

A Study on Marketing Strategy of Nestle in Asia

Tze Xuan Choo¹, Zhe Xin Chong², Sin Chian Chong³, Shieh Hern Chu⁴

Universiti Sains Malaysia^{1,2,3,4}

Jalan Sg Dua, 11800 Minden, Pulau Pinang, Malaysia.

Correspondence email: tzexuan_99@student.usm.my

ABSTRACT

Nestle is the world's leading health, nutrition, and wellness firm, headquartered in Switzerland. It is the largest food and beverage company globally with a revenue of US\$89.772 billion in 2015. Nestle employs nearly 339,000 employees and has 447 factories in 180 nations. Nestle is also the most successful leading producer of high-quality, nutrient-dense food and beverages for Asian consumers. It sells about 2000 various brands across seven main food and beverage categories. Nestle places a premium on quality and safety for its customers. Nestle has developed useful marketing strategies to motivate consumers to buy their products. This study aims to determine Nestle's most effective marketing strategies in Asia. The findings underlined that Nestle's marketing strategy includes market segmentation, targeting, differentiation, and positioning.

Keywords: Asia, Consumer Behavior, Marketing Strategy, Nestle

INTRODUCTION

Nestle, a global organization that has evolved to become the world's greatest food and beverage company. Nestle has nearly 2000 brands that are offered in 196 countries. (Reza, 2020). Heinrich Nestle started Nestle in Vevey, Switzerland in 1866. Nestle entered the Malaysian market in 1912, with headquarters in Mutiara Damansara, Petaling Jaya, Selangor. Nestle is experienced in the food and beverage business and has some well-known in Malaysia, including Nescafe, Maggi, Milo, and Kit Kat. To meet the needs of the Malaysian market, all these items have been classified as Halal (Singh et al., 2021).

Nestle Milo, a chocolate and malt milk drink, is still popular with little and old people since Milo is less costly than other cocoa beverages. Milo, in addition to having a pleasing smell, has a variety of nutrients that the body need (Singh et al., 2021). Milo or Nescafé is the breakfast that most individuals like to drink. To fulfil the need of their customers, Milo offered a large-scale range of choice. Nestlé is currently pushing new products such as 'Milo Sejuk,' and Mat Kool Spiro to attract customers. Many individuals prefer to purchase Nestlé products since their brands are well-known (Singh & Alazmi, 2019).

Maggi, a Nestlé brand of instant noodles developed in India in 1980s, is currently not just a well-liked snack, but also the most preferred. Maggi, a Nestlé brand of instant noodles introduced in India in the 1980s, is currently not just a common food but also the favorite delicious food of an influx of little urban Indians. Instant noodles appeal to young people's thirst for agency and enjoyment, while also questioning power dynamics in the patriarchal household. Maggi noodles may be used to understand

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better how industrial goods affect the boiling soup of social interactions (Baviskar, 2018). Maggie instant noodles are famous among people due to their excellent taste and simple preparation. Nestle built their products that required consumers to meet their daily requirements. This is inextricably linked to Nestle's promotion strategy, which has become a major aspect of gaining public attention (Singh et al., 2021).

Nestle is a big F&B corporation whose first output was milk-based infant food. Nestle production emphasizes health, and Nestle emphasizes making a healthy and excellent product. However, Nestle decided to broaden its product offerings to include coffee, frozen dinners, and chocolates to serve its customers better (Singh et al., 2021). Nestle also promotes its goods in tropical countries such as Malaysia, Thailand, and Singapore throughout the year, by focusing on ice cream. They sought to reduce the calories and fats in ice cream to assist clients in maintaining their blood pressure while preserving the delicious flavor of ice cream. They provide delectable and nutrient-dense foods (Green, 2006).

Marketing research and practice have expanded significantly, shifting from focusing on marketing as an occupational management problem to a larger focus on marketing's strategic act in overall business strategy (e.g., Kotler, 2000; Sudharshan, 1995). This extension of the marketing idea to incorporate both strategic and operational arrangements cause a conflation of marketing and strategic management. According to Armstrong, Kotler, & Opresnik (2019), marketing strategies are created by four components: market segmentation, market targeting, differentiation, and positioning. A business' marketing environment is a collection of factors that impact company performance in creating and sustaining relationships with target consumers, hence affecting organization profitability (Marcos & Richardo, 2018). Customer segmentation and targeting enable marketers to produce products that meet the requirements and desires of the target population. Segmenting, targeting, and positioning (STP) is a wide framework in marketing that outlines and simplifies the process of market segmentation.

