

Analyzing the Effectiveness of Marketing Mix Strategies in Nestlé Malaysia

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NESTLÉ MALAYSIA is one of the leading companies in the FNB market in Malaysia where they delivered their good products and services to earn the consumer's trust. They have provided quality products number of marketing strategies which is the 4Ps elements (Products, Price, Place, Promotion) to enhance consumer satisfaction. The purpose of this study is to analyze the effectiveness of these marketing elements (4Ps) and how they affect Nestlé Malaysia's customer's satisfaction. We had designed an online survey through Google Forms and a total of 200 respondents have participated. Price, place, and promotion significantly impact customer satisfaction, while the product element does not. This study contributes to marketing theory by providing a better understanding of consumer behaviour in the Malaysian context and by discussing how the marketing mix elements (4Ps) directly influence customer satisfaction toward Nestlé Malaysia.

Keywords: Marketing Mix Strategies, product, price, place, promotion, customer satisfaction, Nestlé Malaysia

INTRODUCTION

Nestlé has been a trusted household name in Malaysia since 1912, consistently delivering high-quality, Halal-certified food and beverage products to consumers. The company began its journey as the Anglo-Swiss Condensed Milk Company in Penang before relocating to Kuala Lumpur in 1939 to support its rapid expansion. The introduction of the Culinary Products Division in the mid-1960s, particularly through the development of MAGGI products, marked an important milestone and led to Nestlé's first manufacturing facility in Malaysia. Today, Nestlé Malaysia operates six factories, employs more than 5,000 people nationwide, and offers over 500 Halal-certified products. Iconic brands such as Milo, Maggi, Nescafé, and Kit Kat have become deeply embedded in Malaysian households across generations. As a leading food and beverage company, Nestlé remains committed to delivering superior taste, nutrition, and quality (Nestlé Malaysia, 2024). This study aims to examine how Nestlé Malaysia's marketing mix strategies, product, price, place, and promotion shape consumer satisfaction. The marketing mix, commonly referred to as the 4Ps, comprises controllable variables that businesses use to influence consumer behaviour and achieve strategic marketing objectives (Tan et al., 2024). Through effective management of these elements, businesses can better understand consumer needs, stimulate demand, and strengthen market competitiveness (Fuzi & Hidayana, 2024).

Marketing research consistently highlights the importance of strategic marketing initiatives in influencing consumer loyalty, purchase decisions, and brand engagement. (Kee et al., 2025) demonstrated that digital marketing plays a crucial role in fostering customer loyalty by enhancing customer-brand interaction in e-commerce environments. In the tourism sector, optimizing marketing strategies, especially through targeted promotions and enhanced service positioning, significantly boosts sales performance. Studies on global brands further emphasize the power of marketing campaigns; for example, Starbucks' marketing activities strongly shape consumer buying behaviour through emotional appeal and consistent branding. Research on Subway's 4P strategy highlighted how product innovation, strategic pricing, and effective promotional efforts contribute to sustained brand appeal (Ganatra et al., 2021a). In the wider travel and tourism sector, (Ganatra et al., 2021b) reported that integrated marketing strategies are essential for improving customer experience and maintaining long-term competitiveness. Collectively, these studies reaffirm the pivotal role of marketing mix strategies in shaping consumer perceptions and driving satisfaction, providing a relevant foundation for the present study on Nestlé Malaysia. Customer satisfaction is a critical element in ensuring business sustainability. It reflects consumers' overall evaluation of their purchasing and consumption experience over time. Defined as the extent to which products or services meet or exceed expectations (Do & Vu, 2020), customer satisfaction is directly linked to repeat purchases, brand loyalty, and long-term financial performance. For a company like Nestlé, consistently ensuring high customer satisfaction is essential for maintaining consumer trust, reinforcing brand equity, and achieving sustainable growth.

Past studies have analyzed various aspects of Nestlé's strategies and operations. (Singh et al., 2021) examined the company's promotion strategies and found that Nestlé effectively uses advertising, sales promotions, and digital engagement to strengthen brand awareness. Product quality, brand reputation, and trust are key factors driving consumer loyalty toward Nestlé. In terms of food safety, (Chung et al., 2020) highlighted Nestlé's strong quality control systems, which enhance consumer confidence in its products. (Lee et al., 2020) demonstrated that positive employee relationships contribute to a healthy organizational climate and stronger productivity. Studies on product innovation, such as the introduction of organic Kit Kat, have emphasized the challenges and opportunities related to evolving consumer preferences (Djarum et al., 2019). While

