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# Marketing Transition of Coffee as a Fast-Moving Consumer Goods (FMCG) – Marketing Strategies of Nescafe

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**Abstract**-This research focuses on Nescafe's marketing strategy in two main markets, namely India and the United States, and it analyses the similarities and differences of a global brand's communication across different markets. This concept was selected because it might be interesting to know the way that the Nescafe's brand image appears to be the; same across the globe even though their advertising is developed to address the nuances of the local markets, and its ability to remain relevant despite changes in marketing itself. The intention is to find out what strategies Nescafe is using to become successful as a brand in India and the United States with their its vastly different culture and its ability to remain at the forefront through marketing transitions.

**Key words** - Brand Image , Micro Marketing, Market positioning, Product Life Cycle  
Market Segments

## I. INTRODUCTION

Nescafe- one of the biggest FMCG brands in the world, a brand owned and operated by Nestle which

is the world's largest publicly held food company that has ad spends dating back to ever since mass media mode of communication came into existence. Nestle and Hindustan Unilever accounts for 60-70% of the market, according to the Coffee Board of India. H (2020), Nescafé on its own enjoys 51% of the share. Not only do they have several manufacturing units across the world, they also have many vending machines as well. Dhnao (2020) There has been a bean to cup trend which is present in coffee shops however these trends are only present in the cafe segment, as traditional homes do not have equipment required for the same, asking instant coffee popular the country. Currently, market variants like decaffeinated coffee and ready to drink products account for only 1% of the total industry. This means that there is still even more scope of growth for this segment. Bhasin (2019), Coffee consumption is largely limited to the urban Indian population. Nescafé targets the young, urban class with a high disposable income. A Constar Blue survey conducted in Australia shows that brand loyalties are extremely strong in the instant coffee



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segment, with 68% of people always purchasing one brand of instant coffee throughout nestle.(n.d.), There is a high level of consumption in the industry, especially in the instant coffee segment, since advertisement costs and capital requirements are extremely high.

### **II. BACKGROUND AND RELATED RESEARCH**

The origin of NESCAFE can be traced back to 1930, when the Brazilian Government's first approached NESTLE. Nescafe. (n.d.). Coffee Guru, Max Mergenthaler, and his team set out to find a way of producing a quality cup of coffee that could be made easily by just adding water, while retaining the coffee's natural flavours. The target markets of Nescafe are young adults, working class and general people Customers prefer Nescafe because they're aware that it is within their budget and satisfies their needs. Due to its bitter and acquired taste, coffee preparations are considered more expensive than because of its large milk and sugar requirements, creating a very slow increase in the demand for coffee. Coffee has not penetrated the low-income groups in comparison to tea, resulting in coffee consumption being largely restricted to the middle class, wealthier and literate segments. Nescafe. (n.d.).

The purpose of this up-to-date perspective is to re-activate the brand. A worldwide focus on mobile and social media helps them create an incompatible look and feel across many demographics. Nescafe is a part of different lives regardless of age, gender or income. Considering the older customers are already familiar with Nescafe, Belyh (2008), digging the digital tunnels across platforms is a great idea to

reach out to the younger consumers, transitioning into new ways of marketing.

### **III. NEED OF THE STUDY**

The customer preference is changing day by day, which as lead to the increase in the competition of difference brands in the market. Hence, we are required to evaluate the various factors that affect the preferences with the help the competitive analysis, to understand the coffee drinking habits of the respondents. Nescafe. (2021), Coffee production is a major source of income, especially for developing countries where coffee is grown. By adding value, processing the coffee locally, coffee farmers and countries can increase the revenue from coffee. Bhuyan (2021), Coffee production in India is dominated in the hill tracts of South Indian states, with the state of Karnataka accounting 71% followed by Kerala 21% and Tamil Nadu 5% of production of 8,200 tonnes. Price (2013), Coffee is grown in three regions of India with Karnataka, Kerala and Tamil Nadu forming the traditional coffee growing region of India, followed by the new areas developed in the non-traditional areas of Andhra Pradesh and Orissa in the eastern coast of the country and with a third region" Market segmentation (2013), comprising the states of Assam, Manipur, Meghalaya, Mizoram, Tripura, Nagaland and Arunachal Pradesh of North-eastern India, popularly known as "Seven Sister States of India". "NESCAFE was launched on a crisp spring day in Switzerland. Roderick (2015),