According to Vikas (n.d), marketing strategy is the executive process of building among objectives, ability, resources, and developing market opportunities. Marketing strategy aims to develop company performance and goods to provide targeted profit growth. Nestle expanded its business abroad from the start and recognized the importance of food items being intimately related to local eating and social habits. That is why Nestle has always demonstrated esteem for many cultures and customs since its inception. Nestle's initiatives seek to integrate the company as much as possible into the cultures and traditions of the countries in which it works while simultaneously introducing its own set of values to the local environment. Additionally, Nestle thinks that its actions can only be valuable to the corporation overall if they are also good to the local society.

Avendano (2020) stated that the long-term structuring of organization objectives is a marketing strategy. It is captious to select precise activities to enhance the credit of products and services or enhance market sales to attain goals. Playing on chances is critical for allocating the target market and retaining consumers so that the company's positioning strengthens. This definition is the most relevant to the study as we researched how Nestle performs its marketing strategy in Asia.

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Before a company applies a marketing strategy in a targeted market, the company will experience some crucial steps to get a better insight into the market. One of the steps is market segmentation. Wendell Smith introduced this concept in the year 1956 (Minhas and Jacob, 1996), and described the notion as the act of breaking a market into smaller groups depending on the requirements and desires of the customers. However, according to Camilleri (2018), market segmentation is a consumer-oriented process that identifies the segment of the market and divides the segment into subgroups based on the shared characteristic of the consumer. This process will be carried by the marketer based on the needs and interests of consumers and divide the consumers into a subgroup with the same characteristics such as demographic profile, geography, and even their similar lifestyle and religion. Muhamad (2018) stated that market segmentation is a process that divides the market into a smaller market based on the same characteristic as the consumer to enable the company to apply marketing strategy easily to promote the product and service produced by the company. Market segmentation aims to allow the marketer to build an effective marketing strategy suitable for consumer traits.

There are three critical criteria in market segmentation: accessibility, substantiality, and measurability (Kotler, 1991). Market segmentation accessibility deals with how marketers reach and serve consumers in the group. For example, accessibility can be determined by some frequent questions such as 'Could the customer buy our product in the near store?' and 'Where can the consumer get our product easily?' To solve the problem of accessibility, the company will do more strategies to promote the product, such as by advertising and putting banners to communicate with the targeted consumers. Substantiality is the degree to which the size of the selected market by a company (Gavett, 2014). The frequent questions to substantiality are 'Is the selected market size huge enough?' or 'Is the selected market profitable?' By examining this indicator, the marketer will get more insight into the company's performance in terms of profit when serving the market. Measurable is the degree to which the marketer will be able to measure and gauge the market from various aspects such as market size, the purchasing power of the segment, education background, social status, socioeconomic level, and family size.

Kotler and Armstrong (2007) suggested that customers should be broken into smaller groups based on a characteristic such as demographic, geographic, psychographic, and customer behavior. Segmentation based on demographics is a process that divides the consumer into a smaller group according to the customer's age, gender, family size, education background, marital status, level of disposable income, and religion. Most companies will apply this type of segmentation to easily identify and classify a profitable market (Bojanic, 2007; Kucukemiroglu, 1999). However, Oates, Shufeldt, and Vaught (1996) stated that segmentation based on demographics would not give a complete and comprehensive image of a market to the company. Bone (1991) supported this statement by arguing that demographics would mislead marketer decision-making. Therefore, the marketer developed a new segmentation variable, psychographic, based on customer personality, lifestyle, and social class. For example, the market researcher will make assumptions about consumer behavior when the consumer is buying something. Thus, they can ensure which product will help to magnify the consumer's personality.

