A STUDY ON CONSUMER PERCEPTION WITH RESPECT TO DABUR HONEY

A CASE STUDY ON DABUR INDIA LIMITED

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Independent Study Title: **A STUDY ON CONSUMER PERCEPTION WITH RESPECT TO DABUR HONEY**

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This is to certify that the candidate was examined by me in the thesis work held at Siam University, Faculty of International Master of Business Administration, Bangkok, Thailand.

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ABSTRACT

As India is a big country and there is a lot competition in business industries, Dabur India Limited has to know the consumer's perception about Dabur's products. Knowing the consumers perception is not only important for Dabur, but for Retailer and suppliers also. The purpose of undertaking this project is to get the real life exposure and to get the feel of the market dynamics. Dabur India limited is the largest player in Indian FMCG market and to attract potential future consumers, Dabur India Ltd needs to know their present consumers; their motivations to buy Dabur products for daily use and their levels of satisfaction with the offered product Dabur Honey. By analyzing the answers of a questionnaire, given to a representative sample of consumers in Varanasi, these motivations and levels of satisfaction are measured. Further, the channels through which the consumers got information about the Dabur Honey are investigated, to find potential ways to improve the Dabur's Marketing Channels to attract potential consumers more. Result of the study suggests that higher degree of motivation and satisfaction are based on the brand name and quality of products. 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. As recommendation more schemes like seasonal schemes can be given to retailers. It will help consumers to know about Dabur honey through the local channel Departmental stores.

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 adding to 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 Dabur Honey.

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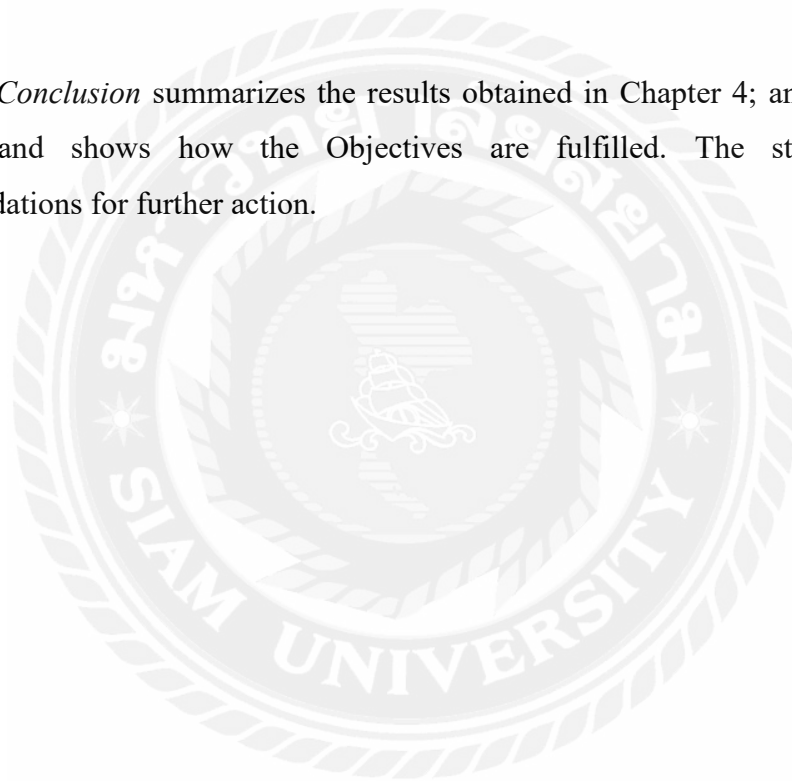
Chapter 2 *Theory and Literary Review* generally has two main parts; Theory and Literature Review and the Conceptual Framework.

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.

2   CHAPTER 2- THEORY AND LITERARY REVIEWS

The story of Dabur is long enough to describe it began with a small, but visionary endeavour by Dr. SK Burman, a physician tucked away in Bengal. His mission was to provide effective and affordable cure for ordinary people in far-flung villages. With missionary zeal and fervour, Dr. Burman undertook the task of preparing natural cures for the killer diseases of those days, like cholera, malaria and plague.

Soon the news of his medicine traveled, and he came to be known as the trusted 'Daktar' or Doctor who came up with effective cures. And that is how his venture Dabur got its name - derived from the Devanagri rendition of Daktar Burman.

1.1   MAIN THEORY, LITERARY REVIEW

Dabur is very well known company in India and worldwide. So, it's easy to collect information about the company and it could be found on the company website. Before discussing related research about consumers' motivations to buy product, the first part of the chapter will instead sum of some provable facts about Dabur India ltd. and Dabur Honey.

1.1.1   DABUR INDIA LTD. - COMPANY PROFILE

Set up in 1884 by Dr S K Burman as a proprietary firm for the manufacture of Ayurvedic drugs, the Company was incorporated later by his descendants in the name of Dabur (Dr S K Burman) Pvt. Ltd. In the late '70s, Dabur Pvt. Ltd promoted a company to manufacture high-grade guar gum and a plant was set up at Alwar. But poor performance resulted in losses and with a view to rehabilitating the company, Dabur Pvt. Ltd was reverse

merged with it and the new company was named Dabur India Ltd. at Alwar, production of guar gum was curtailed and Dabur's products were introduced.

Dabur manufactures over 450 products, mainly Ayurvedic, covering a wide range of health and personal care and has manufacturing plants located at 6 different places in the country. Dabur went public in Nov '93, raising Rs541.5m (at Rs95/share) and the issue was oversubscribed 21 times. Dabur Research Foundation, a group company, handles research, product development/improvement for increasing consumer satisfaction.

Dabur has come a long way to become a multi-facet, multi-locational 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 poised to become a true Indian multinational.

1.1.1.1 VISION

"Dedicated to the health and well being of every household"

1.1.1.2 MISSION OF THE COMPANY

Dabur India Limited is one of the leading consumer goods companies of India with interests in healthcare, personal care and foods. We work in active collaboration with nature to provide the best of herbal health and personal care products to its consumers.

1.1.1.3 PRINCIPLES

Ownership- This is the company where personal responsibility and accountability are accepted to meet business needs.

Passion for Winning- All leaders in the area of responsibility with a deep commitment to deliver results

People Development- People are the most important asset. The value is added through result driven   training and the encouragement is through reward and excellence.

Consumer Focus- Superior understanding of consumer needs and develop products to fulfill then better.

Team Work- Working together on the principle of mutual trust and transparency in a boundary less organization.

Innovation- Continuous innovation in products and processes is the basis of the success.

Integrity- Committed to the achievement of business success with integrity.

1.1.1.4 BRAND AMBASSADORS

- Amitabh Bachchan

- Mahender Singh Dhoni

- Karishma Kapoor

- Mandira Bedi

- Sunil Shetty

1.1.1.5 PLANT LOCATIONS

It has 10 manufacturing plants across the country with 2 in UP at Sahibabad and Noida , 3 in West Bengal at Kharia, Narendrapura & Kalyani, 1 in Bihar at Dabur gram, 1 in

Haryana at Faridabad, 1 in Rajasthan at Alwar, 1 in Himachal Pradesh at Baddi and 1 in Madhya Pradesh at Katni and 2 abroad , 1 in Egypt and other in Nepal.

1.1.1.6 DABUR'S SUBSIDIARIES

The company has 7 subsidiaries in its fold.

Dabur International Limited: It has a 50-50 joint venture with Bongrain of France for manufacturing dairy products. The company has 20% market share in processed cheese market. The company sells its cheese under Dabur brand name.

