

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

An Analysis on the Influence of Social Media Presence in Promoting NESCAFÉ, a Leading Brand of NESTLÉ Bangladesh Limited

Rakhi K. Zaman

Adjunct Faculty, East West University, Dhaka, Bangladesh

Abstract:

Today's business world requires continuous innovation while conducting promotional activities to ensure long-term sustainability. Rigorous approaches towards research for innovative advertising can contribute significantly for the goal attainment of a brand. Along with traditional communication, social media platform has gained tremendous popularity to promote brands effectively in recent days. NESTLÉ Bangladesh has also stepped ahead to this and focused on effective investment for social media communication. This study "An Analysis on the Influence of Social Media Presence in Promoting NESCAFÉ, a leading brand of NESTLÉ Bangladesh Limited." depicts a study on the significance of social media communication in the awareness building of a reputed brand of the company, NESCAFÉ.

The main objective of the study is to measure the influence of Social Media Communication on creating Brand Awareness of "NESCAFÉ". The specific objectives are to develop an insight about the existing consumer engagement with the brand through social media, to identify the influential factors that increase the consumer engagement, to identify the gap between consumer expectation and brand offerings for creating more involvement with the brand and to provide suggestive measures in order to ensure a sustainable relationship with the brand through social media communication.

While conducting the study, both primary and secondary data have been used. The present condition of Digital Media Marketing in the entire industry as well as some relevant information has been collected from the Consumer Engagement Manager and some other employees of NESTLÉ Bangladesh Limited through several personal interviews. Opinions from Facebook analysts have been considered to develop an insight about the target consumers. An online survey has also been conducted to generate an idea about the perception of consumers regarding the NESCAFÉ fan page. Some articles regarding social media communication and relevant studies have been used as secondary sources of information. After collecting data, analysis has been conducted through Facebook insights from the NESCAFÉ fan page and through using an advanced tool Radian 6-Social Studio.

From the analysis, it can be clearly observed that the consumers are involved with the NESCAFÉ fan page at a satisfactory level. Some features in contents like inspiration, motivation, emotional appeal, self-empowerment, aspiration and admire have been identified as highly appreciated by the consumers. Few consumers have developed some negativism with the TVC of NESCAFÉ due to being dubbed from a foreign version. It has been clearly observed from the analysis that the consumers feel more connected when they can associate their daily happenings with the brand itself. So, an effective blend of their trend as well as conversation with brand theme-inspiration can ensure increased consumer engagement. Considering these preferences of the target consumers as well as developing approaches to compete sustainably through social media communication, along with traditional advertising can accelerate the overall success of the leading brand NESCAFÉ.

Keywords: *Social Media Communication, Brand awareness, Consumer perception, Brand theme, Sustainable Relationship*

Social Media Communication: Refers to an innovative media for promoting a brand

Brand Awareness: The prominent presence of a brand among the consumers

Consumer Perception: How the consumers perceive a brand

Brand Theme: The image of a brand that is to be established in consumer mind.

Sustainable Relationship: A long term relationship between a brand and the consumers

1. Introduction

"Branding is the voice and image that represents a business plan to the outside world. For what the company, products and services stand for should all be captured in branding strategy, and represented consistently throughout all the brand assets and in daily marketing activities." [Reference no-II.] Today's business world prefers to focus on long term relationship with the customers rather than concentrating on profit maximization. This ultimately assists a company for further customer acquisition along with the retention of existing consumers. With a view to assuring this sustainable relationship with the customers, companies currently are not only confined to the traditional promotional activities like TVC, Billboard (Above the line) or personal selling. The current trend refers to heading towards conducting marketing activities with technical innovation. Social Media Communication is a striking instance for this

sort of activities. At present companies promoting their products/services through social media like Facebook, YouTube or Twitter can experience remarkable success in creating awareness and interest for their brands.

1.1. Objectives of the Study

1.1.1. Broader Objective

To measure the influence of Social Media Communication on creating Brand Awareness of “NESCAFÉ”.

1.1.2. Specific Objectives

- To develop an insight about the existing consumer engagement with the brand through social media communication.
- To identify the influential factors that increase the consumer engagement with the brand through social media
- To identify the gap between consumer expectation and brand offerings for creating more involvement with the brand.
- To provide suggestive measures to ensure sustainable relationship with the brand through social media communication

1.2. Methodology

1.2.1. Data Collection

For analysing the impact of Social Media Communication on promoting the brand, both primary and secondary data had been used. The combination of these two can suggest a broader overview to develop further consumer insights and prepare offerings as per consumer desire.

