analyze the impact of digital marketing in customer retention. The questions asked in the questionnaire are in structured form. The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

1. Direct questions.
2. Close ended questions.
3. Dichotomous questions and
4. Multiple choice questions.

Secondary Data:

It is collected from standard books, internal sources, magazines, and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.3.2. SAMPLING METHOD USED FOR THE STUDY:

➤ **Non-probability sampling:**

Non-probability sampling is a sampling method in which not all members of the population have an equal chance of participating in the study, unlike probability sampling. Each member of the population has a known chance of being selected.

Non-probability sampling is most useful for exploratory studies like a pilot survey (deploying a survey to a smaller sample compared to pre-determined sample size). Researchers use this method in studies where it is impossible to draw random probability sampling due to time or cost considerations.

➤ **Snowball sampling:**

Snowball sampling helps researchers find a sample when they are difficult to locate. Researchers use this technique when the sample size is small and not easily available. This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample.

➤ **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 150 people from Chennai city.

➤ **Area of the study:**

The study was conducted in Chennai.

➤ **Period of the study.**

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

3.3.3. STATISTICAL TOOLS USED FOR THE STUDY

Tools used for analysis:

1. Simple percentage method.
2. ANOVA.

3. Chi-Square test.
4. Correlation.

a. Simple percentage analysis:

The percentage analysis is mainly used to standardize the response of the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category.

b. ANOVA:

ANOVA, which stands for Analysis of Variance, is a statistical test used to analyze the difference between the means of more than two groups. A one-way ANOVA uses one independent variable, while a two-way ANOVA uses two independent variables.

c. CHI-SQUARE TEST:

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

c. CORRELATION - PEARSON'S CORRELATION:

The Pearson correlation coefficient is a descriptive statistic, meaning that it summarizes the characteristics of a dataset. Specifically, it describes the strength and direction of the linear relationship between two quantitative variables.

3.4. HYPOTHESIS

HYPOTHESIS - 1:

- **Null Hypothesis (H0):** There is no significant difference in satisfaction levels across different age group categories.
- **Alternative Hypothesis (H1):** There is a significant difference in satisfaction levels across at different age group categories.

HYPOTHESIS - 2:

- **Null Hypothesis (H0):** There is no association between gender and engagement frequency with Nestle's digital marketing content.
- **Alternative Hypothesis (H1):** There is a significant association between gender and engagement frequency with Nestle's digital marketing content.

HYPOTHESIS - 3:

- **Null Hypothesis (H0):** There is no significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.
- **Alternative Hypothesis (H1):** There is a significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

DATA ANALYSIS AND INTERPRETATION:

What is Data Analysis?

Data analysis is the process of ordering, categorizing, manipulating, and summarizing data to obtain answers to research questions. It is usually the first step taken towards data interpretation.

What is Data Interpretation?

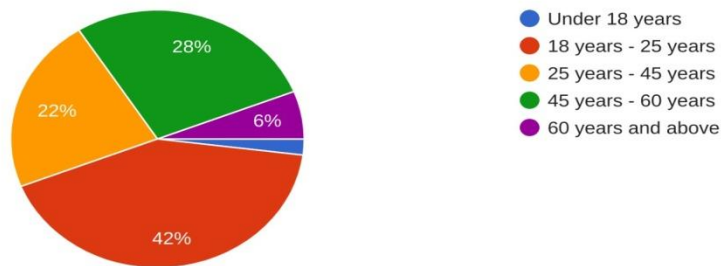
Data interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion. It involves taking the result of data analysis, making inferences on the relations studied, and using them to conclude.

After the collection of data from the customers each sample question was classified and tabulated and then subjected to analysis. The data obtained were analysed by a simple percentage method.

TABLE 4.1 – AGE OF THE RESPONDENTS:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Under 18 years	3	2%
B	18 – 25 years	63	42%
C	25 – 45 years	33	22%
D	45 – 60 years	42	28%
E	60 years and above	9	6%
TOTAL		150	100%

Age
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.1 which denotes the age group of the respondents, out of 150 respondents

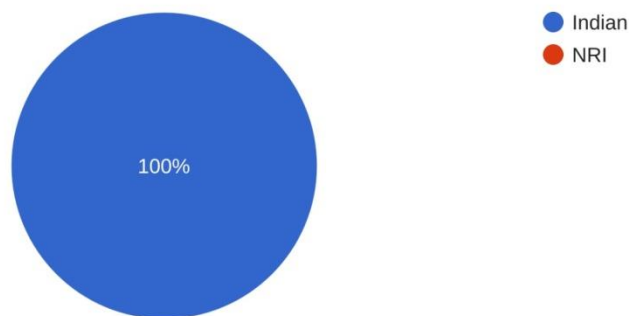
- 2% of the respondents belong to the age group of under 18 years.
- 42% of the respondents belong to the age group of 18 – 25 years.
- 22% of the respondents belong to the age group of 25 – 45 years.
- 28% of the respondents belong to the age group of 45 – 60 years .
- 6% of the respondents belong to the age group of Above 60 years respectively.

INFERENCE: The majority, 42%, of respondents are aged between 18-25.

TABLE 4.2 – NATIONALITY OF THE RESPONDENTS:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Indian	150	100%
B	NRI	---	---
TOTAL		150	100%

Nationality
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.2, which denotes the nationality of the respondents, out of 150 respondents

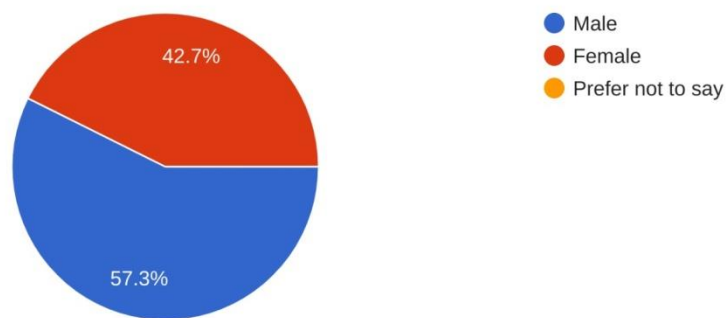
- 100% of the respondents are Indian respectively.

INFERENCE: The entire majority, 100%, of respondents are of Indian origin.

TABLE 4.3 – GENDER:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Female	64	42.7%
B	Male	86	57.3%
C	Prefer not to say	---	---
TOTAL		150	100%

Gender
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.3, which denotes the gender of the respondents, out of 150 respondents

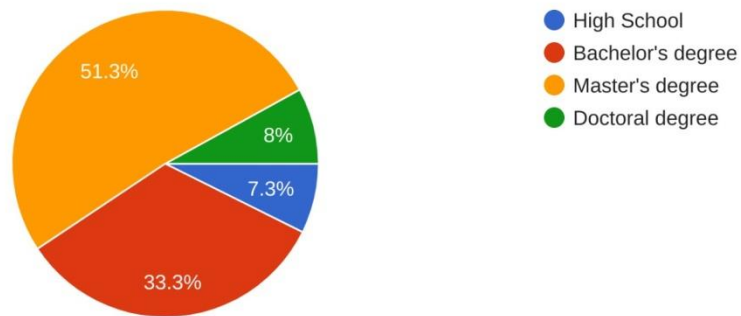
- 42.7% of the respondents are female and
- 57.3% of the respondents are male respectively.

INFERENCE: A significant majority, 57.3%, of respondents are Male.

TABLE 4.4 – EDUCATION QUALIFICATION:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	High school	11	7.3%
B	Bachelor's degree	50	33.3%
C	Master's degree	77	51.3%
D	Doctoral degree	12	8%
TOTAL		150	100%

Educational Qualification
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.4, which denotes the Education Qualification of the respondents, out of 150 respondents.

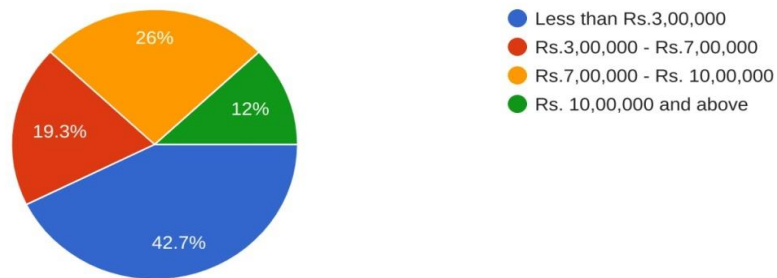
- 7.3% of the respondents have completed high school.
- 33.3% of the respondents have completed a bachelor's degree.
- 51.3% of the respondents have completed a master's degree.
- 8% of the respondents have completed a Doctoral degree.

INFERENCE: A majority, 51.3%, of respondents hold a Post Graduate Degree.

TABLE 4.5 – ANNUAL INCOME:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Less than Rs.3,00,000	64	42.7%
B	Rs.3,00,000 - Rs.7,00,000	29	19.3%
C	Rs.7,00,000 - Rs.10,00,000	39	26%
D	Rs. 10,00,000 and above	18	12%
TOTAL		150	100%

Annual Income
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.5 which denotes the annual income of the respondents, out of 150 respondents

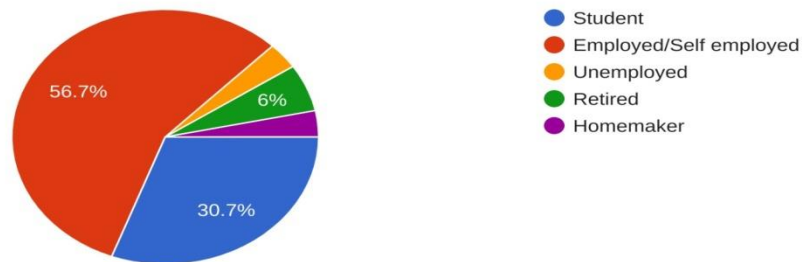
- 42.7% of the respondents have an annual income of Less than Rs.3,00,000.
- 19.3% of the respondents have an annual income of Rs.3,00,000 - Rs.7,00,000.
- 26% of the respondents have an annual income of Rs.7,00,000 - Rs. 10,00,000.
- 12% of the respondents have an annual income Rs. 10,00,000 and above.

INFERENCE: A considerable majority, 42.7%, of respondents earn Less than Rs. 3,00,000 annually.