General De Confiteria Limited:the Company's joint venture with Agrolimen of Spain for manufacture of confectionery products. The company divested its stake in the venture as a part of its restructuring programme. The company sold off its stake for a consideration of Rs352mn during the year.

Dabur Foods Limited*:*The Company hived off the foods division into a separate 100% subsidiary during the year. The company has Real Fruit Juice, Homemade range of condiments, Lemoneez and other brands in its portfolio. The company launched its Coconut Milk to its portfolio during the year.

Dabur Nepal Private Limited: The company 80% subsidiary of Dabur India Limited. In FY00 it set up manufacturing facility for manufacturing PET bottles for hair oils. The company has also set up new tetra pack unit for packaging Real Fruit Juices. It is also into manufacturing Beehives and Bee Frames.

Dabur Egypt Limited: The Company is a 76% subsidiary of Dabur Overseas Limited. The company is into business of manufacturing hair oils, vinegar, rose water, and glucose. The company is planning to source goods for other African countries from this unit.

Dabur Finance Limited: The company is a 100% subsidiary of Dabur India Limited and is into business of making financial investments. It raises deposits from public and invests in various investment schemes. The company is expected to be shut down by 2002-2003 under the restructuring program it is currently implementing.

Dabur overseas Limited: This company is a 100% subsidiary of Dabur India Limited and is into trading activities. It acts as an investment holding company. This company is based in Hong Kong. The company didn't perform any business during the year.

Dabur International Limited: This Company is a 100% subsidiary of Dabur India Limited. The company is into business of carrying out trading activities. This company is based in Hong Kong. During FY00 the company didn't perform any business

"What is that life worth which cannot bring comfort to others".
Dr. S.K. Burman (1856-1907)
(The founder of Dabur)

1.1.1.7 BOARD OF DIECTOR

Dabur has an illustrious Board of Directors who is committed to take the company onto newer levels of corporate governance.

The Board comprises of:

Chairman
Dr. Anand Burman

Voice- Chairman

Mr. Amit Burman

5

Whole Time Directors

Mr. P.D. Narang   Mr. Sunil Duggal

1.1.1.8 MILESTONES OF DABUR INDIA LTD

Dabur India Ltd. made its beginnings with a small pharmacy, but has continued to learn and grow to a commanding status in the industry. The Company has gone a long way in popularizing and making easily available a whole range of products based on the traditional science of Ayurvedic. And it has set very high standards in developing products and processes that meet stringent quality norms. As it grows even further, Dabur will continue to mark up on major milestones along the way, setting the road for others to follow.

The phenomenal progress has been many milestones, some of which are mentioned below

ƒ   1884 – Established by Dr. S K Burman at Kolkata

ƒ

ƒ   1896 – First production unit established at Garhia

ƒ   1919 – Early 1900s – Production of Ayurvedic medicines

ƒ   Dabur identifies nature-based Ayurvedic medicines as its area of specialization. It is the first Company to provide health care through scientifically tested and automated production of formulations based on our traditional science.

ƒ   1930 – Automation and up gradation of Ayurvedic products manufacturing initiated

ƒ 1936 – Dabur (Dr. S K Burman) Pvt. Ltd. Incorporated

ƒ 1940 – Personal care through Ayurveda

ƒ Dabur introduces Indian consumers to personal care through Ayurveda, with the launch of Dabur Amla Hair Oil. So popular is the product that it becomes the largest selling hair oil brand in India.

ƒ 1949 – Lunched Dabur Chyawanprash in tin pack

ƒ Widening the popularity and usage of traditional Ayurvedic products continues. The ancient restorative Chyawanprash is launched in packaged form, and becomes the first branded Chyawanprash in India.

ƒ 1957 – Computerizations of operations initiated

ƒ 1970 – Entered Oral care & Digestive Segment

ƒ Addressing rural markets where homemade oral care is more popular than multinational brands, Dabur introduces 'Lal Dant Manjan'. With this a conveniently packaged herbal toothpowder is made available at affordable costs to the masses.

ƒ 1972 – Shifts base to Delhi from Calcutta

ƒ 1978 – Lunches Hajmola tablet

ƒ Dabur continues to make innovative products based on traditional formulations that can provide holistic care in our daily life. An Ayurvedic medicine used as a digestive aid is branded and launched as the popular Hajmola tablet.

ƒ 1979 – Dabur Research & Development Centre (DRDC) set up

ƒ 1979 – Commercial production starts at Sahibabad, the most modern herbal medicines plant at that time.

ƒ 1984 – Dabur completes 100 years

ƒ 1988 – Launches pharmaceutical medicines

ƒ 1989 – Care with fun

ƒ The Ayurvedic digestive formulation is converted into a children's fun product with the launch of Hajmola Candy. In an innovative move, a curative product is converted to a confectionary item for wider usage.

ƒ

ƒ 1994 – Comes out with first public issue

ƒ 1994 – Enters oncology segment

ƒ 1994 – Leadership in Health care

ƒ Dabur establishes its leadership in health care as one of only two companies worldwide to launch the anti-cancer drug Intaxel (Paclitaxel). Dabur Research & Development Centre (DRDC) develops an eco-friendly process to extract the drug from its plant source.

ƒ 1996 – Real Blitzkrieg

ƒ Dabur captures the imagination of young Indian consumers with the launch of Real Fruit Juices – a new concept in the Indian foods market. The first local brand of 100% pure natural fruit juices made to international standards, real becomes the fastest growing and largest selling brand in the country.

1998 – Burman family hands over management of the company to professionals

ƒ 2000 – The 1,000 crore mark

ƒ Dabur establishes its market leadership status by staging a turnover of Rs.1,000 crores. Across a span of over 100 years, Dabur has grown from a small beginning based on traditional health care. To commanding position amongst an august league of large corporate businesses.

ƒ 2001 – Super specialty drugs

ƒ With the setting up of Dabur Oncology's sterile cytotoxic facility, the Company gains entry into the highly specialized area of cancer therapy. The state-of-the-art plant and

laboratory in the UK have approval from the MCA of UK. They follow FDA guidelines for production of drugs specifically for European and American markets.

ƒ 2002 – Dabur record sales of Rs 1163.19 crore on a net profit of Rs 64.4 crore.

ƒ 2003 – Dabur demerges pharmaceuticals Business

ƒ Dabur India approved the demerger of its pharmaceuticals business from the FMCG business into a separate company as part of plans to provide greater focus to both the businesses. With this, Dabur India now largely comprises of the FMCG business that include personal care products, healthcare products and Ayurvedic Specialties, while the Pharmaceuticals business would include Allopathic, Oncology formulations and Bulk Drugs. Dabur Oncology Plc, a subsidiary of Dabur India, would also be part of the Pharmaceutical business.

ƒ

ƒ Maintaining global standards- As a reflection of its constant efforts at achieving superior standards, Dabur become the first Ayurvedic products company to get ISO 9002certification.

ƒ

ƒ Science for nature- Reinforcing its commitment to nature and its conservation, Dabur Nepal, a subsidiary of Dabur India, has set up fully automated greenhouse in Nepal. This scientific landmark helps to produce saplings of rare medicinal plants that are under threat of extinction due to ecological degradation.

ƒ 2005 – Dabur acquires Balsara

ƒ As part of its inorganic growth strategy, Dabur India acquires Balsara's Hygiene and Home products businesses, a leading provider of Oral Care and Household Care products in the Indian market, in a Rs 143-crore all-cash deal.

