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**AN EMPIRICAL STUDY OF CONSUMER PERCEPTIONS TOWARDS  
GLOBAL BRAND IN FMCG WITH REFERENCE TO NESTLE AND  
UNILEVER**

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**ABSTRACT:**

*In the modern marketplace, consumers are increasingly influenced by the image and reputation of global brands, particularly in the Fast-Moving Consumer Goods (FMCG) sector. This study focuses on understanding how consumers perceive global brand image, with special reference to Nestlé and Unilever, two of the most well-known multinational companies. The main objective of this research is to explore the factors that shape consumer opinions about these brands, such as product quality, brand trust, advertising, and social responsibility. The study is based on primary data collected through questionnaires from consumers, along with supporting information gathered from various secondary sources. By analyzing the responses, the study aims to identify how these factors influence consumer preferences and buying decisions. It also compares how Nestlé and Unilever are perceived in terms of their global image and reliability. The findings of this research are expected to help businesses understand what drives positive consumer perception and how strong brand image can lead to increased customer loyalty. Overall, the study offers useful insights for improving branding strategies in the FMCG industry.*

**KEY WORDS:** *Consumer perceptions, Globalization, Brand image, Fast Moving Consumer goods, Nestle, Unilever, Brand Positioning, packaging and advertisement.*

## INTRODUCTION:

In today's globalized and highly competitive marketplace, brand image plays a crucial role in shaping consumer perceptions and influencing purchasing decisions, particularly in the FMCG sector where products are frequently purchased and often similar in functionality. Global companies like Nestlé and Unilever have established strong brand identities through consistent branding, innovation, and extensive distribution networks, earning associations with quality, trust, reliability, and social responsibility. However, consumer perception is not determined solely by product features, but also by cultural values, personal experiences, social influences, and corporate reputation. Elements such as brand awareness, perceived quality, brand trust, brand loyalty, and corporate social responsibility significantly shape overall brand image. While Nestlé emphasizes nutrition, health, and wellness, Unilever focuses on sustainability and purpose-driven branding. In diverse markets like India, consumer perceptions vary due to factors such as advertising, pricing, packaging, and past experiences, and with rising awareness about health and sustainability, consumers are becoming more conscious in their choices. Therefore, understanding consumer perception is essential for FMCG companies to refine their strategies, improve customer satisfaction, and sustain competitive advantage.

## STATEMENT OF THE PROBLEM

In the competitive FMCG sector, brand image strongly influences consumer purchasing decisions. While Global companies like Nestlé and Unilever invest heavily in building a positive global brand image. However, consumer perception varies based on factors such as product quality, price, advertising, and corporate social responsibility. A gap may exist between the projected brand image and the perceived image among consumers. Therefore, this study examines consumer perception and its impact on buying behaviour toward these global FMCG brands.

## REVIEW OF LITERATURE

Lee, Lee & Wee (2011), '*Impact of brand image on purchase Intentions across multiple cultures*' they define brand image as the set of beliefs, perceptions, and associations consumers hold about a brand. Holt, Quelch & Taylor (2004) *Global Brands Build Leadership across market* highlight that successful global brands achieve leadership by balancing global consistency with local adaptation and reflecting cultural sensitivity. Zhang (2015), *Relationship between Brand image and Consumer Behaviour* They Examined

Positive brand image can conclude Trust and loyalty. *Karl Pearson & Others (2017)* found that branding and product quality are the primary factors influencing consumer purchase decisions in the FMCG sector.

### OBJECTIVES:

- To study the Level of Consumer Awareness about Nestle and Unilever as global FMCG brands
- To examine the “Influence of perceived global brand image on consumers purchase Intentions and buying decisions”
- To explore about marketing Communication like promotions, packaging affects consumer perceptions of global brands for non-durable products

### METHODOLOGY

This Study adopts the primary data collection method through Structured Questionnaire method and collected from Consumers who frequently buying and using the FMCG products in Day-to-Day life. The Sampling Area for this Study was Coimbatore city with a Sample size of 150 respondents. Various tools had be used Percentage analysis, ANOVA, Ranking analysis, Regression, Chi- square to find and determine the Consumer preference regarding the packaging and choice of the product. This systematic approach ensures a clear and comprehensive understanding of the Consumer preference of FMCG products on Nestle and Unilever.

### ANALYSIS AND INTERPRETATION

#### CHI- SQUARE ANALYSIS

Table Showing the Chi-Square analysis of age and Consumer awareness in FMCG products

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.228 <sup>a</sup>	3	.358
Likelihood Ratio	3.505	3	.320
Linear-by-Linear Association	.023	1	.881
N of Valid Cases	152		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.76.

The Chi-square test was conducted to examine the association between Age and awareness of FMCG brands such as Nestlé and Unilever. The Pearson Chi-square value is 3.228 and the p-value is 0.358. Since the p-value (0.358) is greater than the significance level of 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected. This indicates that there is

no significant association between age and awareness of FMCG brands like Nestle and Unilever among the respondents.