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According to Singh (2013), applying market segmentation has several advantages. The company that carries out market segmentation will increase its profitability because it can specialize in a particular field, which allows the company to gain a competitive advantage over the competitor firm. The company will also have better communication with the customer through market segmentation. The company will be able to identify the customer's needs and wants throughout communications and pay more attention to the targeted market by offering products and services suitable to customer desires. Thus, the company can expand its market and profit when it becomes more understanding of trends.

Marketing targeting determines market exposure strategies and identifies which market segments offer the highest prospects. It might be a group of buyers who have an essential requirement to consume anything from the firm (Armstrong, 2006). The decision of marketing targeting determines the focus of the positioning plan for the company towards persons or firms in a marketplace. Choosing efficient marketing targets is among management's most difficult tasks. For example, the firm must decide whether to target all potential individuals to purchase a specific item or service in one or more categories. To decide, the firm must research the product's market and purchasers, the firm's competencies and assets, and the competitive structure.

Furthermore, marketing targeting includes assessing product market segments before determining which segment to target (Craven & Piercy, 2001). Since consumer requirements and desires have grown more distinct, many firms require market segmentation in a certain way. Micro-segmentation (advanced segmentation) is gaining popularity due to efficient target marketing strategies such as advertising and product customization. The Internet allows for direct communication with shoppers. After evaluating several categories, the firm must choose which and how many to offer. To put it another way, it must decide which segments to target.

Market segment research assists in evaluating and rating the perceived appearance of the market categories under evaluation to be target markets. These analyses consist of consideration for customer analysis, competitive positioning, and market and financial segment attractiveness. Identifying the value demands needed for segment buyers is essential to targeting. Evidence from market segment research is implemented for assessing the current and prospective targeted markets (Kotler, 1997). The management must decide whether the business target will strategically point to a single segment, a few segments, or the majority of the product market segments. The level of product-market maturity, the preferences for the amount of variety, industry trends, resources and talents, competitive benefit chances, and diverse market conditions are targeted all impact the selection of targeting strategy.

Targeting methods may alter depending on shifting priorities among market targets as the product market advances from growth to maturity. It may be modified to enhance consumer engagement and operational efficiency. The market segmentation applies to all firms operating in mature product markets. Choosing which segments to serve is a strategic challenge. Market maturity may generate new possibilities and risks in a firm's market targets. Firms that use comprehensive targeting techniques may decide to leave some segments. Product R&D, channel management, pricing structure,

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marketing expenses, and selling effort allocations can all be influenced by the portfolio's retention goals.

Competing in international markets requires methods ranging from single-country targeting to large multinationals worldwide. The obstacle of strategy is identifying how to target globally. Furthermore, deciding on a domestic emphasis needs an awareness of the global variables that affect the domestic approach. Examining the trade-offs between worldwide standards and domestic adaptation when selecting targets for global markets is necessary. Rivals may gain an edge if domestic approaches have been effectively implemented in other countries with comparable demands and market circumstances (Nadube & Didia, 2018).

Besides market segmentation and market targeting, market differentiation and positioning are also the components of marketing strategy. After making decisions on which market segments to enter, a company must identify and decide how to differentiate its market offering for each target segment and what positions it desires to take up in those segments. According to Kotler and Armstrong (2012), differentiation brings the meaning of trying to differentiate the company's market offering to generate excellent customer value. For another explanation, it is the process of creating a collection of distinguishing features to set the company's product apart from the competition (Rao & Monroe, 1989).

According to Porter (1980), differentiation consists of two purposes. First, it tells customers why they must pick the company's product rather than the competitor's products. Second, it enables the company to charge a higher price since customers are prepared to pay more for the products that they believe will provide different and unique advantages that rival products do not. A company has several different tools to help it gain competitive advantages. The basic tools that offer differentiation are products, services, employees, platforms, and the company's brand (Herman, 2004). Quality products build a good start when developing a differentiation strategy. Ordering methods and scheduling, customer service friendliness, and after-sales customer care may all be used to differentiate service. A professional, skilled, and high-quality employee makes the company achieve a differentiation strategy. Finally, it is necessary to operate the company's platform and brand well to enable the company to gain a competitive advantage (Akpoymare, Adeosun, & Ganiyu, 2012).

