

1.1 CONCLUSION

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?

With these questions the research started. The answer for the first question goes along with fulfilling the primary objectives of the study; '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'.

The most important motivation to choose the Dabur honey is the big brand name that Dabur has in India market, followed by information provided about the Dabur honey and Dabur products and reasonable price of products.

The answer for the second question goes along with fulfilling the primary as well as secondary objectives of the study. The most important satisfaction to choose Dabur honey is the very good quality of the Dabur honey, followed by availability of the products and Dabur honey as well, packaging of product, Price of honey and gift packs.

The factors, which influenced the motivation and satisfaction for Dabur honey most, are:

- very good information provided about the product through T.V. commercial
- big brand among its competitors in India as well as abroad
- quality of Dabur honey
- availability of Dabur products and Dabur honey
- various packaging size

Dabur Consumerstherefore do not completely verify the outcome of the related researches; that Price is the most important factor, even if it is of great importance for

consumers, especially the price of the honey. Nevertheless, the other one main motivation factors named in the related researches go along with the motivations of Dabur honey consumers; increasing competitiveness and brand value.

Generally it can be said that the level of satisfaction of the consumers is high, especially with the quality of the Dabur honey. Except the Price also the level of satisfaction with the honey's Packaging is quite good. The lowest level of satisfaction is found in gift packs form the Dabur honey.

To define the relationship between the independent variables Demographic Background and Dabur's Marketing and the dependent variables Consumers' Motivation and Satisfaction, four Research Hypothesis were created.

H1: Consumers with different Demographic Background have different motivations for buying Dabur honey.

Several factors of the Demographic Background influence the Consumers' Motivation: 'Gender' influences 'Price', and 'Monthly Income' influences two factors 'Price' and 'Brand'. The most important relationship is the influence of 'Income'. The Hypothesis can be accepted, same as the first and third secondary objectives of the study is fulfilled: 'to know the retailers and consumers perception about Dabur Honey' and 'to understand the demographic factors affecting the sales volume and their opportunities'.

H2: The difference in the Demographic Background causes a different level of Consumers' Satisfaction.

Several factors of the Demographic Background influence the Consumers' Satisfaction: 'Gender' influences 'Quality', 'Age' influences 'Price'; and 'Area' influences two factors 'Availability' and 'Gift Packs'. The most important relationship is the influence of 'Living Area'. The Hypothesis can be accepted, same as the second

secondary objective of the study is fulfilled: ‘to analyse the market potential of Dabur Honey in Varanasi city and small areas’.

H3: The better the Dabur’s Marketing, the higher is the Consumer’ Motivation to choose Dabur honey.

The Hypothesis can clearly be rejected, as there is no relationship between the Dabur’s Marketing and the Consumers’ Motivation. The analyses of the variables show that there is a general relationship between the ways Dabur attracts new consumers and the communication channels used and the consumers’ motivation to choose Dabur honey, but further analyses did not verify that. The author therefore strongly recommends further research and analyses on the matter.

Fulfilling the second primary objective; ‘to find out strategy of Dabur Honey among its competitors’ and forth secondary objective; ‘to find the brand awareness of Dabur Honey’, it can be said that the research shows that about more than 80 percent of the consumers find T.V.as good channel to provide information about the Dabur honey good or sufficient. But only few consumers were satisfied with the information about the Dabur honey provided by ‘Radio’, ‘Friends’ or ‘Departmental Store’. Here shows a great potential for improvement. In order to provide the last of the benefits to be achieved; ‘suggestions regarding how to improve communication channels and advertisement to reach and inform future consumers’, again further research is recommended.

H4: The Dabur’s Marketing has to hold what it promises to lead to a high level of Consumers’ Satisfaction.

The last Hypothesis can be accepted; as there is only one factor has relationship between the Dabur’s Marketing and the level of Consumer’s Satisfaction: ‘Departmental Store’ influences ‘Availability’.

1.2 RECOMMENDATIONS

This research shows that consumers are not so satisfied with the information provided along the marketing channels: Departmental stores and Radio. To improve Dabur's Marketing to target future consumers more efficiently, further research is recommended, focussing on the relationship of the living area of consumers and the way they are informed about Dabur India limited and Dabur honey.

The author recommends further more schemes like 'Seasonal Schemes' can be given to the retailers. More and more displays like window hiring can be given for the retail outlets as it has been said that "Jitna Dikhega Utna Bikega". It will help consumers to know about Dabur honey through channel Departmental stores.

The author also recommend further research about the consumers' satisfaction with the information support of the Dabur India Limited, including a qualitative part that allows open questions about consumers' wishes for further improvement.