

4 CHAPTER 4- DATA ANALYSIS

After the collection of the data by giving the questionnaire to respondents, the data was analysed by using the statistical program SPSS. Dependent on the general nature of the data (nominal / ordinal / interval / ratio), different statistical analysis must be used. Siam University's guidelines provide the chapters required in an Independent Study, and mention the chapters 'T-Test' and 'F-Test'. The prerequisite to carry out these analyses is nominal (= qualitative) data; therefore the answering options of the questionnaire were designed in a way that they provide all nominal data. The analyses T-Test and F-Test (Anova) both show the relationships between factors, the independent and the dependent variables, with the main difference that the T-Test is used when the independent factor has only two answering options and the F-Test when the independent factor has more than two answering options. But before discussing the relationship and influence of the independent on the dependent variables, the general information about the people who answered the questionnaire and therefore represent Dabur Honey's consumers, gathered by carrying out the descriptive analyses, requires a closer look.

4.1 BASIC STATISTICS: DESCRIPTIVE ANALYSIS

As a first step, the sampling group, consumers who answered the questionnaire, are described and discussed in detail, using the information from the frequency analysis and the Chi-Square Test. As discussed in the previous chapter, a sample of hundred consumers is taken for this research, as shown in table 4.1.

Table 4.1: Number of samples taken

		Number	Percent
Cases	Valid	100	100%
	Excluded	0	0
	Total	100	100%

Source: author's own diagram on the basis of the SPSS analysis

1.1.1 FREQUENCY ANALYSIS AND CHI-SQUARE TEST

To analyse the background of the sampling group, the Frequency Analysis and the Chi-Square Test are used.

Further, the Frequency Analysis shows the percentage of answers chosen and therefore the importance of the different factors influencing the decision to buy Dabur honey (how many consumers choose the answering option 'very important', how many did choose 'important' or another option) and the level of satisfaction with the quality of Dabur honey (how many consumers choose the answering option 'very satisfied', how many did choose 'satisfied' or another option).

The Chi Square Test compares two factors with each other to show how many per cent of a group choose which answering option (how many of the consumers who choose 'very important' are male, how many are female). As the Chi-Square Test can only be made if the independent factor contains of only two answering options, it is only carried out with the independent factor 'Gender'.

The details about the Dabur honey consumers are discussed according to the independent variables; Demographic Background and Dabur's Marketing and their levels of importance and satisfaction with the different factors are discussed according to the dependent variables: Consumers' Motivation and Satisfaction.

1.1.1.1 DEMOGRAPHIC BACKGROUND

Table 4.2 shows that of the hundred people who answered the questionnaire, fifty are males and fifty are females or I can say that male and female both are 50-50 percent. According to table 4.3, of these hundred people, forty are less than fifteen years old; forty are fifteen to thirty years old and only twenty are over thirty years old. Therefore it can be said that the majority of consumers or 80 percent are younger than thirty years.

Table 4.2: Frequency Analysis Gender

	Frequency	Per cent
Male	50	50.0
Female	50	50.0
Total	100	100.0

Source: author's own diagram on the basis of the SPSS analysis

Table 4.3: Frequency Analysis Age

	Frequency	Per cent	Cumulative Per cent
less than 15 years	40	40.0	40.0
15 to 30 years	40	40.0	80.0
above 30 years	20	20.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.4: Qui-Square Test Gender and Age

		AGE			Total
		less than 15 years	15 to 30 years	above 30 years	
GENDER	Male	25	20	5	50
	Female	15	20	15	50
Total		40	40	20	100

Source: author's own diagram on the basis of the SPSS analysis

Using the Chi-Square Test for Gender and Age, as done in table 4.4, shows that of the forty consumers being younger than fifteen years, twenty-five are male and fifteen are female. Of the forty consumers being between fifteen and thirty years old, twenty are male and twenty are female. Five male and fifteen female consumers are older than thirty years. Assuming that the majority of all Dabur honey's consumers are younger than thirty years old, it can be said that of the fifty male that answered the questionnaire, forty-five are in that group but only thirty-five females.

That means that a higher percentage of male than female Dabur consumers are in their twenties, what leads to the conclusion that not only more males are using Dabur honey but also that the male consumers are generally younger.