TABLE 4.6 –OCCUPATION:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Student	46	30.7%
B	Employed/Self Employed	85	56.7%
C	Unemployed	5	3.3%
D	Retired	9	6%
E	Homemaker	5	3.3%
TOTAL		150	100%

Current Occupation
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.6 which denotes the Occupations of the respondents, out of 150 respondents

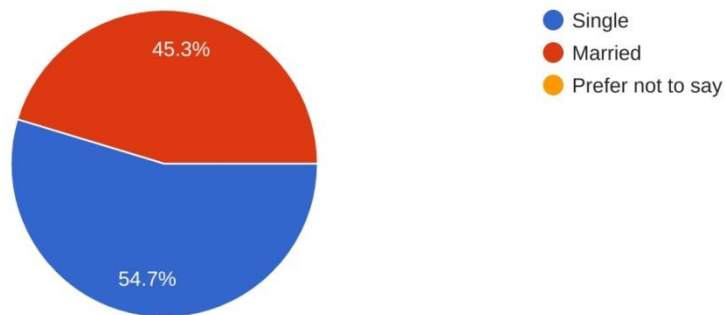
- 30.7% of the respondents are students.
- 56.7% of the respondents are employed/ self-employed.
- 3.3% of the respondents are unemployed.
- 6% of the respondents are retired.
- 3.3% of the respondents are homemakers respectively.

INFERENCE: A majority, 56.7%, of respondents are Employed or Self-employed.

TABLE 4.7 –Marital status of the respondents:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Single	82	54.7%
B	Married	68	45.3%
C	Prefer not to say	---	---
TOTAL		150	100%

Marital Status
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.7 which denotes the status of the respondents, out of 150 respondents

- 54.7% of the respondents are single and
- 45.3% of the respondents are married respectively.

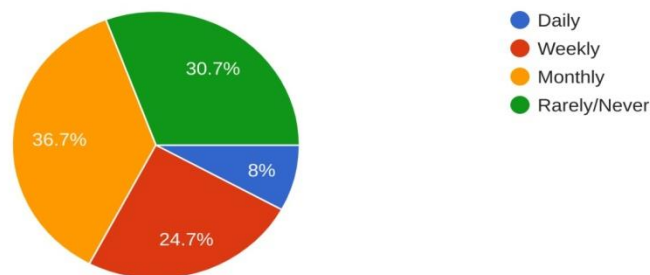
INFERENCE: The majority, 54.7%, of respondents are Single.

TABLE 4.8 Engagement with Nestle's digital marketing content:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Daily	12	8%
B	Weekly	37	24.7%
C	Monthly	55	36.7%
D	Rarely/Never	46	30.7%
TOTAL		150	100%

How often do you interact with Nestlé products through digital channels?

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.8 which denotes the Engagement with Nestle's digital marketing content of the respondents, out of 150 respondents

- 8% of the respondents engage with Nestle's digital marketing content on a daily basis.
- 24.7% of the respondents engage with Nestle's digital marketing content on a weekly basis.
- 36.7% of the respondents engage with Nestle's digital marketing content on a monthly basis.
- 30% of the respondents rarely/never engage with Nestle's digital marketing content respectively.

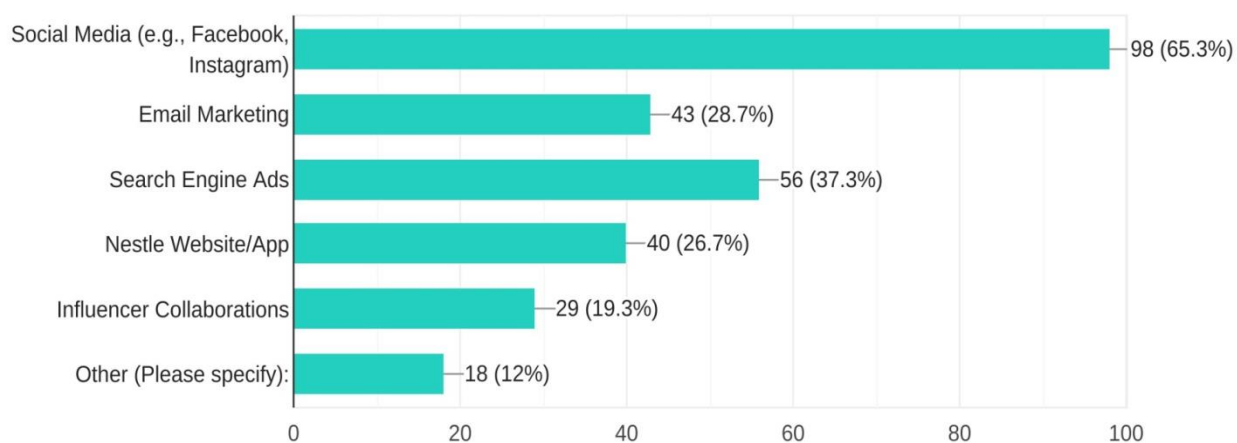
INFERENCE: A majority, 36.7%, of respondents interact with Nestle products digitally on a Monthly basis.

TABLE 4.9 Most frequently encountered Nestle's promotions

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Social Media	98	65.3%
B	Email Marketing	43	28.7%
C	Search Engine Ads	56	37.3%
D	Nestle Website/App	40	26.7%
E	Influencer Collaborations	29	19.3%
F	Other (Please specify):	18	12%
TOTAL		150	100%

Which digital marketing channels do you most frequently encounter Nestle's promotions or advertisements? (Select all that apply)

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.9 which denotes the Most frequently encountered Nestle's promotions/

Ads by the respondents, out of 150 respondents

- 65.3% of the respondents most frequently encountered Nestle's promotions/ Ads is via social media.
- 28.7% of the respondents most frequently encountered Nestle's promotions/ Ads is via Email Marketing.
- 37.3% of the respondents most frequently encountered Nestle's promotions/ Ads is via Search Engine Ads.
- 26.7% of the respondents most frequently encountered Nestle's promotions/ Ads is via Nestle Website/App.
- 19.3% of the respondents most frequently encountered Nestle's promotions/ Ads is via Influencer Collaborations.
- 12% of the respondents most frequently encountered Nestle's promotions/ Ads is by other sources respectively.

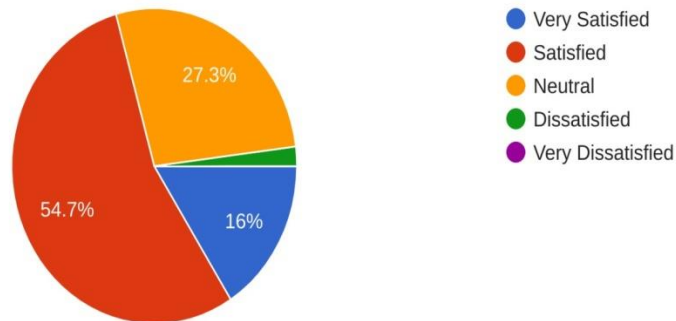
INFERENCE: A majority, 65.3%, use social media most for Nestle's promotions.

TABLE 4.10 – Nestle's digital marketing Satisfaction level:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Highly Satisfied	24	16%
B	Satisfied	79	52.7%
C	Neutral	44	29.3%
D	Dissatisfied	3	2%
E	Highly Dissatisfied	---	---
TOTAL		150	100%

How satisfied are you with the quality of content Nestle provides through its digital marketing efforts?

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.10 which denotes how much the respondents are satisfied with Nestle's digital marketing, out of 150 respondents

- 16% of the respondents are highly satisfied with Nestle's digital marketing content.

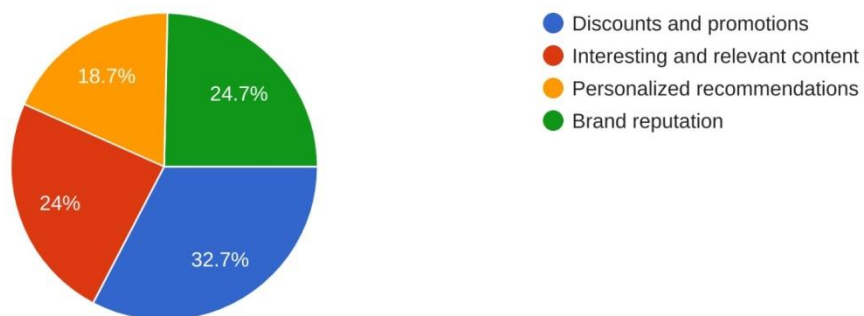
- 52.7% of the respondents are satisfied with Nestle's digital marketing content.
- 29.3% of the respondents are neutral with Nestle's digital marketing content.
- 2% of the respondents are dissatisfied with Nestle's digital marketing content respectively.

INFERENCE: The majority, 54.7%, are Satisfied with Nestle's digital content quality.

TABLE 4.11 Motivator for engagement with Nestlé's digital marketing content:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Discounts and promotions	48	32%
B	Interesting and relevant content	38	25.3%
C	Personalized recommendations	26	17.3%
D	Brand reputation	38	25.3%
TOTAL		150	100%

What is the primary motivator for your engagement with Nestlé's digital marketing content?
150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.11 which denotes the Motivator for engagement with Nestle's digital marketing content of the respondents, out of 150 respondents

- 48% of the respondents are motivated because of discounts and promotions.
- 25.3% of the respondents are motivated because of interesting and relevant content.
- 17.3% of the respondents are motivated because of personalized recommendations.
- 25.3% of the respondents are motivated because of brand reputation respectively.

