

# 1 CHAPTER 1- INTRODUCTION

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The author is an Indian consumer studying IMBA at Siam University in Thailand. He came to Thailand to study MBA because he wanted to learn in International environment and also there are two main reasons to study in Thailand. The first reason is to learn the culture and the second reason to learn the human attitudes of people towards business from different cultures.

In the today's globalized environment, business industry has shown many factors those are important to study and know. As the author is from India and India is a big market and has many levels of consumers for each kind of business sectors. So the author has decided to do a study on Indian based company Dabur India Limited. We also know that India is the part of ASEAN plus six, so it will be also beneficial for other researchers in the coming future to understand business strategy to establish business in India. The study is based on consumer perception with respect to Dabur India Ltd's product Dabur Honey.

Dabur India Limited is an Indian company established in 1884, is one of the oldest health and personal care companies of India. Dr. SK Burman laid the foundation of what is today known as "Dabur India Limited". The brand name Dabur is derived from the words '**Da**' for **Daktar** or doctor and '**bur**' from **Burman**. From a humble beginning in 1884, as a manufacturer of traditional medicine in Kolkata, Dabur has come a long way to become a multi-facet, multi- locations and multi-product modern Indian Corporation with a global presence. It now enjoys the distinction of being the largest Indian F.M.C.G. Company and is poised to become a true Indian multinational.

In its generic form, honey is a wonder product. If in western homes it is a term of endearment, in India, honey is traditionally seen as health syrup. No company in the organized sector had seen a business opportunity in honey, till the Dabur India Limited decided to source honey in large volumes from apiculturists (bee -hive farmers) and market it, the company introduced branded honey in glass jars to the Indian market about a decade ago. The only big organization selling honey at that time was Khadi Gram Udyog that too Unbranded produce from villages to the urban markets. Dabur found that the demand is low. Honey's usage was restricted to the world of therapy; used as a cough palliative, a skin condition or alternatively as a base ingredient for other Ayurvedic formulations.

In the year 1991, Dabur Honey took to national level advertising for the first time, placing the brand on the purity platform. Growth came at about 20 per cent that was not satisfactory. In the year 1994, Dabur gave the brand's ad account to enterprise. At that time Dabur's advertised spends for honey was a piffling Rs. 1-1.5 million rupees a year. It changed the traditional perception of Indian consumer about honey as a medicine to tasty, nutritious food on the breakfast table.

Dabur has created a business from a small daily use product honey, that's become a big business sector in India as Pharmaceutical Business. That's what motivate author to do research deeply on Dabur India Ltd., and Dabur honey.

## 1.1 IMPRTANCE OF SUBJECT

The report contains a brief introduction of Dabur India Limited and its various products. Dabur India ltd. (DIL) is the largest player in the Ayurvedic pharmaceuticals sector. The company has 7 subsidiaries in its fold. The company has interests in sectors like Healthcare, Personal care, Ayurvedic pharmaceuticals and Food Products. At Dabur, Quality is a relentless commitment to continuous improvements in product, process and systems to provide consistent quality products to meet our consumer's requirement worldwide.

This report also clearly mentions objectives of study and the research methodology utilized. Research Design used in this project is Exploratory and the Sources of Information is both of Primary Data and Secondary Data. The Data collection Method used is Structured Non Disguised Questionnaire in which the Types of questions Used are Open Ended, Multiple Choice, Close ended and Dichotomous.

The report contains a detailed view of the tasks, which have been undertaken to analyze the market of Dabur Honey. This project reveals one of the important finding like More and more displays of window hiring can be given for the retail outlets as it has been said that “ **Jitna Dikhega Utna Bikega**”. To increase its consumption, it can be written on the bottle of the honey that for best results, use thrice a day for kids and twice a day for adults (as the case may be). More schemes like ‘Seasonal Schemes’ can be given to the retailers. This survey has revealed that the Ayurvedic industry is a very complex industry

with a manufacturing process, which is sensitive and requires expert supervision. Through this project I understood practically the relevance of product life cycle in the market.

The outcome of this study will be beneficial for the consumer as well as the market researchers, because it may show some potential for improvements in supporting market analysis and, especially along the communication channels to reach and inform future researcher who will do their research on Consumer's perception.

## **1.2 PURPOSE**

The purpose of undertaking this project is to get to the real life exposure and to get the feel of the market dynamics. The scope of this project is limited to the understanding of the product life cycle and the market potential of Dabur Honey. The focus of this project is to increase the consumption of Dabur honey and help the organization from constant threat from its competitors and suggests the ways and opportunities to maintain the share of Dabur honey.

The title of this project clearly states that the purpose of the study is to know the consumers perception towards Dabur India Ltd in the market. The problem is to identify the impact of current marketing strategy on the consumers & the brand positioning of the product therefore a research is conducted to give an exposure to this case.

