

**KOLKATA BASED GENERAL DEGREE COLLEGE TEACHERS PERCEPTION
ABOUT BRAND PREFERENCE OF SELECT FMCG MAJOR:
A STUDY ON NESTLE INDIA LIMITED**

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Abstract

FMCG touches the life of every Indian and therefore enjoys the widest reach among the different industries. The FMCG Industry in India has witnessed a high rate of growth in the past decade as a result of favorable macro economic conditions, increased rural incomes, rising consumption culture in India and a proliferation of consumer awareness campaigns. In order to adapt to such increasingly complex operating environment and rapidly changing consumer needs, the FMCG companies need to evolve and understand the consumers' perception towards the FMCG brands and attempt to maximise their earnings to mark their existence in the industry's increasing contribution towards India's growth. In this context, a research attempt has been made to integrate the areas of perception and FMCG brands of NIL in regard to the informed class of the society. For such purpose, the main objective of the study is to understand the perception about brand preference of NIL with special reference to two chosen product lines namely, prepared dishes and cooking aids and coffee and beverages in regard to the Kolkata based general degree college teachers. The primary survey of such college teachers done to capture their perceptions and loyalty regarding select FMCG brands was done with the help of a brand specific structured questionnaire. The *primary data* thus collected has been intelligently collated, tabulated, processed, and analysed, using appropriate statistical techniques, with the help of a statistical software package, viz., SPSS (version 20). In an attempt to examine how the attributes of the chosen brand influence consumer perception, a questionnaire has been prepared with a series of brand related statements reflecting the different attributes of the chosen brand. The statements have been ranked in order of preference by the respondents to capture the brand perceptions. In an attempt to understand whether the brand buying behaviour leads to loyalty towards the brand, questions in regard to brand loyalty has been prepared in the questionnaire. *Factor analysis* on such data has thereafter assisted in removing the highly correlated predictors from the study. In an attempt to further analyze the factors influencing the perception of brand loyals, the *logistic regression analysis* has been undertaken.

Keywords: FMCG, Nestle India Limited [NIL], Brand- Buying Behaviour, Brand Perception, Brand Loyalty.

Introduction

In the rapidly intensifying complex Indian market, marketing and its influence essentially dominates the daily life of all individuals. Marketing may be referred to as a value exchange process involving the marketer and the prospect whereby the human wants and social needs of the target

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