Table 4.5: Frequency Analysis Area

	Frequency	Per cent	Cumulative Percent
Town	27	27.0	27.0
City	53	53.0	80.0
Village	20	20.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.6: Qui-Square Test Gender and Area

		AREA			Total
		Town	City	Village	
GENDER	Male	17	28	5	50
	Female	10	25	15	50
Total		27	53	20	100

Source: author's own diagram on the basis of the SPSS analysis

Having a look on Area (see table 4.5): the majority of around 53 percent consumers are from City, twenty-eight male and twenty-five female, as shown in table 4.6. They are followed closely by seventeen male and ten female Town's consumers, who resemble around 27 percent of all consumers. On third place rank consumers from Village, five male and fifteen female consumers. The relation between male and female consumers resembles the personal experience of the author.

Table 4.7: Frequency Analysis Educational Background

	Frequency	Percent	Cumulative Percent
Less than High School	41	41.0	41.0
High School to Master Degree	44	44.0	85.0
Uneducated	15	15.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.8: Qui-Square Test Gender and Educational Background

		EDUCATION BACKGROUND			Total
		Less than High School	High School to Master Degree	Uneducated	
GENDER	Male	25	17	8	50
	Female	16	27	7	50
Total		41	44	15	100

Source: author's own diagram on the basis of the SPSS analysis

For the Educational Background (tables 4.7 and 4.8): it can be said near about the half of the Dabur honey consumers, 44 percent or seventeen males and twenty-seven females have Educational qualification between high school to master degree and 41 per cent or twenty-five males and sixteen female consumers, educational qualification is below high school degree. It should be mentioned that the author believes that these forty-one consumers either children or mothers from village area. From table 4.8 it also can be said 15 percent or eight male and seven female consumers are uneducated.

Table 4.9: Frequency Analysis Monthly Income

	Frequency	Per cent
Less than Rs. 10,000	44	44.0
Between Rs. 10,000 and Rs. 20,000	22	22.0
Above Rs. 20,000	20	20.0
None	14	14.0
Total	100	100.0

Source: author's own diagram on the basis of the SPSS analysis

Table 4.10: Qui-Square Test Gender and Monthly Income

		INCOME				Total
		Less than Rs. 10,000	Between Rs. 10,000 and Rs. 20,000	Above Rs. 20,000	None	
GENDER	Male	23	10	10	7	50
	Female	21	12	10	7	50
Total		44	22	20	14	100

Source: author's own diagram on the basis of the SPSS analysis

Have a look on monthly Income (see tables 4.9 and 4.10): the majority of 44 percent consumers have monthly income less than Rs. 10,000, twenty-three male and twenty-one female, as shown in table 4.6. Ten male and twelve female have monthly income between Rs. 10,000 to 20,000, who resemble around 22 percent of all consumers. As we can see from table 4.10 there are ten male and ten female consumers have monthly income more than Rs. 20,000, who resemble 20 percent of all consumers. On fourth place rank consumers have no monthly income are seven male and seven female consumers.

1.1.1.2 DABUR'S MARKETING

Most of the current Dabur honey consumers, namely 50 percent as shown in tables 4.11 and 4.12, said that they heard about the Dabur honey from T.V.; which is a very effective way of advertisement that is carried out by the many FMCG companies and Dabur India Ltd too. Of these 50 percent or fifty consumers, twenty-four are male and twenty-six are female. Forty-three consumers, twenty-three males and twenty females, who resemble 43 percent, found information about Dabur honey on departmental store. 4 percent or only one male and three females heard about Dabur honey from friends. These three consumers could be more than thirty years old, as the author knows that old people suggest honey as medicine to their friends. Only 3 percent or three consumers, two males and only one female, got the information from radio. It can be assumed that these three consumers are from village area, as village's consumers always listen to radio for entertainment and news.

Table 4.11: Frequency Analysis how did you hear about the Dabur Honey

	Frequency	Per cent	Cumulative Percent
from Departmental Store	43	43.0	43.0
from T.V.	50	50.0	93.0
from Friends	4	4.0	97.0
from Radio	3	3.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.12: Qui-Square Test Gender and How did you hear about the Dabur Honey

		HOW DID YOU HEAR ABOUT THE DABUR HONEY				Total
		From Departmental Store	From T.V.	From Friends	From Radio	
		GENDER	Male	23	24	1
Female	20		26	3	1	50
Total		43	50	4	3	100

Source: author's own diagram on the basis of the SPSS analysis

92.0 percent find information provided by T.V. Commercial 'good' (57.0 percent or twenty-eight male and twenty-nine female consumer) or 'sufficient' (35 percent or eighteen males and seventeen females), only four consumers answered 'poor' and four consumers did choose 'no comment' as shown in tables 4.13 and 4.14.