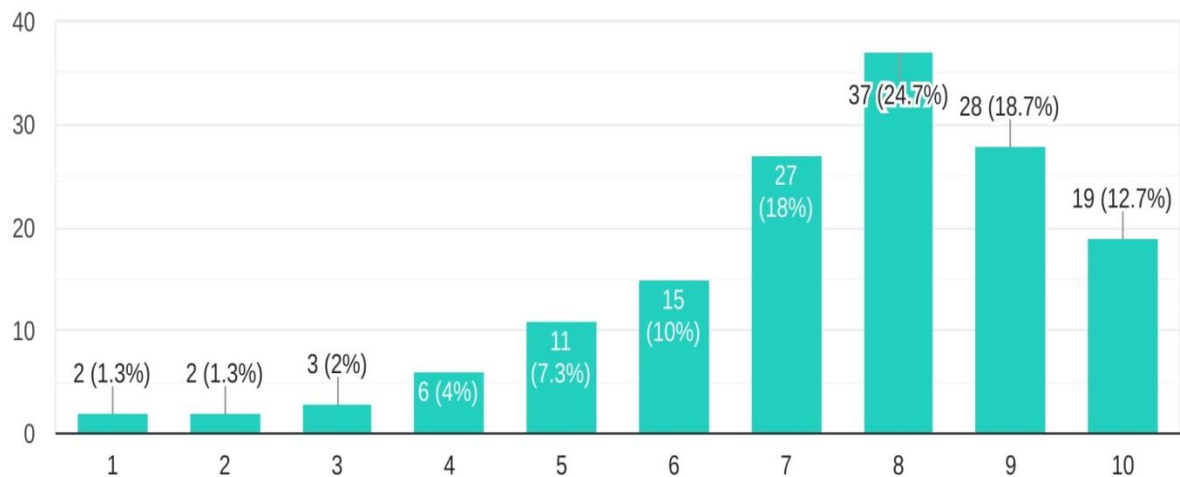
INFERENCE: The majority, 32.7%, are primarily motivated by Discounts and promotions.

**TABLE 4.12 Likelihood to recommend Nestle products to others
basedon their digital marketing efforts:**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Extremely unlikely	30	20%
B	Extremely likely	120	80%
TOTAL		150	100%

On a scale from 1 to 10, how likely are you to recommend Nestle products to others based on their digital marketing efforts? (1 being extremely unlikely, 10 being extremely likely)

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.12 which denotes the Likelihood to recommend Nestle products to others based on their digital marketing efforts of the respondents, out of 150 respondents

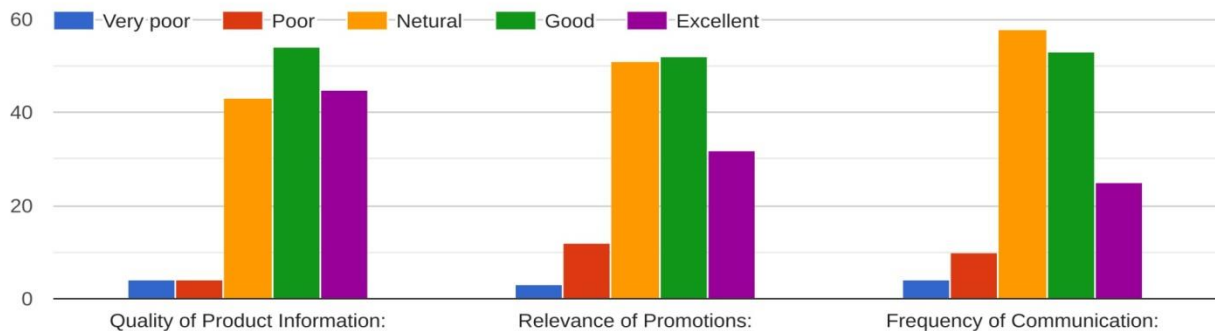
- 20% of the respondents would not recommend Nestle products based on their digital marketing efforts.
- 80% of the respondents will recommend Nestle products based on their digital marketing efforts respectively.

INFERENCE: The majority, 32.7%, are primarily motivated by Discounts and promotions.

TABLE 4.13 Rating the aspects of Nestle's digital marketing:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Quality of ProductInformation	43	28%
B	Relevance of Promotions	51	34%
C	Frequency of Communication	58	38%
TOTAL		150	100%

Please rate the following aspects of Nestle's digital marketing on a scale from 1 to 5 (1 being very poor, 5 being excellent)



Source – Primary Data

INTERPRETATION:

From the above table 4.13 which denotes the rating aspects of Nestle digital marketing, out of 150 respondents

- 28% of the respondents have rated the quality of product information .
- 34% of the respondents have rated the relevance of promotions.
- 38% of the respondents have rated frequency of communication respectively.

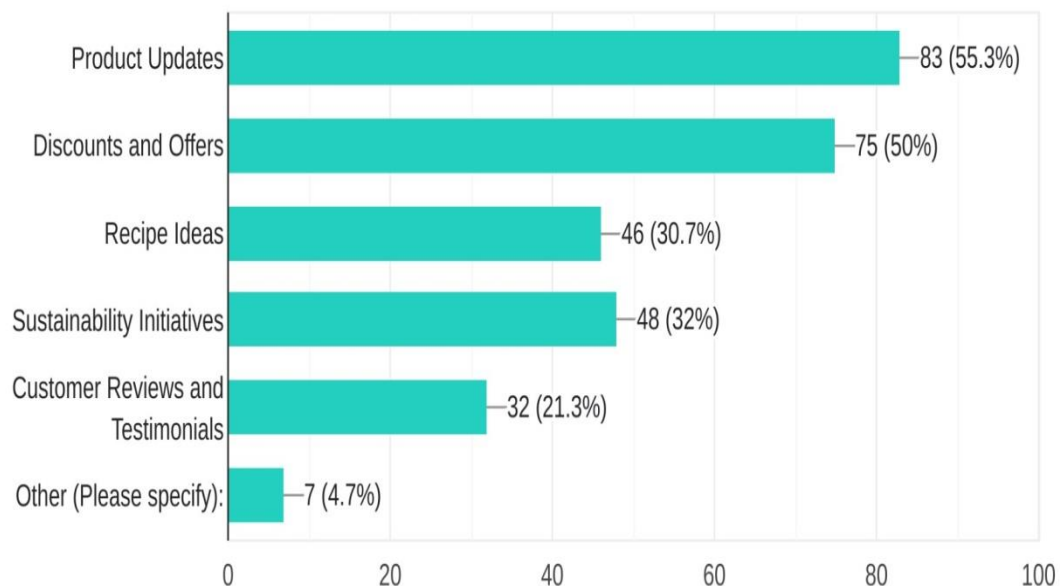
INFERENCE: The majority rate Nestle's digital marketing as Good for product info and promotions' relevance, and Neutral for communication frequency.

TABLE 4.14 Reasons for engaging with Nestle digitally:

S.N O	PARTICULARS	FREQUENCY	PERCENTAGE
A	Product Updates	83	55.3%
B	Discounts and offers	75	50%
C	Recipe Ideas	46	30.7%
D	Sustainability Initiatives	48	32%
E	Customer Reviews & Testimonials	32	21.3%
F	Other (Please specify):	7	4.7%
TOTAL		150	100%

Please select the reasons why you engage with Nestle's digital marketing content. (Select all that apply)

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.14 which denotes the Reasons for engaging with Nestle digitally of the respondents, out of 150 respondents

- 55.3% of the respondents reasons for engaging with Nestle digitally is Product updates.
- 50% of the respondents reasons for engaging with Nestle digitally is Discounts and offers.
- 30.7% of the respondents reasons for engaging with Nestle digitally is Recipe ideas.
- 32% of the respondents reasons for engaging with Nestle digitally is Sustainable initiatives.
- 21.3% of the respondents reasons for engaging with Nestle digitally is Customer reviews and testimonials.
- 4.7% of the respondents reasons for engaging with Nestle digitally are Others respectively.

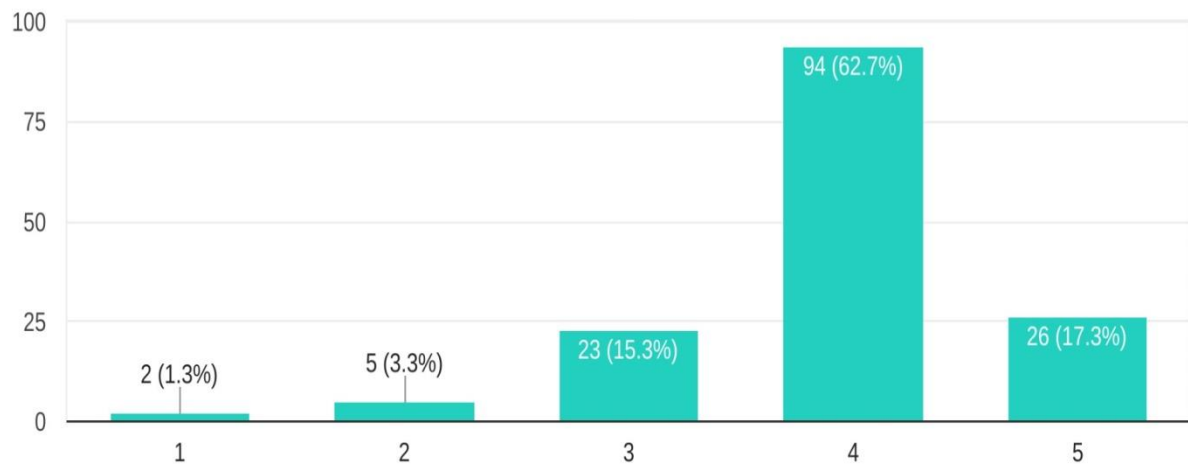
INFERENCE: The majority, 55.3%, engage with Nestle for Product updates.

TABLE 4.15 Impact of Nestle's digital marketing efforts on brand loyalty:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Very negative	34	23%
B	Very positive	116	77%
TOTAL		150	100%

How would you rate the overall impact of Nestle's digital marketing efforts on your brand loyalty? (1 being very negative, 5 being very positive)

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.15 which denotes the Impact of Nestle's digital marketing efforts on brand loyalty of the respondents, out of 150 respondents

- 23% of the respondents have considered negatively on the impact of Nestle's digital marketing efforts on brand loyalty.
- 77% of the respondents have considered positively on the impact of Nestle's digital marketing efforts on brand loyalty respectively.

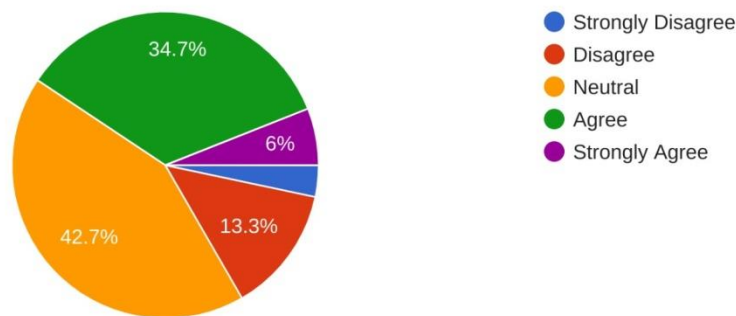
INFERENCE: The majority, 62.7%, are very positive about Nestle's digital efforts impacting brand loyalty.