these studies offer valuable insights, limited research has examined how the marketing mix specifically influences customer satisfaction in the Malaysian context. In recent years, Nestlé has intensified its marketing investments to address slowing sales and revitalise underperforming product lines. According to (IndexBox, 2025), these efforts include improvements in product packaging, refinements in pricing structures, and expansion of promotional activities. This strategic shift reveals the growing importance of the marketing mix in strengthening Nestlé's competitive position. Therefore, this study investigates whether these enhanced marketing efforts are effectively contributing to higher customer satisfaction in Malaysia, an outcome essential for ensuring brand resilience and sustaining long-term growth.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction refers to customers' overall feelings, perceptions, and evaluative judgments regarding a company's products, services, and complete consumption experience. It reflects how well a product or service meets, or exceeds, customer expectations, making it a critical indicator of service quality and business performance. As (Guido, 2015) explains, satisfaction functions as an assessment of product performance relative to expectations. Customer satisfaction as an overall evaluative judgment shaped by the entire consumption experience, which subsequently influences purchase decisions, behavioural intentions, and firm outcomes.

In the context of digital and service-based platforms, customer satisfaction reflects the extent to which the platform meets or surpasses users' expectations across their entire service journey. Existing studies consistently highlight the importance of satisfaction in driving repeat usage, loyalty, and long-term platform competitiveness. Research across online shopping, ride-hailing, food delivery, and mobile applications indicates that satisfaction is shaped by key technological, service-quality, and experiential determinants (Gan et al., 2024; Lew et al., 2024). For example, that in digital mobility platforms, satisfaction is strongly linked to users' perceptions of service quality, responsiveness, and reliability. In the quick-service restaurant sector, that higher satisfaction significantly enhances brand trust and customer loyalty. Research on e-commerce platforms such as Shopee also reveals that convenience, system quality, and ease of use increase satisfaction and strengthen repurchase intentions.

Customer satisfaction may result in two potential outcomes: satisfaction or dissatisfaction. Satisfaction occurs when a product's performance meets or exceeds expectations, whereas dissatisfaction arises when performance falls short. High satisfaction levels are particularly important because they increase the likelihood of repurchase behaviour, enhance customer loyalty, and significantly contribute to firm profitability. Satisfied customers are more likely to maintain long-term relationships with the company, recommend the brand to others, and support consistent business growth. Several empirical studies also show a positive relationship between marketing mix strategies and customer satisfaction. Firms implementing effective marketing mix elements, product, price, place, and promotion, tend to achieve higher satisfaction levels. These elements influence how customers perceive value, quality, accessibility, and brand reliability. Therefore, companies must continuously refine their marketing mix strategies, specifically product, price, place, and promotion, to better align with customer expectations. An appealing product offering, fair and transparent pricing, convenient and accessible distribution channels, and effective promotional activities all play vital roles in shaping customers' perceptions and experiences. When these elements are optimized, they enhance customer satisfaction, which in turn contributes to higher sales performance, stronger brand loyalty, and a more sustainable competitive advantage.

Accordingly, this study hypothesizes that the marketing mix elements (product, price, place, and promotion) are positively associated with customer satisfaction.

Product

Product is the core offering that encompasses its tangible and intangible features, quality, design, branding and packaging to fulfil customer needs and satisfaction (Kotler & Keller, 2021). In a competitive market nowadays especially fast-moving consumer goods (FCMG), quality and performance of product is the crucial that to affect the customer's satisfaction. According to (Guido, 2015) if the product is performed negative, it will lead to the dissatisfaction among the customers. Product's quality is related positively to the customer satisfaction (Hudaya et al, 2021) and it is the main way to enhance the customer satisfaction (Hudaya, 2020) Hence, it can be suggested that:

H1: Product has a positive effect on customer satisfaction toward Nestlé Malaysia.

Price

Price is one of the important marketing mix elements, 4Ps and it represents the monetary value of the products or services. In (Kotler & Keller, 2021), price is the amount of money that consumer willing to pay to acquire the product. According to study of (Darise et al, 2025), the value that perceived by the consumers from a product and service is the price. In their perceptions, they assume that higher prices will derive a better quality of product. There are some specific pricing strategies that can affect the customer satisfaction such as penetration pricing, price skimming, premium pricing, psychological pricing and competitive pricing. (Ali & Anwar, 2021). In the study of (Zhao et al, 2021), price is the powerful tool and have a significant effect to the consumer's buying power and product performance. When the price of a product is higher than others, the consumer will less likely to buy the product and the fewer units will be sold. Hence, it seems that price is the directly element to affect the revenue growth. Thus, it can be suggested that:

H2: Price has a positive effect on customer satisfaction toward Nestlé Malaysia.

