A STUDY ON CONSUMER SATISFACTION AND RETAIL COVERAGE ANALYSIS OF DABUR INDIA

A Summer Internship Report

SUBMITTED TO

International Management Institute

Bhubaneswar

IN PARTIAL FULFILMENT FOR THE AWARD OF

POST GRADUATE DIPLOMA

In

MANAGEMENT

By

CHAYAN SEN

2019-2021

ACKNOWLEDGEMENT

The Summer Internship opportunity at Dabur India Ltd was a great learning experience in my career. This Summer internship would not have been possible without the support of certain individuals. I consider myself extremely fortunate to be given an opportunity to Intern with Dabur India. I want to thank each member who made it possible for me to complete this internship successfully. I would like to thank Mr. Debargha Deb, HR Head- East for giving me thus opportunity to undergo Summer Internship with Dabur India Limited. I would also like to extend my heartfelt gratitude to Mr. Devesh Golchha , Area Sales Manager who in spite of his busy schedule guided me as an when required and guided me to carry out the project. I would also like to Thank Mr.Achintya Mridha, Senior Sales Officer of Hooghly District to guide me during the field visits and helped me in understanding the market and assisted me during my Summer internship project and also teaching me practical knowledge of Sales in the market. I would also like to thank Mrs. Suhena Deb,HR for assisting me with information regarding Project submission ,other allowances and providing Internship certificates .
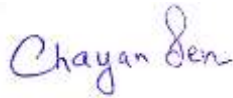
I would also like to take this opportunity thank my faculty mentor Mr. Rohit Vishal Kumar for sharing his expertise and extending his valuable guidance to me. I thank him for all his support that helped me to complete this project successfully. I would also like to thank Prof. Ramesh Behl, Director IMI Bhubaneswar to provide me an opportunity to get trained in this esteemed organisation.

Special thanks to the entire placement team of IMI Bhubaneswar for organising on-campus drive and facilitating communication with the organisation which helped me to get an internship opportunity at such a prestigious organisation

STUDENT'S UNDERTAKING

I, Chayan Sen bearing Institute Roll No. 19PGDM-BHU020, declare that the summer project titled "Customer Satisfaction and Retail Coverage Analysis" is my original work and completed under supervision of Mr.Devesh Golchha of Dabur India Ltd and Prof. Rohit Vishal Kumar of IMI Bhubaneswar. Further, I also declare that the report being submitted herewith is free of any textual plagiarism

Signature: *Chayan Sen*

Date: 18.09.2020

Place: IMI Bhubaneswar

CERTIFICATE OF COMPLETION(PHASE I)

07th July 2020

TO WHOMEVER IT MAY CONCERN

This is to certify that Mr. Chayan Sen has undergone training in Sales Department of Dabur India Ltd. — East Zone from 16th Apr'20 till 31st May'20. Project was titled as "A Study on of Consumer Satisfaction towards Dabur Products and to Study the Strategy of Dabur India Ltd- Dabur Red Toothpaste and Real Fruit Juice".

On successful completion of his project, this certificate is issued based upon the evaluation of the project findings.

Mr. Sen has shown considerable promise in his work and we wish all the success in career ahead.

For Dabur India Ltd.

DEBARGHA DEB
REGIONAL MANAGER - HR

DABUR INDIA LIMITED, 'Akash Towers', 7th Floor,781, Anandapur, Kolkata-700107,India, Tel.:(033) 3941 2525, (033) 4431 2800
Regd. Office : 8/3, Asaf Ali Road, New Delhi - 110 002(INDIA)
PAN : AAACD0474C, CIN: L24230DL1975PLC007908, Email: corpcomm@dabur.com, website: www.dabur.com

CERTIFICATE OF COMPLETION(PHASE II)

07th July 2020

<u>TO WHOMEVER IT MAY CONCERN</u>

This is to certify that Mr. Chayan Sen has undergone training in Sales Department of Dabur India Ltd. – East Zone from 01st Jun'20 till 30th Jun'20. Project was titled as "Retail Coverage Analysis".

On successful completion of his project, this certificate is issued based upon the evaluation of the project findings.

Mr. Sen has shown considerable promise in his work and we wish all the success in career ahead.

For Dabur India Ltd.

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APPROVAL OF THE FACULTY GUIDE

Recommended that the Summer Internship Report titled "Customer Satisfaction and Retail Coverage Analysis" prepared by Mr.Chayan Sen under my supervision and guidance accepted as fulfilling this part of the requirements for the award of Post Graduate Diploma in Management. To the best of our knowledge, the contents of this report did not form a basis for the award of any previous degree/diploma to anybody else.

Date:

Signature:

Name of the Guide:

TABLE OF CONTENTS

EXECUTIVE SUMMARY

This Summer Internship Report "Customer Satisfaction and Retail Coverage Analysis of Dabur India" has been divided into two parts. The main reason for choosing this project as the scope is very wide to study. The report basically has an Introduction of the company and the FMCG sector. It also gives briefing about the product portfolio and the Competitors in the FMCG Sector. Swot analysis of the organisation has also been done along with the Industry analysis (PESTLE) of the FMCG sector.

The Study has been divided into two parts:

- Part I discusses about Consumer Satisfaction towards Dabur Red Toothpaste and Real Fruit Juice. Analytical Tools were used to carry out the analysis and to determine the factors that affect the satisfaction of a customer towards the two Dabur Products. Cross tabulation relations were also generated to show correlation between the two factors while purchasing these two products. Demographic analysis was also carried out and percentage studies were carried out to determine the important factors and finally the findings of the study is also mentioned in the report and recommendations were given.

- Part II discusses about the Retail Coverage Analysis of Uttarpara, Hindmotor and Konnagar Region of Hooghly districts in West Bengal stating the problems faced by retailers and using analytical tools to find out the regions where the problems are higher than average. New Product Drive was also conducted where the new products by Dabur was branded and Pitched to the Retailers to increase market reach. The survey was conducted by visiting almost 300+ retails in the above area. The findings of the analysis are mentioned in the report and recommendation is also given. Updating of contact of retailers that I visited in the company database was also a work assigned to me during my Internship Period.

Dabur India is a top company in the FMCG sector. The company deals in wide range of product range which includes personal care products as well as foods and beverages. Dabur as a brand is spread across 20 consumer categories. It has been found out that the brand is also purchased by approximately 2 out of 3 Indians. The workforce of the company is also strong as there are currently 15000 employees working for the company and apart from that there are 12000 managers. The networking is also one of the advantages as the company has over 2000 suppliers for the brand. There are constant innovations in the company based on the product needs in the market.

INTRODUCTION

Started in 1884 by Dr. S.K Burman, Dabur India is one of the most trusted FMCG company in the country. It has an experience of over 130 years and over 250 products in its portfolio. The company went through several strategic changes to maintain its market.