TABLE 4.16 –Nestle's digital Marketing has influenced their purchase decisions:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Strongly Disagree	5	3.3%
B	Disagree	20	13.3%
C	Neutral	63	42%
D	Agree	53	35.3%
E	Strongly Agree	9	6%
TOTAL		150	100%

Please indicate your level of agreement with the following statement: "Nestle's digital marketing efforts have influenced my purchase decisions."

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.16 which denotes how much the respondents are agree with Nestle's digital Marketing has influenced their purchase decisions, out of 150 respondents

- 3.3% of the respondents strongly disagree that Nestle's digital Marketing has influenced their purchase decisions.

- 13.3% of the respondents disagree that Nestle's digital Marketing has influenced their purchase decisions.
- 42% of the respondents are neutral that Nestle's digital Marketing has influenced their purchase decisions.
- 35.3% of the respondents agree that Nestle's digital Marketing has influenced their purchase decisions.
- 6% of the respondents strongly agree that Nestle's digital Marketing has influenced their purchase decisions respectively.

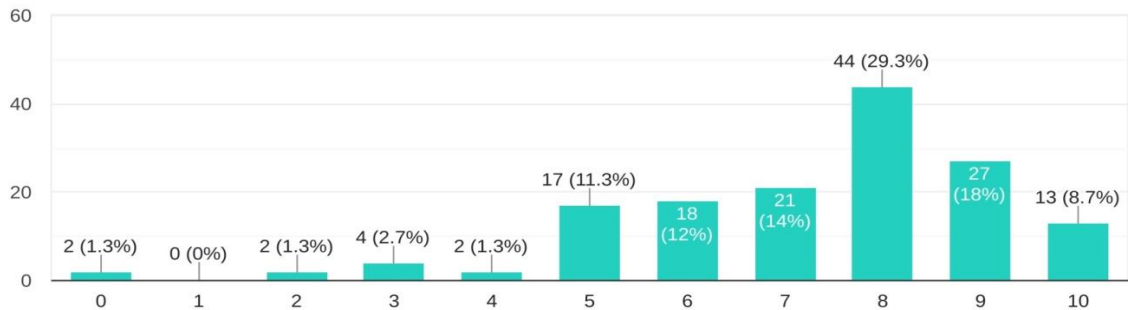
INFERENCE: The majority, 42.7%, are Neutral about Nestle's digital efforts influencing purchase decisions.

**TABLE 4.17 Recommendation of Nestle as a brand to your friends/
family based on digital marketing efforts:**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Extremely unlikely	27	18%
B	Extremely likely	123	82%
TOTAL		150	100%

On a scale from 0 to 10, how likely are you to recommend Nestle as a brand to your friends or family based on their digital marketing efforts? (0 being extremely unlikely, 10 being extremely likely)

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.17 which denotes the Recommendation of Nestle as a brand to your friends/ family based on digital marketing efforts of the respondents, out of 150 respondents

- 18% of the respondents would not recommend Nestle as a brand to their friends/ family based on digital marketing efforts.
- 82% of the respondents will recommend Nestle as a brand to their friends/ family based on digital marketing efforts respectively.

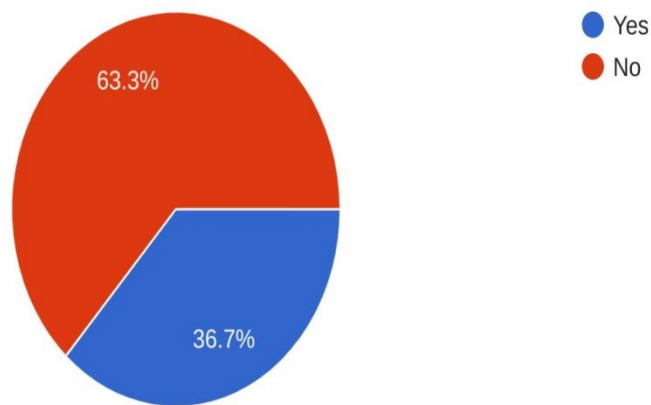
INFERENCE: The majority, 29.3%, are very likely to recommend Nestle based on digital efforts.

TABLE 4.18 Participation in a Nestle digital marketing campaign or contest:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Yes	56	36.7%
B	No	94	63.3%
TOTAL		150	100%

Have you ever participated in a Nestle digital marketing campaign or contest?

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.18, which denotes the Participation in a Nestle digital marketing campaign or contest, out of 150 respondents

- 37.3% of the respondents have participated in a Nestle digital marketing campaign or contest.
- 62.7% of the respondents have participated in a Nestle digital marketing campaign or contest respectively.

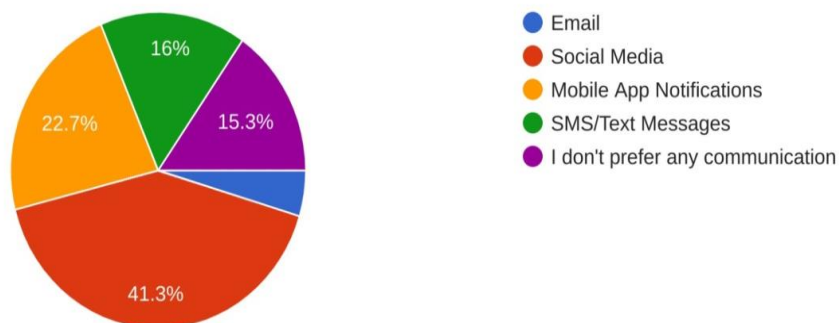
INFERENCE: A majority, 63.3%, have not participated in a Nestle digital marketing campaign or contest.

TABLE 4.19 Preferred Nestle digital communication method:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Email	8	5.3%
B	Social Media	61	41.3%
C	Mobile App Notifications	32	22.7%
D	SMS/Text Messages	24	16%
E	I don't prefer any communication	25	15.3%
TOTAL		150	100%

How do you prefer to receive communication from Nestle regarding their digital marketing promotions?

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.19, which denotes the preferred Nestle digital communication method, out of 150 respondents.

- 5.3% of the respondents have preferred Email as their Nestle digital communication method.
- 40.7% of the respondents have preferred social media as their Nestle digital communication method.
- 21.3% of the respondents have preferred Mobile app notification as their Nestle digital communication method.
- 16% of the respondents have preferred SMS/Text messages as their Nestle digital communication method.
- 16.7% of the respondents have not preferred any of the Nestle digital communication methods respectively.

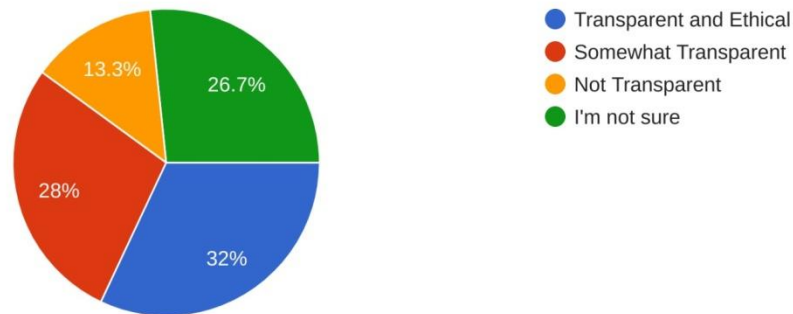
INFERENCE: The majority, 41.3%, prefer social media for Nestle's digital promotions communication.

TABLE 4.20 Thoughts on Nestle's customer data use in their digital marketing:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Transparent and Ethical	48	32%
B	Somewhat Transparent	42	28%
C	Not Transparent	20	13.3%
D	I'm not sure	40	26.7%
TOTAL		150	100%

How do you perceive Nestle's use of customer data in their digital marketing efforts?

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.20 which denotes the Thoughts on Nestle's customer data use in their digital marketing of the respondents, out of 150 respondents

- 32% of the respondents think that Nestle's customer data use in their digital marketing should be Transparent and Ethical.
- 28% of the respondents think that Nestle's customer data use in their digital marketing should be Somewhat Transparent.
- 13.3% of the respondents think that Nestle's customer data use in their digital marketing should be Not Transparent.
- 26.7% of the respondents are not sure regarding Nestle's customer data use in their digital marketing respectively.

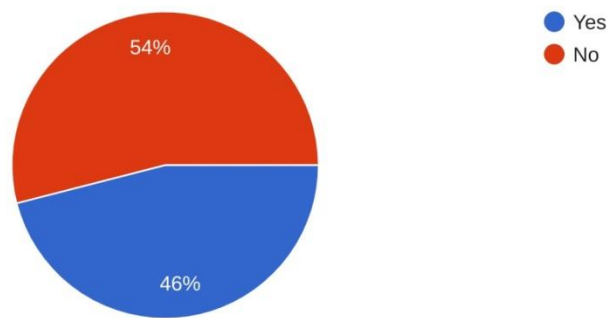
INFERENCE: A majority, 32%, want Transparent and Ethical use of customer data in Nestle's digital efforts.

TABLE 4.21 Direct purchase through Nestle digital channels :

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
A	Yes	69	46%
B	No	81	54%
TOTAL		150	100%

Have you ever made a purchase from Nestle directly through one of their digital marketing channels?

150 responses



Source – Primary Data

INTERPRETATION:

From the above table 4.21, which denotes whether they have done Direct purchase through Nestle digital channels , out of 150 respondents

- 46% of the respondents have done direct purchase through Nestle digital channels.
- 54% of the respondents have done direct purchase through Nestle digital channels respectively.

INFERENCE: The majority, 54%, have not made a direct purchase from Nestle's digital channels.

ANOVA:

Null Hypothesis (H0): There is no significant difference in satisfaction levels across different age group categories.

Alternative Hypothesis (H1): There is a significant difference in satisfaction levels across at different age group categories.

Descriptives

Age		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
Highly satisfied		23	1.87	.344	.072	1.72	2.02	1	2	
Satisfied		80	2.53	.595	.067	2.39	2.66	2	4	
Neutral		44	4.14	.347	.052	4.03	4.24	4	5	
Dissatisfied		3	5.00	.000	.000	5.00	5.00	5	5	
Total		150	2.95	1.009	.082	2.78	3.11	1	5	
Model	Fixed Effects			.495	.040	2.87	3.03			
	Random Effects				.708	.69	5.20			1.267

ANOVA

Age		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		115.833	3	38.611	157.726	<.001
Within Groups		35.741	146	.245		
Total		151.573	149			

INTERPRETATION:

Since the p-value is less than the chosen significance level (0.01), we would reject the null hypothesis and conclude that there is evidence to suggest that there is a significant difference in satisfaction levels across the age group categories. Thus, the H1-alternative hypothesis is accepted.