➤ Primary Data

- In social Media communication, the primary data that has been used for this study is the survey through questionnaire among the potential consumers.
- The perception of social media analysts has also been accumulated to get a better overview of the significance of promotional activities conducted through digital media.

➤ Secondary Data

To conduct the study, some secondary sources like previous relevant articles on digital media, the feasibility of promoting brands through social media, the current involvement of the consumers through digital platform have been used. The guidelines for social media communication in the Global have also been used.

1.2.2. Data Analysis

After collecting data, analysis has been conducted from the insight segment of Facebook and from the digital platform Radian 6-Social Studio.

1.3. Scope of the Study

This study will mostly cover observation and analysis of a particular brand and the communication effect on the consumers of Bangladesh.

1.4. Limitations of the Study

- Since there have been very few studies conducted on social media communication influence, there has been observed lack of secondary data while doing analysis.
- In social media communication, it has not been possible yet to determine the exact result for consumer sentiment through digital tools. Some issues are needed to be modified based on subjectivity. So in time of analysis, the sentiment data may not represent the exact figure, rather it has been considered as approximation.

2. Company Profile

2.1. Nestlé

Nestlé with headquarters in Vevey, Switzerland is the world's leading nutrition, health and wellness company. The Nestlé story began when the company became known with the first milk based foods for babies. Today Nestlé is the world's largest food company, employing around 276, 000 people at 481 factories in 87 Countries and operating in almost every country in the world.

[Latest statistics shared by a Company Manager, Reference No-1]

The goal of the company is to earn consumers' trust as their preferred Food, Beverage, Nutrition and Health Company both for their own needs and those of their family members, including their pets. The company understands consumers' nutritional and emotional preferences and provides them innovative branded products and services based on superior science and technology.

2.2. Nestlé Bangladesh Limited

NESTLÉ BANGLADESH LIMITED Markets its products through the country with the help of the distributors. A part from that, NESTLÉ Professional is a separate function which is responsible for the institutional sale. There are currently 80 distributors of NESTLÉ Bangladesh products of which 76 are retail distributors and remaining 4 are NESTLÉ Professional's distributors providing products for the out of home consumptions.

2.3. Major Brands of NBL

→ Dairy and Breakfast Cereal NIDO Fortified, NIDO 2+, NIDO 3+, Corn Flakes, Koko Krunch
→ Culinary MAGGI-2-minute Noodles, MAGGI Soups, MAGGI-SHAD-E-MAGIC
→ Beverages NESCAFÉ, NESTEA
→ Infant Formula and Cereals LACTOGEN-1, LACTOGEN-2, LACTOGEN-3, ALL-110, NAN, PRE-NAN, CERELAC, BABY & ME.
→ Chocolate Wafer Munch Rollz

Table 1

3. NESCAFÉ-The Leading Coffee Brand

The world's leading coffee brand, NESCAFÉ brings together coffee lovers & fans from around the world. The mission of NESCAFÉ is- "It all starts with a NESCAFÉ." Every day brings the promise of a fresh start, new friends and great coffee! The brand emphasizes on providing inspiration and motivation for the target group who belongs to the age above 16 years in both rural and urban area.

In Bangladesh NESCAFÉ offers a range of classic Coffees to give you a great start which are

- 100% Natural Instant Soluble Coffee
- (NESCAFÉ Classic).
NESCAFÉ 3 in 1 -- Instant Coffee ready-mix for a great Coffee Cup, ready in seconds.

Currently in Bangladesh NESCAFÉ has been conducting promotional activities in traditional and social media. For this study, NESCAFÉ fan page in Facebook has been considered;

Link: https://www.facebook.com/NESCAFÉbangladesh/info?tab=page_info [Reference no-IV]

4. Analysis of Social Media Platforms

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. [Reference No-III]. The media can be Facebook, YouTube, Twitter or even Instagram through which this communication can be done effectively. This communication can ultimately assist a brand to gain more exposure, find prospects and leads, reduce marketing expenses and improve brand awareness. This communication through continuous technical innovation can accelerate the process of creating a sustainable image of the brand in the consumer's mind.

For the analysis part, data from Facebook insights and a digital platform Radian 6-Social Studio have been considered. To get an insight about the current perception of the consumers regarding the page, a questionnaire has been developed that has assisted to attain the objectives of the study.