#### **Literature Review**

Bhattacharya (2021). "Branded Coffee market in India, the growth and success of these brands have in turn stimulated the appetite of other international players like Costa, Starbucks, and The Coffee Bean



& Tea Leaf to venture into the Indian market. Ciardulli (2021), “Degree of Instant Competition: Estimation of Market Power in India's Instant Coffee Market, states that the market is a practical duopoly of Nestlé and Hindustan Lever for decades. Amsalu (2021), in “An Empirical Assessment of Consumers” Preferences for Coffee, states that the purchased shares of coffee across the twelve categories show inner-city shoppers more inclined to purchase lower-priced, private labels and instant coffee. Buda et al, (2025), “Perceived Quality and Attitude Toward Tea & Coffee by Consumers, states that the when consumers buy a product, they normally consider different types of attributes. Pelau and Radulescu (2021), “The Culture of coffee Drinkers, states that the newfound freedom to choose and the taste and discrimination he cultivates, have been shaped by traders and marketers responding to a long-term decline in sales with a move toward market segmentation along class and generational lines. Nam et al. (2021), “Consumer Survey on Sustainable Tea & Coffee Consumption, the survey revealed that most consumers drank both tea & coffee but men consumed more tea and coffee as compared to women. Adugna (2021), Review of Coffee Quality / Safety Management and Control in India, states that A series of measures are needed to be undertaken mostly by the Coffee Board for improving the Quality and Safety of Coffee in totality. VA and Panakaje (2022), The New Culture of coffee in India, states that the new cafe culture compared with the traditional coffee bars of the southern states? The two venues are really quite different: the traditional coffee bars offer standing room only, and the idea is to drink up and make room for the next customer.

#### **IV. RESEARCH METHODOLOGY**

After studying existing already established patterns in previous research, and applying this information to the research, Nescafe’s marketing strategy Coffee.(n.d.) 2021, and the transition is observed through the following existing fact-findings:

##### **Micro Marketing:**

Micromarketing is the act of fitting merchandise and promoting to the specific requirements and wants of explicit people and nearby purchaser segments; Hilmi (2022). it includes both local and individual advertising.

##### **Market Positioning:**

Market positioning is the process creating a brand image to the minds of the people. A good positioning can make a product massive success and can give a positive vibe to the brands as well as company, Tleuberdinova and Zhussupgazina (2021), it also makes a positive impact on other products of the company. A bad brand positioning can cause low sales and can also hampers the image of main company.

##### **Selecting a Marketing Coverage Strategy:**

Product Variability: Nescafe sells different coffee items such as Nescafe regular, Nestea, Nescafe gold Choco mocha coffee mix, Nescafe creamy latte, Nescafe gold cappuccino coffee mix, Nescafe gold jar, Nescafe Di café coffee, Nescafe classic stabile pouch, Nescafe Ipoh original white coffee, Nescafe travel kit, Nescafe gold Blend rich and smooth coffee powder. Abedian et al., (2022).

##### **Product Life Cycle:**

The product Life cycle refers to the activity of an item from first release on the market to remove or



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eradicate of the product from the market Jensen et al., (2023).

**Maturity:**

With regards to an organization, development alludes forthright at which individuals are totally aware of its essence. Bekele and Zewdie (2024), This carries with it a large number of contending brands. With the exception of Bru, there hasn't been a lot of contests in the Indian market for Nescafe. Oliveira (2025), HUL possesses Bru, which appeared available not long after Nescafe.

**Decline:**

Nescafe has not hit the point of decline on now. It is as yet the business chief and has a firm hang on its purchasers' psyches. Audretsch et al (2021), On the off chance that it at any point arrives at a state of decay, Iveson et al (2022), it should recuperate utilizing the strategies referenced beneath.