Dabur had to maintain operational efficiency with such a large product portfolio. Dabur became a Public Ltd company in 1986. The product portfolio offered included personal care products, health care products, home care products and foods. It also offers Ayurveda based healthcare products. It markets its products in India as well as in the International markets. The company currently has its headquarters in Ghaziabad, Uttar Pradesh, India

The headquarters of the company is in Ghaziabad, Uttar Pradesh. Currently Dabur is the third Largest FMCG Company in India and is World leader in Ayurveda with a wide range of products offering over 250 Ayurvedic or Herbal Products. The distribution channel of Dabur is also widely spread across the country having over 6.5 Million Retailers across the Country. It has 20 state-of-the-art manufacturing facilities spread across the globe

COMPANY DETAILS

INDUSTRY	RETAIL
Founded	1884
Headquarters	Ghaziabad, Uttar Pradesh, India
CEO	Mohit Malhotra
Revenue	₹88.29 billion (2018-2019)
Product Offered	- Home Appliances - Food - Digestives - Personal Care - Health Supplements - Oral Care - OTC & Ayurvedic Medicines
No of Employees	8000+
Website	www.dabur.com

- ➤ **Mission:** Dedicated to Health and well-being of every household
- ➤ **Vision:** Increasing the shareholder's value towards the company by providing quality-based products superior in nature and improving the life of the consumers in Personal Care, Health care & Food segments.
- ➤ **Core Values:** Innovation, Responsiveness, Simplicity and Team orientation

PRODUCTS

FOODS:

- Real Juice
- Real Activ
- Homemade
- Lemoneez
- Capsico

HEALTH CARE:

❖ **Baby Care**

- Dabur Lal Oil
- Dabur Baby Olive Oil
- Dabur Janma Ghunti

❖ **Health Supplements**

- Dabur Chawanprash
- Dabur Glucose D

❖ **Digestives**

- Hajmola Yumstick
- Ananrdana
- Hajmola Normal
- Hajmola Candy Fun2
- Hajmola Candy
- Pudin Hara (Liquid and Pearls)
- Hajmola Mast Masala
- Pudin Hara G
- Dabur Hingoli

❖ **Natural Cures**

- Shilajit Gold
- Nature Care
- Sat Isabgol
- Shilajit
- Ring Ring
- Itch Care
- Backaid
- Shankha Pushpi
- Dabur Balm

Personal Care:

❖ **Hair Care Oil**

- Amla Hair Oil
- Amla Lite Hair Oil
- Vatika Hair Oil
- Anmol Sarson Amla

❖
❖ **Hair Care Shampoo**

- Anmol Silky Black Shampoo
- Vatika Henna Conditioning Shampoo
- Vatika Anti Dandruff Shampoo
- Anmol Natural Shine Shampoo

Oral Care:

- Dabur Red Gel
- Dabur Red Toothpaste
- Babool Toothpaste
- Dabur Lal Dant Manjan
- Dabur Binaca Toothbrush

Skin Care

- Gulabari
- Vatika Fairness Face Pack
- Fem
- Oxy Bleach

Ayurvedic Specialities
- Ayurveda

DABUR INDIA BUSINESS – CATEGORY WISE

Category	Key Brands	Revenue Contribution (FY19)	FY19 Growth	H1 FY20 Growth
Healthcare (32.3%)				
Health Supplements	Dabur Honey, Dabur Chyawanprash, Glucose-D	17.6%	14.6%	16.7%
Digestives	Hajmola, Pudin Hara	5.9%	16.4%	14.2%
OTC & Ethicals	Dabur Lal Tail, Dabur Honitus	8.9%	13.7%	9.6%
HPC (50.6%)				
Hair Care	Amla, Vatika, Dabur Almond	21.6%	14.8%	8.0%
Oral Care	Dabur Red Paste, Meswak, Babool	16.8%	9.5%	7.8%
Home Care	Odonil Nature, Odomos	6.9%	13.0%	8.7%
Skin Care	Fem, Dabur Gulabari	5.3%	17.2%	6.6%
Foods (17.1%)				
Foods	Real, Dabur Hommade	17.1%	8.1%	(1.5%)

SWOT ANALYSES OF DABUR INDIA

STRENGTH

The Strengths of Dabur India Ltd are as follows:

- Dabur India is a very old company having rich experience and trust in the minds of consumers.
- All the Brands are well established
- Standard work is set by offering superior quality machinery, staff, and office equipment's.
- Market leader having the highest market share of about 70-80%.
- Product range of Ayurvedic and herbal products.
- Constant product development through innovation.
- High and strong distribution channels to reach every part of the country.
- R & D is a key strength
- Extensive Supply chain Capabilities

WEAKNESS

The main weaknesses of Dabur India Ltd are:

- The prices of the products are higher or same as its competitors thus having higher costs than competitors are a major weakness.
- Some major products have seasonal demands
- Dabur is being associated with Ayurvedic products and thus the non Ayurvedic products such as Real Juice, Odopic, Odonil do not have a great image among the consumers

OPPORTUNITIES

The opportunities that Dabur India is currently facing are as follows:

- Untapped Market
- Market Development
- "Made in India "initiative by Indian Government
- Innovation and R &D
- Increase in the income level of middle-class people
- People focusing on Ayurvedic Products

THREATS

The threats of Dabur India are -

- High Competition from well established brands in the FMCG sector.
- Substitute products pose a high threat.
- Other fields like Homeopathic and Allopathic
- New Entrants in the market.

PESTEL ANALYSIS

POLITICAL FACTORS:

- **Government intervenes**: Government supports the FMCG Industry to expand and export its products so that they can grow
- **Trading policies**: The trading policies are favourable to expand and grow

ECONOMIC FACTORS:

- **Consumer focus**: The main factor is that the organisation analyses the consumer needs
- **Living standard**: The living standard has increased and thus leading to introduction of high-quality products
- **National income**: The per capita income has increased and thus the amount spent is also more.
- **Inflation rate**: If the rate of inflation is higher then the cost of the products will also be high whereas if the inflation is lower the cost of the products will also be less and it has direct impact on the growth of the company.

SOCIAL FACTORS:

- **Demographics**: The demographic factors help the organization to divide the market into various segments and decide on the target group of the customers.
- **Distribution of income**: The income group decides the purchasing pattern of the consumers and the company gets an overview of the purchasing power of the buyers which ultimately leads to consumption of products.
- **Consumerism**: This indicates large number of choices available to the consumer. It is very easy for the consumer to choose from the wide variety of options according to their needs
- **Education levels**: It is another important factor which influence buying power. Consumers should know about the features of the goods which he/she is purchasing.

TECHNOLOGICAL FACTORS:

- **Discoveries & innovation**: Continuous innovations of products and services provides consumers with innovative products.
- **Advancement in technology**: The technology advancement ensures the growth of the business with a focus on the core brands in the product range across various categories as well as reaching to every part of the country whether

- **Automation**: Change in technology will leads to automation, all the works are done automatically by the machines as earlier it is labour oriented.
- **Research & development**: This department has to do research about the demand of the markets & how to make advancements so the organization can survive in the competitive world.

ENVIRONMENTAL FACTORS:

- **Environment regulations**: The brand should keep in mind about the needs of the customer in the personal grooming segment and target customers with safe as well as natural solutions with the help of taking knowledge of Ayurveda which is very well implemented in the brand along with modern science.
- **Environmental protection**: The company should be responsible to protect Ecological system & use Eco-friendly products.

LEGAL FACTORS:

- **Employment law**: Equal opportunities to every citizen and child labour is a punishable offence
- **Consumer protection**: To protect consumer rights and in case the consumer is cheated he can file a complaint.
- **Law affect social behaviour**: Different laws are made by the government to safeguard the rights of consumers.