Place

Place also known as distribution refers to the strategies and channels used to make products or services accessible to target customers. Distribution channel selection is important in delivering products and services as consumption is a function of availability (Czinkota et al., 2021). The intermediaries including distributors, wholesalers and retailers, help products become available and ready in the market (Czinkota et al., 2021). (Kurniadi, 2025) stated that technological advancements have transformed distribution from a simple linear system into a complex, integrated network that requires companies to adopt digital channels to meet diverse market needs. E-marketing should be introduced which physical places become virtual and include intangible aspects of transaction (Devi, 2021). E-commerce is a key component of modern business management in reaching a wider range of consumers in a more cost-effective way (Zaini, 2024). Excellence performance in locational and distribution strategy is crucial for retailers and service providers to reach their customers more easily (Grewal & Levy, 2022). Furthermore, Kurniadi (2025) highlighted that effective distribution channels will enhance operational performance and significantly improve customer satisfaction. Thus, it can be suggested that:

H3: Place has a positive effect on customer satisfaction toward Nestlé Malaysia.

Promotion

Promotion is one of the four elements of the marketing mix, 4Ps while it is emphasized on giving the information to customer about the product and pursue or convince them to

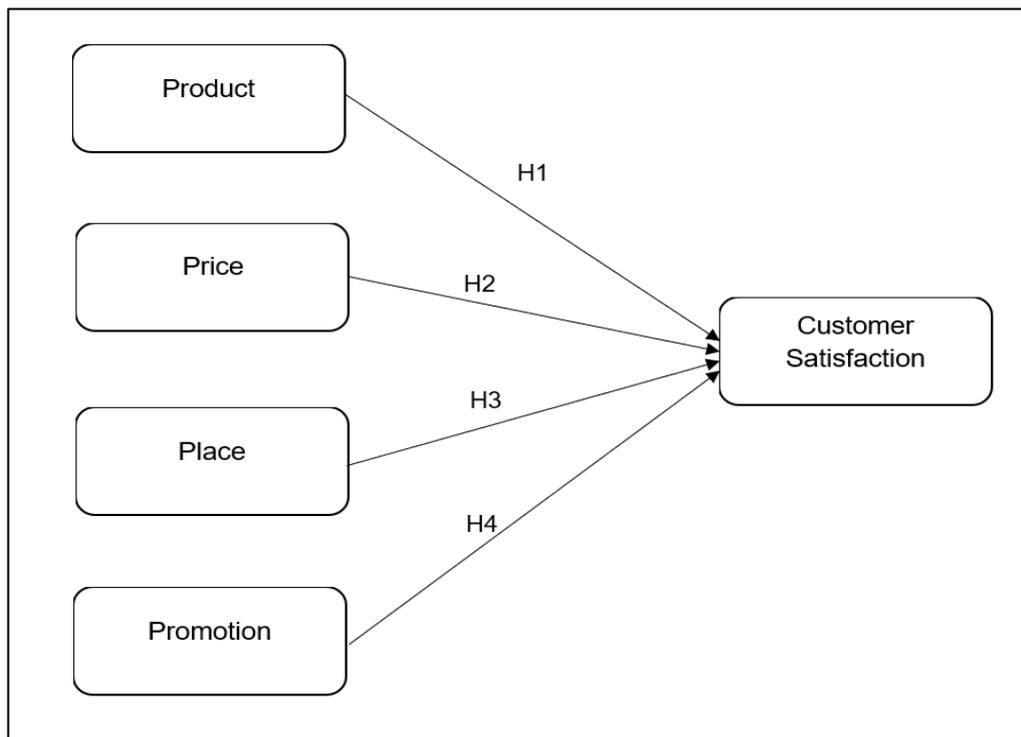
buy it. It includes a set of activities such as advertising, public relations, personal selling and sales promotion. In the study of, a good promotion strategy can help a company to increase their sales and revenue. It proves that promotion is an important activity to make the product interesting and attractive in order to provide the information to customer and understand the product. Promotion can also be derived into the mass communication such as radio news, press editorials and television in order to make the largely audience understand the information of the product. Hence, each company must ensure that they had contributed an attractive promotion strategy to enhance their competitive advantages. If a company have an effective promotion strategy, then it will lead the company to the strong branding because it can improve the customer expectations and customers loyalty (Kuncoro & Sutomo, 2018). Thus, it can be suggested that:

H4: Promotion has a positive effect on customer satisfaction toward Nestlé Malaysia.

Conceptual Framework

Based on the literature reviewed above we developed a research framework as shown in Error! Reference source not found. 1. The independent variables are marketing mix strategies, including product, price, place, and promotion, while the dependent variable is customer satisfaction.