Apart from market differentiation, market positioning is also important in designing a customer value-driven marketing strategy. According to some researchers, a positioning strategy is an important component of a successful marketing strategy (Kotler & Andreasen, 1996). In customer perspective, positioning involves organizing a product and service offering to have an obvious and unique position compared to competing products (Kotler & Armstrong, 2012). Akpoymare et al. (2012) argued that a positioning strategy's purpose is to create a market-centric value proposition, a brief and straightforward document explaining why potential customers should buy the company's product.

There are three components that make up the market positioning strategy: the choice of potential customers, the choice of the positioning strategy of most companies, and the company's choice of positioning elements for differentiating itself and promoting its

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overall positioning strategy (Hooley, Broderick, & Moller, 1998). An effective positioning strategy allows the company to gain advantages over competitors in every aspect. According to Kotler and Armstrong (2012), market differentiation and positioning assignment have three stages: evaluating possible value differences and competitive advantages, selecting the most favorable competitive advantages, and implementing a positioning strategy. Building and adopting a differentiation and positioning strategy are critical to success in the market. It enables strategic planning and offers a framework for competitive advantage.

RESEARCH METHOD

This study aims to identify and explore Nestle's marketing strategy in Asia, which has helped Nestle become a well-known brand in Asia. All the information and data are gathered from secondary resources. The benefit of the secondary data sources is that they are quite easy to access. Besides, it is also the most comprehensive form of data available in a wide range of sources and topics. This research did not use primary resources because such resources consume much time, and attracting enough participants to participate in the survey can be incredibly challenging. Harris (2001) stated that a significant advantage of utilizing secondary sources is that most of the necessary background research has already been completed and is being used elsewhere. Secondary data might also be useful in the planning of later exploratory data. As a result, it is recommended to start any research project with a study of secondary data (Schutt, 2006). Many methods were applied in this study, such as books, online literature reviews, journals, paper analyses, and annual reports.

In this study, we mostly referred to the management books, which are beneficial for us to understand clearly the research topic, marketing strategy. Market segmentation, market targeting, market differentiation, and market positioning are all discussed in detail in these management books. One of the books cited in this research is "Marketing an Introduction (14th Edition)" by Armstrong, Kotler, and Opresnik. The selection of books as one of the references is because the information in books is typically well-researched. It also includes references to other sources authors can use. By using these management books, authors can scope for greater depth of coverage about marketing strategy.

We also utilized and referred to various journals and papers online to finish this study and create the outcomes. We read a lot of these materials to get more information about Nestle's marketing strategies, for instance, "Nestle market analysis and marketing strategy" by Kabii (2018) and "Analysis of marketing strategy and quality policy of Nestlé" by Reza (2020). These journals and papers are extremely beneficial. They encourage the production of new insights and ideas based on earlier analyses provided by other experts. The information from these resources is reliable because the quality of the journals has been checked during the peer review process. We collected data and information on the types of customers, products, needs, markets, and a variety of other relevant data by using these approaches.

We analyzed the content websites to get a better picture of the marketing strategy used by Nestle. Using the keywords Nestle and marketing strategy, many materials were found. Websites give up-to-date news and analysis on contemporary issues, trends,

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and important topics, including reports, data, media stories, and other materials. Some linked websites were examined to gather data on Nestle's marketing activities and the way the firm's commercial environment functions in Asia. Different countries must use different marketing strategies to make sure the company can easily build a profitable relationship with customers in a specific country due to the geographic, demographic, psychographic, and behavioral factors.

Lastly, the Nestle Company's annual reports were also referred. We obtained a lot of relevant information and data by reviewing them. It contained detailed information and visual information needed in this study. Financial results, product portfolios, company value-creating models, and business evaluations are examples. The information collected from the annual reports was very up-to-date, reliable, and valuable.