PORTERS FIVE FORCES MODEL

Competitive Rivalry (HIGH)
- High discounts offered to private brands by retailers to increase sales
- The industry is highly fragmented due to entrance of more MNCs
- Advertisement and promotional activities
- Distribution is very competitive
- New product and diverse products
- Very low exit barriers

Threat of New Entrants (MEDIUM)
- There is a very huge investment for setting up distribution network and promoting it
- There is lot of investment to create goodwill and for advertisements

Buyer's power (HIGH)
- Switching cost is low thus customers can shift easily
- Marketing strategies influence the customers
- Same or similar alternatives easily available

Supplier's power (LOW)
- Large FMCG company can shift suppliers if they are not happy with the price. The companies dictate the prices through local sourcing from a group of key commodity supplier.

Threat of substitutes (HIGH)
- Multiple brands present in same industry
- There is hardly any product differentiation between the brands
- Continuous Price war between the brands

OBJECTIVES OF THE STUDY

➢ **FOR PHASE I:**

- To study the Satisfaction level of Dabur Product Users (Toothpaste and Fruit juice).
- To analysis the factors influencing of usage of Dabur Products (Toothpaste and Fruit juice).
- Analysis of main demographic factors (age and income) of Dabur product users

➢ **PHASE II:**

- Coverage analysis of Retails in Uttarpara, Hindmotor Konnagar regions
- Analysis of the major problems faced by retailers with Dabur Products
- NPD (New Product Drive) in the retail outlet
- Updating of Phone numbers of Retailers on Dabur Database

ROLES AND RESPONSIBILITIES

> **For Phase I:**

- Do a detailed study of Dabur Brands and analysis
- Study Consumer Satisfaction of Dabur Products (Red Toothpaste and Real Fruit Juice)
- Study the factors which involves consumer purchase behaviour of Dabur Products (Red Toothpaste and Real Fruit Juice)
- Do Cross tabulation analysis of Demographics and Purchase Behaviour

> **For Phase II:**

- Retail Coverage analysis in Uttarpara, Hindmotor and Konnagar region of Hooghly district of West Bengal
- Visit Retailers with Sales Executive and understand the problem they are facing
- Updating the contacts of the visited retailers
- Branding and Pitching of New Products of Dabur
- Monitoring regular billing of New Lokenath Distributor through Dristi Application
- Monitoring the uncovered and unbilled retails and generating business through them
- Recording complaints by the retailers
- Finding out new retails which were not associated with dabur in the region and generating business through them

METHODOLOGY

> **PRIMARY DATA:**

FOR PHASE I:

- Structured questionnaires were prepared for the consumer satisfaction to Dabur Product were sent to Dabur Users. The consumers were selected keeping in mind various positions of the FMCG sector
- The responses were taken by filling up of the questionnaire. At times it so happened that the consumers did not understand the questions, so I had to make them understand the questions and then fill them. Few other questions were also involved to know if there were any malpractices present in dealing with any other brands or not. If the consumers were not present telephonic interviews were also conducted to get the right responses.

FOR PHASE II:

- Face to Face responses of the retailers on the problems
- Computer facility has been used for typing and other requirements of the study.

> **SECONDARY DATA:**

FOR PHASE I & II:

- The information gathered from Internet, books, journals, etc. I referred books and case studies of FMCG products to get an insight on the products being sold and to understand the buying behaviour of the consumers. These books helped me a lot in collecting information about employee engagement in an organization.

RESEARCH PLAN

1	Research design	Descriptive
2	Sources of data	Primary & secondary
3	Research instrument and tool used	Questionnaire, SPSS, and Excel
4	Sample location	• Phase I: Questionnaire floated on Social Media Platforms, Family, Relatives and Friends • Phase II: Retailers of Uttarpara, Hindmotor and Konnagar Region of Hooghly District, West Bengal
5	Sampling plan	Non- Random Sampling
6	Sample size	• Phase I: 96 respondents through Questionnaire filling • Phase II: 313 Retail Outlet surveyed

DATA ANALYSIS AND INTERPRETATION

FOR PHASE I

Demographic Survey

GENDER
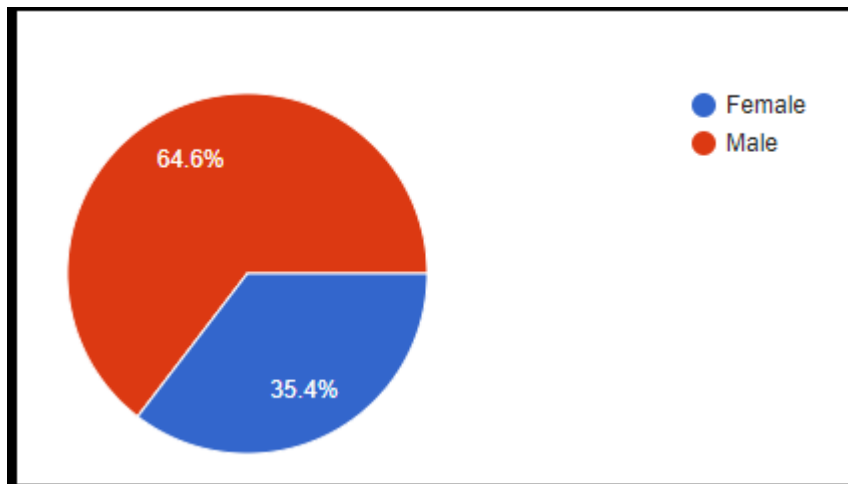
INTERPRETATIONS

- Out of 96 respondents, 64.6 % were males and the rest 35.4% were females

AGE
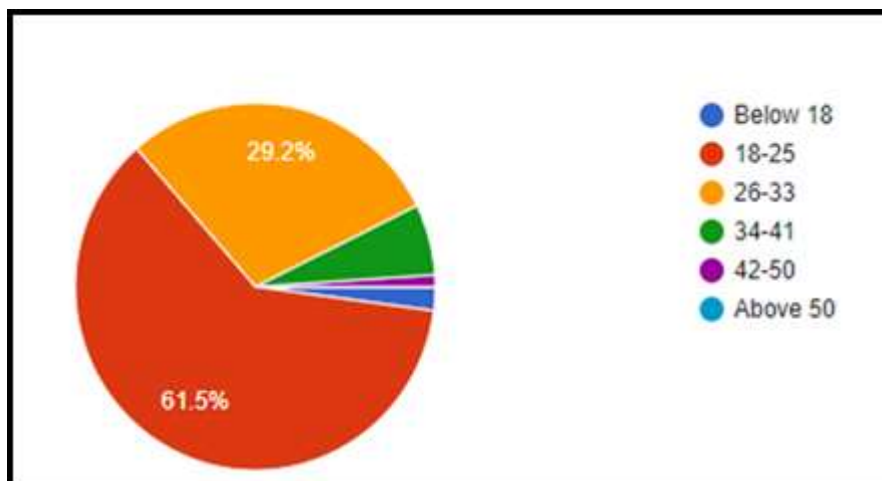
INTERPRETATIONS

- 61.5% of the respondents falls in the age range of 18-25
- 29.2% respondents are in the age range of 26-33
- 9.3% respondents are above age 33 and below 18 years of age