Figure 1. Research Framework



RESEARCH METHOD

Sampling and Procedures

The study employed a quantitative research design to examine the effectiveness of Marketing Mix strategies on customer satisfaction among consumers of Nestle Malaysia. Data were collected by using a structured online questionnaire via Google Forms. Google Form was distributed through social media platforms such as WhatsApp, Instagram, and Facebook. The questionnaire served as the primary instrument for gathering numerical data related to product, price, place, promotion and customer satisfaction. A total of 200 valid respondents were retained for analysis after the data cleaning process. The suggested minimum of five to ten respondents for each estimated parameter in regression analysis is satisfied by this sample size. The online questionnaire comprised six sections: (1) demographic profile; (2) product; (3) price; (4) place; (5) promotion; and (6) customer satisfaction. The demographic profile includes items such as gender, age, race, education level, employment status and monthly income level. Demographic data were summarized by using descriptive statistics. The questionnaire items were modified from well-known literature to guarantee content validity and applicability to the research setting. After the completion of collecting data, the collected data were analysed using the SPSS software.

Measurement

All constructs were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire consists of item that used to measured product, price, place, promotion and customer satisfaction. To make sure they were appropriate, relevant, and clear for Malaysian users, every item was pretested.

Product: Five items assessed the extent to which Nestle provides a high quality of product and suitable for customers. (e.g., "I believe Nestlé products maintain a high standard of quality."). Reliability for this construct was high ($\alpha = .899$).

Price: Five items measured the Nestlé's pricing strategies in terms of affordability, fairness, and value for money relative to product quality and brand trust. (e.g., "I believe Nestlé products offer good value for money"). Cronbach's alpha was 0.872 indicating strong internal consistency.

Place: Five items assessed users' concerns about distribution and accessibility of Nestle product, (e.g., "Nestlé products are easily available in most stores or supermarkets near me"). Cronbach's alpha was 0.874.

Promotion: Five items captured Nestlé's promotional activities influencing customer awareness, understanding, and purchase behaviour. (e.g., "I often notice Nestlé advertisements on social media, TV, or other platforms."). Reliability was acceptable ($\alpha = 0.887$).

Customer Satisfaction: Five items measured overall satisfaction, willingness to recommend, and intention to continue using Nestles' product (e.g., "I am satisfied to purchase Nestlé product.", "I would recommend Nestlé products to others because of my positive experience."). Cronbach's alpha for this construct was 0.895.

RESULTS

Table 1. Summary of Respondents' Demography (N=200)

Response	Category	Frequency	Percentage (%)
Gender	Female	100	50.00
	Male	100	50.00
Age	Below 18 years old	19	9.50
	18-24 years old	98	49.00
	25-34 years old	46	23.00
	35-44 years old	19	9.50
	45 years old and above	18	9.00
Ethnicity	Malay	53	26.50
	Chinese	111	55.50
	India	34	17.00
	Kadazan	1	0.50
	Siamese	1	0.50
Educational Level	Did not attend to school	1	0.50
	Primary school	2	1.00
	Secondary school	24	12.00
	High school diploma or equivalent	49	24.50
	Bachelor's degree	103	51.50
	Master's degree	19	9.50
	Doctorate degree	2	1.00
Employment Status	Student	102	51.00
	Unemployed	4	2.00
	Self-employed	23	11.50
	Part-time	14	7.00
	Full-time	57	28.50
Monthly Income Level	B40 (below RM5,249)	132	66.00
	M40 (between RM5,250 and RM11,819)	54	27.00
	T20 (above RM11,820)	14	7.00

Based on Table 1, the total valid respondents were 200 people, which consists of 50.00% of female respondents and 50.00% of male respondents. The majority of the data collected was from respondents who are between 18 and 24 years old with 49.00%, while the respondents above 45 years old showed the lowest participation in the survey which is only 9.00%. In terms of ethnicity, most of the respondents are Chinese with 55.50%, followed by 26.50% of Malay respondents and 17.00% of Indian respondents. The Kadazan and Siamese groups had the lowest representation, each comprising only 0.5% of the respondents. The table shows that the greatest number of respondents held a Bachelor's degree with 51.50%, whereas the smallest group had not attended school, with 0.5%. The employment status reflects that the majority of respondents with 51.00% are students, and the group with the fewest respondents with 2.00% is unemployed. Regarding monthly income, the B40 group (earning below RM5,249) accounted for the majority of respondents with 66%, while the T20 group (earning above RM11,820) had the lowest representation with 7%.