→ Sample Size: 100, Sampling Method: Judgemental (Those who comment frequently in NESCAFÉ page)

Snapshot of the questionnaire that had been used for survey:

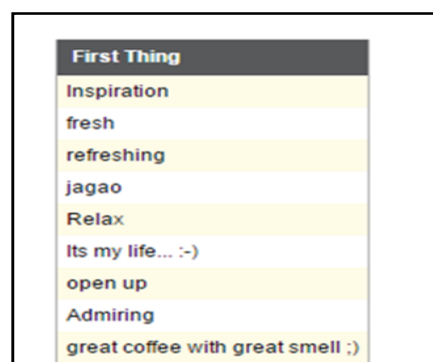


Figure 1: Regarding the brand, the consumers expressed following the positive expressions in most of the cases.

4.1. Major Findings from Survey

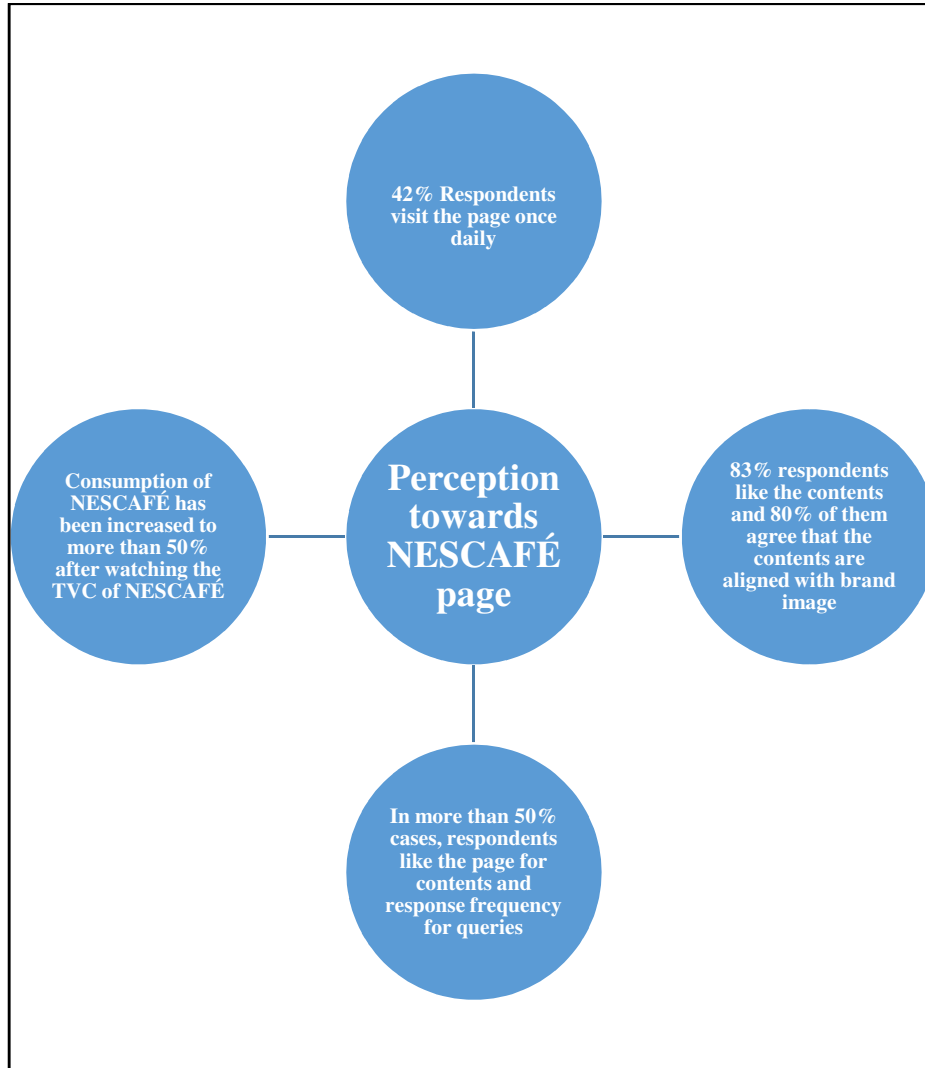


Figure 2: Survey Outcome for the Perception towards NESCAFÉ FAN PAGE

• **Current Involvement with Page**

To identify the current consumer involvement with the page, NESCAFÉ facebook page insights segment has been analysed where the following insights have been integrated:

Months	March	April	Percentage Increase	May	Percentage Increase
Total Likes	7871484	8731958	11%	10764238	23%
Daily Page Engaged Users	379290	640861	69%	416304	-35%
Daily Total Reach	4298542	6494623	51%	9848220	52%

Table 2: Month on Month Increase of Engagement

[Total Likes= Total number of people who likes the fan page

Daily Page Engaged Users= Total number of people who have clicked on page/liked page/liked/put comments/shared any content

Daily Total Reach= Total Number of people who have seen the contents of fan page]

From the table above, it can be clearly observed that although fan page likes and reach have been increased from March to May, the engagement of users have been decreased in May. The engagement was growing at a higher rate in month of April, but it became downward sloping in May.