RESULTS AND DISCUSSION

Segmentation

Market segmentation is both the stage of recognizing market segments and grouping a huge customer based on the small groups of consumers of current and future business. Market segmentation is a consumer-focused strategy that may be used in any type of market. Researchers regularly consider comparable characteristics such as similar expectations, similar hobbies, similar lifestyles, or even related demographic profiles during splitting or segmenting audiences (Camiller, 2017). Comparing Nestlé sales across countries, we saw that they fluctuate. The corporation is aware that consumption habits vary throughout seasons and regions, which causes the company to provide and distribute different items based on the geographical location of the selling point. For example, Nestlé Singapore divided the Nescafe market into segments. Regional warm, hot, or meteorological circumstances have an influence on ice. Coffee may be served with or without ice. To keep their bodies cool throughout the summer, customers mix this coffee using ordinary, chilled, or frozen water and ice cubes (Manjurul, 2020)

According to StuDocu (2020), a cursory examination of the market potential of different age groups demonstrates that age segmentation may be an efficient technique. Milo can easily reach out to people of all ages. Children, young people, and the elderly are the most important groups. Income segmentation is a typical demographic variable for market segmentation since income influences consumer choices and determines purchasing power. Milo is a drink affordable to individuals of all income levels, owing to the company's low prices. While Milo's price is higher than Vico's, this does not affect Milo's market demand. On the other hand, Milo is reasonable since the price is outstanding in terms of quality, and most customers drink the beverage for flavor and variety rather than price. Customers are susceptible to marketing efforts due to family life cycle segmentation. Middle-aged couples and young married couples with children can still have a preferred financial position. Younger might choose to purchase Milo for everyday use.

The psychographic segment includes the consumer's values, beliefs, and actions. For example, Kit Kat is created primarily to delight the taste buds of its users, but Nescafe 3 in 1 is created for individuals who are short on time. Aside from that, consumers are changing to organic food as they become more conscious of the need for a healthy

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diet. Nestle is also growing its organic product line to help with this. The organization addresses the demands of many segments by doing ongoing research on these sectors and their trends. Nestle evaluates consumer demand using both qualitative and quantitative analyses. Nestle spends the most on research & development compared to other food and beverage firms (TheCaseSolution.com, n.d).

Lastly, behavioral segmentation is based on differences in product knowledge, attitudes, or responses. Cerelac is made available to users who want to optimize their earnings from the product. Cerelac provides a high amount of nutrition for newborns under one year. Cerelac has two important elements, which is rice and milk. Vitamins, minerals, and all of the nutrition that neonates require are also provided.

Marketing Targeting

Nestle managed their target market to be distributed because of having unique requirements and wants. In this way, Nestle examined plenty of market segments depending on the sector of growth and size, segmentation, the desirability of structure, and Nestle's objectives and capabilities before deciding to expand its operations worldwide. Nestle will have several considerations since the target market may determine its success. For example, there are many Nestle brands planned in the marketing targeting. A detailed study and research about marketing targeting are necessary to target the market segment. To target the market segment, a thorough investigation and analysis of marketing targeting are required (Kabii, 2018). The companies Nescafe, Milo, and KitKat will be studied in further detail.

Coffee consumers, notably those searching for fast access to high-quality coffee, are Nescafe's core target market. People prefer their coffee to be hassle-free and available in a flash, always in comfort in their own homes. Nescafe provides coffee that may be enjoyed anywhere. Nescafe provides varieties that target the domestic market in Bangladesh and conventional flavors (intense, mild, rich, and original), Mocha and Latte in tinned form.

Nestle is the world's biggest confection, nutritional, and food corporation (Nestle, 2019). Bloomberg Businessweek ranked it one of the 100 best brands in the world. Nescafe is a well-known brand of conventional hot and cold revitalizing instant coffee available in assorted styles and flavors everywhere globally. Its targeted offers are known to the public from 32 regions: Pakistan, Canada, France, Singapore, India, the United Kingdom, Bangladesh, the United States of America, Malaysia, and others.

Besides, Nescafe has acquired enormous brand equity using promotional campaigns targeting internationally. In every region, Nescafe sets its plan to successfully target its consumers and produce profits appropriately for the firm's objective and development. Because of this, various varieties are grown and sold to appeal to the demands of that specific market sector. It was noted that Nescafe as a brand is transitioning from being primarily a functional consuming product when it was merely an instant coffee to becoming the kind of a hedonistic consuming product when it planned to make and sell numerous blends in various nations. Every variety has its personality and trait that increases the brand's value under a similar name. The firm focuses on offering items to customers wherever, whenever and whatever is necessary.