**V. EVALUATING AND SELECTING  
MARKET SEGMENTS**

There are three major factor which plays important role in selecting the market segments which are given below:

**Segment Size and Growth:**

Nescafe serves different segments differently. In geographic segments, Nescafe basically promotes in massive cities and other highly populated area. Cortez et al (2021), In other cities, huge individuals stay there, Jaiswal et al (2021), and the number of people is growing up rapidly because this city has a great potential.

**Segment Structural Attractiveness:**

The reputation of Nescafe is so good for their quality products Nescafe is currently the most popular coffee seller in India. Nescafe has a lot of loyal

consumers in different segments that that consumer only believes in Nescafe products. Erpurni and Juju (2024), Nescafe always try to meet the actual demand of consumer for every segments.

**Company Objective and Resources**

Nescafe is famous coffee suppliers around the globe, which supplies coffee 180 countries around the globe. Ratna and Advertising Express (2003), Each year Nescafe arranges farmer training program in order to approach more sustainable coffee and promoting the going green concept, Product Group (2003), which is a great initiative for our environment.

**Analysis**

Peter Brabeck emphasizes that he would not disappoint customers' expectations and would guarantee that every effort is made to ensure the high quality of them

products. The company feels that quality is its most important asset and that is the main factor why Nescafe and all the brands of Nestle are successful today. Nescafe in India targets the SEC A1/A2 category. SEC stand for Socio Economic Classification and is used to classify people based on various criteria with maximum

consideration given to educational level attained and work type and level attained in the work arena. A1/A2 are upwardly mobile people who live a fast-paced life. They

are likely to consume Nescafe in the morning, when they are planning their day and are ready to leave for work. In the office, they usually insist that their in-house company pantries serve them Nescafe.



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In addition, instant coffee -is addressed to the upper echelons of the society, as coffee itself is more expensive compared to tea, and instant coffee is expensive compared to regular filter coffee. Drinking Nescafe is a status symbol in India.

#### **Market Analysis**

Competitors face many barriers especially in markets in which Nescafe has been operating for a long time. The first and main barrier has to do with the company's brand recognition. This has been achieved by Nestle through heavy expenditures in advertising over a long period of time, especially in India and the United States. Heavy advertising expenditures have helped the company build a strong and positive brand equity that has become Nestle's and Nescafe's strongest Sustainable Competitive Advantage (SCA) Nestle is the fifth largest advertiser in the United States and seventh largest in India. Nestle has a well-established distribution system, which will be a daunting task for a new entrant to achieve. In the United States and India, Nescafe is sold in many forms, which include jars in various sizes ranging from small, medium and large. However, there are many suppliers for packaging and this will not be a formidable barrier for entry. Nescafe offers a wide variety of flavours that include Captivating Caramel, Enchanting Vanilla, Divinely Mocha, Mystical Hazelnut Mocha, Butterfinger and Silky White Chocolate

#### **Interventions**

To ensure that each brand including Nescafe is doing well, nestle conducts regular training workshops for all their employees. They believe that by having continuous l training workshops, all the employees

can handle the corporate brands effectively and can develop the necessary skills to carry out their tasks successfully. The company is a strong believer of teamwork, and they feel that in order to achieve higher customer satisfaction, working in teams is more advantageous than working individually. As a result, employees are motivated to perform better as the company assigns them challenging objectives to achieve, and once they fulfil them, they give their employees praise and recognition.

#### **Advertising**

##### **Advertising Agency worldwide - United States**

Nescafe's advertising is handled by the McCann-J-Erickson Advertising Agency worldwide. All Nescafe commercials reveal a strong promotion and competitive strategy that undoubtedly makes Nescafe one of the leading brands all over the world. Nescafe's leadership is shown through their universal television advertising campaign called "Open Up." The ad's aim is to make consumers aware of the important role that coffee plays today in every individual's life. Usually, individuals are induced to buy a product when they get some incentives. In 1980, Nescafe gave out free Nescafe mugs and a thank you message attached at the bottom of the mug, conveying the company's appreciation to customers for purchasing Nescafe, thereby, inducing them to continue to buy the product. In,1991, Nescafe came up with a different strategy. It renamed itself as Nescafe Classic. Possibly Nescafe was renamed because other leading brands in the market at that time were also renaming their brands with a "classic" label. For example, the new formula of Coca Cola was not very successful, so the Company went back to the previous formula and renamed it as Coca Cola