ANNUAL FAMILY INCOME
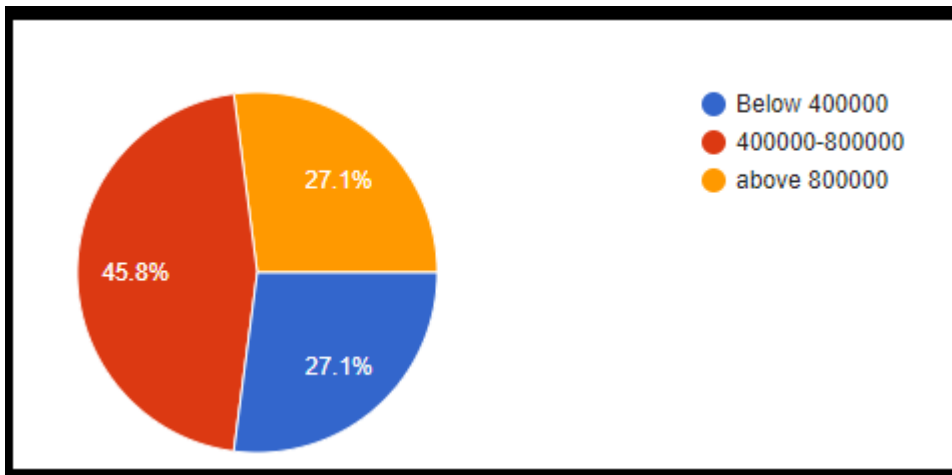
INTERPRETATIONS

- 45.8% respondents have an annual family income between 400000-800000
- 27.1% respondents have annual family income above 800000
- 27.1% respondents have annual family income below 400000

PRODUCT: DABUR RED TOOTHPASTE

BRAND AWARENESS
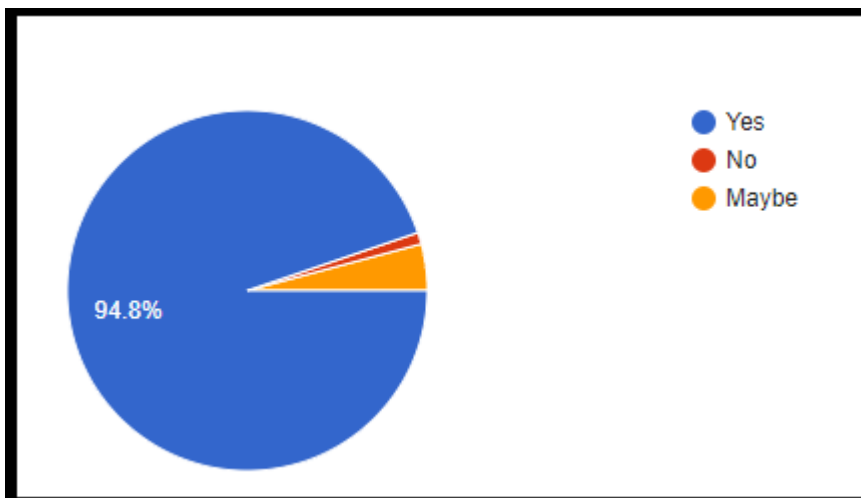
INTERPRETATIONS

- 94.8% respondents know about Dabur Red toothpaste

LAST USAGE
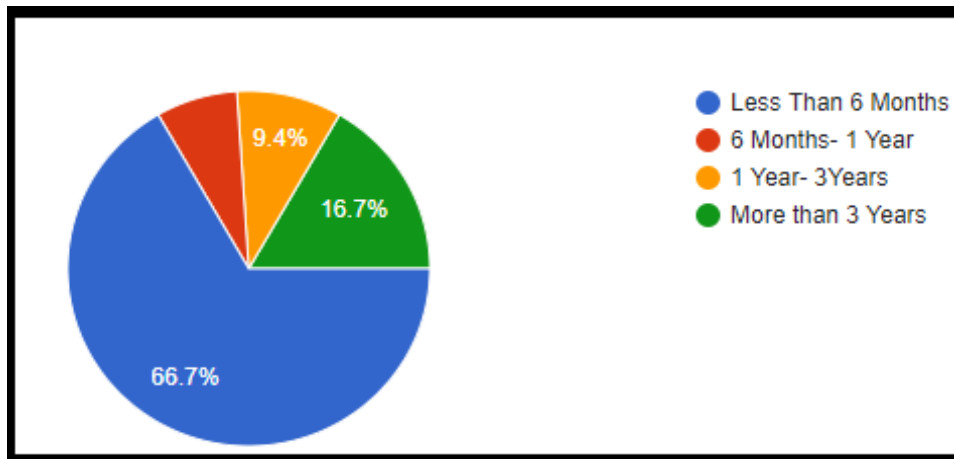
INTERPRETATION:

- 66.7% respondents said that they used Dabur Red Toothpaste in less than last 6 months
- 16.7% respondents said they have used Dabur Red Toothpaste more than 3 years ago
- 9.4% respondents said that they have used Dabur red Toothpaste between 1 to 3 years ago
- 7.2 % said that they have used Dabur red Toothpaste between 6 months to 1 year ago

FUTURE PURCHASE
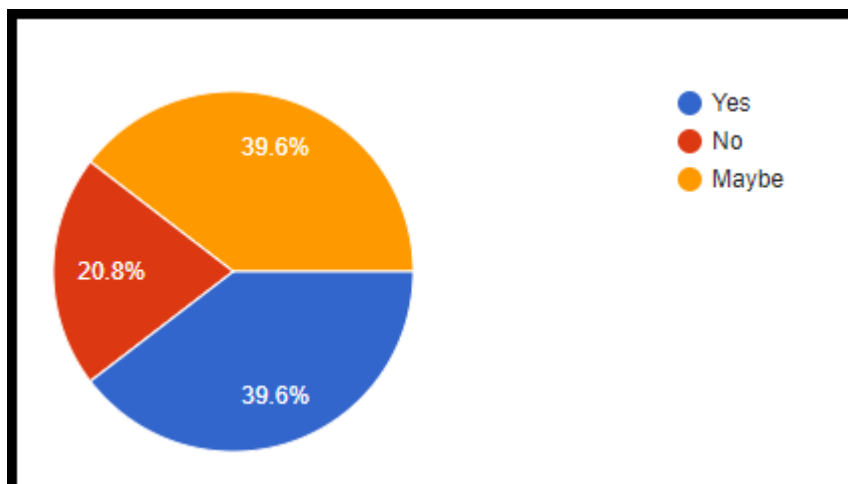
INTERPRETATION

39.6 % of respondents said they will purchase Dabur Red Toothpaste in future

39.6 % of respondents are unsure, they might buy Dabur Red Toothpaste in future

20.8% of respondents said they will not buy Dabur red Toothpaste in future

Factor Analysis

Kaiser-Meyer-Olkin (KMO)

It is a measure of sampling adequacy that are to be used for Factor Analysis.
The KMO value is .745 which states that the correlations between pairs of variables can be explained by other variables and that factor analysis will be appropriate.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	333.945
	df	78
	Sig.	.000

Communalities

A communality is the extent to which an item correlates with all other items

	Initial	Extraction
[In-store advertising]	1.000	.615
[Advertisements seen outside of shops]	1.000	.697
[Memories of previous toothpaste purchases]	1.000	.505
[Information on packaging]	1.000	.644
[Suggestions from Friend or family]	1.000	.728
[Professional advice i.e dentist or doctor]	1.000	.711
[Brand Image]	1.000	.581
[It's a regular type of toothpaste with 0 extra features such as whitening]	1.000	.549
[Its a Ayurvedic toothpate]	1.000	.688
[It freshens breath]	1.000	.676
[It whitens teeth]	1.000	.594
[It provides total care for my teeth i.e plaque control, tartar control]	1.000	.432
[Ingredients are Natural and chemical free]	1.000	.627

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.733	28.716	28.716	3.733	28.716	28.716	3.147	24.206	24.206
2	1.847	14.210	42.926	1.847	14.210	42.926	1.833	14.098	38.304
3	1.460	11.233	54.159	1.460	11.233	54.159	1.553	11.948	50.252
4	1.005	7.728	61.887	1.005	7.728	61.887	1.512	11.634	61.887
5	.913	7.021	68.907						
6	.795	6.117	75.025						
7	.659	5.068	80.092						
8	.615	4.729	84.821						
9	.585	4.496	89.318						
10	.425	3.267	92.585						
11	.355	2.731	95.316						
12	.308	2.369	97.685						
13	.301	2.315	100.000						

- There were 14 variables of which 1 was the dependent variable. So, out of the 13 factors or variables not all 13 are retained only the first 4 factors or variables are retained.
- Eigenvalues are the variance of factors. The total column contains the eigenvalues. The first factor accounts for the most variance thus having the highest eigenvalue and the next factor accounts for the left-over variance and so on.
- The % of variance column gives the percentage of total variance accounted for by each component.
- Here the cumulative % for the fourth component is 61.887 that means that first 4 factors account for 61.887% of the total variance.