Table 2. Descriptive Analysis, Cronbach's Coefficients Alpha, and Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5
Product	0.899				
Price	0.813**	0.872			
Place	0.864**	0.810**	0.874		
Promotion	0.807**	0.762**	0.819**	0.887	
Customer Satisfaction	0.827**	0.808**	0.853**	0.848**	0.895
Number of Items	5	5	5	5	5
Mean	4.487	4.355	4.503	4.448	4.517
Standard Deviation	0.626	0.639	0.602	0.665	0.633

Note: N = 200; *p < .05, **p < .01, *** p < .001. The diagonal entries represent Cronbach's coefficient alpha.

Table 2 presents the descriptive analysis, Cronbach's Alpha Based on Standardized Items, and Pearson Correlation for each independent variables and dependent variable. It helps determine the reliability and correlations between Nestlé Malaysia's marketing mix strategy (product, price, place, promotion) and customer satisfaction in this research.

All of the variables are acceptable reliability with a minimum threshold of $\alpha > 0.70$. This indicates that the internal consistency of the measurement scale is acceptable. All variables' items are retained and did not change because if an item is deleted, it will show a lower value of Cronbach's alpha. It means that removing any item would weaken the internal consistency of the scale. Based on the results, the Cronbach's alpha of all variables falls between 0.872 and 0.899, which shows a relatively high reliability. Cronbach's alpha values above 0.80 suggest that the items within each construct are highly consistent and reliable for further analysis.

From the Pearson Correlation results, the value falls between the range from 0.762 to 0.864. The lowest value of $r = 0.762$ indicates that it shows high correlation ($0.6 \leq r \leq 0.79$) between the variables; while the highest value of $r = 0.864$ indicates that it has a very high correlation ($0.8 \leq r \leq 1.0$) between the variables. Overall, the table above suggests that Nestlé Malaysia's marketing mix strategy can affect customer satisfaction.

Table 3. Summary of Regression Analysis

Customer Satisfaction Level towards Nestlé Malaysia	Beta
Product	0.127
Price	0.194***
Place	0.294***
Promotion	0.357***
R ²	0.816
F Value	215.983
Durbin-Watson Statistic	2.048

Note: N = 200; *p < .05, **p < .01, ***p < .001.

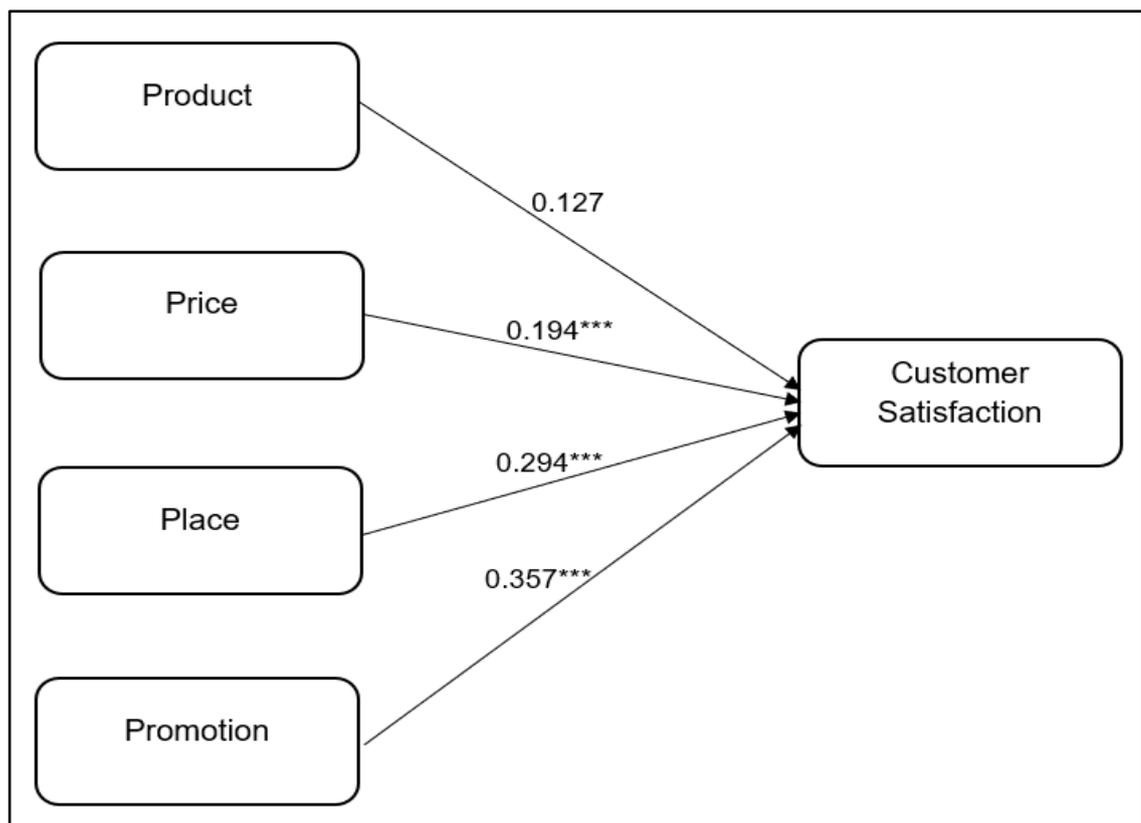
Table 3 represents the regression analysis. It helps to examine the influence of marketing mix strategy on customer satisfaction for Nestlé Malaysia. Based on the results above, the level of customer satisfaction in Nestlé Malaysia is influenced by the product, price, place, and promotion with the Standardized Coefficients Beta value of 0.127, 0.194, 0.294, and 0.357 respectively. The regression analysis also indicates that price ($\beta = 0.194$), place ($\beta = 0.294$), and promotion ($\beta = 0.357$) show highly significant effects on customer satisfaction, with a significance level of $p < 0.001$. Hence, H2, H3, and H4 are supported as price, place, and promotion have a significant positive