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In addition, for its numerous variations, Nescafe has a separate target market. The target market in the UK is young adult, middle and upper-class customers aged 20-35 who have grown up with sodas and sports drinks such as the red bull. Nescafe and its marketing agency sought to cultivate customer confidence to conquer that market. Nescafe creates work that demonstrates how its consumers would avoid substituting other products. With TV commercials, billboards, radio advertisements, posters, magazines, newspapers, and other mediums, a 360-degree marketing plan was devised and implemented. The marketing method for 360-degree is an interconnected campaign that uses to target messages across numerous customers' points of touch.

Nestle's consumer market is diverse since individuals from various locations and populations have varied demands, tastes, and worldwide inclinations. This is also true in the case of powdered drinks since different individuals will prefer other powdered drinks. Despite this disparity, different market segments are homogenous groups that may help with marketing activity consistency. Considering those facts, Milo's diversified marketing strategy is the most effective, as seen by its success in the business of food.

The classes of middle and top are the primary targeting market for the brand of Milo and most powdered drink brands. This allows firms such as Milo to utilize their brand's reputation to offer their products at a premium to competitors. The second market targeting is the class of low middle, which is expected to shift to higher-end brands as disposable income rises to compete with other cocoa powdered beverage offerings.

Moreover, despite Nestle KitKat being a product that everyone can enjoy, it is essential to target a specific market when launching a new product. The main marketing target of KitKat is youngsters since chocolate is their favorite. Adolescence is the second focus of KitKat. Males and females with higher incomes will be targeted as well. KitKat is more widely accessible in cities than in rural places. The intended consumers are those from the lower and middle classes with a positive attitude toward chocolate. When developing marketing tactics, middle-class individuals with excellent salaries, particularly in metropolitan areas, should be addressed.

Marketing Positioning & Differentiation

Nestle has an unrivaled global position in various product categories because of its brands' strength. There are six global corporate brands: Nestle, Maggi, Nescafe, Buitoni, Nestea, and Friskies account for over half of total profits, with Nestle accounting for around 40%. These brands are customers' first choice globally; they may be used alone or combined with other product brands such as LC1, and KitKat.

Besides, Nestle is the world's most significant whole food business due to its market positioning. Nestlé has launched plenty of initiatives and innovations to position itself in the market against its rivals solidly. "For a product to succeed, each offering must reflect the proper types of things in the perceptions of the target market," (Kotler & Keller, 2016, p. 275). The painting a precise and unmistakable image of its goods with its rivals to accomplish the perceptions, gaining a competitive edge. Product uniqueness helps companies earn loyal brands and share of the market. Nestle's tag line, "Good Food, Good Life," is positioning its products as consumer-friendly and of excellent quality (Reza, 2020).

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Following this, Nestle set the market position by manufacturing nutrition drinks to maintain its position as a market leader in the beverage industry. Nestle strives to best represent its customers by offering them healthy and nutritious food options. Nestle can launch well-known brands in the industry of non-alcoholic drinks due to initiatives applied. For example, top brands such as Nesquik and Juicy Juice dominate the flavored milk and juice for children, respectively, in the United States.

In response to "moms" needs who sought a natural alternative for their children, Juicy Juice was born. Moms are constantly concerned about their children's health and well-being. Nestle remarked and launched the Juicy Juice brand, made entirely of juice, 100% natural, and has no added sugar. It is available in three flavors: punch, berries, and apple.

Nestle launched Nesquik, which represents a drink of chocolate milk combination with 100-calorie. There are no other nutritional chocolate drinks comparable to Nesquik with low fat available in the grocery market with the smaller 8-ounce PET 4 pack sizes and separate packaging in convenience shops. The number one preference of mothers is the aim of Nestle to maintain its position.

Differentiation comes when a company strives to be unique in its business by providing valuable dimensions to customers and positions itself uniquely to suit their demands. Nestlé offers several top-selling brands that customers value. Differentiation generates attributes that persuade customers of superiority and allow Nestlé to sell at a higher price (Markovic, 2018). According to Ali (n.d), generating product, service, channel, people, and image distinction is how Nestle individualizes itself from competitors in the highly competitive F&B industry. Nestle has a large product offering for its target market. One of the product differentiations of Nestle is Children in Nido getting access to 25 different minerals. Cerelac and Lactogen1&3 are also specifically available for newborn babies. Doctors now recommend these high-nutrition items to parents for their babies.

