



TO STUDY ON CUSTOMER SATISFACTION ABOUT DABUR HONEY IN MADURAI CITY

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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 FMCG product.

KEYWORDS:

DABUR HONEY, BRAND LOYALTY, PRICING, SATISFACTION, PRODUCT.

1.1 INTRODUCTION

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 Doktor 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 Ayurveda formulations.

1.2 STATEMENT OF THE PROBLEM:

Customer satisfaction is a general problem which every organization faces. Because the customer taste, quantity, quality, etc.... Changes often because of financial, psychological, sociological and some other factors. Those days customer are getting wide variety of choices. They also like to try more products. So, they are likely to chance from one product to another product based on their satisfaction level. Therefore, present study would help to known there customer satisfaction about Dabur honey Madurai district.

1.3 REVIEW OF LITERATURE:

Sanchez et-al; "Customer satisfaction of Value", *Journal of Customer Satisfaction, Dissatisfaction and Complaining Behavior*, January 2006, Vol - 19, Page No - 40 - 58 Customer value is a concept of continuing interest to scholars, marketing researchers, and to many marketing practitioners. However, the presence of multiple meanings, the use of different terms, and even the existence of a diversity of opinions regarding its features and nature reflect the complexity of its study and give rise to the possibility of confusion in its application

This article presents a review of the existing literature on the concept of value in order to shed light on the confusion surrounding this construct. The analysis highlights the polysemy and the diversity of terms that have been used, along with the different definitions that have been proposed. Convergent and divergent elements are also identified. As a result of this review and analysis, the features that characterize the concept of consumer value are determined and a conceptual framework is proposed as a basis for future research.

Narain S. "Branded Honey Sold in India is Likely To be contaminated With Harmful Antibiotics", *CSE Report*, September 2004, Vol-8, Page No-335-350

That spoonful of "guaranteed pure" sweetness may be hiding a bitter secret. Branded honey sold in India is likely to be contaminated with harmful antibiotics, according to a new study by the Centre for Science and Environment.

CSE's Pollution Monitoring Laboratory tested 12 leading brands of honey sold in Delhi, including those made by Indian companies such as Dabur, Himalaya, Patanjali, Baidyanath and Khadi as well as by two foreign companies based in Switzerland and Australia. Scientists found high levels of six harmful antibiotics in 11 samples, with only the Indian Hikari brand coming out clean.

1.4 OBJECTIVES:

1. To study on customer satisfaction about Dabur honey.
2. To know retailers and customer satisfaction about Dabur honey.
3. To identify the advantages and limitations of the product.
4. To measure the effectiveness of advertising.
5. To examine the level of satisfaction with Dabur honey product.

1.5 RESEARCH DESIGN:

In the present study the required data was collected using random sample method, care was taken to see that the selected sample is a small specimen (or) an isolated part of the whole population representation as general objectives.

SAMPLE SIZE

A total of 50 respondents were selected for the study and personally interviewed, with a questionnaire given to

them.

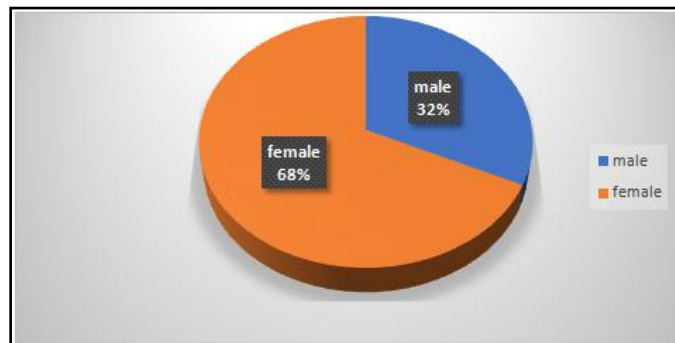
SAMPLE TECHNIQUE

The sampling technique used was a combination of convenience and accidental sampling due to the limited time for the project and the large population.