Table 4.13: Frequency Analysis Information from T.V.

	Frequency	Percent	Cumulative Per cent
Good	57	57.0	57.0
Sufficient	35	35.0	92.0
Poor	4	4.0	96.0
no comment	4	4.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.14: Qui-Square Test Gender and Information from T.V.

		INFORMATION ON T.V.				Total
		Good	Sufficient	Poor	no comment	
GENDER	Male	28	18	3	1	50
	Female	29	17	1	3	50
Total		57	35	4	4	100

Source: author's own diagram on the basis of the SPSS analysis

78 percent rated information provided by their friends as 'good' or 'sufficient' (tables 4.15 and 4.16). Twenty-one males and twenty-six females find the information 'good' and seventeen males and fourteen females find the information at least 'sufficient'. But only, eight consumers answered 'poor' and fourteen consumers did choose 'no comment'.

Table 4.15: Frequency Analysis Information from Friends

	Frequency	Per cent	Cumulative Per cent
Good	47	47.0	47.0
Sufficient	31	31.0	78.0
Poor	8	8.0	86.0
no comment	14	14.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.16: Qui-Square Test Gender and Information on Friends

		INFORMATION ON FRIENDS				Total
		Good	sufficient	Poor	no comment	
GENDER	Male	21	17	5	7	50
	Female	26	14	3	7	50
Total		47	31	8	14	100

Source: author's own diagram on the basis of the SPSS analysis

As shown in tables 4.17 and 4.18, 82.0 percent of the asked consumers find information about Dabur India Ltd and Dabur honey provides by Departmental Stores ‘good’ (54 percent or twenty-four male and thirty female consumers) or ‘sufficient’ (28 percent or sixteen male and twelve female consumer), only eight consumers answered ‘poor’ and nine consumers answered ‘no comment’.

Table 4.17: Frequency Analysis Information from Departmental Store

	Frequency	Percent	Cumulative Per cent
Good	54	54.0	54.0
Sufficient	28	28.0	82.0
Poor	9	9.0	91.0
no comment	9	9.0	100.0
Total	100	100.0	

Source: author’s own diagram on the basis of the SPSS analysis

Table 4.18: Qui-Square Test Gender and Information on Departmental Store

		INFORMATION ON DEPARTMENTAL STORE				Total
		Good	sufficient	Poor	no comment	
GENDER	Male	24	16	6	4	50
	Female	30	12	3	5	50
Total		54	28	9	9	100

Source: author’s own diagram on the basis of the SPSS analysis

Generally it can be said that the female consumers asked are more satisfied with the information provided by their friend and T.V. commercials and the male consumers are more satisfied with the information provided on Departmental Stores.

1.1.1.3 CONSUMERS' MOTIVATION

All questions in this part were asked in the same manner: 'for your decision to buy Dabur honey at your place, how important was...' Each of the three indicators; Information, Price and Brand consist one question.

INFORMATION:

Most of the Dabur honey consumers, 54.0 percent as shown in tables 4.19 and 4.20, said that information is 'very important' motivation to buy Dabur honey. Of these 54.0 percent or fifty-four consumers, twenty-eight are males and twenty-six are females. Thirty-four consumers, seventeen males and seventeen females, what resembles 34.0 percent, said information is 'important' for motivation to buy dabur honey. Five consumers, two male and 3 females, said information is 'not important' for motivation. Seven consumers, three males and four female, choose 'no comment'.

Generally we can say that most of the consumers think that information is very important and important to motivate consumers to buy products.

Table 4.19: Frequency Analysis Information

	Frequency	Per cent	Cumulative Per cent
very important	54	54.0	54.0
Important	34	34.0	88.0
not important	5	5.0	93.0
no comment	7	7.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.20: Qui-Square Test Gender and Information

		INFORMATION				Total
		very important	Important	not important	no comment	
GENDER	Male	28	17	2	3	50
	Female	26	17	3	4	50
Total		54	34	5	7	100

Source: author's own diagram on the basis of the SPSS analysis

PRICE:

The question asked about the importance of price (tables 4.21 and 4.22), for the majority of all consumers, 82 percent, the price for motivation was most important. 48 percent, twenty-two male and twenty-six female consumers answered 'very important', 34 percent or eighteen males and sixteen females answered 'important'. 11 percent or six male and five female consumers answered 'not important'. Only four male and three female consumers answered 'no comment'.