INFERENCE: Through ANOVA, we can conclude that there is a significant satisfaction difference across age groups.

CHI-SQUARE TEST:

Null Hypothesis (H0): There is no association between gender and engagement frequency with Nestle's digital marketing content.

Alternative Hypothesis (H1): There is a significant association between gender and engagement frequency with Nestle's digital marketing content.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Engagement frequency	150	100.0%	0	0.0%	150	100.0%

Gender * Engagement frequency Crosstabulation

Count

		Engagement frequency				Total
		Daily	Weekly	Monthly	Rarely/Never	
Gender	Male	12	37	37	0	86
	Female	0	0	18	46	64
Total		12	37	55	46	150

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	100.499 ^a	3	<.001
Likelihood Ratio	135.160	3	<.001
Linear-by-Linear Association	86.098	1	<.001
N of Valid Cases	150		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.12.

Interpretation:

After performing the Chi-square test, the p-value is less than the chosen significance level (0.01), we would reject the null hypothesis and conclude that there is evidence to suggest a significant association between gender and engagement frequency with Nestle's digital marketing content.

Thus, the H1- alternative hypothesis is accepted.

INFERENCE: By employing a Chi-Square test, we can conclude that there is a significant association between gender and engagement frequency.

CORRELATION - PEARSON'S CORRELATION:

Correlations			
		Brand loyalty	Motivator of Engagement
Brand loyalty	Pearson Correlation	1	.627**
	Sig. (2-tailed)		<.001
	N	150	150
Motivator of Engagement	Pearson Correlation	.627**	1
	Sig. (2-tailed)	<.001	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Null Hypothesis (H0): There is no significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

Alternative Hypothesis (H1): There is a significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

INTERPRETATION:

After conducting the correlation analysis, the p-value is greater than the chosen significance level (0.01), we would accept the null hypothesis and conclude that there is no evidence to suggest a significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement. Thus H_0 - Null hypothesis is accepted.

INFERENCE: Based on Pearson's correlation, we conclude that there is no significant link between perceived brand loyalty impact and the primary engagement motivator.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION:

5.1 FINDINGS:

- Majority of the respondents, comprising 42%, belong to the age group between 18 years - 25 years.
- The entire respondent pool, accounting for 100%, is of Indian origin.
- A significant majority of respondents, representing 57.3%, are Male.
- A substantial majority of respondents, totalling 51.3%, possess a Post Graduate Degree.
- A considerable majority of respondents, making up 42.7%, have an annual income of Less than Rs. 3,00,000.
- An overwhelming majority of respondents, constituting 56.7%, are either Employed or Self-employed.
- A majority of respondents, with a symbol of 54.7%, are Single.
- The prevalent majority of respondents, with a symbol of 36.7%, interact with Nestle products through digital channels on a Monthly basis.
- A significant majority of respondents, symbolizing 65.3%, use social media as their most frequently encountered Nestle's promotions or advertisements.
- The predominant majority of respondents, denoted by 54.7%, are Satisfied with the quality of content Nestle provides through its digital marketing efforts.
- The major portion of respondents, with a symbol of 32.7%, cites Discounts and promotions as the primary motivator for engagement with Nestle's digital marketing content.
- A substantial majority of respondents, reflecting 24.7%, have Extremely likely recommended Nestle products to others based on their digital marketing efforts.
- The majority of respondents have considered Good for both quality of product information and relevance of promotions and considered Neutral for frequency of communication for aspects of Nestle's digital marketing.

- A significant majority of respondents, symbolizing 55.3%, have chosen Product updates as their reason for their engagement with Nestle's digital marketing content.
- The prevailing majority of respondents, represented by 62.7%, are very positive regarding the overall impact of Nestle's digital marketing efforts for brand loyalty.
- A majority of respondents, with a symbol of 42.7%, are Neutral regarding the statement "Nestle's digital marketing efforts have influenced my purchase decisions."
- A significant majority of respondents, denoted by 29.3%, are very likely to recommend Nestle as a brand to their friends or family based on their digital marketing efforts.
- The substantial majority of respondents, symbolizing 63.3%, have not participated in a Nestle digital marketing campaign or contest.
- A majority of respondents, with a symbol of 41.3%, prefer Social media for receiving communication from Nestle regarding their digital marketing promotions.
- The prevalent majority of respondents, symbolizing 32%, want to perceive Transparent and Ethical use of customer data in Nestle's digital marketing efforts.
- A majority of respondents, represented by 54%, have not made a purchase from Nestle directly through one of their digital marketing channels.
- Through the use of ANOVA, we can conclude that there is a significant difference in satisfaction levels across different age group categories.
- By employing a Chi-Square test, we can conclude that there is a significant association between gender and engagement frequency with Nestle's digital marketing content.
- Based on Pearson's correlation, we conclude that there is no significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

5.2 SUGGESTIONS:

1. The company must ensure that their customers' feelings towards the use of customer data is kept transparent and used for ethical purposes as this would encourage others to opt for digital purchases of the product.
2. The company must work on its direct purchasing modes as this would increase the digital marketing efforts.
3. The company should analyze their digital marketing strategies as this would help them know whether their digital marketing efforts are helping in customer retention or not. The company can do so by utilizing key performance indicators (KPIs) like click-through rates, conversion rates, and customer engagement metrics to quantify the impact of digital marketing efforts.
4. Analyze customer feedback gathered from various digital platforms, including social media channels, online reviews, and customer forums. The company must respond to customer feedback and complaints on digital platforms and assess the correlation between responsiveness and customer retention rates.
5. Analyze historical data to track customer purchasing behaviours over extended periods. Evaluate how digital marketing campaigns influence customer retention rates over time. Compare the profitability and loyalty of these customer segments to determine the effectiveness of Nestle's digital marketing investments.

5.3 CONCLUSIONS:

In summary, digital marketing, like online ads and social media, has helped Nestle keep customers interested and coming back. By using data to understand what customers like and giving them a smooth online shopping experience, Nestle has built trust and loyalty. However, it's important to remember that the digital world changes fast. Nestle needs to keep up with new trends and make sure their digital efforts feel personal and not too automated. By staying connected with customers online and adapting to their

needs, Nestle can continue to build strong, lasting relationships with its customers, ensuring the company's success in the long run.

BIBLIOGRAPHY:

REFERENCES:

- Varela-Neira, C., Vazquez-Casielles, R., & Iglesias, V. (2010). Explaining customer satisfaction with complaint handling. *The International Journal of Bank*, 28(2), 88-112. doi:<http://dx.doi.org/10.1108/02652321011018305>
- Vinod B. (2011). Unleashing the power of loyalty programs – The next 30 years. *Journal of Revenue and Pricing Management*, 10(5), 471-476. doi:<http://dx.doi.org/10.1057/rpm.2011.11>
- Tabaku, E., & Zerellari, M. (2015). Brand loyalty and loyalty programs; a literature review. *Romanian Economic and Business Review*, 10(2), 87-102. Retrieved from <http://search.proquest.com/docview/1700066812?accountid=45580>
- Mascarenhas, O. A., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: a total customer experience approach. *The Journal of Consumer Marketing*, 23(7), 397-405. doi:<http://dx.doi.org/10.1108/07363760610712939>
- Ludin, I. H. B.H., & Cheng, B. L. (2014). Factors Influencing Customer Satisfaction and E-Loyalty: Online Shopping Environment among the Young Adults. *Management Dynamics in the Knowledge Economy*, 2(3), 462-471. Retrieved From <http://search.proquest.com/docview/1646545655?accountid=45580>
- Enzmann, M., & Schneider, M. (2005). Improving Customer Retention in E-commerce through a Secure and Privacy-Enhanced Loyalty System. *Information Systems Frontiers*, 7(4-5), 359-370. doi:<http://dx.doi.org/10.1007/s10796-005-4808-2>
- Gómez, B. G., Arranz, A. G., & Cillán, J. G. (2006). The role of loyalty programs in behavioral and affective loyalty. *Journal of Consumer Marketing*, 27(3), 387-397. doi:<http://dx.doi.org/10.1108/07363760610712920>
- Alreany, C; Shiella, L (2019) *International journal of scientific research in science engineering and technology (IJSRSET) India*.

- Kim, O. & Park, I. (2012). "A buying process model", Proceedings of the XVII Annual Conference of the European Marketing Academy on Innovative Marketing, University of Bradford, pp. 86-103.
- Kotler, P. (2016) Marketing Strategy and Management: Analysis, planning, implementation and control 9th ed eaglewood cliffs; NH Prentice.
- Miller, (2012). Relationship Marketing: Bringing Quality, Customer Service and Marketing Together, Butterworth-Heinemann, London.
- Kotler, Y. & Keller, D. (2009). "Relationship approach to the marketing function in service contexts: the marketing and organizational behavior interface", Journal of Business Research, Vol. 20No. 1, pp. 3-12.
- Kim et al. (2019) service satisfaction, price-discount satisfaction, monetary switching cost, non-monetary switching cost service satisfaction, price-discount satisfaction, monetary switching cost, and non-monetary switching costs have positive significant effect on customer retention.
- Chang, S., Zhang, Z., Wang, X., & Dong, Y. (2020). Optimal acquisition and retention strategies in a duopoly model of competition. European Journal of Operational Research, 282(2), 677–695.
<https://doi.org/10.1016/j.ejor.2019.09.044>
- Chen, K. K., Chiu, R. H., & Chang, C. Ter. (2017). Using beta regression to explore the relationship between service attributes and likelihood of customer retention for the container shipping industry. Transportation Research Part E: Logistics and Transportation Review, 104(2017), 1–16.
<https://doi.org/10.1016/j.tre.2017.04.015>
- Curras-Perez, R., Ruiz, C., Sanchez-Garcia, I., & Sanz, S. (2017). Determinants of customer retention in virtual environments. The role of perceived risk in a tourism services context. Spanish Journal of Marketing - ESIC, 21(2), 131–145. <https://doi.org/10.1016/j.sjme.2017.07.002>
- Darley, W. K., & Luethge, D. J. (2019). Service value and retention: Does gender matter? Journal of Retailing and Consumer Services, 48(February), 178–185. <https://doi.org/10.1016/j.jretconser.2019.02.014>