ƒ

ƒ 2005 – Dabur announces bonus after 12 years

ƒ Dabur India announced issue of 1:1 Bonus share to the shareholders of the company, i.e. one share for every one share held. The Board also proposed an increase in the authorized share capital of the company from existing Rs 50 crore to Rs 125 crore.

ƒ 2006 – Dabur crosses $2 bln market cap, adopts US GAAP.

ƒ Dabur India crosses the $2-billion mark in market capitalization. The company also adopted US GAAP in line with its commitment to follow global best practices and adopt highest standards of transparency and governance.

ƒ

ƒ 2006 – Approves FCCB/GDR/ADR up to $200 million

ƒ Moving forward on the inorganic growth path, Dabur India decides to raise up to $200 million from the international market through Bonds, FCCBs, GDR, ADR, QIPs or any other securities. The capital raised will be used to fund Dabur's aggressive growth ambitions and acquisition plans in India and abroad.

ƒ 2007 – Celebrating 10 years of Real

Dabur Foods unveiled the new packaging and design for Real at the completion of 10 years of the brand. The new refined modern look depicts the natural goodness of the juice from freshly plucked fruits.

ƒ 2007- Foray into organised retail

ƒ Dabur India announced its foray into the organized retail business through a wholly-owned subsidiary; H&B Stores Ltd. Dabur will invest Rs 140 crores by 2010 to establish its presence in the retail market in India with a chain of stores on the Health & Beauty format.

ƒ 2007 – Dabur Foods merged with Dabur India

ƒ Dabur India decides to merge its wholly-owned subsidiary Dabur Foods Limited with itself to extract synergies and unlock operational efficiencies. The integration will also help Dabur sharpen focus on the high growth business of foods and beverages, and enter newer product categories in this space.

ƒ 2008 – Acquires fem Care Pharma

ƒ Dabur India acquires Fem Care Pharma, a leading player in the women's skin care market. Besides an entry into the high-growth skin care market with an established brand name FEM, this transaction also offers Dabur a strong platform to enter newer product categories and markets.

ƒ

ƒ 2009 – Dabur Red Toothpaste joins 'Billion Rupee Brands' club

ƒ Dabur Red Toothpaste becomes the Dabur's ninth Billion Rupee brand. Dabur red Toothpaste crosses the billion rupee turnover mark within five years of its launch.

ƒ

ƒ 2010 – Dabur's makes its first overseas acquisition

ƒ Dabur makes its first overseas acquisition, buying Hobi Kozmetik Kozmetik Group, a leading personal care products company in Turkey, for $69 million.

ƒ

ƒ 2010 – Dabur acquired 100% equity in Namaste Lab

ƒ Dabur acquired 100% equity in Namasté Laboratories LLC of the US for $100 million. This marks Dabur's entry into the fast-growing ethnic hair care products market in U.S., Europe and Africa.

ƒ

ƒ 2010 – Dabur Chawanprash launched orange & Mango Flavours

ƒ Dabur launches India's first fruit-flavoured Chyawanprash. Dabur Chyawanprash was launched in Orange and Mango flavoured variants.

ƒ

ƒ 2010 – Dabur Amla hair Oils enters Limca Book of Records

ƒ Dabur Amla Hair Oils enters Limca Book of Records for achieving a record feat of hosting the longest ever non-stop head massage marathon.

ƒ

ƒ 2011 – Dabur enters professional skin care market

ƒ Dabur enters professional skin care market with the launch of OxyLife Professional Facial Kit, created exclusively for professional use.

ƒ

ƒ

ƒ 2011 – Dabur launches its first-ever online shopping portal

ƒ Dabur India Ltd. launches its first-ever online shopping portal www.daburuveda.com with this; Dabur is the first Indian FMCG company to launch a dedicated online shopping portal for its beauty products range. The portal will be the online gateway for consumers to know, understand, buy and gift the exclusive Dabur Uveda range of skincare products.

ƒ

ƒ 2011 – Dabur India acquires 30-Plus Ajanta Pharma

ƒ Dabur India Ltd acquired Ajanta Pharma's over-the-counter energizer brand '30-Plus'.

ƒ 2011 – Dabur to enter Sri Lanka

ƒ Dabur India Ltd. sets up new subsidiary in Sri Lanka – Dabur Lanka (Pvt.) Ltd. The company will establish a new export-oriented manufacturing facility for producing a range of fruit-based beverages in Gampaha, north of Colombo.

ƒ

ƒ 2011 – Dabur enters Almond hair Oil market

ƒ Dabur India Ltd launches Dabur Almond Hair Oil, a one-of-its-kind product that offers superior nourishment for 100% damage-free hair.

ƒ

ƒ 2012 – Dabur crosses Billion-Dollar turnover mark

ƒ Dabur India Ltd surpassed the Billion-Dollar Turnover mark during the 2011-12 fiscal to end the year with Net Sales of Rs 5,283.17 Crore.

1.1.1.9 DABUR WORLDWIDE

Figure 2.1: Dabur International Footprint

Source: http://www.dabur.com/About%20Dabur-Dabur%20World%20Wide

Dabur's mission of popularizing a natural lifestyle transcends national boundaries. Today, there is growing global awareness on alternative medicine, nature-based and holistic lifestyles and an interest in herbal products. **Dabur has been in the forefront of popularizing this alternative way of life, marketing its products in more than 60 countries all over the world.**

Over the years, Dabur's overseas business has successfully transformed from being a small operation into **a multi-location business spreading through the Middle East, North Africa, West Africa and South Asia.**

2.1.1.9.1 OUR PRODUCTS WORLDWIDE

We have spread ourselves wide and deep to be close to our overseas consumers. Our overseas product portfolio is tailor-made to suit the needs and aspirations of our growing consumer base in the international markets.

- Offices and representatives in **Europe, UK, America** and **Africa**.
- AA special herbal health care and personal care range successfully selling in markets ranging from the **Middle East, Far East, North Africa** and**Europe.**
- Inroads into several European and American markets that have good potential due to resurgence of the **back-to-nature movement.**
- Export of **Active Pharmaceutical Ingredients** (APIs), manufactured under strict international quality benchmarks, to **Europe, Latin America, Africa**, and other **Asian countries.**
- Export of food and textile grade natural gums, extracted from traditional plant sources.

2.1.1.9.2 PARTNERSHIPS & PRODUCTION

- **Strategic partnerships** with leading multinational food and health care companies to introduce innovations in products and services.
- **Six modern manufacturing facilities** spread across**South Asia, Middle East and Africa** to optimise production by utilising local resources and the most modern technology available.

1.1.1.10   PRODUCT LINE OF DIL

Dabur India ltd. (DIL) is the largest player in the Ayurvedic pharmaceuticals sector. The company has interests in sectors like Healthcare, Personal care, Ayurvedic pharmaceuticals and Food Products. The company enjoys strong brand equity in most of the segments where it has a presence with brands like, Chyawanprash, Hajmola, Pudin Hara, Vatika, to name a few. The company is focusing on ayurvedic and herbal care products. Currently, the company's product stable includes around 450 products. Dabur enjoys an excellent distribution network of over 5500 distributors reaching out to nearly 15,00,000 outlets. Interestingly, all the drugs under its stable are outside the purview of The Drug Price Control Authority (DPCO).

2.1.1.10.1 HEALTHCARE SEGMENT

Healthcare segment is one of the major revenue contributors for DIL. Brands such as Chyawanprash, Hajmola, Pudin Hara, Hingoli, Janam Gutti, Lal Tail, and Madhuvanni fallunder this table. For the 250 Core- Chyawanprash markets, the company is facing tough competition from Zandu, Hamdard and Baidyanath. However, as per ORG data the marketfor chavanprash is expected to double in a couple of years. In the pediatric segment the company has products like Janam Gutti, Lal Tail gripe waters, and Madhuvanni cough

syrup.