Table 4.21: Frequency Analysis Price for Motivation

	Frequency	Per cent	Cumulative Per cent
VERY IMPORTANT	48	48.0	48.0
IMPORTANT	34	34.0	82.0
NOT IMPORTANT	11	11.0	93.0
NO COMMENT	7	7.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.22: Qui-Square Test Gender and Price for Motivation

		PRICE FOR MOTIVATION				Total
		very important	important	not important	no comment	
GENDER	Male	22	18	6	4	50
	Female	26	16	5	3	50
Total		48	34	11	7	100

Source: author’s own diagram on the basis of the SPSS analysis

BRAND:

According to many retailers and the related researches discussed in chapter 2, price is generally the most important factors when buying a product. This cannot be proved in this research. Brand, or more exact the well known product brand, seems to be the most important motivation factor for Dabur honey consumers, as the tables 4.23 and 4.24 show. Majority of all consumers, 93 percent, the Brand is most important. 63 percent or thirty-two male and thirty-one female consumers answered ‘very important’, 30 percent or fourteen male and sixteen female consumers answered ‘important’. 5 percent or two male and three female consumers answered ‘not important’. Only two male consumers answered ‘no comment’ for brand as motivation factor.

Table 4.23: Frequency Analysis Brand

	Frequency	Per cent	Cumulative Per cent
very important	63	63.0	63.0
Important	30	30.0	93.0
not important	5	5.0	98.0
no comment	2	2.0	100.0

Total	100	100.0	
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Source: author's own diagram on the basis of the SPSS analysis

Table 4.24: Qui-Square Test Gender and Brand

		BRAND				Total
		very important	important	not important	no comment	
GENDER	Male	32	14	2	2	50
	Female	31	16	3	0	50
Total		63	30	5	2	100

Source: author's own diagram on the basis of the SPSS analysis

1.1.1.4 CONSUMERS' SATISFACTION

All questions in this part were asked in the same manner: 'how satisfied are you with...?' Each of the five indicators; Quality, Packaging Size, Price / Output balance, Availability and Gift Packs.

QUALITY:

According to this research, Quality of the product (dabur honey) seems to be the most important satisfaction factor for Dabur honey consumers, as the tables 4.25 and 4.26 show that majority of all consumers, 99 percent are most satisfied with the Quality. 69 percent or thirty-five male and thirty-four female consumers answered 'very satisfied', 30 percent or fifteen male and fifteen female consumers answered 'satisfied'. Only one female consumer answered 'not satisfied' for Quality as satisfaction factor.

Generally it can be said that male and female both consumers are very satisfied with the Dabur honey Quality.

Table 4.25: Frequency Analysis Quality of Product

	Frequency	Per cent	Cumulative Per cent
very satisfied	69	69.0	69.0
Satisfied	30	30.0	99.0
not satisfied	1	1.0	100.0
no comment	0	0	
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.26: Qui-Square Test Gender and Quality of Product

		QUALITY OF PRODUCT				Total
		very satisfied	Satisfied	not satisfied	no comment	
GENDER	Male	35	15	0	0	50
	Female	34	15	1	0	50
Total		69	30	1	0	100

Source: author's own diagram on the basis of the SPSS analysis

PACKAGING:

As shown in the tables 4.27 and 4.28, 95 percent of the consumers, are (very-) satisfied with the Dabur honey's Packaging size; 62 percent (twenty-eight male consumers and thirty-four female) are 'very satisfied' and 33 percent or nineteen males and fourteen females answered 'satisfied'. Only one female is 'not satisfied'. 4 percent or three male and only one female answered 'no comment'.

Table 4.27: Frequency Analysis Packaging

	Frequency	Per cent	Cumulative Per cent
very satisfied	62	62.0	62.0
Satisfied	33	33.0	95.0
not satisfied	1	1.0	96.0
no comment	4	4.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.28: Qui-Square Test Gender and Packaging

		PACKAGING				Total
		very satisfied	Satisfied	not satisfied	no comment	
GENDER	Male	28	19	0	3	50
	Female	34	14	1	1	50
Total		62	33	1	4	100

Source: author's own diagram on the basis of the SPSS analysis

PRICE:

As mentioned above, from the asked consumers the males are slightly happier with the Price than the females, for whom this indicator ranks on the last rank of their satisfaction level ranking. This might be because for the male consumers the price generally was a more important satisfaction factor than for the female consumers, so the male consumers expected more, especially about Discounts and promotions.