Overall, the consumers are aware of this page and they are moderately involved with the page. While conducting the promotional activities through social media, some factors created significant influence in the mind of consumers that made them fascinated to the brand.

Influential Factors for Higher Engagement

From the break-down analysis of the above table, some days' responses reflect higher engagement with the brand through increased rate of like, comment and share. Some posts were focused on the issues preferred by the consumers and assured alignment with the brand identity. As per consumers, they were catchy enough and consumers could associate themselves with the communication.



This snapshot is collected from the TVC (Stand Up Comedian) of NESCAFÉ that generated tremendous response from the consumers through social media.

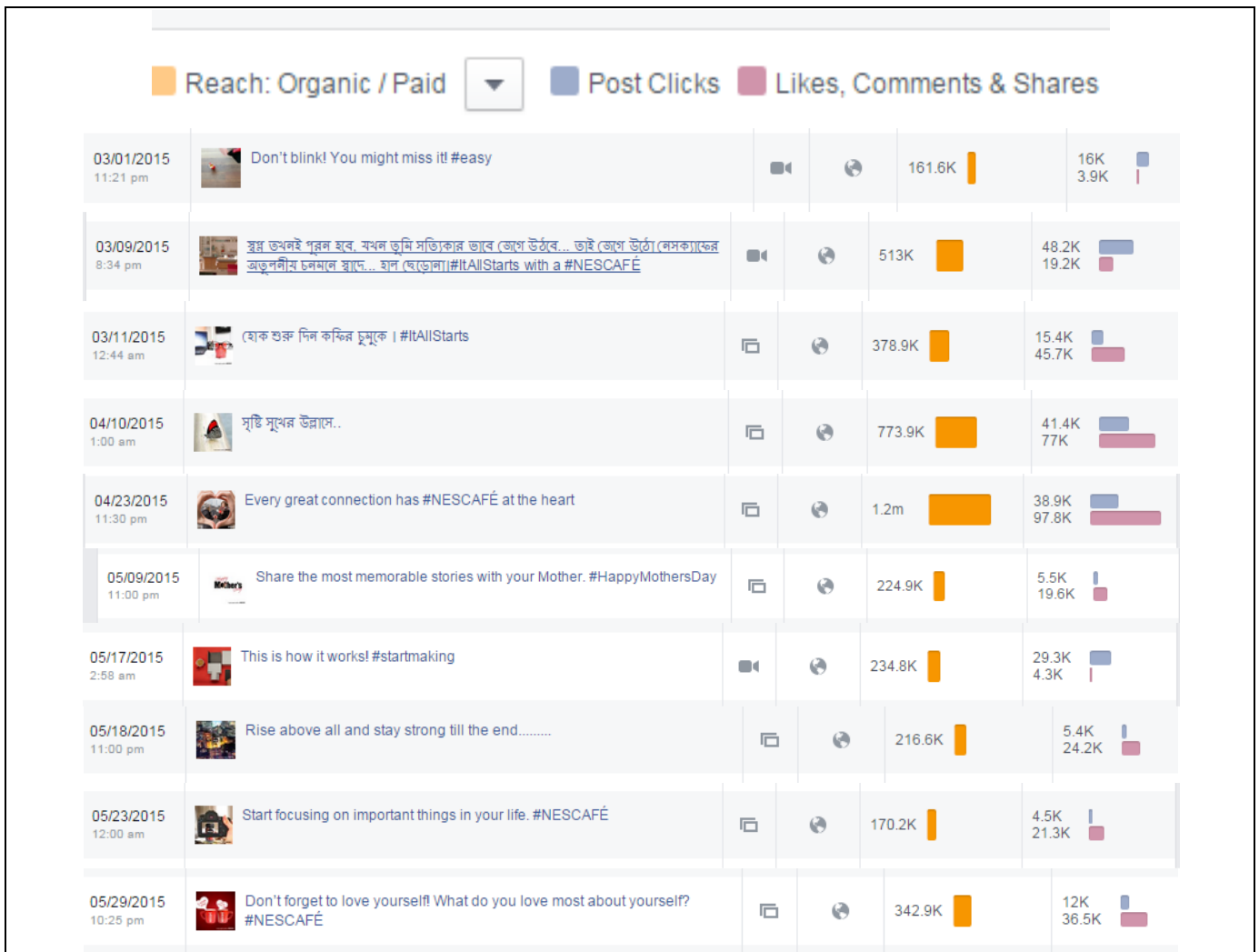


Figure 3: Posts that generated increased engagement from March to May

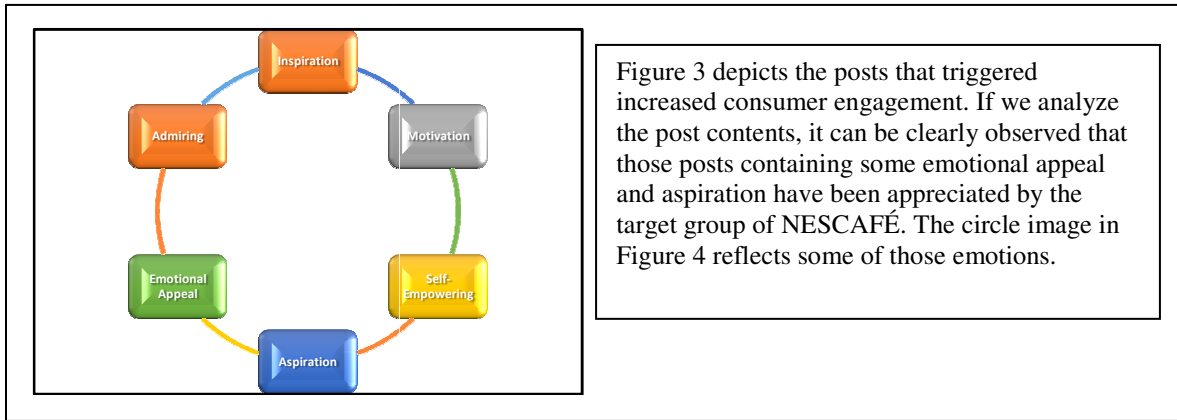


Figure 3 depicts the posts that triggered increased consumer engagement. If we analyze the post contents, it can be clearly observed that those posts containing some emotional appeal and aspiration have been appreciated by the target group of NESCAFÉ. The circle image in Figure 4 reflects some of those emotions.

Figure 4: Influencing factors that generated increased engagement

The reason behind this success can be attributed to the reflection of brand identity and attractiveness in the contents. This made the consumers more connected to the page as well as to the brand itself.

• Gap between Consumer Expectation and Brand Offerings

In order to determine the gap between consumer expectation and the offerings of brand, the negative feedback within the month from March to May has been analyzed. The number was increasing in April, but in May it has been declined a bit.