Rotated Component Matrix

The rotated component matrix represents the estimates of the correlations between each of the variable and the estimated components.

	Component 1	Component 2	Component 3	Component 4
[Advertisements seen outside of shops]	.801			
[In-store advertising]	.768			
[Information on packaging]	.760			
[Brand Image]	.665			
[Memories of previous toothpaste purchases]	.656			
[It whitens teeth]		.726		
[It provides total care for my teeth i.e plaque control, tartar control]		.642		
[It freshens breath]		.636		
[It's a regular type of toothpaste with 0 extra features such as whitening]		.601		
[Its a Ayurvedic toothpate]			.829	
[Ingredients are Natural and chemical free]			.748	
[Suggestions from Friend or family]				.779
[Professional advice i.e dentist or doctor]				.696

Component 1 – BRANDIMAGE_ADVERTISING

Component 2 – FEATURES_BENEFITS

Component 3 - AYURVEDICINGREDIENTS

Component 4 – SUGGESTIONS_ADVICES

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brandimage_Advertisement	96	1.00	4.80	3.3208	1.00167
Features_Benefits	96	1.00	1.00	.7240	.26774
AyurvedicIngredients	96	1.00	1.00	.7344	.36959
Suggestions_Advices	96	1.00	5.00	3.4948	1.12272
Valid N (listwise)	96				

- N – This is the number of valid observations for the variable. There are total 96 observations
- Minimum – This is the minimum, or smallest, value of the variable.
- Maximum – This is the maximum, or largest, value of the variable
- Mean – This is the arithmetic mean across the observations
- Std. Deviation–It measures the spread of a set of observations. The larger the standard deviation is, the more spread out the observations are.

Cross-Tabulation

Gender and Satisfaction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender Code * Satisfaction_Code	96	100.0%	0	0.0%	96	100.0%

Gender Code * Satisfaction_Code Crosstabulation

Count

		Satisfaction_Code					Total
		Dissatisfied	Not sure	Satisfied	Very dissatisfied	Very satisfied	
Gender Code	0	10	21	17	9	5	62
	1	1	12	18	2	1	34
Total		11	33	35	11	6	96

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.620[a]	4	.047
Likelihood Ratio	10.504	4	.033
N of Valid Cases	96		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.13.

- P value less than 0.05.
- Null hypothesis is rejected
- Factors are dependent on each other

Age Code and Usage

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE code * How long are you using Dabur Red Toothpaste ?	96	100.0%	0	0.0%	96	100.0%

AGE code * How long are you using Dabur Red Toothpaste ? Crosstabulation

Count

		How long are you using Dabur Red Toothpaste ?				Total
		1 Year-3Years	6 Months-1 Year	Less Than 6 Months	More than 3 Years	
AGE code	0	0	0	1	1	2
	1	6	4	39	10	59
	2	2	3	19	4	28
	3	0	0	4	1	5
	4	1	0	1	0	2
Total		9	7	64	16	96

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.600[a]	12	.816
Likelihood Ratio	6.944	12	.861
N of Valid Cases	96		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .15.

- P value more than 0.05.
- So null hypothesis is accepted
- There is no association between the factors

Important Factors during Purchase

Attribute	Important (%)	Not Important (%)
Price of the toothpaste	64.58	35.42
It is a regular type of toothpaste with no extra features such as whitening	41.67	58.33
It is a Ayurvedic toothpaste	66.67	33.33
The packaging i.e. types of tube	53.13	46.88
It is made for sensitive teeth	77.08	22.92
It freshens breath	85.42	14.58
It whitens teeth	73.96	26.04
It provides total care for my teeth i.e. plaque control, tartar control	88.54	11.46
Ingredients are Natural and chemical free	80.21	19.79

During Purchase the attributes such as:

- Price
- Whitening Teeth
- Ayurvedic Toothpaste
- Packaging
- Ingredients
- Provides total care
- Freshen Breathe are considered very important factors by the respondents

PRODUCT: REAL FRUIT JUICE

BRAND AWARNESS
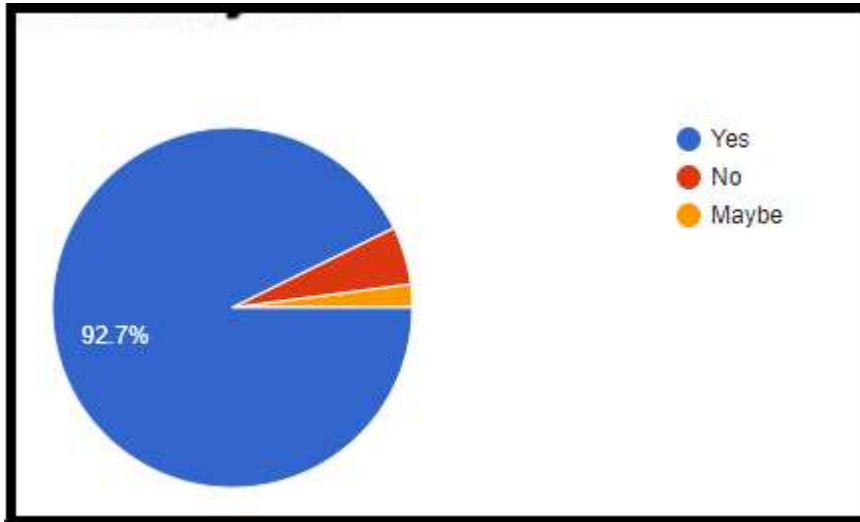
INTERPRETATIONS

- 92.7% respondents knows about Real Fruit Juice

FREQUENCY
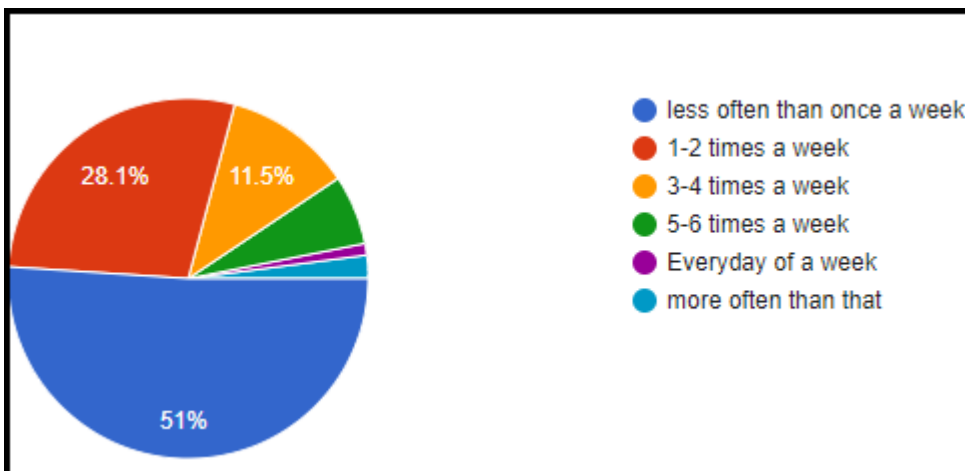
INTERPRETATIONS

- 51 % of the respondents drink Real fruit juice less often than once a week
- 28.1% of the respondents drink Real Fruit Juice 1-2 times a week
- 11.5% of the respondents drink Real Juice 3-4 times a week