As shown in the tables 4.29 and 4.30, 93 percent of the consumers, are (very-) satisfied with the Dabur honey's Price; 60 percent (thirty male consumers and thirty female) are 'very satisfied' and 33 percent or eighteen males and fifteen females answered 'satisfied'. Only one female is 'not satisfied'. 6 percent or two males and four females answered 'no comment'.

Table 4.29: Frequency Analysis Price for Satisfaction

	Frequency	Per cent	Cumulative Per cent
very satisfied	60	60.0	60.0
Satisfied	33	33.0	93.0
not satisfied	1	1.0	94.0
no comment	6	6.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.30: Qui-Square Test Gender and Price for Satisfaction

		PRICE FOR SATISFACTION				Total
		very satisfied	Satisfied	not satisfied	no comment	
GENDER	Male	30	18	0	2	50
	Female	30	15	1	4	50
Total		60	33	1	6	30

Source: author's own diagram on the basis of the SPSS analysis

As shown in tables 4.31 and 4.32, the second factor, most of the consumers are satisfied with is the Availability of the product (Dabur honey) in India. 65 percent (thirty-five male and thirty female consumers) are even 'very satisfied', while 32 percent, fourteen males and eighteen females are 'satisfied' with the availability. Only

one male and two females answered ‘no comment’ at all and no one choose ‘not satisfied’.

Table 4.31: Frequency Analysis Availability

	Frequency	Percent	Cumulative Per cent
very satisfied	65	65.0	65.0
Satisfied	32	32.0	97.0
not satisfied	0	0	
no comment	3	3.0	100.0
Total	100	100.0	

Source: author’s own diagram on the basis of the SPSS analysis

Table 4.32: Qui-Square Test Gender and Product Availability

		PRODUCT AVAILABILITY				Total
		very satisfied	Satisfied	not satisfied	no comment	
GENDER	Male	35	14	0	1	50
	Female	30	18	0	2	50
Total		65	32	0	3	100

Source: author’s own diagram on the basis of the SPSS analysis

Tables 4.33 and 4.34 show that, 96 percent of the consumers, are (very-) satisfied with the Dabur honey’s Gift packs; 51 percent (twenty-seven male consumers and twenty-four females) are ‘very satisfied’ and 45 percent or twenty males and twenty-five females answered ‘satisfied’. Only one male and one female are ‘not satisfied’. And only two males answered ‘no comment’.

Table 4.33: Frequency Analysis Gift Packs

	Frequency	Per cent	Cumulative Per cent
very satisfied	51	51.0	51.0
Satisfied	45	45.0	96.0
not satisfied	2	2.0	98.0
no comment	2	2.0	100.0
Total	100	100.0	

Source: author's own diagram on the basis of the SPSS analysis

Table 4.34: Qui-Square Test Gender and Gift Packs

		GIFT PACKS				Total
		very satisfied	Satisfied	not satisfied	no comment	
GENDER	Male	27	20	1	2	50
	Female	24	25	1	0	50
Total		51	45	2	2	100

Source: author's own diagram on the basis of the SPSS analysis

4.2 ADVANCED STATISTICS: INFERENCE ANALYSIS

As already discussed, the data used for this Research is qualitative (nominal), therefore in the Inferential Analysis the data is analysed with the T-Test and the F-Test. The T-Test is carried out when the independent factor has two answering options, in this research this is only true for the indicator 'Gender'; therefore the influence of the factor 'Gender' on the dependent variables can be tested with the T-Test. The F-Test is carried out when the independent factor has more than two options. In this research this is true for all other independent factors; therefore the relationship between the independent factors Age, Area, Educational Background, Monthly Income, Information about Communication Channels and Communication Channels and the dependent variables can be tested with the F-Test.

Each time the relationship between the independent and the dependent factors is analysed, two Hypotheses are created; the Null-Hypothesis 'H₀' which assumes that the independent factor has no influence on the dependent factor and the Alternative Hypothesis 'H_a', which assumes that there is an influence. Always one of the Hypotheses is accepted while the other is rejected. If there is an influence is dependent on the level of significance, is the value smaller than 0.05, the relationship is significant and the independent factor influences the dependent one.

4.2.1 RELATIONSHIP OF THE VARIABLES

As a first step, the relationship between the summarized variables is analysed, to test if there exists a general relationship, starting with SUM X1 Demographic Background and SUM Y1 Consumers' Motivation. As the factors are created out of more than only two options, the one-way-Anova (F-test) analysis is made, as shown in table 4.35.

