

3 CHAPTER 3- RESEARCH PLANNING

The main purpose of the project report to analyze the consumable products successfully launched. In order to amplify the empirical findings from primary and secondary sources, a survey was conducted both of consumers and retailers Distributer & Wholesalers in order to gauge market opinion.

The questionnaire was of multiple choices and pattern was as simple as possible. With every question, multiple choices were given and respondents were asked to select one of them. All the questions were directly related to the subject.

1.1 RESEARCH METHODS

The research is designed as a Causal Research; the impact of the independent on the dependent variables is measured by using statistical analysis. The intention is to find out if differences in the Demographic Background influence the reasons why consumers buy the Dabur honey how satisfied they are with the Dabur honey and Dabur products. The same goes for the Dabur's Marketing; different channels of informing consumers about the Dabur products might cause different motivations and therefore different expectations, what further leads to different levels of satisfaction.

For the data collection, a questionnaire covering all variables and indicators was designed to find these relationships, and was given to a representative sample of Dabur's consumers of targeted area in Varanasi. The questions are formulated in a neutral and clear way to make sure that the answers are not influenced by the way the questions are asked. All answer possibilities in the questionnaire are set in different choosing options or scales with three options only; therefore all collected data is nominal (= qualitative) data. For analysing qualitative data with the statistic program SPSS; the Frequency Analysis, the Chi-Square-Test, the T-Test and the F-Test (Anova) are used.

1.2 SOURCES OF DATA

For this study data was collected with the help of primary as well as secondary sources. Chapter 2 *Theory and Literature Review* is completely based on literature review; therefore secondary data is used while the data collected with the questionnaire, which is based on the secondary data from the literature review, provides primary data, which is analysed and discussed in Chapter 4 *Data Analysis*.

1.2.1 PRIMARY DATA

For primary data and to answer the research question and objectives of the study, a questionnaire was designed and carried out at selected area of Varanasi. The questions are design based on the related researches discussed in chapter 2.

The questionnaire method was used-

- f* To get first and relevant and unbiased information
 - f* Questionnaire provides versatility and solutions can be obtained by just asking the questions.
 - f* Questioning is usually faster and cheaper.
- Moreover, there is more control over data gathering activities.

1.2.2 SECONDARY DATA

The background for the study; information about Dabur India Ltd and Dabur honey and the comparison of the related researches about consumer perceptions and consumer satisfaction, provide the secondary data. The information about Dabur India Ltd is mostly provided by the company itself on company's website. The other related secondary data was gathered with the help of various magazines, newspapers, journals and also through the internet. The related researches offer information about general perception and attitude to buy consumer products.

1.3 SELECTION OF SAMPLE GROUPS

The relevant population for this research resembles consumers in Varanasi City, town and village area. In this study, I have selected non-probability sampling design so therefore I have used judgmental sampling in my research work. I have selected 100 individuals from my researched area as a representative sample of hundred, and distribute them the questionnaire related with my independent and dependent variables. I have chosen this kind of sampling design and size based on my research and availability of sample size.

1.4 DATA COLLECTION

Based on the variables of the Conceptual Framework and their indicators the Questionnaire is designed. It contains four parts; each part resembling one variable.

- Part I therefore covers the Demographic Background;
- Part II the Dabur's Marketing;
- Part III the Consumers' Motivation and
- Part IV the Consumers' Satisfaction.

The data collected with the questionnaires are analysed using SPSS and interpret by the author.

3.4. 1 QUESTIONNAIRE DESIGN

Part I: Demographic Background, 'A' in SPSS, is set to get known the consumers' background and includes five questions. For the indicators Sex; Age; Area; Educational Background and Income there is one question each

The answers are set giving choosing-options according to the questions; Sex (male / female) or Area (town / city and village), therefore the data output will be nominal data.

The questionnaire asks for the sex of the consumer, important information. But while writing this paper, the author discovered that the word 'sex' is not the best to use, therefore the expression 'Gender' is used instead.

Part II: Dabur Marketing, 'B' in SPSS, deals with the Dabur's Communication Channels to inform consumers about the Dabur honey. It contains of four questions; one to find out how the consumers did find out about the Dabur Honey and three (B2 to B4) about how useful the information provided by the different Communication Channels is.

The answers for the first question 'how did you hear about the Dabur honey for the first time' are set as choosing-options like 'from Departmental store' or 'from Radio', therefore the data output is nominal data. The answers for the other three questions 'how useful do you find the information about the Dabur honey provided by...' are set in a three-options-scale (good / sufficient / poor and no comment). As the answers are set in a scale but only with three options; also this data output is nominal data.

Part III: Consumers' Motivation, 'C' in SPSS, is about the consumers' motivation to buy Dabur honey and their reasons to choose Dabur. Part III contains of three questions; three indicators with one question each.

The answers to all questions are set in a three-options-scale (very important / important / not important and no comment), therefore the data output will be nominal data as well.

Part IV: Consumers' Satisfaction, 'D' in SPSS, is about finding out how satisfied consumers are with their buying's and the service provided by Dabur. Part IV contains of five questions; five indicators with one question each.

The answers to all questions are set in a three-options-scale (very satisfied / satisfied / not satisfied and no comment), therefore also this data output is nominal data.

3.4.2 Sum Y and Sum X

As the Conceptual Framework contains a large number of indicators and therefore the Questionnaire contains of very much questions, the single questions are summed up according to the indicators to simplify the analysing process in SPSS.

In Part II the questions referring to the Dabur's communication channels (B2 to B4) are summed up as '*Communication Channel*'.

Finally, the four variables are summed up as

- SUM X1 '*Demographic Background*'
- SUM X2 '*Dabur Marketing*'
- SUM Y1 '*Consumers' Motivation*' and
- SUM Y2 '*Consumers' Satisfaction*'.