### **1.2.1 RESEARCH QUESTION**

- What are Varanasi's consumers' motivations to buy Dabur honey and
- How satisfied are Varanasi's consumers with Dabur honey and Dabur India Ltd marketing?

## **1.2.2 OBJECTIVES**

The objectives of the study are described as Primary and Secondary objectives bellow:

### **1.2.2.1 PRIMARY OBJECTIVES**

- The objective of the project is to study Market Potential of Dabur Honey and to know the consumer's perception about Dabur honey.
- To find out the Strategy of Dabur Honey among its competitors.

### **1.2.2.2 SECONDARY OBJECTIVES**

- To know the retailers and consumer perception about Dabur honey.
- To analyze the market of Dabur honey in the Varanasi main city and small areas.
- To understand the demographic factors affecting the sales volume and their opportunities.
- To find out the brand awareness of Dabur Honey.
- To study the Consumer, Buying Behavior.
- To know the overall opinion about the Dabur Honey.

## **1.3 SCOPE OF THE STUDY**

The scope of this research is limited to the understanding of the product life cycle and the market potential of Dabur Honey. The focus of this project is to increase the consumption of Dabur honey and help the organization from the constant threat from its competitors and suggests the ways and opportunities to maintain the share of Dabur honey.

- Consumer's expectations change accordingly with time. Consumer's expectations should be studied with great efforts, so that marketers can design the product based on the need of the consumers.

- If the consumers need were met then the consumer may turn as an asset to the company because they become opinion leader for others. So that the company can increase its market share.
- It helps the organization to understand the consumer psychology on choosing the product or service so that easily the product can be positioned.
- It also helps to assess the real opinion and mindset of consumers and aids to meet out their expectation in future in turn that will increases the volume of sales.
- It helps the company to understand the efficiency of dealer service provided to the consumers, so that it can create the root for further improvement.

The project has done a full justice to the research objective and gave me an insight to the market potential. This project has been very important, as I have been able to successfully utilize and apply the marketing tools thereby enhancing my knowledge. This project has proved to be an important milestone in terms of applying theoretical knowledge practically thereby making me aware of the consumers' perception about an FMGC product like Dabur Honey.

#### **1.4 LIMITATIONS OF THE STUDY**

Though the research was done in a systematic and planned manner, there were a few hurdles that could not be overcome. These constituted the limitations of the research. Care was taken that the below limitations did not affect the research results as much.

- **Time constraint** was the biggest limitation. The project had to be completed within 4-8 months and hence the sample size had to be lesser. The survey is mainly done in the area of Dara Nagar and Madagin within Varanasi City and small town, village near Varanasi.
- **Area selection** had to be done on a random basis. Convenience was also considered. Hence, there were a few areas in the outskirts of the city that could not be visited.

- Once the problem was defined, the objectives of the study were formulated and the sampling framework is decided, there was a problem in deciding the percentage of people in general population that fit the qualifications of those people who were desired to be interviewed. This is known as **incidence rate**.
- One problem that every interviewer faces is the **willingness** of the dealers in filling up the questionnaire.
- **Validity of information** obtained from the consumer was a major drawback.

## 1.5 STRUCTURE

The study is structured in five chapters, according to Siam University's guidelines for Independent Studies when doing a research.

Chapter 1 *Introduction*: after a few introducing words about the topic and the author's motivation to choose this topic, the Importance of subject is discussed; in the Purpose the Research Question and the Objectives are named; followed by the Scope of the study. After the Limitations of the study, the Structure is described shortly.

Chapter 2 *Theory and Literary Review* generally has two main parts; Theory and Literature Review and the Conceptual Framework.

The first part, Theory and Literature Review, are again divided in two parts, while the first part provides background information about Dabur India Ltd and the Dabur products; the second part deals with three related researches about consumers' motivations and satisfaction to buy Dabur honey. The Conceptual Framework introduces, as the name says, the Conceptual Framework underlying this research, the Research Hypotheses and the Operation Definitions, which explain the variables of the Conceptual Framework in more detail.

Chapter 3 *Research Planning* is divided into four main parts; research methods; sources of data; selection of sample groups and data collection. The chapter describes how the data is collected, how the questionnaire is designed and how the data is analysed with the statistical program SPSS.

Chapter 4 *Data Analysis* is the main chapter of this study and divided in two main parts; Basic Statistics and Advanced Statistics. Basic Statistics is the descriptive part, which shows how the consumers answered the questions of the questionnaire. It therefore provides information about their motivations to buy Dabur honey and about the consumers' level of satisfaction with the Dabur honey and Dabur India Ltd in general. The Advanced Statistics are the Inferential Analysis, the T-Test and the F-Test, showing the relationship between the independent and the dependent variables of the Conceptual Framework, providing information about Dabur honey's possibilities to attract and reach more consumers.

Chapter 5 *Conclusion* summarizes the results obtained in Chapter 4; answers the Research Question and shows how the Objectives are fulfilled. The study finishes with recommendations for further action.