- Del Rio Olivares, M. J., Wittkowski, K., Aspara, J., Falk, T., & Mattila, P. (2018). Relational price discounts: Consumers' metacognitions and nonlinear effects of initial discounts on customer retention. *Journal of Marketing*, 82(1), 115–131. <https://doi.org/10.1509/jm.16.0267>
- Echchakoui, S., & Ghilal, R. (2019). How sales managers can use salespeople's perceived attributes to monitor and motivate a sales force during relationship marketing. *European Research on Management and Business Economics*, 25(2), 99–104. <https://doi.org/10.1016/j.iedeen.2019.02.001>
- Hanaysha, J. R. (2018). Customer retention and the mediating role of perceived value in retail industry. *World Journal of Entrepreneurship, Management and Sustainable Development*, 14(1), 2–24. <https://doi.org/10.1108/wjemsd-06-2017-0035>
- Hung, P. H., Doi, K., & Inoi, H. (2020). User retention tendency of bus routes based on user behavior transition in an area with low mode share of public transport. *IATSS Research*, 44(2), 111–124. <https://doi.org/10.1016/j.iatssr.2019.09.001>
- Kim, J. (2019). The impact of different price promotions on customer retention. *Journal of Retailing and Consumer Services*, 46(October), 95–102. <https://doi.org/10.1016/j.jretconser.2017.10.007>
- Kumar, A., Luthra, S., Khandelwal, D. K., Mehta, R., Chaudhary, N., & Bhatia, S. (2017). Measuring and improving customer retention at authorised automobile workshops after free services. *Journal of Retailing and Consumer Services*, 39(June), 93–102. <https://doi.org/10.1016/j.jretconser.2017.07.007>
- Mishra, S., Malhotra, G., Arora, V., & Mukhopadhyay, S. (2021). Omnichannel retailing: does it empower consumers and influence patronage? *International Journal of Retail & Distribution Management*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/IJRDM-04-2021-0199>
- Osakwe, C. N., & Anaza, N. A. (2018). Understanding marketing resources and size in agro-based enterprises. *Marketing Intelligence and Planning*, 36(2), 230–244. <https://doi.org/10.1108/MIP-07-2017-0149>

- Q. Bataineh, A., M. Al-Abdallah, G., A. Salhab, H., & M. Shoter, A. (2015). The Effect of Relationship Marketing on Customer Retention in the Jordanian's Pharmaceutical Sector. *International Journal of Business and Management*, 10(3), 117–131. <https://doi.org/10.5539/ijbm.v10n3p117>
- Chang, C. W., & Zhang, J. Z. (2016). The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings. *Journal of Interactive Marketing*, 36, 77–90. <https://doi.org/10.1016/j.intmar.2016.05.002>
- Ascarza, E. (2018). Retention futility: Targeting high-risk customers might be ineffective. *Journal of Marketing Research*, 55(1), 80–98. <https://doi.org/10.1509/jmr.16.0163>
- Ruiz Díaz, G. (2017). The influence of satisfaction on customer retention in mobile phone market. *Journal of Retailing and Consumer Services*, 36(December 2016), 75–85. <https://doi.org/10.1016/j.jretconser.2017.01.003>
- Seo, D. B., Ranganathan, C., & Babad, Y. (2008). Two-level model of customer retention in the US mobile telecommunications service market. *Telecommunications Policy*, 32(3–4), 182–196. <https://doi.org/10.1016/j.telpol.2007.09.004>
- Shen, X. L., Li, Y. J., Sun, Y., & Wang, N. (2018). Channel integration quality, perceived fluency and omnichannel service usage: The moderating roles of internal and external usage experience. *Decision Support Systems*, 109, 61–73. <https://doi.org/10.1016/j.dss.2018.01.006>
- Strydom, G., Ewing, M. T., & Heggen, C. (2020). Time lags, non-linearity and asymmetric effects in an extended service-profit chain. *European Journal of Marketing*, 54(10), 2343–2363. <https://doi.org/10.1108/EJM-12-2019-0906>
- Tamuliene, V., & Gabryte, I. (2014). Factors Influencing Customer Retention: Case Study of Lithuanian Mobile Operators. *Procedia -Social and Behavioral Sciences*, 156(April), 447–451. <https://doi.org/10.1016/j.sbspro.2014.11.219>
- Tripathy, A. K., & Jain, A. (2020). FinTech adoption: strategy for customer retention. *Strategic Direction*, 36(12), 47–49. <https://doi.org/10.1108/SD-10-2019-0188>

- Xhema, J., Groumpos, P. P., & Metin, H. (2018). Switching-Costs , Corporate Image and Product Quality effect on Customer Loyalty: Kosovo Retail Market ScienceDirect Image and Product Quality IFAC Image 51-30 Product Switching-Costs , Corporate Corporate and Quality effect effect on on Customer Custome. IFAC-PapersOnLine, 51(30), 287–292.
<https://doi.org/10.1016/j.ifacol.2018.11.303>
- Mansi Kumari, Patthey A and Anute N (2022) Search Engine Optimization (SEO) And Social Media Marketing. Techniques And Its Impact As A Marketing Tool With Special Reference To Luxury Brands,International Journal of Research Publication and Reviews, Vol 3, Issue 7,ISSN 2582-7421, page no.3913-3920.
- Gupta, S., , Chawla, D. (2021). An analysis and inter relationship between the factors of perception for cause related marketing offerings. International Journal of Indian Culture and Business Management, 23(3),290.

WEBSITES:

- <https://www.nestle.in/aboutus/allaboutnestle%C3%A9>
- <https://iide.co/case-studies/nestle-marketing-strategy/>
- <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-digitalmarketing>
- https://ojs.journals.cz/index.php/CBUIC/article/view/762/pdf_44
- <https://profesionalmudacendekia.com/index.php/sss/article/view/295/144>
- https://www.ijmcer.com/wp-content/uploads/2022/07/IJMCER_J04408086.pdf
- <https://www.tojdel.net/journals/tojdel/articles/v11i02/v11i02-30.pdf>
- <https://shorturl.at/nrwAL>

- [https://www.scribbr.com/statistics/one-way-anova/#:~:text=ANOVA%2C%20which%20stands%20for%20Analysis,ANOVA%20uses%20two%20independent%20 variables.](https://www.scribbr.com/statistics/one-way-anova/#:~:text=ANOVA%2C%20which%20stands%20for%20Analysis,ANOVA%20uses%20two%20independent%20variables.)
- <https://www.simplilearn.com/tutorials/statistics-tutorial/chi-square-test>
- <https://www.scribbr.com/statistics/pearson-correlation-coefficient/>

ANNEXURE - 1

QUESTIONNAIRE:

Questionnaire: Impact of Digital Marketing on Customer Retention for Nestle

- 1. Name:**
- 2. Age:**
 - Under 18 years
 - 18-25 years
 - 25-45 years
 - 45-60 years
 - 60 years or over
- 3. Nationality:**
- 4. Gender:**
 - Male
 - Female
 - Prefer not to say
- 5. Educational Qualification:**
 - High School
 - Bachelor's degree
 - Master's degree
 - Doctoral degree
- 6. Annual Income**
 - Less than Rs.3,00,000
 - Rs.3,00,000 - Rs.7,00,000
 - Rs.7,00,000 - Rs. 10,00,000
 - Rs. 10,00,000 and above
- 7. Current Occupation**
 - Student

- Employed/Self-employed
- Unemployed
- Retired
- Homemaker

8. Marital Status

- Single
- Married
- Prefer not to say

9. How often do you engage with Nestle's digital marketing content?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

10. Which digital marketing channels do you most frequently encounter Nestle's promotions or advertisements? (Select all that apply)

- ☐ Social Media (e.g., Facebook, Instagram)
- ☐ Email Marketing
- ☐ Search Engine Ads
- ☐ Nestle Website/App
- ☐ Influencer Collaborations
- ☐ Other (Please specify):

11. How satisfied are you with the quality of content Nestle provides through its digital marketing efforts?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

12. What is the primary motivator for your engagement with Nestlé's digital marketing content?

- A) Discounts and promotions
- B) Interesting and relevant content
- C) Personalized recommendations
- D) Brand reputation

13. On a scale from 1 to 10, how likely are you to recommend Nestle products to others based on their digital marketing efforts? (1 being extremely unlikely, 10 being extremely likely)

14. Please rate the following aspects of Nestle's digital marketing on a scale from 1 to 5 (1 being poor, 5 being excellent).

- Quality of Product Information:

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Relevance of Promotions:

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Frequency of Communication:

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

15. Please select the reasons why you engage with Nestle's digital marketing content. (Select all that apply)

- ☐ Product Updates
- ☐ Discounts and Offers
- ☐ Recipe Ideas
- ☐ Sustainability Initiatives
- ☐ Customer Reviews and Testimonials
- ☐ Other (Please specify):

16. How would you rate the overall impact of Nestle's digital marketing efforts on your brand loyalty? (1 being very negative, 5 being very positive)

**17. Please indicate your level of agreement with the following statement:
"Nestle's digital marketing efforts have influenced my purchase decisions."**

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

18. On a scale from 0 to 10, how likely are you to recommend Nestle as a brand to your friends or family based on their digital marketing efforts? (0 being extremely unlikely, 10 being extremely likely)

19. Have you ever participated in a Nestle digital marketing campaign or contest?

- -☐ Yes
- -☐ No

20. How do you prefer to receive communication from Nestle regarding their digital marketing promotions?

- ☐ Email
- ☐ Social Media
- ☐ Mobile App Notifications
- ☐ SMS/Text Messages
- ☐ I don't prefer any communication

21. How do you perceive Nestle's use of customer data in their digital marketing efforts?

- ☐ Transparent and Ethical
- ☐ Somewhat Transparent
- ☐ Not Transparent
- ☐ I'm not sure

22. In your opinion, what could Nestle do to improve its digital marketing efforts for better customer retention?

23. Have you ever made a purchase from Nestle directly through one of their digital marketing channels?

- -☐ Yes
- -☐ No

IMPACT OF DIGITAL MARKETING ON CUSTOMER RETENTION FOR NESTLE

ANSU¹ & DR.T. HAMEEM KHAN²

¹MBA Student, School of Management Studies,
Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India
²Assistant Professor, School of Management Studies,
Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

Abstract

This study delves into the transformative impact of digital marketing on Nestle, a global leader in the food and beverage industry. By tracing the evolution of Nestle's digital strategies, including social media, influencer partnerships, and e-commerce, the research highlights the company's adept use of these channels to connect with a diverse consumer base. It explores how digital marketing has influenced Nestle's product innovation and customer-centric approach through the utilization of consumer feedback and data analytics. The investigation also addresses challenges such as data privacy concerns and the importance of aligning digital strategies with ethical values and sustainability goals. In conclusion, the study provides a comprehensive view of Nestle's digital marketing impact, emphasizing its role in branding, consumer satisfaction, and product development, serving as a valuable case study for multinational corporations navigating the dynamic landscape of 21st-century digital marketing.