2.1.1.10.2 HAIR CARE SEGMENT

DIL is a major player in the hair oil segment with extended brand equity in Vatika.The range of products includes Dabur Amla, Dabur Special, Vatika, Vatika Shampoo, the newly introduced Vatika anti- dandruff shampoo and Vatika Heena Cream ConditioningShampoo. Dabur Amla enjoys a 28% market share in the perfumed oil market. The company has undertaken the repositioning of Dabur Amla hair oil and Dabur Vatika Oil. The hair oil segment contributes 21% to the company's turnover as on 31st March 2000. In the hair Caresegment the company is poised to have a strong growth of 10% predominantly on account of strong brand image.

2.1.1.10.3 ORAL CARE SEGMENT

Seeing the future market move, DIL has purchased the BINACA brand for Rs.3 cr.The move was on account of the company-identifying shift in market preferences. The total sales for the segment were 116 cr. with a marginal growth of 3%. The company views the growth through the Binaca brand. DIL is also repositioning the Lal Dant Manjan in shrink sleeves wrap. We expect the segmental growth to be around 5% henceforth. Just now DABUR has introduced 'Dabur Red Toothpaste' & 'Dabur Red Gel Toothpaste'.

2.1.1.10.4 OTHER SEGMENTS

Other segments include *Food products division*, which has been restructured into a100% subsidiary company. The division has brands like Honey, Lemoneez lemon Juice, Real fruit juices, homemade pastas and sauces. The subsidiary netted a loss of 11.55 cr on sales of 29.67 cr. This was on account of stiff competition faced by the company and wafer thin margins on trading goods. The company however has a strong nationwide distribution

network. The skin care division with brands like Gulabari and Samara also grew by 19% during the year.

The company has entered into a 50:50 JV with Bongrain of France for manufacture and marketing of Cheese and speciality dairy products. The brands launched by the company include Delicieux and Le Bon.

2.1.1.10.5PHARMACEUTICALS SEGMENT

Dabur has around 300 Ayurvedic medicines sold through Ayurvedic practitioners. The company has 80% market share in this segment. All the products are outside the purview of the DPCO. The company is majorly into Oncology and branded formulations. The company launched Topotel (Topotecan), the first camptothecin derivative for ovarian and lung cancer in India and Amiphos (Amiphostin) for various anti-cancer regiments in India. DIL is only the second in the world to manufacture anti-cancer drugs Paclitaxel and Docetaxel acquired from Pfizer in 1996. The company has established a subsidiary in UK namely Axol Labs., for manufacture of generic oncology products. However, global acceptance is a major sensitivity factor.

With an effect to stress upon core competence the company has decided to put offplans for foray into the newly opened Insurance sector for which it had entered into a JV with Allstate of Finland. The promoters hold 70% of the paid up capital of the company. Hence, to increase the liquidity of the stock in the market the company has introduced a stock split of1/10that Re.1/- per share paid up.

2.1.1.10.6 DABUR RESEARCH FOUNDATION

Dabur research foundation (DRF), incorporated in 1979, is a premier research organization recognized by department of science and industrial research, government of

India. Situated at Sahibabad, DRF is today a known name for its path breaking research in the field of health care and personal care. The foundation is at the forefront of oncology research, and is in the process of developing many new molecules to fight this dreaded disease. In fact, DRF was the first organization in the world to develop a process for extraction of Paclitaxel, a drug for cancer, without harming the source tree. The process in now followed worldwide. It is possibly the only one of its kind in the country carrying out research in divergent fields like Ayurvedic and herbal products, plant derived machines, allopathic, bulk drugs, foods, cosmetics, oils and fats as well as basic research in the field of pharmaceuticals. Today, morethan 125 scientists are constantly engaged in research to move towards the vision of Dabur research foundation.

The objective is to become the leading research organization of the country, developing safe, effective consumer friendly health care products.

1.1.1.11   OFFICES

2.1.1.11.1 CORPORATE OFFICE

Dabur India Limited,
Dabur Towers,
Kaushambi, Sahibabad,
Ghaziabad–201010, UP, India.
Tel: +91–120–3982000, 3001000
Fax: +91–120–2779048
www. dabur.com
 investors@dabur.com

2.1.1.11.2 REGISTERED OFFICE

8/3, Asaf Ali Road,
New Delhi–110002, India.

Tel: +91–11–23253488, 23276739

2.1.1.11.3ZONAL HEADQUARTERS

North Zone: New Delhi

South Zone: Hyderabad

East: Calcutta

West: Mumbai

2.1.1.11.4BRANCH OFFICES

Ahmedabad

Bangalore

Chandigarh

Chennai

Cuttack

Guwahati

Indore

Jaipur

Kanpur

Kochi

Patna

Kathmandu

Russia

United Kingdom

1.1.1.12   QUALITY POLICY

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. The management is fully committed to quality and ensures all resources to accomplish this task.

1.1.1.13   QUALITY OBJECTIVES

1. To focus on its consumers and successfully meet their needs and requirements.

2. To manufacturers effective health care products at competitive prices and to improve the quality of life of the common masses.

3. To implement systems to ensure prevention of errors either than detection of errors.

4. To ensure global competitiveness by striving to achieve current good manufacturer practices (GMP).

5. To ensure safety in all operations by working according to the system in all areas of operation.

6. To provide appropriate training to the people to improve their skills and expertise, thus building their commitment to the quality process.

1.1.1.14   PRODUCT PUNCH LINE

Dabur Honey Khaake Dekho Jee

1.1.1.15   PRODUCT PROFILE

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 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 organisation 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 conditioner or alternately as a base ingredient for other ayurvedic formulations.

Dabur made a start of mass marketing its honey. By flowing honey through its distribution stream, all that the company had achieved was placing the product within the urban consumer's reach.

By the late 1980's, small regional brands had started getting stronger, although they were confined to small pockets by their lack of a wide distribution mechanism. This posed a danger.

Other brands- Natural way (Golden Meadows), Allied's and Mehson's among them had started gaining recognition in the branded honey market. And some more were on their way in, some with fancy packaging to target the upmarket buyer. The small marketers were selling on price, which meant trouble for Dabur.

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 ad spend for honey was a piffling Rs. 10-15 lakhs a year. It changed the traditional perception of Indian consumer about honey as a medicine to tasty, nutricious food on the breakfast table.

1.1.1.16   DABUR HONEY COMPETITORS

INDIAN BRANDS

- Mehsons
- Baidyanath
- Natural Way
- Himani
- Zandu
- Charakh
- Himalayan
- Himflora
- Kashmiree Honey

FOREIGN BRANDS

- Capilano (Australian)
- Lagneese (German)
- Fragata

LOCAL BRANDS

- Parag
- Ankur (Khadi Gram Udyog)
- Dadi's (Hoshiarpur)
- Kabliwala
- Tripta
- Hadras (U.P.)

1.1.2   RELATED RESEARCHES

The author spend a lot of time trying to find related researches which could be useful to conduct the Conceptual Framework. There are lot of related researches available. There are researches about consumers' perception of value, researches about Branded Honey sold in India, consumers' perception of price, and many more.