1.6 DATA ANALYSIS:

CLASSIFICATION OF RESPONDING ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1.6.1 SHOWING THE RESPONDENTS ARE GENDER

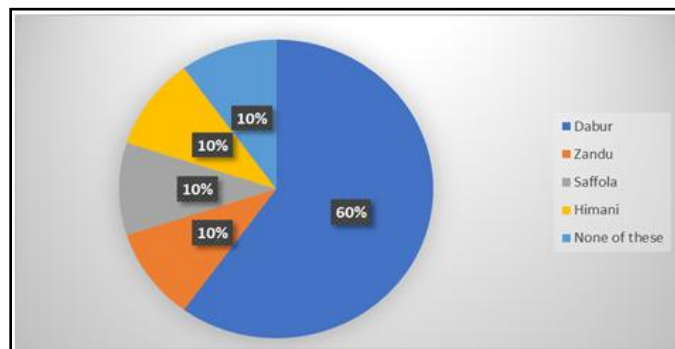


S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1	Male	16	32%
2	Female	34	68%
Total		50	100

INTERPERTATION:

In the above table 1.6.1 show that the 32% of the respondents are Male and 68% of the respondents are Female.

TABLE 1.6. 2 SHOWING THE RESPONDENTS BRAND COMES TO YOUR MIND FIRST WHEN YOU HEARD OF THE WORD "HONEY"



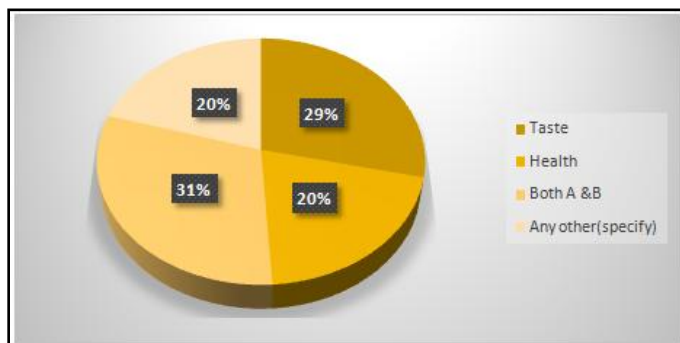
S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Dabur	30	60%
2	Zandu	5	10%

3	Saffola	5	10%
4	Himani	5	10%
5	None of these	5	10%
Total		50	100

INTERPERTATION:

In the above table 1.6.2 shows that the 60% of the respondents are Dabur, 10% of the respondents are Zandu, 10% of the respondents are Saffola, 10% of the respondents are Himani, 10% of the respondents are none of these.

TABLE 1.6. 3SHOWING THE RESPONDENTS KIDS CONSUME HONEY



S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1	Taste	14	28%
2	Health	11	22%
3	Both A & B	15	30%
4	Any Other(specify)	10	20%
Total		50	100

INTERPERTATION:

In the above table 1.6.3 show that the 28% of the respondents are Taste, 22% of the respondents are Health, 30% of the respondents are Both A & B , 20% of the respondents are Any other (specify).

1.7 FINDINGS& CONCLUSION:

FINDINGS:

- "The majority of the respondents are female, comprising (68%) of the total."

- "The majority of the respondents prefer Dabur Honey, accounting for (60%) of the total."
- "Both options A and B are favored by the majority of the respondents, constituting (30%) of the total."

CONCLUSION:

This survey has revealed that the Ayurvedic industry is a very complex industry with a manufacturing process, which is sensitive and requires expert supervision. Dabur Honey also enjoys good brand loyalty.

Fluctuating demand of Ayurvedic medicines is a problem with which companies have to contend. As in the case of Asav-arista which enjoy good demand during season changes and warm months low demand in the other seasons, the demand is not met well by companies which fail to accurately predict this pattern and hence end up producing insufficient quantities when the demand is high and end up with excess inventory as the demand wanes. The companies failto review their targets accurately to coincide with the decreasing levels of demand.

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WEBSITE:

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