relationship with customer satisfaction. In contrast, product shows no significant relationship with customer satisfaction, with $p = 0.065$ which is higher than 0.05, and ultimately H1 is not supported.

The regression model presents that 81.60% of the variance in customer satisfaction which is $R^2 = 0.816$, shows a strong explanatory power in this research. The F Value is 215.983 with a significance level of $p < 0.001$, indicating that the overall model is statistically significant where the marketing mix strategy collectively predicted the customer satisfaction. Moreover, the Durbin-Watson Statistic is 2.048 and it indicates no significant autocorrelation and the assumption of independence of residuals was satisfied. Thus, the marketing mix strategy including product, price, place, and promotion shows a positive link to customer satisfaction.

The results of the hypothesized model are illustrated in Figure 2, which presents the structural relationships among the study variables. It shows that Nestlé Malaysia's marketing mix strategy of product, price, place, and promotion positively affects customer satisfaction.

Figure 2. Hypothesized Model



Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

DISCUSSION

Product on Customer Satisfaction

According to (Kotler & Keller, 2018), product quality is the characteristics of one product that have the ability to satisfy the implied needs of the person. It is the significant factor that will affect the customer satisfaction. The price affordability and suitability will affect the customer satisfaction and continue to repurchase in the future (Wantara & Tambrin, 2019). Hence, a positive feeling about the quality of the product will increase the repurchase opportunity and satisfaction while the negative feelings toward the product quality will decrease the satisfaction level of the customer (Wantara & Tambrin, 2019). It means that the customer satisfaction is related to the benefits perceived from the product. Previous study found that the relationship between the product quality and customer satisfaction is positive. In the study of (Reva et al., 2024), product quality will directly affect the customer satisfaction and shape the brand image as it will increase the sales. According to the study of (Akbar & Perkasa, 2025), the test results indicates that product quality has the positive impact to the customer satisfaction. On the other hand, the result shows the product quality have a positive effect on customer satisfaction and influence the customer loyalty (Albari & Kartikasari, 2019). Thus, it proofs that consumers always want to perceive a high benefit and value of the product to evaluate the repurchase of the product (Albari & Kartikasari, 2019).

However, in this research, the product quality does not significantly influence the customer satisfaction with Nestle. Although Nestle's product does not directly influence their customer satisfaction, Nestle should continue implement some efficient strategy in maintaining the customer satisfaction level. First and foremost, Nestle can try to introduce healthier and more nutritious product to the market. Since the demographic and culture have shift gradually especially the people are longer-age nowadays, the healthy product market is the crucial point that the company must put more effort to have a "seat" in the F&B industry. For example, Nestle can reformulate the existing product to healthier especially reducing the sugar level. Besides, Nestle can develop more localised flavours in the existing products to cater the market that they are pursuing. For example, Nestle can creative the flavours such as "pandan" in the product especially for the beverage category to cater the Malaysia market. To succeed in the market, Nestle should have their own direct strategy and identify their own selling point.

Price on Customer Satisfaction

Price is the value exchanged of a product and it encompasses all the associated costs such as the production, promotion and distribution (Reva et al., 2024). The increase of customers and competitors in this competitive market led more challenges to the business provider in setting the perceived price to win the market. (Hasim, et al., 2020). Price perception is the distinction between the actual price of a product and the customer expected the quality of the product and perceived it where it affects that the provider needs to ensure that the price strategy is meet to the customer satisfaction (Hasim, et al, 2020). In general, if the price of a product too low and it will affect the customer evaluation the quality level of the product. In the study of (Albari & Kartikasari, 2019), it indicates that price have the relationship between the quality level and it stated that reasonable pricing is the crucial point. According the study of (Akbar & Perkasa, 2025), the test results indicated that the price has the positive impact to the customer satisfaction. Besides, in the study of (Susanto et al., 2021), the results stated that the price has a significant impact to the customer satisfaction. Therefore, it demonstrated that the consumers will repurchase the product and service if they expect the price is reasonable (Albari & Kartikasari, 2019).