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"Classic". The television advertisements of Nescafe featured middle-aged individuals who were single and were dating each other for the first time in many years. The theme of the advertisement at that point of time was "Make a fresh start"; (Lewis, p. 396-398). Nescafe has introduced its new summer drink, Nescafe "Ice Java" in 2003. The Nescafe Ice Java syrup has three flavours - Chocolate Mocha, Coffee Cooler and French Vanilla Cafe. Their main target is college students who are often too busy to go out for coffee. The strategy they are using is to make customers enjoy the drink without causing inconvenience to them.

#### **Advertising Agency in India**

All Nestle commercials show that they are the leader for their products by providing the benefits of using the product and by demonstrating the ease of using it. For (example, in India when Nestle came out with Maggie noodles (a brand similar to Top Ramen in the United States), they stressed the good taste and the short amount of time it would take to make those noodles. They advertised Maggie as the "Bas Do Minute", which means that it will take "only two minutes" to prepare. Through many other commercials like the previous one, Nescafe claims to be the best. According to the company, undoubtedly Nestle's Nescafe is one of the leading brands in the beverage segment all over the world including India. . Nescafe is advertised in various parts of different cities; on billboards to seize travellers' attention when they are either walking or driving around. Apart from that, Nescafe ads appear in magazines such as Stardust, Showbiz, Cine Blitz, India Today and local newspapers like The Times of India, Asian Age and other leading newspapers. All of Nestle's products around the world are packaged

for the comfort of their customers in ease and convenience of use. They guarantee safety and quality of all their products from production to storage, and from distribution to consumption.

#### **VI. RESULTS AND DISCUSSIONS**

Nescafe has consistently been the best option of coffee for the coffee lovers in India. No other Coffee has at any point acquired such popularity in India and other south Asian countries. It's always spurring mottoes have roused numerous young people. However, as time elapsed, such incredible reputation blurs by securities exchange pressure and the appearance of other contending organizations. As indicated by Nestle's yearly financial report, Nestle's yearly income has declined in 2019 and 2020. Nescafe's low cost has made it totally open for even low-pay gatherings. Settle has its own standing in market as a result of its broad media advancement. In media as well as these days in practically every one of the shopping centres, colleges, workplaces and numerous different spots has Nescafe coffee stall. It shows how tremendous is their advancement and fame. Nescafe's immense fame in India makes it a spot loaded with new freedoms for Nescafe in the event that it keeps on serving its clients and constructs new items and flavours. Notwithstanding Nescafe's prevalence over the long haul in the event that they need to keep their item and showcasing techniques creating to find new market appearance and expanding need of progress in taste and choice of clients.

Nescafe is attempting to extend its market through a progression of advertising and marketing activities. Additionally, it keeps up with its great standard and extraordinary product taste. The new promotional

strategies have been adjusted in the line with its territorial positioning strategy. To put the item where the market is, Nescafe has found a way to guarantee more extensive conveyance in metropolitan and semi-metropolitan regions. The distributing activity is persistently developing which is likewise adding to the by and large.

## VII. CONCLUSIONS AND RECOMMENDATIONS

The price of Nescafé is a bit high the other, so the pricing should be reduced a bit. Consumer support should be more enriched, the more employees should be appointed Although the marketing plan is good, but the promotional side should more active as today is the day of digitalization. Instead of using push strategy, Nescafé should try pull strategy to be more efficient. The activities of the digital marketing team need to monitored closely for ensuring that they are not deceiving consumers. The distributor should cling to an obvious course plan. Authorities from Nestlé Professional should watch out for this and punish the wholesaler by withholding offers from those that don't consent. A central and full digitalized sales and raw material inventory system needs to be introduced. For DSR, a KPI-based motivation program should be made, and Nestlé Professional authorities should guarantee that exchange limited time offers are appropriately disseminated.

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