PACKAGING
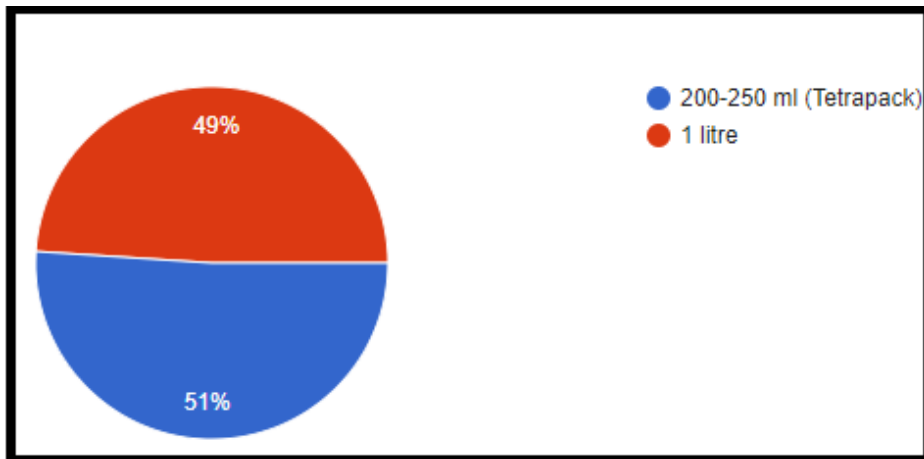
INTERPRETATIONS

- 51% of the respondents use the 200-250 ml tetra pack
- 49% of the respondents use 1 Litre tetra pack

SOURCE OF INFORMATION
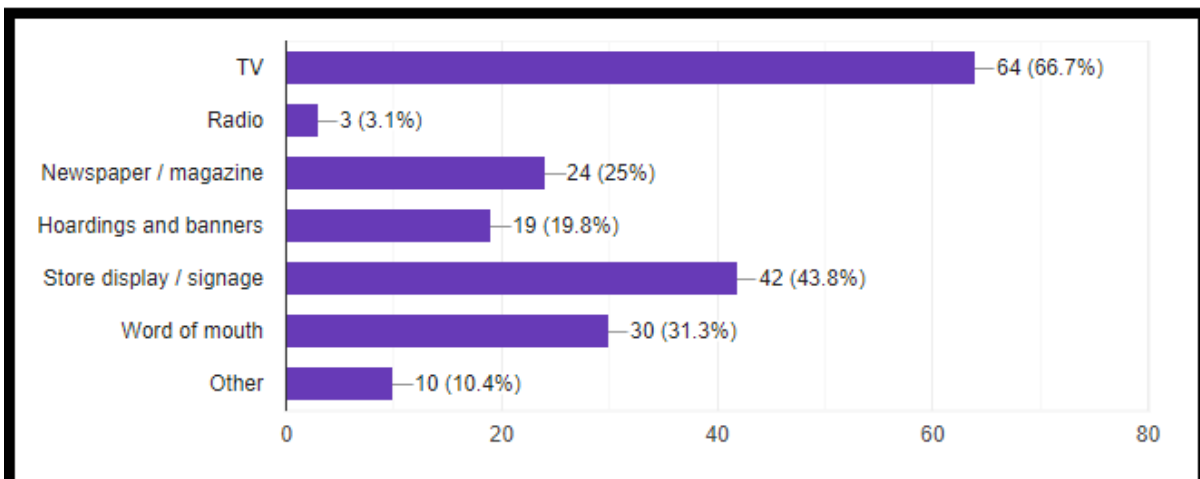
INTERPRETATIONS

- 66.7% knows about the product through Television Ads
- 43.8 % knows about the product through Store displays
- 31.3% knows about the product through Word of Mouth

FUTURE PURCHASE
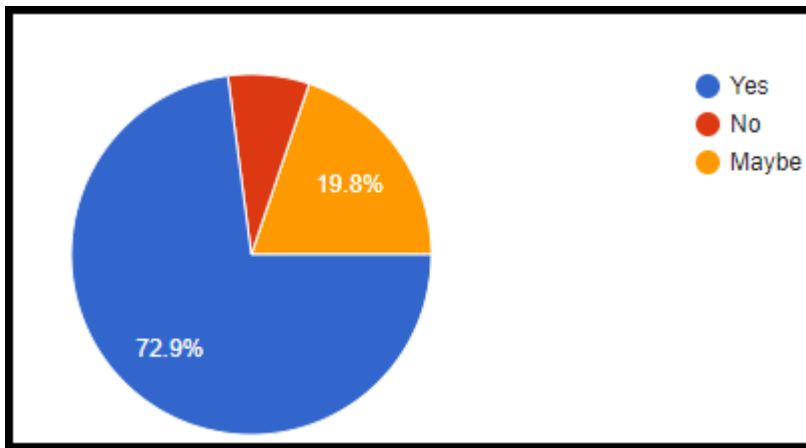
INTERPRETATIONS

- 72.9 % of respondents said that they will purchase Real Juice in future
- 19.8 % of respondents said that they might purchase Real Juice in future
- 7.3 % of respondents said that they will not purchase Real Juice in future

BRAND LOYALTY WITH RESPECT TO PRICE
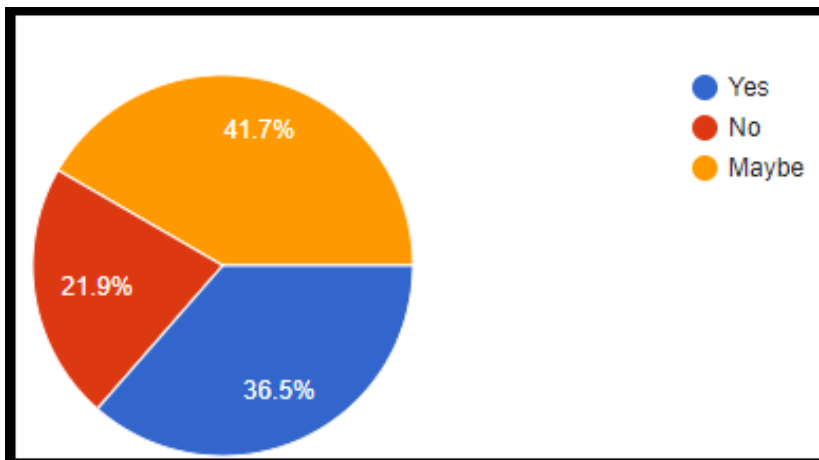
INTERPRETATIONS

- 41.7 % respondents said they might buy Real Juice even if the price increases
- 36.5% respondents said that they would purchase Real Juice even if the price increases
- 21.9% respondents said that they won't buy Real Juice if the price increases