In this research, it demonstrates that the price has a positive impact on customer satisfaction. Therefore, Nestle should implement some efficient price setting strategy to maintain the customer satisfaction level. First and foremost, Nestle can maintain affordable pricing of the core products such as Milo, Maggi and Nescafe because this type of products has the huge demand in the market. For instance, Nestle can use a cost-control strategy to reduce the production cost such as develop an efficient production line. On the other hand, Nestle can implement the promotional campaign such as the promotional pricing and value bundles. It will totally attract the customer and increase the sales performance. For example, Nestle can plan to implement the campaigns such as “Buy 1 Free 1” in the short-term discount period during the special days. The value bundles such as the package of the essential living products also can sell at the lower price. Thus, it will improve the customer satisfaction and build the brand image because it will enhance the perception of customer toward Nestle.

Place on Customer Satisfaction

Partial hypothesis testing demonstrated a strong and positive relationship between the Place variable and Customer Satisfaction. This confirms that improvements in the 'Place' aspects such as accessibility, convenience, distribution, and overall site quality increased customer satisfaction. In the research of (Malelak et al., 2021), The Place variable was found to have a positive and significant effect on customer satisfaction. There are two core contributing factors which are accessibility and availability. For accessibility, the product location is easily accessible to consumers and leads to increased customer satisfaction. For availability, the products are always available which means that consumers can get the product anytime and anywhere is important to customer satisfaction. Hence, the combination of a convenient location and reliable product stock ensures consumers feel satisfied. There is a positive relationship between place and customer satisfaction. Another study confirms the hypothesis that place plays a significant role in customer satisfaction. A positive relationship exists between location and customer satisfaction. In our research, it shows that place is the second significant affect to the customer satisfaction of Nestle Malaysia.

To improve the Place element of Nestle’s marketing mix, Nestle should strengthen the distribution strategy by enhancing its location decisions through a more diversified and efficient channel network. First and foremost, Nestle should strengthen omnichannel distribution by expanding and integrating its online and offline distribution channels to provide the best shopping experience. For example, Nestle can enhance partnerships with major e-commerce platforms such as Lazada, Shopee, and Amazon and improve its own digital storefront to offer convenient subscription-based delivery services. On the other hand, Nestle can increase accessibility by expanding its product distribution in physical retail such as in convenience stores, supermarkets, and petrol station marts. Hence, the customer can easily attach to the product everywhere and it can increase their intention to buy. Additionally, Nestlé can enhance its cold-product supply chain and vending machine networks, especially for chilled beverages and ice cream through investing in improved logistics and strategic machine placement in high-traffic areas such as schools and workplaces. By applying these strategies, Nestle can increase customer satisfaction.

Promotion on Customer Satisfaction

Promotion plays a crucial role in the existence and value of products and services to the customer and potential customer (Ilyas & Mustafa, 2022). The research definitively shows that Promotion is a highly effective element in driving customer satisfaction. There is a positive and significant relationship between promotion and customer satisfaction (Ilyas & Mustafa, 2022). Another previous study (Blom et al., 2021) found that customer would be more satisfied and react most positively when they received monetary

promotions that align with their shopping goals. According to (Qomariah, 2021), the research and data analysis showed that Promotion had a positive and significant effect on customer satisfaction. Effective promotional activities by the company directly contribute to higher levels of customer satisfaction. The promotional activities typically include advertising, personal selling and public relations.

Based on this study, promotion has the strongest significant effect to the customer satisfaction of Nestle in Malaysia among the marketing mix strategy. Therefore, Nestle should implement a more customer-centric and interactive approach that strengthens brand trust and engagement. Firstly, Nestle can personalize digital promotions by using data analytics to tailor its promotions to individual customer preferences. With the personalized digital promotions, customers can receive personalized product suggestions, targeted advertisements, and customized discount vouchers that can increase relevance and satisfaction. Besides that, Nestle can strengthen social media engagement by maintaining active interaction with customers including quick responses to feedback, complaint handling, and transparent product updates reinforce trust. through social media such as Tik Tok, Instagram and Facebook. Nowadays, the widely used of the social media globally will helps the spreading of advertisement and brand image to more people.