KEYWORDS: Digital Marketing Impact , Consumer Engagement, Product Innovation.

INTRODUCTION

Digital marketing significantly influences Nestle's customer retention by fostering personalized connections through platforms like Facebook and Instagram. The data-driven nature of digital strategies provides valuable insights into customer behaviour, enabling Nestle to tailor its marketing and product offerings. Targeted communication, such as personalized emails, enhances customer loyalty, making them feel valued. The accessibility of information through digital channels builds transparency, trust, and confidence in Nestle's commitment to quality. Social media platforms serve as spaces for real-time customer interaction, allowing Nestle to address concerns promptly and

showcase dedication to customer satisfaction. In summary, Nestle's adoption of digital marketing has become indispensable, playing a pivotal role in maintaining and strengthening customer relationships globally.

REVIEW OF LITERATURE

Manasi Kumari, Patthey and Anute, (2022) - SEO and Social Media marketing are extremely important for the company to make them visible. Luxury brands are known for their uniqueness and exclusiveness, so therefore it is very important for them to use the best SEO and Social Marketing strategies so that they can be able to target their prospective customers.

Mishra (2021) - confirm that a customer's perceived online–offline channel integration increases their patronage intention directly and through the mediating role of consumer empowerment and satisfaction, additionally, as a moderator, consumer service experience consciousness does not necessarily impact consumer patronage interest through the mediating role of consumer empowerment.

Gupta, Chawla (2021) - consumers' perceptions of cause-related marketing offerings are influenced by several factors, including the perceived fit between the brand and the cause, the credibility of the cause and the organization supporting it, and the emotional appeal of the cause-related marketing message. These factors are interrelated, with the perceived fit between the brand and the cause having the strongest direct effect on consumers' perceptions of cause-related marketing offerings.

S. Chang (2020) - The optimal acquisition and retention expenditure strategies depend on each firm's marginal customer equity, but not on the market share or the number of customers, and in response to the variation of the firm's parameters, if its acquisition effectiveness is greater than its retention effectiveness, the firm would take action by making the same investment decision as its rival's; instead, if its acquisition effectiveness is lower than its retention effectiveness, its rival would take action by making the different investment decision from the firm's.

Objectives:

1. Evaluate the effectiveness of Nestle's current digital marketing strategies in retaining consumers.

2. Identify key digital marketing channels and tactics that contribute significantly to consumer retention for Nestle.
3. Analyze consumer perceptions and behaviours influenced by Nestle's digital marketing efforts.
4. Assess the correlation between Nestle's digital marketing efforts and changes in consumer retention rates.
5. Provide actionable recommendations to enhance Nestle's digital marketing approach for improved consumer retention.

Research Hypothesis:

H0: There is no significant difference in satisfaction levels across different age group categories.

H1: There is a significant difference in satisfaction levels across different age group categories.

H0: There is no association between gender and engagement frequency with Nestle's digital marketing content.

H1: There is a significant association between gender and engagement frequency with Nestle's digital marketing content.

H0: There is no significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

H1: There is a significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

RESEARCH METHODOLOGY

Sampling technique:

Snowball sampling helps researchers find a sample when they are difficult to locate. Researchers use this technique when the sample size is small and not easily available. This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample.

Research Design: This research uses descriptive research

Sample Design:

Non-probability research: non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher

rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers. It is carried out by observation, and researchers use it widely for qualitative research.

Population - The population of the project are the people living in Chennai.

Source of data:

There are two types of data that are being used for this project. They are primary data and secondary data.

Primary data:

Primary data are those which are collected for the first time, and they happen to be original in nature.

Primary data are collected through questionnaires.

Secondary data:

Secondary data refers to any dataset collected by any person other than the one using it.

Tools used for analysis:

- Simple percentage method.
- ANOVA.
- Chi-Square test.
- Correlation.

DATA ANALYSIS AND INTERPRETATION

ANOVA:

Descriptives									
Age									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
Highly satisfied	23	1.87	.344	.072	1.72	2.02	1	2	
Satisfied	80	2.53	.595	.067	2.39	2.66	2	4	
Neutral	44	4.14	.347	.052	4.03	4.24	4	5	
Dissatisfied	3	5.00	.000	.000	5.00	5.00	5	5	
Total	150	2.95	1.009	.082	2.78	3.11	1	5	
Model	Fixed Effects		.495	.040	2.87	3.03			
	Random Effects			.708	.69	5.20			1.267

ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	115.833	3	38.611	157.726	<.001
Within Groups	35.741	146	.245		
Total	151.573	149			

INTERPRETATION:

Since the p-value is less than the chosen significance level (0.01), we would reject the null hypothesis and conclude that there is evidence to suggest that there is a significant difference in satisfaction levels across the age group categories.

INFERENCE - Thus, the H1- alternative hypothesis is accepted.

CHI-SQUARE TEST:

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Engagement frequency	150	100.0%	0	0.0%	150	100.0%

Gender * Engagement frequency Crosstabulation

		Engagement frequency				Total
		Daily	Weekly	Monthly	Rarely/Never	
Gender	Male	12	37	37	0	86
	Female	0	0	18	46	64
Total		12	37	55	46	150

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	100.499 ^a	3	<.001
Likelihood Ratio	135.160	3	<.001
Linear-by-Linear Association	86.098	1	<.001
N of Valid Cases	150		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.12.

Interpretation:

After performing the Chi-square test, the p-value is less than the chosen significance level (0.01), we would reject the null hypothesis and conclude that there is evidence to suggest a significant association between gender and engagement frequency with Nestle's digital marketing content.

Inference - Thus, the H1- alternative hypothesis is accepted.

CORRELATION - PEARSON'S CORRELATION:

Correlations			
		Brand loyalty	Motivator of Engagement
Brand loyalty	Pearson Correlation	1	.627**
	Sig. (2-tailed)		<.001
	N	150	150
Motivator of Engagement	Pearson Correlation	.627**	1
	Sig. (2-tailed)	<.001	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

After conducting the correlation analysis, the p-value is greater than the chosen significance level (0.01), we would accept the null hypothesis and conclude that there is no evidence to suggest a significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

INFERENCE -Thus HO - Null hypothesis is accepted.

FINDINGS:

1. Majority of the respondents, comprising 42%, belong to the age group between 18 years - 25 years.
2. The entire respondent pool, accounting for 100%, is of Indian origin.
3. A significant majority of respondents, representing 57.3%, are Male.
4. A substantial majority of respondents, totalling 51.3%, possess a Post Graduate Degree.

5. A considerable majority of respondents, making up 42.7%, have an annual income of Less than Rs. 3,00,000.
6. An overwhelming majority of respondents, constituting 56.7%, are either Employed or Self-employed.
7. A majority of respondents, with a symbol of 54.7%, are Single.
8. The prevalent majority of respondents, with a symbol of 36.7%, interact with Nestle products through digital channels on a Monthly basis.
9. A significant majority of respondents, symbolizing 65.3%, use social media as their most frequently encountered Nestle's promotions or advertisements.
10. The predominant majority of respondents, denoted by 54.7%, are Satisfied with the quality of content Nestle provides through its digital marketing efforts.
11. The major portion of respondents, with a symbol of 32.7%, cites Discounts and promotions as the primary motivator for engagement with Nestle's digital marketing content.
12. A substantial majority of respondents, reflecting 24.7%, have Extremely likely recommended Nestle products to others based on their digital marketing efforts.
13. The majority of respondents have considered Good for both quality of product information and relevance of promotions and considered Neutral for frequency of communication for aspects of Nestle's digital marketing.
14. A significant majority of respondents, symbolizing 55.3%, have chosen Product updates as their reason for their engagement with Nestle's digital marketing content.
15. The prevailing majority of respondents, represented by 62.7%, are very positive regarding the overall impact of Nestle's digital marketing efforts for brand loyalty.
16. A majority of respondents, with a symbol of 42.7%, are Neutral regarding the statement "Nestle's digital marketing efforts have influenced my purchase decisions."
17. A significant majority of respondents, denoted by 29.3%, are very likely to recommend Nestle as a brand to their friends or family based on their digital marketing efforts.
18. The substantial majority of respondents, symbolizing 63.3%, have not participated in a Nestle digital marketing campaign or contest.
19. A majority of respondents, with a symbol of 41.3%, prefer Social media for receiving communication from Nestle regarding their digital marketing promotions.
20. The prevalent majority of respondents, symbolizing 32%, want to perceive Transparent and Ethical use of customer data in Nestle's digital marketing efforts.
21. A majority of respondents, represented by 54%, have not made a purchase from Nestle directly through one of their digital marketing channels.
22. Through the use of ANOVA, we can conclude that there is a significant difference in satisfaction levels across different age group categories.
23. By employing a Chi-Square test, we can conclude that there is a significant association between gender and engagement frequency with Nestle's digital marketing content.

24. Based on Pearson's correlation, we conclude that there is no significant correlation between the perceived impact on brand loyalty and the primary motivator for engagement.

SUGGESTIONS:

1. The company must ensure that their customers' feelings towards the use of customer data is kept transparent and used for ethical purposes as this would encourage others to opt for digital purchases of the product.
2. The company must work on its direct purchasing modes as this would increase the digital marketing efforts.
3. The company should analyze their digital marketing strategies as this would help them know whether their digital marketing efforts are helping in customer retention or not. The company can do so by utilizing key performance indicators (KPIs) like click-through rates, conversion rates, and customer engagement metrics to quantify the impact of digital marketing efforts.
4. Analyze customer feedback gathered from various digital platforms, including social media channels, online reviews, and customer forums. The company must respond to customer feedback and complaints on digital platforms and assess the correlation between responsiveness and customer retention rates.
5. Analyze historical data to track customer purchasing behaviours over extended periods. Evaluate how digital marketing campaigns influence customer retention rates over time. Compare the profitability and loyalty of these customer segments to determine the effectiveness of Nestle's digital marketing investments.