Month	Daily Negative feedback
March	254
April	296
May	271

Table 3: Month on Month Negative feedback

During these three months, some particular issues have been reflected repeatedly. In recapitulation, the following gap can be observed.

- Some consumers do not prefer the TVC of NESCAFÉ as it was originally an Indian TVC and later dubbed to Bengali. They consider this as a lack of originality of local culture. They recommend the brand should broadcast commercials produced in own country.
- Some consumers do not like the current taste of NESCAFÉ 3 in 1. They prefer the previous one.
- Initially some consumers expressed they did not get the essence of some posts and found less relevance with brand image.

To fascinate the consumers towards the brand, it essential to consider these gaps and take initiatives for overcoming those.

• Assuring Sustainable Relationship with Consumers

Analyzing the current trend and conversation can accelerate a brand to achieve higher success. If the brand can make a good mix and match among the trend, conversation and the brand image while conducting social media communication, consumers can relate the benefits provided through brand and feel more connected. From the analysis of a digital platform, Radian 6, the current issues on which different people are emphasizing can be identified. Between the month of March and May, target consumers were mostly talking about inspiration, love and praising remarks while their communication through social media. The conversation of them reflected that today’s consumers of Bangladesh are more aware of health and wellness, more informed, expressive and festive. An effective blend of this conversation cloud with inspiration and ambition which is the identity of NESCAFÉ, the brand can assure a sustainable positive image in the mind of their consumers.