Table 4.35: F-Test Demographic Background and Consumers' Motivation

	Sig.
F-Test Sum X1 and Y1	.040

Source: author's own diagram on the basis of the SPSS analysis

~~H₀: The Demographic Background has no influence on the Consumers' Motivation.~~

H_a: The Demographic Background has an influence on the Consumers' Motivation.

As the **significance is lower than 0.05**, the variables are significant and the Alternative Hypothesis is to be accepted. Therefore it is to say that the **Demographic background generally influences the Motivation of consumers to buy Dabur honey.**

Second, the relationship between SUM X1 Demographic Background and SUM Y2 Consumers' Satisfaction is analysed as shown in table 4.36.

Table 4.36: F-Test Demographic Background and Consumers' Satisfaction

	Sig.
F-Test Sum X1 and Y2	.271

Source: author's own diagram on the basis of the SPSS analysis

~~H₀: The Demographic Background has no influence on the Consumers' Satisfaction.~~

~~H_a: The Demographic Background has an influence on the Consumers' Satisfaction.~~

As the significance is higher than 0.05, the variables are not significant and the Null-Hypothesis is to be accepted. Therefore it is to say that the Demographic

Background generally not influences the Satisfaction of consumers towards Dabur honey. Further Analysis will show if the single independent indicators of the Demographic Background have an influence on Consumers' Satisfaction.

Next, the relationship between SUM X2 Dabur's Marketing and SUM Y1 Consumers' Motivation is tested as shown in table 4.37.

Table 4.37: F-Test Dabur's Marketing and Consumers' Motivation

	Sig.
F-Test Sum X2 and Y1	.099

Source: author's own diagram on the basis of the SPSS analysis

H0: The Dabur's Marketing has no influence on the Consumers' motivation.

~~**Ha:** The Dabur's Marketing has an influence on the Consumers' Motivation.~~

As the significance is higher than 0.05, the variables are not significant and the Null-Hypothesis is to be accepted. Therefore it can be said that the Dabur's Marketing generally not influences the motivation of consumers to buy Dabur honey. Further Analysis in will show if there are relationships between the single indicators even there is no general relationship.

Last, the relationship between SUM X2 Dabur Marketing and SUM Y2 Consumers' Satisfaction is tested as shown in table 4.38.

Table 4.38: F-Test Dabur's Marketing and Consumers' Satisfaction

	Sig.
F-Test Sum X1 and Y2	.632

Source: author's own diagram on the basis of the SPSS analysis

H0: The Dabur's Marketing has no influence on the Consumers' Satisfaction.

~~**Ha:** The Dabur's Marketing has an influence on the Consumers' Satisfaction.~~

As the significance is higher than 0.05, the variables are not significant and the Null-Hypothesis is to be accepted. Therefore it is to say that the Dabur's marketing generally not influences the Satisfaction of consumers towards Dabur honey and Dabur's products, more detailed analyses will show if the single marketing channels influence the level of satisfaction.

4.2.2 T-Test

As explained, the T-Test is made for the independent factor 'Gender' and the dependent variables 'Consumers' Motivation' and 'Consumers' Satisfaction'. First the relationship between Gender and Consumers' Motivation is tested, as shown in table 4.39.

Table 4.39: T-Test Gender and Consumers' Motivation

	Sig.
Gender – Information	.128
Gender – Price	.013
Gender – Brand	.644

Source: author's own diagram on the basis of the SPSS analysis

H0: Gender has no influence if Information is a part of Consumers' Motivation to choose Dabur Honey.

~~**Ha:** Gender has an influence if Information is a part of Consumers' Motivation to choose Dabur Honey.~~

~~H0: Gender has no influence if Price is a part of Consumers' Motivation to choose Dabur honey.~~

Ha: Gender has an influence if Price is a part of Consumers' Motivation to choose Dabur Honey.

~~H0: Gender has no influence if Brand is a part of Consumers' Motivation to choose Dabur Honey.~~

~~Ha: Gender has an influence if Brand is a part of Consumers' Motivation to choose Dabur Honey.~~

Only within **Gender and Price the Significance is lower than 0.05** and the Alternative Hypothesis can be accepted, what means that the **Gender of a consumers has an influence if the Price is part of the Motivation to buy Dabur honey.** This is not surprising, as the descriptive analysis shows that the price is of more importance for male consumers than for females.