CONCLUSIONS:

In summary, digital marketing, like online ads and social media, has helped Nestle keep customers interested and coming back. By using data to understand what customers like and giving them a smooth online shopping experience, Nestle has built trust and loyalty. However, it's important to remember that the digital world changes fast. Nestle needs to keep up with new trends and make sure their digital efforts feel personal and not too automated. By staying connected with customers online and adapting to their needs, Nestle can continue to build strong, lasting relationships with its customers, ensuring the company's success in the long run.

REFERENCES

- Varela-Neira, C., Vazquez-Casielles, R., & Iglesias, V. (2010). Explaining customer satisfaction with complaint handling. *The International Journal of Bank*, 28(2), 88-112. doi:<http://dx.doi.org/10.1108/02652321011018305>
- Vinod B. (2011). Unleashing the power of loyalty programs – The next 30 years. *Journal of Revenue and Pricing Management*, 10(5), 471-476. doi:<http://dx.doi.org/10.1057/rpm.2011.11>
- Tabaku, E., & Zerellari, M. (2015). Brand loyalty and loyalty programs; a literature review. *Romanian Economic and Business Review*, 10(2), 87-102. Retrieved from <http://search.proquest.com/docview/1700066812?accountid=45580>
- Mascarenhas, O. A., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: a total customer experience approach. *The Journal of Consumer Marketing*, 23(7), 397-405. doi:<http://dx.doi.org/10.1108/07363760610712939>
- Ludin, I. H. B.H., & Cheng, B. L. (2014). Factors Influencing Customer Satisfaction and E-Loyalty: Online Shopping Environment among the Young Adults. *Management Dynamics in the Knowledge Economy*, 2(3), 462-471. Retrieved From <http://search.proquest.com/docview/1646545655?accountid=45580>
- Enzmann, M., & Schneider, M. (2005). Improving Customer Retention in E-commerce through a Secure and Privacy-Enhanced Loyalty System. *Information Systems Frontiers*, 7(4-5), 359-370. doi:<http://dx.doi.org/10.1007/s10796-005-4808-2>
- Gómez, B. G., Arranz, A. G., & Cillán, J. G. (2006). The role of loyalty programs in behavioral and affective loyalty. *Journal of Consumer Marketing*, 27(3), 387-397. doi:<http://dx.doi.org/10.1108/07363760610712920>
- Alreany, C; Shiella, L (2019) *International journal of scientific research in science engineering and technology (IJSRSET) India*.
- Kim, O. & Park, I. (2012). "A buying process model", *Proceedings of the XVII Annual Conference of the European Marketing Academy on Innovative Marketing*, University of Bradford, pp. 86-103.
- Kotler. P (2016) *Marketing Strategy and Management: Analysis, planning, implementation and control 9th ed eaglewood cliffs; NH Prentice*.
- Miller, (2012). *Relationship Marketing: Bringing Quality, Customer Service and Marketing Together*, Butterworth-Heinemann, London.
- Kotler, Y. & Keller, D. (2009). "Relationship approach to the marketing function in service contexts: the marketing and organizational behavior interface", *Journal of Business Research*, Vol. 20No. 1, pp. 3-12.

- Kim et al. (2019) service satisfaction, price-discount satisfaction, monetary switching cost, non-monetary switching cost service satisfaction, price-discount satisfaction, monetary switching cost, and non-monetary switching costs have positive significant effect on customer retention.
- Chang, S., Zhang, Z., Wang, X., & Dong, Y. (2020). Optimal acquisition and retention strategies in a duopoly model of competition. *European Journal of Operational Research*, 282(2), 677–695. <https://doi.org/10.1016/j.ejor.2019.09.044>
- Chen, K. K., Chiu, R. H., & Chang, C. Ter. (2017). Using beta regression to explore the relationship between service attributes and likelihood of customer retention for the container shipping industry. *Transportation Research Part E: Logistics and Transportation Review*, 104(2017), 1–16. <https://doi.org/10.1016/j.tre.2017.04.015>
- Curras-Perez, R., Ruiz, C., Sanchez-Garcia, I., & Sanz, S. (2017). Determinants of customer retention in virtual environments. The role of perceived risk in a tourism services context. *Spanish Journal of Marketing -ESIC*, 21(2), 131–145. <https://doi.org/10.1016/j.sjme.2017.07.002>
- Darley, W. K., & Luethge, D. J. (2019). Service value and retention: Does gender matter? *Journal of Retailing and Consumer Services*, 48(February), 178–185. <https://doi.org/10.1016/j.jretconser.2019.02.014>
- Del Rio Olivares, M. J., Wittkowski, K., Aspara, J., Falk, T., & Mattila, P. (2018). Relational price discounts: Consumers' metacognitions and nonlinear effects of initial discounts on customer retention. *Journal of Marketing*, 82(1), 115–131. <https://doi.org/10.1509/jm.16.0267>
- Echchakoui, S., & Ghilal, R. (2019). How sales managers can use salespeople's perceived attributes to monitor and motivate a sales force during relationship marketing. *European Research on Management and Business Economics*, 25(2), 99–104. <https://doi.org/10.1016/j.iedeen.2019.02.001>
- Hanaysha, J. R. (2018). Customer retention and the mediating role of perceived value in retail industry. *World Journal of Entrepreneurship, Management and Sustainable Development*, 14(1), 2–24. <https://doi.org/10.1108/wjem-sd-06-2017-0035>
- Hung, P. H., Doi, K., & Inoi, H. (2020). User retention tendency of bus routes based on user behavior transition in an area with low mode share of public transport. *IATSS Research*, 44(2), 111–124. <https://doi.org/10.1016/j.iatssr.2019.09.001>
- Kim, J. (2019). The impact of different price promotions on customer retention. *Journal of Retailing and Consumer Services*, 46(October), 95–102. <https://doi.org/10.1016/j.jretconser.2017.10.007>
- Kumar, A., Luthra, S., Khandelwal, D. K., Mehta, R., Chaudhary, N., & Bhatia, S. (2017). Measuring and improving customer retention at authorised automobile workshops after free

- services. *Journal of Retailing and Consumer Services*, 39(June), 93–102.
<https://doi.org/10.1016/j.jretconser.2017.07.007>
- Mishra, S., Malhotra, G., Arora, V., & Mukhopadhyay, S. (2021). Omnichannel retailing: does it empower consumers and influence patronage? *International Journal of Retail & Distribution Management*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/IJRDM-04-2021-0199>
 - Osakwe, C. N., & Anaza, N. A. (2018). Understanding marketing resources and size in agro-based enterprises. *Marketing Intelligence and Planning*, 36(2), 230–244.
<https://doi.org/10.1108/MIP-07-2017-0149>
 - Q. Bataineh, A., M. Al-Abdallah, G., A. Salhab, H., & M. Shoter, A. (2015). The Effect of Relationship Marketing on Customer Retention in the Jordanian's Pharmaceutical Sector. *International Journal of Business and Management*, 10(3), 117–131.
<https://doi.org/10.5539/ijbm.v10n3p117>
 - Chang, C. W., & Zhang, J. Z. (2016). The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings. *Journal of Interactive Marketing*, 36, 77–90.
<https://doi.org/10.1016/j.intmar.2016.05.002>
 - Ascarza, E. (2018). Retention futility: Targeting high-risk customers might be ineffective. *Journal of Marketing Research*, 55(1), 80–98. <https://doi.org/10.1509/jmr.16.0163>
 - Ruiz Díaz, G. (2017). The influence of satisfaction on customer retention in mobile phone market. *Journal of Retailing and Consumer Services*, 36(December 2016), 75–85.
<https://doi.org/10.1016/j.jretconser.2017.01.003>
 - Seo, D. B., Ranganathan, C., & Babad, Y. (2008). Two-level model of customer retention in the US mobile telecommunications service market. *Telecommunications Policy*, 32(3–4), 182–196. <https://doi.org/10.1016/j.telpol.2007.09.004>
 - Shen, X. L., Li, Y. J., Sun, Y., & Wang, N. (2018). Channel integration quality, perceived fluency and omnichannel service usage: The moderating roles of internal and external usage experience. *Decision Support Systems*, 109, 61–73. <https://doi.org/10.1016/j.dss.2018.01.006>
 - Strydom, G., Ewing, M. T., & Heggen, C. (2020). Time lags, non-linearity and asymmetric effects in an extended service-profit chain. *European Journal of Marketing*, 54(10), 2343–2363. <https://doi.org/10.1108/EJM-12-2019-0906>
 - Tamuliene, V., & Gabryte, I. (2014). Factors Influencing Customer Retention: Case Study of Lithuanian Mobile Operators. *Procedia -Social and Behavioral Sciences*, 156(April), 447–451.
<https://doi.org/10.1016/j.sbspro.2014.11.219>
 - Tripathy, A. K., & Jain, A. (2020). FinTech adoption: strategy for customer retention. *Strategic Direction*, 36(12), 47–49. <https://doi.org/10.1108/SD-10-2019-0188>
 - Xhema, J., Groumpos, P. P., & Metin, H. (2018). Switching-Costs , Corporate Image and Product Quality effect on Customer Loyalty: Kosovo Retail Market ScienceDirect Image and

Product Quality IFAC Image 51-30 Product Switching-Costs , Corporate Corporate and Quality effect effect on on Customer Custome. IFAC-PapersOnLine, 51(30), 287–292.

<https://doi.org/10.1016/j.ifacol.2018.11.303>

- ➔ Mansi Kumari, Patthey A and Anute N (2022) Search Engine Optimization (SEO) And Social Media Marketing. Techniques And Its Impact As A Marketing Tool With Special Reference To Luxury Brands, International Journal of Research Publication and Reviews, Vol 3, Issue 7, ISSN 2582-7421, page no.3913-3920.
- ➔ Gupta, S., , Chawla, D. (2021). An analysis and inter relationship between the factors of perception for cause related marketing offerings. International Journal of Indian Culture and Business Management, 23(3),290.