After a long search, the author found three researches and studies that can provide very useful information related to consumers motivation and satisfaction:

- A study about the consumer perceptions: *Consumer Perception of Price, Quality, and Value: A Mean-End Model and Synthesis of Evidence* by Valarie A.Z. (1988).
- A study towards attitude and satisfaction: *Attitude and satisfaction in a Traditional Food Products* by Sanzo M.J. (2003).
- A study about Honey: *Honey Provides Antibiotic Benifits and a Low Glycemic Sweetener* by Melanie G. (2011).

Consumer Perception of Price, Quality, and Value: A Mean-End Model and Synthesis of Evidence is the same opinion as the author in terms of quality; Valarie A. Z. (1988, p.

22

2-22) say that: Evidence from past research and insights from an exploratory investigation are combined in a conceptual model that defines and relates price, perceived quality, and perceived value. Propositions about the concepts and their relationships are presented in this study that is supported with evidence from the literature. Discussion centers on directions for research and implications for managing price, quality, and value.

Attitude and satisfaction in a Traditional Food Products is the same opinion as the author; Sanzo M.J. (2003, p. 771-790) say that: The aim of this work was to analyze the relationships between three types of variables: consumer attitude towards a generic product – honey; the perceived quality of the specific brand consumed; and the satisfaction with this brand. The paper first tests the effects the different perceived quality dimensions exercise on satisfaction. Second, the paper proceeds to the influence of attitudes, on the one hand, on the different quality dimensions and, on the other hand, on the effects of such dimensions on satisfaction.

Honey Provides Antibiotic Benifits and a Low Glycemic Sweetener; by Melanie G. (2011, p. 40-59) say that: Honey provides a natural sweetener that can be used instead of sugar. Honey is a whole food that comes from plant nectar and does not raise blood sugar as other simple sugars do. Honey also contains a variety of minerals and vitamins and has a long history as a healing food. Honey has been used as an antiseptic, antimicrobial, and antibiotic.

Antibiotic Honey Kills Germs Honey has long been used for its antibiotic properties and research has now demonstrated the mechanism. In an article published in the Journal of the Federation of American Society for Experimental Biology, scientists explain that a protein made by the bees called defensin-1 is the active germ-killing ingredient in honey. The researchers postulate that honey may even be able to treat diseases and infections that are antibiotic resistant such as MRSA (Methicillin-resistant Staphylococcus aureus).

Honey contains antioxidants. A study at the University of California demonstrated that consuming honey can raise antioxidant levels in the blood. The darker the honey, the more antioxidants it contains. Dark colored honey from Illinois buckwheat has been

shown to have 20 times the antioxidant value as sage honey from California. Skin Healing Properties of Honey because honey has antimicrobial and antiseptic properties, it can be used to heal skin conditions. Hundreds of cases have been published in medical journals demonstrating honey's ability to cure wounds and burns. Honey kills bacteria in the skin and speeds the healing of burns. It can be used to treat sunburns as well.

1.2   CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

The second part of Chapter 2 introduces and discusses in detail the Conceptual Framework this research is based on. To analyse the drivers behind the consumers' motivation to buy Dabur Honey, the Conceptual Framework contains of four variables; two independent and two dependent ones. This research studies the influence of the independent variables on the dependent variables and finds the relationship between them. The Conceptual Framework is partly based on literature review; therefore it is a quantitative Conceptual Framework.

The independent variables are Y1 *Demographic Background,* which covers the consumers' Sex; Age; Living Area; Income and Educational Background, and Y2 *Dabur's Marketing,* which focuses on Information about the Dabur's Communication Channels to inform consumers about the Dabur Honey and the Communication Channels themselves.

The dependent variables are X1 *Consumers' Motivation,* which includes the indicators Information; Price; and Knowledge and X2 *Consumers' Satisfaction,* which focuses on Quality; Dabur packaging size; Price; Availability and Gift packs from Dabur honey.

The indicators are describes in more detail in the *Operations Definitions*.

1.2.1 CONCEPTUAL FRAMEWORK

Figure 2.2: Conceptual Framework

INDEPENDENT VARIABLES   **DEPENDENT VARIABLES**

Demographic Background

- Sex
- Age
- Living Area
- Income
- Educational Background

Dabur's Marketing

- Information- communication channels
- Communication Channels

Consumers' Motivation

- Information
- Price
- Brand

Consumers' Satisfaction

- Quality
- Dabur packaging size
- Price
- Availability
- Gift pack
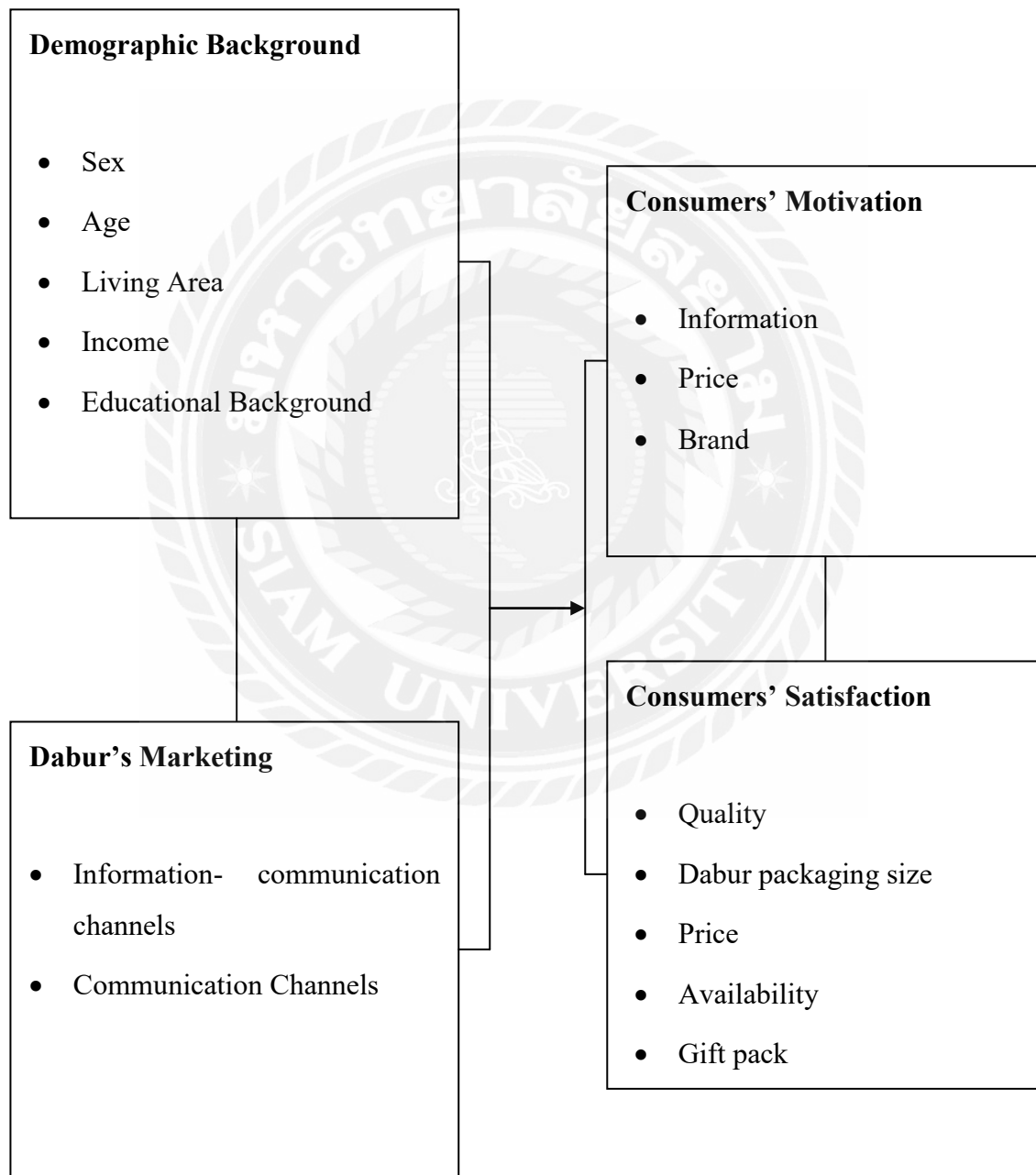
Source: author's own diagram

2.2.2 RESEARCH HYPOTHESES

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

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

H3: The better the Dabur's Marketing, the higher is the Consumers' motivation to choose Dabur honey.