5. Major Findings

- From the month of March to May, the involvement of the consumers with NESCAFÉ through social media is can be considered as moderate level. There is an upward sloping engagement and then a bit downward slope.
- Some features in contents like inspiration, motivation, emotional appeal, self-empowerment, aspiration and admire have been identified as highly appreciated by the consumers.
- Some posts were not appreciated by the consumers being perceived as lack of relevance with brand identity. Few consumers also developed some negativism with the TVC of NESCAFÉ due to being dubbed of a foreign version.
- Today’s target consumers are more aware of health and wellness, more informed, expressive and festive. An effective blend of their trend, conversation with inspiration and ambition which the brand image of NESCAFÉ, can ensure increased consumer engagement.

6. Recommendation

Based on the above study, it is a crystal clear observation that a complete mix and match between the preference of target group and the identity of the brand can certainly influence the overall outcome of all promotional activities besides social media communication. For this, a strategic planning for some campaigns and contents can be developed.

“Keep Going with NESCAFÉ” -Ramadan Campaign

- In Bangladesh during Ramadan, consumers usually feel exhausted just after their Iftar. They sometimes cannot focus on work in the Evening. A mug full of NESCAFÉ can invigorate them to keep going with their task with full throttle!
- During this month, some consumers prefer to stay awake up to midnight for “Seheri”. Right on that moment, NESCAFÉ can become a silent partner for them.
- Considering these two themes, some contents can be posted in the Facebook Page.
- The timing of these contents has to be just after the Iftar time and after 12.pm when the consumers prefer to spend some time in social media while their waiting.
- The duration of this campaign can be 15 days.

Figure 5

Apart from this campaign, some events and consumer behaviour patterns can be considered and based on those some contents can be posted on Facebook fan page in order to ensure increased consumer engagement.

- In general, the consumers of Bangladesh are used to have a cup of tea in the morning at home. Very few people have coffee instead of tea at home. If the consumers can be communicated regarding the vigour they can generate from a morning cup of coffee and also in some other time of the day, the brand can create more positive image in their mind.
- Since NESCAFÉ always encourages people to move forward, the communication through social media focusing on creating this brand a constant fellow in the midst of day to day challenges can fascinate the consumers to a greater extent.
- Since coffee is mostly proffered as hot, the consumers can feel more connected through some communication in upcoming winter. The brand theme aligning with the occasion can be a perfect combination in this regard.
- Although the presence of NESCAFÉ is more vibrant in social media compared to other competitors in industry, more analysis can be conducted for assuring an industry benchmark performance.

7. Conclusion

In order to survive in today’s competitive business industry, traditional marketing is not sufficient. That is why social media marketing has been proven as a prominent tool to ensure consumer engagement which contributes to the sustainability of a brand. NESCAFÉ, a leading brand of NESTLÉ Bangladesh is also not lagging behind in this regard. Currently, through the Facebook fan page of NESCAFÉ, it can be observed that the consumers perceive a positive image of the brand. To sustain this image, the brand has to take some more initiatives considering the target market. A strategic planning through use of advanced tools and subjective analysis can ensure better success in social media communication for NESCAFÉ.

8. References

- Personal Interview of Farzana Ferdous Consumer Engagement Manager NESTLÉ Bangladesh Limited.
- Brand Effectiveness, Modern Mind, Inc.
- H. Kietzmann, Jan; Kristopher Hermkens (2011). "Social media? Get serious! Understanding the functional building blocks of social media". Business Horizons 54: 241–251.
- https://www.facebook.com/NESCAFÉbangladesh/info?tab=page_info

Annexure

The questionnaire that had been used for survey:

1. How often do you visit Nescafe Fan page?
 - Once in a weak
 - Once in every 2-3 days
 - Once daily
 - More than once daily
2. Which aspect of the page you like most? (You can select multiple options)
 - Contents
 - Response Frequency of Queries
 - Others (Please Specify) _____
3. Do you like the contents of NESCAFE Fan Page?
 - Yes
 - No
4. If yes, which aspect of the contents you like most? (You can select multiple options)
 - Aligned with the image of NESCAFE
 - Cathy
 - Follows the current trend
 - Others (Please Specify) _____
5. If No, for which reason you do not prefer the contents of NESCAFE Fan page?
6. What is the first thing that comes to your mind when you hear the word NESCAFE?

7. How many years before you started having NESCAFE?

Years (In Number)
8. How often you used to have NESCAFE earlier?
 - More than once Daily
 - Once Daily
 - Once in a Week
 - Less than Once in a Week
9. How often do you have NESCAFE now?
 - More than once Daily
 - Once Daily
 - Once in a Week
 - Less than Once in a Week
10. Usually when do you have Nescafe? (You can select multiple options)
 - In the morning
 - In the evening
 - At Midnight
 - Others (Please specify) _____