Factor Analysis

Kaiser-Meyer-Olkin (KMO)

It is a measure of sampling adequacy that are to be used for Factor Analysis.
The KMO value is .734 which states that the correlations between pairs of variables can be explained by other variables and that factor analysis will be appropriate.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	258.605
	df	55
	Sig.	.000

Communalities

A communality is the extent to which an item correlates with all other items

	Initial	Extraction
[Flavor]	1.000	.621
[Taste]	1.000	.647
[Colour]	1.000	.594
[Packaging]	1.000	.403
[Cleanliness of packet or state of damage]	1.000	.737
[Manufacturing & expiry date]	1.000	.672
[Veg â€" On veg information]	1.000	.599
[Store display]	1.000	.472
[Brand Ambassador]	1.000	.589
[Pulp Content]	1.000	.574
[Price]	1.000	.482

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.990	27.178	27.178	2.990	27.178	27.178	2.695	24.500	24.500
2	2.302	20.929	48.107	2.302	20.929	48.107	2.441	22.188	46.688
3	1.097	9.975	58.082	1.097	9.975	58.082	1.253	11.394	58.082
4	.955	8.682	66.764						
5	.796	7.234	73.998						
6	.607	5.516	79.513						
7	.601	5.461	84.974						
8	.511	4.641	89.615						
9	.440	4.001	93.617						
10	.384	3.493	97.110						
11	.318	2.890	100.000						

- There were 12 variables of which 1 was the dependent variable. So, out of the 11 factors or variables not all 13 are retained only the first 3 factors or variables are retained.
- Eigenvalues are the variance of factors. The total column contains the eigenvalues. The first factor accounts for the most variance thus having the highest eigenvalue and the next factor accounts for the left-over variance and so on.
- The % of variance column gives the percentage of total variance accounted for by each component.
- Here the cumulative % for the fourth component is 58.082% that means that first 3 factors account for 58.082% of the total variance.

Rotated Component Matrix

The rotated component matrix represents the estimates of the correlations between each of the variable and the estimated components.

	Component		
	1	2	3
[Pulp Content]	.733		
[Colour]	.723		
[Brand Ambassador]	.654		
[Price]	.632		
[Packaging]	.628		
[Store display]	.622		
[Cleanliness of packet or state of damage]		.849	
[Manufacturing & expiry date]		.795	
[Taste]			.715
[Flavor]			.690
[Veg â€" On veg information]			.763

Component 1 – INFO

Component 2 – CLEANINESS AND PACKAGE

Component 3 - TASTE_INFO

Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
INFO	96	1.00	2.83	.9722	.59514
CLEANLINESS AND PACKAGE	96	1.00	1.50	.1563	.37914
TASTE_INFO	96	1.00	2.00	.4444	.50417
Valid N (listwise)	96				

- N – This is the number of valid observations for the variable. There are total 96 observations

- Minimum – This is the minimum, or smallest, value of the variable.

- Maximum – This is the maximum, or largest, value of the variable

- Mean – This is the arithmetic mean across the observations

- Std. Deviation–It measures the spread of a set of observations. The larger the standard deviation is, the more spread out the observations are.

Cross-Tabulation

Gender and Satisfaction

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender Code * How satisfied were you in terms of product effectiveness the last time you used Real Fruit Juice? [Please select Satisfaction Level]	96	100.0%	0	0.0%	96	100.0%

Gender Code * How satisfied were you in terms of product effectiveness the last time you used Real Fruit Juice? [Please select Satisfaction Level] Crosstabulation

Count

		Gender Code		Total
		0	1	
How satisfied were you in terms of product effectiveness the last time you used Real Fruit Juice? [Please select Satisfaction Level]	dissatisfied	6	2	8
	Not Sure	13	8	21
	Satisfied	28	18	46
	Very dissatisfied	10	1	11
	Very Satisfied	5	5	10
Total		62	34	96

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.985[a]	4	.289
Likelihood Ratio	5.747	4	.219
N of Valid Cases	96		

- P value more than 0.05.

- So null hypothesis is accepted

- There is no association between the factors

Age and Satisfaction

	N	Percent	N	Percent	N	Percent
AGE code * How satisfied were you in terms of product effectiveness the last time you used Real Fruit Juice? [Please select Satisfaction Level]	96	100.0%	0	0.0%	96	100.0%

AGE code * How satisfied were you in terms of product effectiveness the last time you used Real Fruit Juice? [Please select Satisfaction Level] Crosstabulation

Count

		How satisfied were you in terms of product effectiveness the last time you used Real Fruit Juice? [Please select Satisfaction Level]					
		dissatisfied	Not Sure	Satisfied	Very dissatisfied	Very Satisfied	Total
AGE code	0	1	0	0	1	0	2
	1	4	17	27	3	8	59
	2	2	3	15	7	1	28
	3	0	1	3	0	1	5
	4	1	0	1	0	0	2
Total		8	21	46	11	10	96

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.745[a]	16	.044
Likelihood Ratio	24.479	16	.080
N of Valid Cases	96		

- P value less than 0.05.
- Null hypothesis is rejected
- Factors are dependent on each other

Important Factors during purchase

	Not at all Important	Less Important	Somewhat Important	Very important
Flavour	1.04	4.17	22.92	71.88
Taste	0.00	1.04	17.71	81.25
Colour	6.25	28.13	40.63	25.00
Packaging	3.13	6.25	30.21	60.42
Cleanliness of packet or state of damage	1.04	3.13	13.54	82.29
Manufacturing & expiry date	0.00	0.00	8.33	91.67
Veg – Nonveg information	9.38	14.58	21.88	54.17
Store display	7.29	25.00	39.58	28.13
Brand Ambassador	26.04	29.17	25.00	19.79
Pulp Content	8.33	14.58	35.42	41.67
Price	9.38	1.04	31.25	58.33

➢ During Purchase the factors such as:

   • Flavours

   • Taste

   • Packaging

   • Cleanliness of Packet

   • Manufacturing and Expiry date

   • Price are considered Very important factors by the respondents

➢ Brand Ambassador endorsing is less important factor during Purchase

➢ Store display is also somewhat important factor during Purchase

FINDINGS AND CONCLUSION

- ➢ The demographics were:

- Almost 65 % of the respondents were between age 18-25 and 29 % were between 26-33

- 65 % of Respondents were Male

- 45 % of residents has family income between lakhs and 8 Lakhs

- 66 % of respondents has used Red Toothpaste within last 6 months

- 94 % respondents are aware of Dabur Red Toothpaste and 39.6 % respondents has future purchase plans while 39.6 % respondents are still doubtful.