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

2.2.3 OPERATIONS DEFINITIONS

As already described, the variables of the Conceptual Framework consist of various indicators, of which some need further explanation.

In *Demographic Background* Sex; Age; Area; Educational Background and Income need no further explanation.

In *Dabur's Marketing* the indicator 'Information about the Dabur's Communication Channels' seems to be clear enough, therefore only 'Communication Channels' needs further explanation.

- Communication Channel refers to the information about the Dabur honey provided on the T.V.; by Friends; and by the home place Departmental stores.

In *Consumers' Motivation* all three indicators, Information; Price and Brand require no further information.

Also the five indicators of *Consumers' Satisfaction*;Quality; Packaging size; Price; Availability and Gift packs require no further information.

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-

- ƒ To get first and relevant and unbiased information
- ƒ Questionnaire provides versatility and solutions can be obtained by just asking the questions.
- ƒ 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*'.
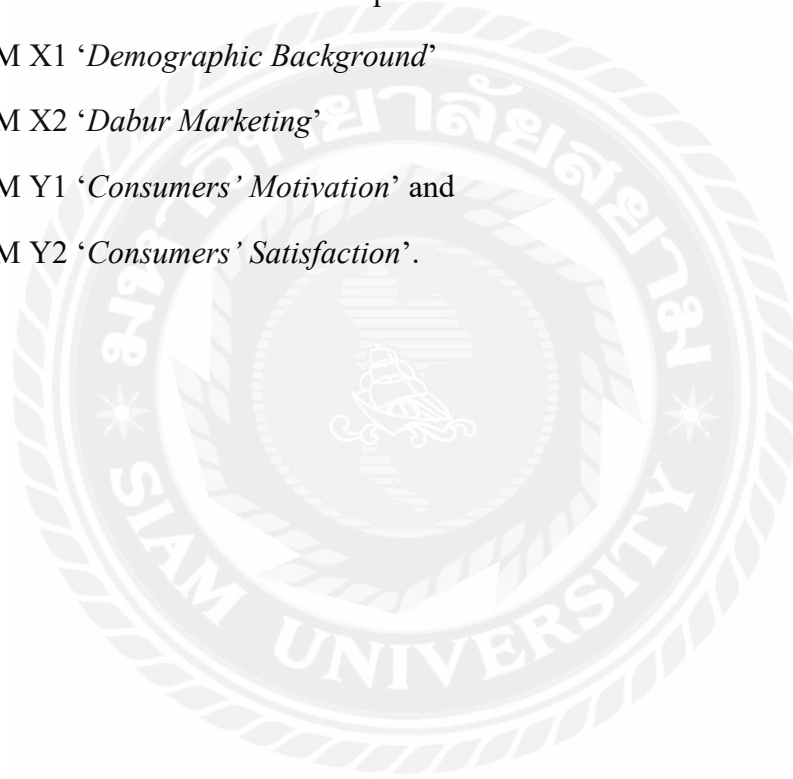
4   CHAPTER 4- DATA ANALYSIS

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			
		less than 15 years	15 to 30 years	above 30 years	Total
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			
		Less than High School	High School to Master Degree	Uneducated	Total
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	2	50
	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.				
		Good	Sufficient	Poor	no comment	Total
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				
		Good	sufficient	Poor	no comment	Total
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				
		Good	sufficient	Poor	no comment	Total
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.

10

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				
		very important	important	not important	no comment	Total
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		

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

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.

14

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				
		very satisfied	Satisfied	not satisfied	no comment	Total
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				
		very satisfied	Satisfied	not satisfied	no comment	Total
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

17

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				
		very satisfied	Satisfied	not satisfied	no comment	Total
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'.

18

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: INFERENTIAL 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 'Ha', 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.

Ha: 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 backgroundgenerally 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.

Ha: 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

22

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.~~

24

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 0.05and 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.

Ho: 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.~~

Ho: 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.~~

Ho: 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.~~

Ho: 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.

~~**Ha**: 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.~~

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

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

Ha: ~~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.

Ha: ~~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.~~

Ha 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.

Ha: ~~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.

Ha: ~~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.

Ha: 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.

Ha: 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.

Ha: 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.

Ha: 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 aconsumer 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.

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

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

5   CHAPTER 5- CONCLUSION AND RECOMMENDATION

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 competiveness 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 norelationship 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.

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QUESTIONNAIRE

A STUDY ON CONSUMER PERCEPTION WITH RESPECT TO DABUR HONEY

A CASE STUDY ON DABUR INDIA LIMITED

PART I   **(A)**   **DEMOGRAPHIC BACKGROUND**

PART II   **(B)**   **DABUR'S MARKETING**

PART III   **(C)**   **CONSUMERS' MOTIVATION**

PART IV   **(D)**   **CONSUMERS' SATISFACTION**

PART I DEMOGRAPHIC BACKGROUND

I.1 SEX

    A. Male

    B. Female

I.2 AGE

    A. Less than 15 years

    B. 15 to 30 years

    C. Above 30 years

I.3 AREA

    A. Town

    B. City

    C. Village

I.4 EDUCATIONAL BACKGROUND

    A. Less than High School

    B. High School to Master Degree

    C. Uneducated

I.5 MOTHALLY INCOME

    A. Less than Rs. 10,000

    B. Between Rs. 10,000 and Rs. 20,000

    C. Above Rs. 20,000

    D. None

PART II DABUR'S MARKETING

Part II deals with the **DABUR'S COMMUNICATION CHANNELS**, to find out from where you got the information about the DABUR Company and DABUR honey.

II.1   HOW DID YOU HEAR ABOUT THE DABUR HONEY FOR THE FIRST TIME?

- A.   From Departmental Store
- B.   From T.V.
- C.   From Friends
- D.   From Radio

B 1

II.2   HOW USEFUL DO YOU FIND THE INFORMATION ABOUT THE DABUR HONEY PROVIDED…

II.2.1) on T.V. Commercial

- A.   Good
- B.   Sufficient
- C.   Poor
- D.   No comment

B 2

II.2.2) by Friends at your home place

- A.   Good
- B.   Sufficient
- C.   Poor
- D.   No comment

B 3

II.2.3) on Departmental Store

- A.   Good
- B.   Sufficient
- C.   Poor
- D.   No   comment

B 4

3

PART III CONSUMERS' MOTIVATION

Part III is about your motivation to buy dabur honey, to find out what were your reasons to buy dabur product.

III.1 INFORMATION: FOR YOUR DECISION TO BUY DABUR HONEY AT YOUR PLACE (AREA), HOW IMPORTANT WAS INFORMATION:

A. Very important
B. Important
C. Not Important
D. No comment

C 1

III.2 PRICE: FOR YOUR DECISION TO BUY DABUR HONEY, HOW IMPORTANT WAS PRICE:

A. Very important
B. Important
C. Not important
D. No comment

C 2

III.3 BRAND: FOR YOUR DECISION TO BUY DABUR, HOW IMPORTANT WAS BRAND:

A. Very important
B. Important
C. Not Important
D. No comment

C 3

PART IV CONSUMERS' SATISFACTION

Part IV is about your satisfaction with the DABUR Product, to find how satisfied you are with the services provided from Dabur products.