In the same way the relationship in between Gender and the consumers' satisfaction is analysed, table 4.40 shows the relationship of Gender on the indicators:

Table 4.40: T-Test Gender and Consumers' Satisfaction

	Sig.
Gender – Quality	.010
Gender – Packaging Size	.747
Gender - Price	.7440
Gender – Availability	.251
Gender- Gift Packs	.544

Source: author's own diagram on the basis of the SPSS analysis

~~**H₀**: Gender has no influence if the consumer is satisfied with the Quality.~~

Ha: Gender has an influence if the consumer is satisfied with the Quality.

H₀: Gender has no influence if the consumer is satisfied with the Packaging Size.

~~**Ha**: Gender has an influence if the consumer is satisfied with the Packaging Size.~~

H₀: Gender has no influence if the consumer is satisfied with the Price.

~~**Ha**: Gender has an influence if the consumer is satisfied with the Price.~~

H₀: Gender has no influence if the consumer is satisfied with the Availability.

~~**Ha**: Gender has an influence if the consumer is satisfied with the Availability.~~

H₀: Gender has no influence if the consumer is satisfied with the Gift Packs.

~~**Ha**: Gender has an influence if the consumer is satisfied with the Gift Packs.~~

Only within **Gender and Quality the Significance is lower than 0.05** and the Alternative Hypothesis can be accepted, what means that the **Gender of a consumers has an influence if the Quality is part of the Satisfaction to buy or use Dabur honey.**

4.2.3 F-Test

The analysis of the relationship between the summed independent and dependent variables in the beginning of chapter 4 shows that there is only a relationship between X1 Demographic Background and Y1 Consumers' Motivation. But as the T-Test shows, when analysing in more detail on the level of indicators, relationships between Gender (Demographic Background) and most of the dependent factors could be found. Therefore also the other factors of the independent variables are analysed with Consumers' Motivation and Satisfaction separately, starting with the Demographic Background.

4.2.3.1 DEMOGRAPHIC BACKGROUND

The influence of all factors (indicators) on the dependent variables Consumers' Motivation and Satisfaction was tested. The independent factors Age, Area and Income have influence on the dependent factors; therefore they are discussed further, and independent factor Education Background has no influence so the tables for that can be found in Appendix 3.

Table 4.41 shows the relationship between Income and Consumers' Motivation:

Table 4.41: F-Test Income and Consumers' Motivation

	Sig.
Income – Information	.308
Income – Price	.040
Income – Brand	.015

Source: author's own diagram on the basis of the SPSS analysis

H₀: Income has no influence if Information is part of Consumers' Motivation to choose Dabur Honey.

~~**H_a**: Income has an influence if Information is part of Consumers' Motivation to choose Dabur Honey.~~

~~**H₀**: Income has no influence if Price is part of Consumers' Motivation to choose Dabur Honey.~~

H_a: Income has an influence if Price is part of Consumers' Motivation to choose Dabur Honey.

~~H0: Income has no influence if Brand is part of Consumers' Motivation to choose Dabur Honey.~~

Ha: Income has an influence if Brand is part of Consumers' Motivation to choose Dabur Honey.

The **significance level of Income-Price and Income-Brand are lower than 0.05** and the Alternative Hypothesis can be accepted, what means that the **Income of a consumer has an influence if the Price and Brand are the part of the Motivation to buy Dabur Honey** in India.

Table 4.42: F-Test Age and Consumers' Satisfaction

	Sig.
Age- Quality	.218
Age- Packaging Size	.173
Age- Price	.048
Age- Availability	.146
Age- Gift Packs	.584

Source: author's own diagram on the basis of the SPSS analysis

~~H0: Age has no influence if Quality is part of Consumers' Satisfaction to buy Dabur Honey.~~

~~H1: Age has an influence if Quality is part of Consumers' Satisfaction to buy Dabur Honey.~~

~~H0: Age has no influence if Packaging Size is part of Consumers' Satisfaction to buy Dabur Honey.~~

~~**H_a**: Age has an influence if Packaging Size is part of Consumers' Satisfaction to buy Dabur Honey.~~

~~**H₀**: Age has no influence if Price is part of Consumers' Satisfaction to buy Dabur Honey.~~

H_a Age has an influence if Price is part of Consumers' Satisfaction to buy Dabur Honey.