- 93% People have heard about Real Juice and 51 % people like the 250 ml and 49 % like the 1-liter variant

- 72% people have intentions of future purchase of Real Fruit Juice

- 36 % will still buy Real if price increases and 41 % may buy with price increase

- Satisfaction depends on the attributes Flavours, Taste, Packaging, cleanliness of Packet, Manufacturing and Expiry date,

RECOMMENDATIONS

- Dabur can focus on the packing of the fruit juices and the 250 ml Tetra Packs

- Increase the advertising of Red Toothpaste and brand it more as an Ayurvedic Toothpaste

- With Real Juice the focus should also be on Athletes and health conscious people

- A media campaign from Dabur side to focus on the benefits of Ayurveda from an "swadeshi" brand

- Tie up with dental associations and dentists so that they can promote Red Toothpaste

- Place the brand across gymnasiums, fitness clubs, kids' sections, health stores etc

- Tie up with some renowned personality in the field of nutrition or health

LIMITATIONS

- The data was not great for running regression analysis as R2 value was very less

- More Tools could be used if data were proper

- The sampling was limited, and more responses could have fetched better results

- A large sample size could give more adequate results

DATA ANALYSIS AND INTERPRETATION

FOR PHASE II

MARKET SURVEY [RETAIL ANALYSIS]

- ➢ Division – HC and Foods/OTC and HPC

- ➢ Distributor- New Lokenath Enterprise

- ➢ Areas Covered- Uttarpara, Hindmotor and Konnagar

- ➢ No of Beats/Locations- 12

- ➢ No of retails surveyed- 313

- ➢ No of Shops newly Associated during SIP- 23

  - • Problem Delivery- 30

  - • Problem Damage- 36

  - • Problem Inventory- 67

  - • Problem Service- 36

- ➢ Maintaining regular billing records on ERP system named Dristhi. Regular order collected to billing.

- ➢ New Products Drive

  - • Ashwagandha Capsules

  - • Immunity Kit

  - • Dabur Sanitize Antiseptic Lotion

  - • Dabur Sanitize Soap

  - • Dabur Suraksha Kit

  - • Dabur Sanitizer

ANALYSIS OF MARKET WHERE RETAIL PROBLEMS ARE FACED

Location	Total Surveyed	New association	% New association	Prob Delivery	% Prob Delivery	Prob Damage	% Prob Damage	Prob Inventory	% Prob Inventory	Prob Service	% Prob Service
All Over	313	23	7.35	29	9.27	41	13.10	67	21.41	38	12.14
Uttarapara 1	20	3	15.00	0	0.00	5	25.00	4	20.00	1	5.00
Uttarapara 2	22	2	9.09	0	0.00	4	18.18	8	36.36	1	4.55
Hindmotor 1	25	0	0.00	2	8.00	6	24.00	8	32.00	2	8.00
Hindmotor 2	29	3	10.34	2	6.90	1	3.45	9	31.03	5	17.24
Kotrung 1	26	2	7.69	7	26.92	0	0.00	10	38.46	1	3.85
Kotrung 2	18	2	11.11	2	11.11	3	16.67	1	5.56	4	22.22
Criper Rd	30	5	16.67	0	0.00	6	20.00	1	3.33	3	10.00
CS Mukherjee	20	1	5.00	3	15.00	0	0.00	3	15.00	2	10.00
KathalBagan	37	1	2.70	4	10.81	1	2.70	9	24.32	4	10.81
Nabagram	25	2	8.00	1	4.00	3	12.00	2	8.00	1	4.00
SakherBazar	31	1	3.23	4	12.90	7	22.58	5	16.13	7	22.58
AdarshNagar	30	1	3.33	4	13.33	5	16.67	7	23.33	7	23.33
Average			7.68		9.08		13.44		21.13		11.80

- The Average Problem of Delivery is around 9.08. Regions Kotrung 1, Kotrung 2, CS Mukherjee Rd, KathalBagan, SakherBazar and AdarshNagar has % Delivery Problem more than the average.

- The Average Problem of Damage is around 13.44. Regions Uttarpara I and 2, Kotrung 1, Kotrung 2, Hindmotor 1, SakherBazar and AdarshNagar has % Damage Problem more than the average. Uttarpara 1 and Hindmotor 1 has significant problem of damage

- The Average Problem of inventory is around 21.13. Regions Uttarpara 2, Kotrung 1, Hindmotor 1, Hindmotor 2, KathalBagan and AdarshNagar has % Inventory Problem more than the average. Regions Uttarpara 2, Kotrung 1, Hindmotor 1, Hindmotor 2 has huge inventory issues

- The Average Problem of service is around 11.80. Regions Hindmotor2, Kotrung, SakherBazar and AdarshNagar has % Service Problem more than the average .

TWO FACTOR ANNOVA

Anova: Two-Factor Without Replication						
Null (Row)	Problem Reported on all the location Same					
Alternate (Row)	Problem Reported on all the location Different					
Null (Column)	All problems equally reported					
Alternate (Column)	All problems reported different					
SUMMARY	*Count*	*Sum*	*Average*	*Variance*		
Uttarapara 1	4	50.00	12.50	141.67		
Uttarapara 2	4	59.09	14.77	266.87		
Hindmotor 1	4	72.00	18.00	144.00		
Hindmotor 2	4	58.62	14.66	153.59		
Kotrung 1	4	69.23	17.31	340.24		
Kotrung 2	4	55.56	13.89	51.44		
Criper Rd	4	33.33	8.33	77.78		
CS Mukherjee	4	40.00	10.00	50.00		
KathalBagan	4	48.65	12.16	80.35		
Nabagram	4	28.00	7.00	14.67		
SakherBazar	4	74.19	18.55	23.41		
AdarshNagar	4	76.67	19.17	25.00		
Delivery	12	108.98	9.08	61.12		
Damage	12	161.25	13.44	90.32		
Inventory	12	253.54	21.13	141.75		
Service	12	141.58	11.80	57.49		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	711.48	11	64.68	0.678	0.748	2.093
Columns	961.03	3	320.34	3.360	0.030	2.892
Error	3146.00	33	95.33			
Total	4818.51	47				

- As row p-value is greater than 0.05 we cannot reject the row null hypothesis. Hence, we conclude that problems are reported equally from all locations

- As column p-value is less than 0.05 we reject the column null hypothesis. Hence, we conclude that there are different levels of problems.

FINDINGS AND CONCLUSION

- The Average Problem of Delivery is around 9.08. Regions Kotrung 1, Kotrung 2, CS Mukherjee Rd, KathalBagan, SakherBazar and AdarshNagar has % Delivery Problem more than the average.

- The Average Problem of Damage is around 13.44. Regions Uttarpara I and 2, Kotrung 1, Kotrung 2, Hindmotor 1, SakherBazar and AdarshNagar has % Damage Problem more than the average. Uttarpara 1 and Hindmotor 1 has significant problem of damage

- The Average Problem of inventory is around 21.13. Regions Uttarpara 2, Kotrung 1, Hindmotor 1, Hindmotor 2, KathalBagan and AdarshNagar has % Inventory Problem more than the average. Regions Uttarpara 2, Kotrung 1, Hindmotor 1, Hindmotor 2 has huge inventory issues

- The Average Problem of service is around 11.80. Regions Hindmotor2, Kotrung 1, sakherBazar and AdarshNagar has Service Problem more than the average.

- 350 Retails Updated with new Phone Numbers in Dabur Database.

- NPD (New Product Drive)

RECOMMENDATION

- Dabur damage policy should be clarified with the retailers as the local distributors do not convey the policies correctly.

- The Sales Executives should be monitored as because there are complaints that the executives do not visit the retails on a weekly basis

- There are inventory issues as the right products are not available. So, Dabur should investigate it whether it is from the distributor side or the manufacturing side then only a recommendation can be done.

- The New Products such as Ashwagandha Capsules, Dabur Surakhsha Kit, Immunity Pack, Antiseptic Lotion, Sanitize Soap had been accepted very well due to the ongoing pandemic

LIMITATIONS

- The Salesperson of the distributor has good relationship with the local retailers and thus due to these the retailer's responses were always not correct.

- I went to the market with the Salesperson and thus due to his influence some data was not correctly given

- The local salesperson knows the retails in the market and thus I visited the retails where he accompanied me.

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