VI.1   QUALITY: HOW SATISFIED ARE YOU WITH THE QUALITY OF DABUR HONEY?

    A.   Very satisfied

    B.   Satisfied

    C.   Not satisfied

    D.   No comment

D 1

VI.2   PACKAGING SIZE: HOW SATISFIED ARE YOU WITH PACKAGING SIZE OF PRODUCT?

    A.   Very satisfied

    B.   Satisfied

    C.   Not satisfied

    D.   No comment

D 2

VI.3   PRICE: HOW SATISFIED ARE YOU WITH PRICE OF DABUR HONEY?

    A.   Very satisfied

    B.   Satisfied

    C.   Not satisfied

    D.   No comment

D 3

VI.4   AVAILABILITY: HOW SATISFIED YOU ARE WITH AVAILABILITY OF PRODUCT?

      A. Very satisfied

      B. Satisfied

      C. Not satisfied

      D. No comment

VI.5   GIFT PACKS: HOW SATISFIED YOU ARE WITH GIFT PACKS?

      A. Very satisfied

      B. Satisfied

      C. Not satisfied

      D. No comment
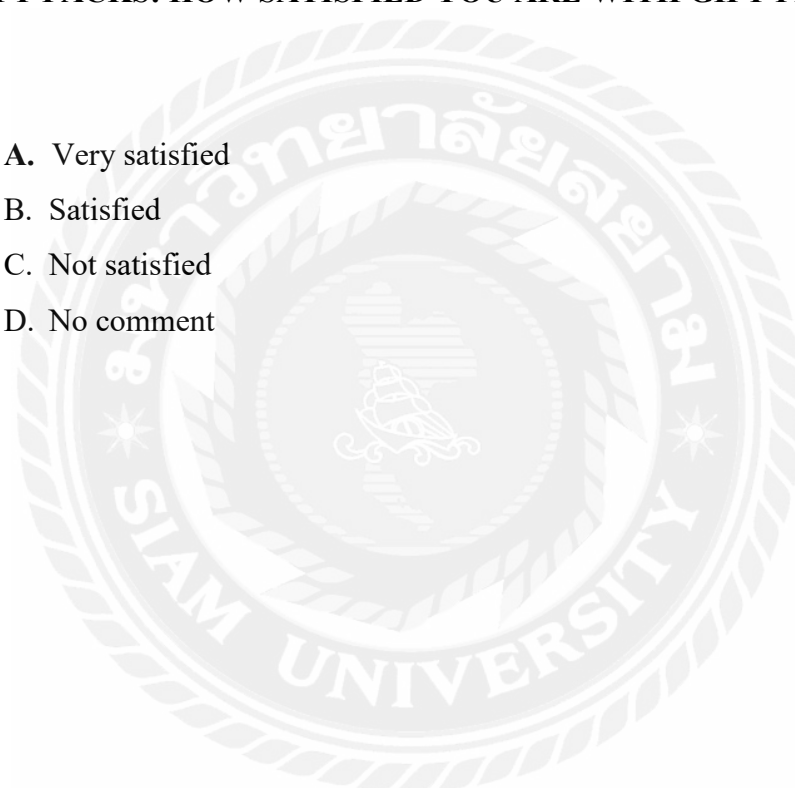
THANKS VERY MUCH FOR YOUR HELP ☺

DEMOGRAPHIC BACKGROUND

GENDER – CONSUMERS' MOTIVATION

Paired Samples Test = T-TEST								
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Gender - Information	-.15000	.97830	.09783	-.34412	.04412	-1.533	99	.128
Pair 2	Gender - Price1	-.27000	1.07172	.10717	-.48265	-.05735	-2.519	99	.013
Pair 3	Gender – Brand	.04000	.86363	.08636	-.13136	.21136	.463	99	.644

GENDER – CONSUMERS' SATISFACTION

Paired Samples Test = T-TEST								
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Gender - Quality	.18000	.68726	.06873	.04363	.31637	2.619	99	.010
Pair 2	Gender - Packaging	.03000	.92611	.09261	-.15376	.21376	.324	99	.747
Pair 3	Gender - Price2	-.03000	.91514	.09151	-.21158	.15158	-.328	99	.744
Pair 4	Gender - Availability	.09000	.77973	.07797	-.06472	.24472	1.154	99	.251

| Pair 5 | Gender - Giftpacks | -.05000 | .82112 | .08211 | -.21293 | .11293 | -.609 | 99 | .544 |

APPENDIX 3 F-TEST (ANOVA)

ANOVA SUM X1 and SUM Y1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.764	3	2.255	2.888	.040
Within Groups	74.946	96	.781		
Total	81.710	99			

ANOVA SUM X1 and SUM Y2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.944	3	.315	1.324	.271
Within Groups	22.816	96	.238		
Total	23.760	99			

ANOVA SUM X2 and SUM Y1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.149	3	1.716	2.152	.099
Within Groups	76.561	96	.798		
Total	81.710	99			

ANOVA SUM X2 and SUM Y2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.420	3	.140	.576	.632

8

Within Groups	23.340	96	.243		
Total	23.760	99			

DEMOGRAPHIC BACKGROUND

AGE

AGE – CONSUMERS' MOTIVATION

		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	.450	2	.225	.294	.746
Information	Within Groups	74.300	97	.766		
	Total	74.750	99			
	Between Groups	4.410	2	2.205	2.767	.068
Price1	Within Groups	77.300	97	.797		
	Total	81.710	99			
	Between Groups	.140	2	.070	.145	.865
Brand	Within Groups	46.700	97	.481		
	Total	46.840	99			

AGE – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.735	2	.368	1.548	.218
	Within Groups	23.025	97	.237		
	Total	23.760	99			
Packaging	Between Groups	1.810	2	.905	1.788	.173
	Within Groups	49.100	97	.506		
	Total	50.910	99			
Price2	Between Groups	3.810	2	1.905	3.127	.048
	Within Groups	59.100	97	.609		
	Total	62.910	99			
Availability	Between Groups	1.640	2	.820	1.962	.146
	Within Groups	40.550	97	.418		
	Total	42.190	99			
Giftpacks	Between Groups	.450	2	.225	.542	.584
	Within Groups	40.300	97	.415		
	Total	40.750	99			

AREA

AREA – CONSUMERS' MOTIVATION

		Sum of Squares	Df	Mean Square	F	Sig.
Information	Between Groups	1.262	2	.631	.833	.438
	Within Groups	73.488	97	.758		
	Total	74.750	99			
Price1	Between Groups	4.872	2	2.436	3.075	.051
	Within Groups	76.838	97	.792		
	Total	81.710	99			
Brand	Between Groups	.494	2	.247	.517	.598
	Within Groups	46.346	97	.478		
	Total	46.840	99			

AREA – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.287	2	.143	.593	.555
	Within Groups	23.473	97	.242		
	Total	23.760	99			
Packaging	Between Groups	.311	2	.156	.298	.743
	Within Groups	50.599	97	.522		
	Total	50.910	99			
Price2	Between Groups	2.512	2	1.256	2.017	.139
	Within Groups	60.398	97	.623		
	Total	62.910	99			
Availability	Between Groups	3.918	2	1.959	4.965	.009
	Within Groups	38.272	97	.395		
	Total	42.190	99			
Giftpacks	Between Groups	2.668	2	1.334	3.398	.037
	Within Groups	38.082	97	.393		
	Total	40.750	99			

