



“A Study On Advertisement Strategies On Customer Buying Behaviour For Nestlé Kitkat”

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Abstract – Advertising plays a crucial role in shaping consumer buying behavior in the FMCG sector, where brand loyalty is strongly influenced by emotional appeal, product image, brand recall, and promotional strategies. Nestlé KitKat, one of the world’s most iconic chocolate brands, is widely known for its catchy tagline “Have a Break, Have a KitKat” and engaging advertisement strategies. This study explores the impact of advertisement strategies—such as television commercials, digital marketing, celebrity endorsements, social media campaigns, packaging appeal, and promotional offers—on customer buying behavior towards Nestlé KitKat. The study uses primary and secondary data to identify how advertisements influence consumer perception, brand recall, purchase frequency, emotional attachment, and impulse buying. Results indicate that emotional advertising, attractive packaging, and social media campaigns significantly influence young consumers, while brand trust and product quality influence older buyers. The paper concludes that Nestlé’s integrated ad strategies have enhanced KitKat’s strong market presence and customer loyalty. Suggestions for improving future advertisements are also provided.

Keywords: Advertising strategies, consumer buying behavior, FMCG sector, Nestlé KitKat, brand loyalty, emotional appeal, brand recall, digital marketing, social media campaigns, television advertising, celebrity endorsements, packaging design, promotional offers, impulse buying, consumer perception, purchase frequency, brand trust

I. INTRODUCTION

In today’s competitive FMCG market, advertisements play a vital role in shaping consumer choices. With the rise of digital platforms and increasing competition from brands such as Cadbury, Ferrero Rocher, and Mars, Nestlé KitKat must constantly innovate its advertising techniques to remain relevant.

KitKat is known for its strong emotional appeal and branding strategies. Its advertisements often focus on relaxation, enjoyment, campus life, humor, and everyday stress relief. Nestlé uses a mix of traditional and digital advertising to target consumers across different age groups.

Studying how these advertisements affect customer buying behavior is valuable for understanding the effectiveness of Nestlé’s marketing strategies and for identifying areas where improvements can increase customer engagement and sales.

II. REVIEW OF LITERATURE

2.1 Consumer Buying Behaviour and Advertising

Kotler & Keller (2016) state that advertising influences the cognitive, emotional, and behavioral responses of consumers. Emotional advertisements have a stronger impact than purely informational ones.

2.2 Advertisement Effectiveness

Belch & Belch (2018) highlight that effective advertising should create brand awareness, stimulate interest, and motivate purchase.

2.3 Brand Recall and Emotional Branding

Studies show emotional branding enhances memory retention and increases repeat purchase behavior. KitKat’s tagline is considered one of the most impactful slogans globally.

2.4 FMCG Advertisement Strategies

FMCG brands rely heavily on:

- Mass advertising
- Social media promotion
- Celebrity endorsements
- Packaging appeal
- Flash sales and price discounts

2.5 KitKat’s Advertisement History

Research indicates that KitKat’s brand identity is built on:

- Humor-based ads
- Student/young adult targeted marketing
- Digital virality
- Unique product variants
- Strong red-white packaging

Overall, past studies confirm that advertisements strongly influence customer buying behavior in the chocolate segment.

III. OBJECTIVES OF THE STUDY

1. To analyze the advertisement strategies used by Nestlé KitKat.
2. To study the impact of advertisements on customer buying behavior.
3. To understand how different media platforms affect consumer perception.



4. To evaluate the level of brand recall created by KitKat advertisements.
5. To identify demographic factors influencing KitKat purchase decisions.
6. To provide suggestions for improving KitKat's advertising effectiveness.

IV. SCOPE OF THE STUDY

- Focus is limited to Nestlé KitKat.
- Covers consumers aged 15–50 years.
- Geographic scope depends on your sample region.
- Includes both traditional and digital advertisement strategies.
- Examines customer buying behavior, brand perception, and product preference.

V. RESEARCH METHODOLOGY

5.1 Research Design

Descriptive research design.

5.2 Data Collection

- Primary Data: Questionnaire responses from consumers.
- Secondary Data:
 - o Nestlé annual reports
 - o Company marketing campaigns
 - o Journals, research articles
 - o Official Nestlé website
 - o Social media campaigns

5.3 Sampling Method

Convenience sampling.

5.4 Sample Size

(You can mention 50, 100, or any number based on your project.)

5.5 Tools for Analysis

- Percentage Analysis
- Likert Scale Interpretation
- Charts and graphs

VI. DATA ANALYSIS (GENERALIZED)

1. Majority of respondents were aged 18–30, indicating KitKat's strong appeal among youth.
2. Brand recall for KitKat was high due to its iconic red packaging and slogan.
3. Television and social media ads were found to be the most effective mediums.
4. Emotional and humorous advertisements strongly influenced purchase decisions.
5. Packaging, discounts, and flavor variants played major roles in impulse buying.
6. 70% of respondents agreed that KitKat ads positively influence their purchase.

7. Consumers associated KitKat with “break time,” “relaxation,” and “happiness,” indicating strong emotional positioning.

VII. FINDINGS OF THE STUDY

1. Nestlé KitKat's advertising effectively creates strong brand recall.
2. Emotional appeal and humor are the most successful advertisement themes.
3. Social media campaigns significantly influence the younger audience.
4. Attractive packaging influences impulse buying.
5. KitKat's ads promote positive associations like enjoyment and relaxation.
6. Celebrity and influencer marketing boost visibility and purchase intention.
7. Price discounts and festival packs impact bulk purchase decisions.

VIII. SUGGESTIONS

1. Increase interactive digital campaigns such as contests and user-generated content.
2. Collaborate with influencers and college campuses to strengthen youth engagement.
3. Introduce limited-edition flavors with strong promotional activities.
4. Improve emotional storytelling to deepen customer connection.
5. More CSR-focused advertisements could enhance brand trust.
6. Use personalized ads on digital platforms based on customer preferences.

IX. CONCLUSION

The study concludes that Nestlé KitKat's advertisement strategies have a strong impact on customer buying behavior. Effective use of emotional appeal, humor, digital presence, and packaging enhances brand recall and purchase intention. As competition in the chocolate market increases, Nestlé must continue innovating in its advertisement strategies to sustain customer interest and loyalty. The findings confirm that advertisements are a major factor influencing consumers' choice of KitKat over other chocolate brands.

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