Nestle's products are supplied to clients using skilled market salespeople and end-user transportation to differentiate the channel. As an outcome, their target consumers have a vast range of items to choose. In Malaysia, if the business owner would like to purchase bulk for their business, Nestle could revert to the details of Nestle's distributors closest to them (Nestle, n.d). Hence, they might get the product easier.

Nestle also created image differentiation through the logo. Nestlé's logo distinguishes itself from that of its competitors, who are well-liked by their customers. As a result, customers quickly recognize them in the market, which is another significant advantage for Nestle. A bird on nest represents the Nestle's trademark. The well-known bird's nest emblem is still used on Nestlé goods across the 21st century in a modified version.

Lastly, Nestle used service differentiation as their strategy. Nestle provides a better service to its consumers. Twenty-four hours a day, seven days a week, is the hotline that is available by Nestle. For its consumers, the company maintains a high level of quality control. Its marketing and public relations departments are tasked with determining new client requests and responses to its products. Nestle in Japan

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contributed to the campaign's expansion by offering complete assistance in handling inquiry answers from customers.

CONCLUSION

In this paper, we researched the marketing strategy performed by Nestle in Asia. Malaysia, Japan, Singapore, Bangladesh, India, and Pakistan are those Asia countries stated in the study. Nestle selected exact efforts to boost the reputation of products and services or increase market sales should be made with precision.

In conclusion, Nestle has become a leading firm in the beverage industry due to the customer-driven marketing strategies that bring many competitive advantages to the company. Throughout the study, we have a clearer understanding and insight into the importance of basic marketing strategies. We can see that Nestle's objectives are set in every stage of the marketing strategy. These objectives benefit the company and increase the welfare of every stakeholder.

Nestle uses different market segmentation strategies to become more efficient in introducing and promoting its product to focus groups. For example, market segmentation is crucial for Nestle to determine the basis of segmentation of each profitable market. Besides, market segmentation allows Nestle to build different marketing mix strategies for customers with diverse needs and wants. Nestle tends to use demographic segmentation to break down the existing markets into smaller groups based on their age. Also, Nestle offers unconventional products due to customers' ages, such as Cerelac for newborn babies, KitKat for children, Nescafe for coffee lovers and workers, and Nestle Omega Milk for an adult with cholesterol problems. Thus, Nestle will have an overall understanding and knowledge of the market that Nestle chooses to enter.

In the second stage of market strategies, which is market targeting, Nestle implements differentiated targeting to promote their product and service to the customers that share the same characteristic. Nestle can select the most profitable market by using this type of targeting strategy. At the same time, it helps Nestle optimize the usage of limited resources in production. As an illustration, Nestle designs and produces the assorted flavors of KitKat, such as dark chocolate, white chocolate, Matcha, and Sakura that suit its product with the changing of tasting trends. This successfully makes Nestle attract potential customers to buy and use their products. Moreover, Nestle used the market targeting strategy to evaluate the potential market demand for product improvement.

After these two steps, Nestle differentiates their product from the competitor and positions its products. Market differentiation and position are obvious to increase the good image and reputation in the customer's mind. Therefore, Nestle has devised and implemented many different strategies to differentiate its product. Our study found that Nestle now tends to produce nutrition products due to the increase in the customer's awareness of the health problem. Nestle will put more effort, focus on the quality of the product, and avoid artificial ingredients that can harm their customer. By applying this strategy, Nestle believed that when customers think of beverages to buy, they will first think of the brand, Nestle. Hence, it clearly shows that Nestle influences the customer

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perception of its products by implementing competitive differentiation and positioning strategies.

Lastly, Nestle can design a suitable product for customers with health problems such as diabetes and blood pressure. Most beverage industry companies will not target this group of customers due to the high cost. Nestle could try to enter this market to increase the company's profit. For example, most diabetes patients like to eat sweet foods. Nestle can invent foods that taste sweet but will not affect their health. Hence, Nestle not only can increase the market share but also helps diabetes patients eat what they like to eat.

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