EDUCATIONAL BACKGROUND

EDUCATIONAL BACKGROUND – CONSUMERS' MOTIVATION

		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	.593	2	.297	.388	.680
Information	Within Groups	74.157	97	.765		
	Total	74.750	99			
	Between Groups	.717	2	.358	.429	.652
Price1	Within Groups	80.993	97	.835		
	Total	81.710	99			
	Between Groups	.507	2	.253	.530	.590
Brand	Within Groups	46.333	97	.478		
	Total	46.840	99			

EDUCATIONAL BACKGROUND – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.346	2	.173	.717	.491
	Within Groups	23.414	97	.241		
	Total	23.760	99			
Packaging	Between Groups	.716	2	.358	.692	.503
	Within Groups	50.194	97	.517		
	Total	50.910	99			
Price2	Between Groups	.647	2	.324	.504	.606
	Within Groups	62.263	97	.642		
	Total	62.910	99			
Availability	Between Groups	.308	2	.154	.357	.701
	Within Groups	41.882	97	.432		
	Total	42.190	99			
Giftpacks	Between Groups	1.040	2	.520	1.270	.285
	Within Groups	39.710	97	.409		
	Total	40.750	99			

MONTHLY INCOME

MONTHLY INCOME – CONSUMERS' MOTIVATION

		Sum of Squares	df	Mean Square	F	Sig.
Information	Between Groups	2.736	3	.912	1.216	.308
	Within Groups	72.014	96	.750		
	Total	74.750	99			
Price1	Between Groups	6.764	3	2.255	2.888	.040
	Within Groups	74.946	96	.781		
	Total	81.710	99			
Brand	Between Groups	4.824	3	1.608	3.674	.015
	Within Groups	42.016	96	.438		
	Total	46.840	99			

MONTHLY INCOME – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.944	3	.315	1.324	.271
	Within Groups	22.816	96	.238		
	Total	23.760	99			
Packaging	Between Groups	2.912	3	.971	1.941	.128
	Within Groups	47.998	96	.500		
	Total	50.910	99			
Price2	Between Groups	2.603	3	.868	1.381	.253
	Within Groups	60.307	96	.628		
	Total	62.910	99			
Availability	Between Groups	1.287	3	.429	1.007	.393
	Within Groups	40.903	96	.426		
	Total	42.190	99			
Giftpacks	Between Groups	1.768	3	.589	1.451	.233
	Within Groups	38.982	96	.406		
	Total	40.750	99			

DABUR'S MARKETING

HOW DID YOU HEAR…

**HOW DID YOU HEAR ABOUT DABUR HONEY – CONSUMERS'
MOTIVATION**

		Sum of Squares	df	Mean Square	F	Sig.
Information	Between Groups	4.796	3	1.599	2.194	.094
	Within Groups	69.954	96	.729		
	Total	74.750	99			
Price1	Between Groups	5.149	3	1.716	2.152	.099
	Within Groups	76.561	96	.798		
	Total	81.710	99			
Brand	Between Groups	2.828	3	.943	2.056	.111
	Within Groups	44.012	96	.458		
	Total	46.840	99			

HOW DID YOU HEAR ABOUT DABUR HONEY – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.420	3	.140	.576	.632
	Within Groups	23.340	96	.243		
	Total	23.760	99			
Packaging	Between Groups	.269	3	.090	.170	.916
	Within Groups	50.641	96	.528		
	Total	50.910	99			
Price2	Between Groups	1.055	3	.352	.546	.652
	Within Groups	61.855	96	.644		
	Total	62.910	99			
Availability	Between Groups	2.949	3	.983	2.405	.072
	Within Groups	39.241	96	.409		
	Total	42.190	99			
Giftpacks	Between Groups	.409	3	.136	.324	.808
	Within Groups	40.341	96	.420		
	Total	40.750	99			

T.V. COMMERCIAL

T.V. COMMERCIAL – CONSUMERS' MOTIVATION

		Sum of Squares	df	Mean Square	F	Sig.
Information	Between Groups	3.033	3	1.011	1.354	.262
	Within Groups	71.717	96	.747		
	Total	74.750	99			
Price1	Between Groups	.947	3	.316	.375	.771
	Within Groups	80.763	96	.841		
	Total	81.710	99			
Brand	Between Groups	.558	3	.186	.386	.763
	Within Groups	46.282	96	.482		
	Total	46.840	99			

T.V. COMMERCIAL – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.200	3	.067	.272	.845
	Within Groups	23.560	96	.245		
	Total	23.760	99			
Packaging	Between Groups	1.908	3	.636	1.246	.297
	Within Groups	49.002	96	.510		
	Total	50.910	99			
Price2	Between Groups	1.172	3	.391	.607	.612
	Within Groups	61.738	96	.643		
	Total	62.910	99			
Availability	Between Groups	.378	3	.126	.289	.833
	Within Groups	41.812	96	.436		
	Total	42.190	99			
Giftpacks	Between Groups	1.583	3	.528	1.293	.281
	Within Groups	39.167	96	.408		
	Total	40.750	99			

FRIENDS

FRIENDS – CONSUMERS' MOTIVATION

		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	1.213	3	.404	.528	.664
Information	Within Groups	73.537	96	.766		
	Total	74.750	99			
	Between Groups	1.027	3	.342	.407	.748
Price1	Within Groups	80.683	96	.840		
	Total	81.710	99			
	Between Groups	.942	3	.314	.657	.580
Brand	Within Groups	45.898	96	.478		
	Total	46.840	99			

FRIENDS – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.697	3	.232	.967	.412
	Within Groups	23.063	96	.240		
	Total	23.760	99			
Packaging	Between Groups	2.617	3	.872	1.734	.165
	Within Groups	48.293	96	.503		
	Total	50.910	99			
Price2	Between Groups	1.048	3	.349	.542	.654
	Within Groups	61.862	96	.644		
	Total	62.910	99			
Availability	Between Groups	1.174	3	.391	.916	.436
	Within Groups	41.016	96	.427		
	Total	42.190	99			
Giftpacks	Between Groups	.787	3	.262	.630	.598
	Within Groups	39.963	96	.416		
	Total	40.750	99			

DEPARTMENTAL STORE

DEPARTMENTAL – CONSUMERS' MOTIVATION

		Sum of Squares	df	Mean Square	F	Sig.
Information	Between Groups	1.380	3	.460	.602	.615
	Within Groups	73.370	96	.764		
	Total	74.750	99			
Price1	Between Groups	2.439	3	.813	.985	.403
	Within Groups	79.271	96	.826		
	Total	81.710	99			
Brand	Between Groups	2.946	3	.982	2.148	.099
	Within Groups	43.894	96	.457		
	Total	46.840	99			

DEPARTMENTAL – CONSUMERS' SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	.362	3	.121	.495	.687
	Within Groups	23.398	96	.244		
	Total	23.760	99			
Packaging	Between Groups	1.016	3	.339	.652	.584
	Within Groups	49.894	96	.520		
	Total	50.910	99			
Price2	Between Groups	2.111	3	.704	1.111	.349
	Within Groups	60.799	96	.633		
	Total	62.910	99			
Availability	Between Groups	4.280	3	1.427	3.613	.016
	Within Groups	37.910	96	.395		
	Total	42.190	99			
Giftpacks	Between Groups	.396	3	.132	.314	.815
	Within Groups	40.354	96	.420		
	Total	40.750	99			