

CONSUMER PERCEPTION TOWARDS FOOD AND PERSONAL CARE PRODUCTS OF DABUR IN COIMBATORE CITY

Ms. A. RANJITHA, M.Com., (MBA), Assistant Professor

TEVATARSSHINY.M.J, III B.COM

ABSTRACT:

The project aims to analyse consumer perception towards food and personal care products of Dabur, a well-known brand in India. The study includes a comprehensive analysis of various factors that influence consumer perception, such as quality perception, price perception, marketing and advertising. Percentage analysis was used to analyse the responses of the survey. The findings of the study could be useful for Dabur and other companies in the food and personal care industry to develop effective marketing strategies and build stronger brand perception.

INTRODUCTION:

Consumer perception refers to the way in which consumers view and interpret a product, brand or company. It is influenced by a variety of factors, including the consumer's personal experience, beliefs, values and attitudes as well as external factors.

REVIEW OF LITERATURE:

Kumar and Kumar (2020):

It was found that the perceived benefits of Dabur products such as natural ingredients, effectiveness, and affordability played a significant role in consumer perception. The study also found that advertising and brand image had a significant impact on consumer perception.

Ramani and Kumar (2021):

Aimed to analyse the consumer perception towards Dabur honey. The study found that consumers perceived Dabur honey to be of good quality, pure, and natural. The study also found that price, packaging, and availability had a significant impact on consumer perception.

Jain and Gupta (2022):

Focused on understanding the consumer perception towards Dabur Chyawanprash. The study found that consumers perceived Dabur Chyawanprash as a healthy and effective product. The study also found that advertising and word-of-mouth communication had a significant impact on consumer perception.

OBJECTIVES:

- To understand how consumers perceive dabur's food and personal care products.
- To study the satisfaction level of consumers after using dabur food and personal care products.
- To know the consumer perception about personal care and food products of dabur

SCOPE OF THE STUDY:

The study was done with the aim of understanding the perception towards personal care and food products of dabur company. The result of the study to identify the satisfaction level of the consumer and the factors that influence the consumers to buy dabur products. The improvements their need in the dabur products. The scope of this project is to the understand the market potential of Dabur products.

RESEARCH METHODOLOGY:

This project is based on primary data collected through questionnaires from 121 users of Dabur products within Coimbatore Town. The Questionnaire design is built up to know the type of products people use, the reason for their buying such products. Journal references and websites were also reviewed.

Sampling techniques:

A convenient sampling was used for the purpose of survey and a questionnaire was floated among them.

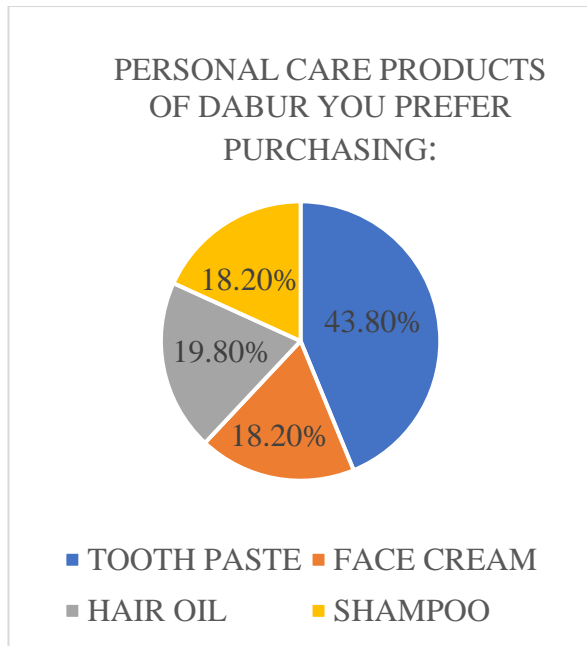
Period of study:

The study was held for a period of 3 months.