Practical Implications

This research provides practical recommendations for Nestlé Malaysia to improve customer satisfaction and strengthen its market position by optimizing its marketing mix strategies. The results show that price, place, and promotion have a major impact on customer satisfaction, indicating that Nestlé Malaysia should consciously prioritize these variables. Firstly, a useful cost-control strategy can reduce the production cost, and ultimately reduce the price setting. This strategy is crucial for satisfying customer expectations, especially in the price-sensitive Malaysian market. Secondly, customer satisfaction is significantly impacted by place. Nestle increases accessibility and purchase convenience by expanding its product distribution in physical retail such as in convenience stores, supermarkets, and petrol station marts. Thirdly, promotional strategies should be continuously improved by utilizing data analytics to customize digital promotions to each customer's preferences. Even though the product element did not exhibit a substantial influence, Nestlé Malaysia should continue to maintain consistent product quality in order to preserve consumer trust. In general, Nestlé Malaysia may better align its marketing strategies with consumer preferences, improve customer satisfaction, and sustain a competitive edge in the Malaysian food and beverage market by giving priority to improvements in pricing, place, and promotion.

CONCLUSION

In this study, we analysing the effectiveness of marketing mix strategies which are product, price, place and promotion toward on customer satisfaction Nestle in Malaysia. The findings reveal a multidimensional relationship and highlight that customer satisfaction is not only influenced by one factor, but can be influenced by the strategic alignment and consistency of four marketing mix components.

The results confirm that product do not significantly influence customer satisfaction. However, consumers value Nestlé's consistent high standard of quality, variety, taste and nutritional value, and innovation in new products, which strengthen their trust and perception of the brand. A strong product quality is indeed for consumers to meet their needs and preferences. Hence, Nestle should implement some strategies to make sure and maintain the provided product always in high quality.

Price is found to significantly influence customer satisfaction. Fair and competitive pricing, along with perceived value for money, encourages positive customer evaluations. Consumers are more satisfied when Nestle provides the products that are reasonably priced for the quality, good value for money and affordable. Consumers typically assess whether the quality and advantages they received are commensurate with the price they paid, and satisfaction levels increase when this balance is reached. The price strategies are essential because it can let companies' products become more competitive especially in a competitive consumer goods market.

This study also underlines that place has a positive and significant influence on customer satisfaction. The wide availability of Nestle products across online platforms, retail stores, supermarkets provide convenience and accessibility, making it easier for consumers to purchase the products. When the products have a high availability, it means that consumers can always easily find and purchase when they need the Nestle product. This will increase customer satisfaction because consumers have the best purchase experience.

Promotion further enhances customer satisfaction by increasing brand awareness, engagement, and understanding of product benefits. In this research, promotions significantly influence customer satisfaction. The effectiveness of advertising, sales promotions, and informative marketing communications provided by Nestle help customers identify products of Nestle. These promotional activities influence consumer attitudes and purchasing behaviours by creating emotional connections and reinforcing positive brand reputation. Additionally, Nestlé is able to remain in a variety of customer categories and shifting market trends through well-designed promotional campaigns.

Overall, the study confirms a strong and positive relationship between an effective and well-integrated marketing mix and customer satisfaction. Strategic alignment of product quality, pricing, distribution, and promotional activities improves customer experiences and raises satisfaction levels. According to the results, Nestlé Malaysia should keep providing a well-rounded, customer-focused, and successful marketing mix strategy in order to preserve consumer satisfaction, build brand loyalty, and keep its competitive edge in the Malaysian consumer goods industry.

LIMITATIONS

The present study on the effect of marketing mix strategy to customer satisfaction of Nestle Malaysia has several limitations. First and foremost, there is a chance that sampling bias and representativeness will occur in the study. The sampling method used in this study involves gathering data through online platforms such as WhatsApp, Instagram and Facebook where it will show the result that skewed to the younger respondents especially the students. The majority of respondents in this study are students and range in age from 18 to 24. Therefore, the results may not accurately reflect the other demographics especially older, wealthier and professional groups. The generalizability of the results to all of Malaysia is limited in this study. Next, it may indicate the limited scope of the variables in the marketing mix to customer satisfaction in this study. Our research only focused on the 4Ps, which are product, price, place and promotion and anticipated these variables to affect the customer satisfaction of Nestle Malaysia. However, customer satisfaction may also can influenced by other factors such as brand trust, perceived value, health consciousness and the purchase experience. It explains why the products are showing a positive correlation to customer satisfaction but did not significantly affect the customer satisfaction in the regression analysis. Hence, the exclusion of variables such as mediating or moderating variables may provide a not-fully comprehensive understanding of the predictors to customer satisfaction in Nestle Malaysia.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there are no potential conflicts of interest regarding the research, authorship, and/or publication of this article.

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