

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.