H₀: Age has no influence if Availability is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H_a**: Age has an influence if Availability is part of Consumers' Satisfaction to buy Dabur Honey.~~

H₀: Age has no influence if Gift Packs is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H_a**: Age has an influence if Gift Packs is part of Consumers' Satisfaction to buy Dabur Honey.~~

Only between Age and Price the significance level is smaller than 0.05 and the Alternative Hypothesis is to be accepted. Therefore author can say that Age of a consumer has influence if the Price is the part of Consumers' Satisfaction.

Table 4.43: F-Test Area (Living Area) and Consumers' Satisfaction

	Sig.
Area- Quality	.555
Area- Packaging Size	.743
Area- Price	.139
Area- Availability	.009
Area- Gift Packs	.037

Source: author's own diagram on the basis of the SPSS analysis

H₀: Area has no influence if Quality is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H_a**: Area has an influence if Quality is part of Consumers' Satisfaction to buy Dabur Honey.~~

H₀: Area has no influence if Packaging Size is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H_a**: Area has an influence if Packaging Size is part of Consumers' Satisfaction to buy Dabur Honey.~~

H₀: Area has no influence if Price is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H_a**: Area has an influence if Price is part of Consumers' Satisfaction to buy Dabur Honey.~~

~~**H₀**: Area has no influence if Availability is part of Consumers' Satisfaction to buy Dabur Honey.~~

H_a: Area has an influence if Availability is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H0:** Area has no influence if Gift Packs is part of Consumers' Satisfaction to buy Dabur Honey.~~

Ha: Area has an influence if Gift Packs is part of Consumers' Satisfaction to buy Dabur Honey.

The significance level of Area-Availability and Area-Gift Packs are lower than 0.05 and the Alternative Hypothesis can be accepted, what means that the living Area of a consumer has an influence if the Dabur Honey Availability and Gift Packs are the part of the Consumers' Satisfaction to buy Dabur Honey in India.

Summing up, it can be said that except the factor Income, the Demographic Background has no influence on the Consumers' Motivation with the Dabur Honey. Also on the Consumers' Satisfaction Motivation, the Demographic Background, only Availability and Gift Packs have too much influence.

4.2.3.2 DABUR'S MARKETING

The influence of all factors (indicators) on the dependent variables Consumers' Motivation and Satisfaction was tested. The only Departmental Store independent factor has influence on the dependent factors; therefore that will be discussed further, and independent factors Channels, T.V. and Friends have no influence so the tables for that can be found in Appendix 3.

Table 4.44 shows the relationship between Departmental Store and Consumers' Satisfaction:

Table 4.44: F-Test Departmental Store – Consumers’ Satisfaction

	Sig.
Departmental Store- Quality	.687
Departmental Store- Packaging Size	.584
Departmental Store- Price	.349
Departmental Store- Availability	.016
Departmental Store- Gift Packs	.815

Source: author’s own diagram on the basis of the SPSS analysis

H0: Departmental Store has no influence if Quality is part of Consumers’ Satisfaction to buy Dabur Honey.

~~**Ha:** Departmental Store has an influence if Quality is part of Consumers’ Satisfaction to buy Dabur Honey.~~

H0: Departmental Store has no influence if Packaging Size is part of Consumers’ Satisfaction to buy Dabur Honey.

~~**Ha:** Departmental Store has an influence if Packaging Size is part of Consumers’ Satisfaction to buy Dabur Honey.~~

H0: Departmental Store has no influence if Price is part of Consumers’ Satisfaction to buy Dabur Honey.

~~**Ha:** Departmental Store has an influence if Price is part of Consumers’ Satisfaction to buy Dabur Honey.~~

~~**H0:** Departmental Store has no influence if Availability is part of Consumers’ Satisfaction to buy Dabur Honey.~~

Ha: Departmental Store has an influence if Availability is part of Consumers’ Satisfaction to buy Dabur Honey.

H₀: Departmental Store has no influence if Gift Packs is part of Consumers' Satisfaction to buy Dabur Honey.

~~**H_a**: Departmental Store has an influence if Gift Packs is part of Consumers' Satisfaction to buy Dabur Honey.~~

The significance level of Departmental Store-Availability is lower than 0.05 and the Alternative Hypothesis can be accepted, what means that the Departmental Store has an influence if the Dabur Honey Availability is the part of the Consumers' Satisfaction to buy Dabur Honey in India.

Summing up, it can be said that except the factor Departmental Store, Dabur's marketing has no influence on the Consumers' Satisfaction with the Dabur Honey. The F-Test of the summed variables shows that there is a general relationship between Dabur's Marketing and Consumers' Motivation.