To Examine the “Influence of perceived global brand image on consumers purchase Intentions and buying decisions”

### Regression Analysis on the impact of global brand image on Consumer purchase decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.048 <sup>a</sup>	.002	-.004	1.05142
a. Predictors: (Constant), Attractive packaging increases my likelihood of purchasing global brands				
b. Predictors: (Constant), Attractive packaging increases my likelihood of purchasing global brands				

### Regression analysis of the impact of attractive packaging on consumers purchase decisions for FMCG products

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.247	.182		12.320	.000
	Attractive packaging increases my likelihood of purchasing global brands	.040	.067	.048	.593	.554
a. Dependent Variable: Factors most influences your purchase decisions for FMCG products						

The ANOVA test was conducted to examine whether perceived global brand image influences consumer purchase decisions for FMCG products associated with companies such as Nestle and Unilever. The results show that the F value is 0.351 and the significance value (p-value) is 0.554. Since the p-value (0.554) is greater than the significance level of 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected. This indicates that perceived global brand image does not have a significant influence on consumer purchase decisions for FMCG products among the respondents in this study.

## RANKING ANALYSIS

### Overall Perceptions about the packaging and Of Nestle and Unilever

Strategies	5	4	3	2	1	Total	Weighted Average	Rank
Attractive packaging increases my likelihood of purchasing	53	24	47	16	12	546/152	3.59	I
	265	96	141	32	12			

global brands								
Packaging communicates the quality of the product effectively	8	80	45	15	4	529/152	3.48	II
	40	320	135	30	4			
I Prefer global brands with innovative or eco-friendly packaging	39	19	61	27	6	514/152	3.38	III
	195	76	183	54	6			
The packaging design influences my perception of the brand's modernity and reputation	18	23	24	69	18	412/152	2.71	IV
	92	92	72	138	18			
Clear labelling and information on packaging impact my trust in the product	33	9	25	10	75	371/152	2.44	V
	165	36	75	20	75			

The table presents a weighted average analysis of packaging factors influencing consumer perception of global brands. “Attractive packaging increases my likelihood of purchasing” ranks first (3.59), showing that visual appeal strongly drives buying decisions. “Packaging communicates product quality effectively” ranks second (3.48), indicating that consumers rely on packaging to judge quality. Preference for innovative or eco-friendly packaging ranks third (3.38), reflecting growing environmental awareness. Packaging design influencing brand modernity ranks fourth (2.71), suggesting moderate impact on brand image. Lastly, clear labelling ranks lowest (2.44), though it still contributes to building consumer trust.

#### **FINDINGS AND RECOMMENDATIONS:**

The Chi-square analysis shows no significant relationship between age and consumer awareness of FMCG brands like Nestlé and Unilever, as the p-value (0.358) exceeds 0.05. This indicates that awareness of these global brands is fairly uniform across different age groups. Regression analysis reveals that perceived global brand image (through attractive packaging) has no significant influence on consumer purchase decisions ( $p = 0.554$ ). The very low R-square value (0.002) suggests that packaging explains only a negligible portion of consumer buying behaviour. In the Ranking analysis Among packaging factors, attractive packaging is the most influential, securing the highest weighted average (3.59) and rank I. Packaging as a signal of product quality is also important, ranking second with a strong consumer perception score (3.48). Eco-friendly and innovative packaging holds moderate importance, reflecting increasing environmental awareness among consumers. While Clear labelling and detailed information have the last impact on purchase decisions, though they still play a role in building consumer trust.

FMCG companies like Nestlé and Unilever should enhance their brand image by consistently delivering high product quality and building stronger consumer trust. They must adapt global strategies to suit local consumer needs and reduce differences between expected and actual brand perception. Focusing on ethical practices and social responsibility can improve brand credibility. Strengthening marketing communication and eco-friendly packaging will help increase awareness and loyalty. Moreover, offering the right balance between price and value can attract a broader range of consumers.

## **CONCLUSION**

Brand image significantly influences consumer perception and purchasing behaviour in the FMCG sector. Then Companies like Nestlé and Unilever maintain strong global identities based on quality and trust. While Consumer perception is shaped by factors such as quality, price, advertising, and social responsibility. A positive brand image increases customer satisfaction and brand loyalty, while gaps can affect buying decisions.

## **FUTURE SCOPE OF THE STUDY**

Future research can expand by including more FMCG brands beyond Nestlé and Unilever for broader insights. It can cover larger and more diverse samples across different regions and demographics. Further studies may analyse the impact of digital marketing and social media on brand Perception. while Researchers can also explore changing trends related to sustainability and consumer awareness. The Comparative studies between global and local brands can provide deeper understanding of consumer behaviour.

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