Tools for analysis:**Percentage analysis:**

No. of. Respondents/sample size*100

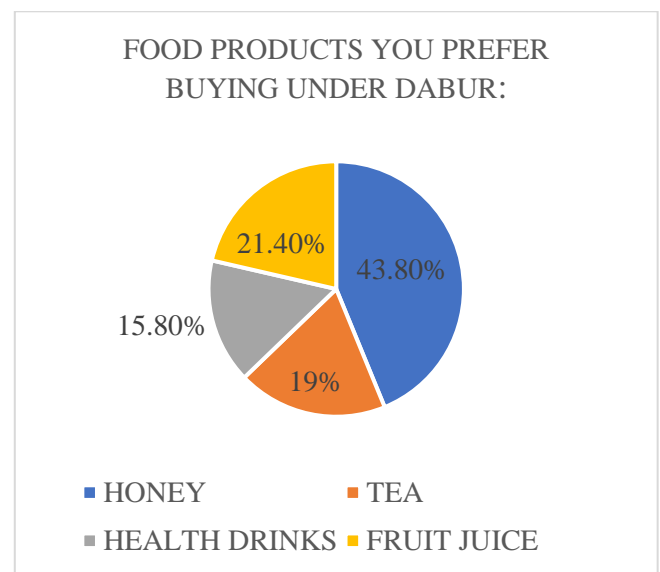
DATA ANALYSIS AND INTERPRETATION: THE PERSONAL CARE PRODUCT YOU PREFER UNDER DABUR



Interpretation:

It is noted from the above chart that 43.8% of the respondents prefer tooth paste, 19.8% of the respondents prefer hair oil, 18.2 % of the respondents prefer face cream and hair oil of dabur.

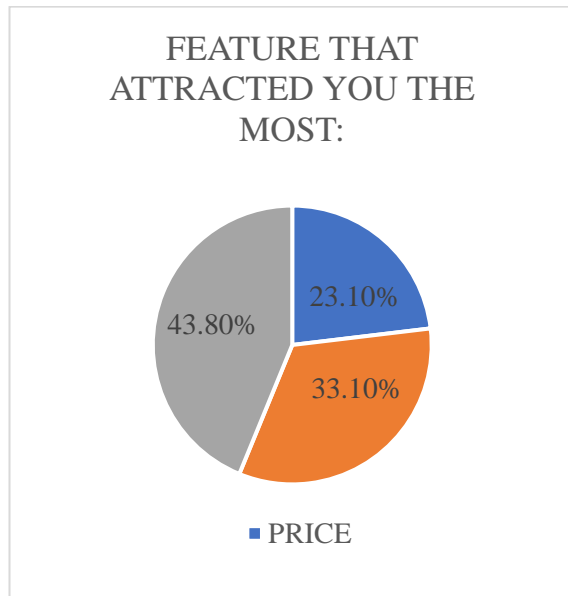
THE FOOD PRODUCTS YOU PREFER UNDER DABUR:



Interpretation:

It is noted from the above chart that 43.8% of the respondents prefer dabur honey, 21.4% of the respondents prefer fruit juices of dabur, 19% of the respondents prefer dabur tea and 15.8% of the respondents prefer health drinks of dabur.

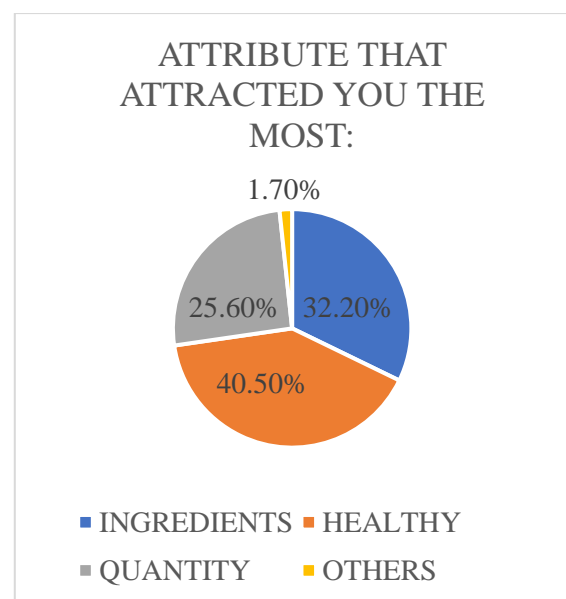
THE FEATURE THAT ATTRACTED YOU THE MOST UNDER DABUR PERSONAL PRODUCTS:



Interpretation:

It is noted from the above chart that 43.8% of the respondents are attracted towards the quality factor of dabur products.

THE ATTRIBUTE THAT ATTRACTED YOU THE MOST UNDER DABUR FOOD PRODUCTS:



Interpretation:

It is noted from the above chart that 40.5% of the respondents attracted towards the health factor of dabur food products, 32.2% of the respondents attracted towards ingredients of the dabur food products, 25.6% of the respondents attracted towards the quantity of the dabur food products and 1.7% of the respondents attracted towards other factors.

FINDINGS:

- ❖ Majority 43.8% of the respondents prefer dabur tooth paste.
- ❖ Majority 43.8% of the respondents prefer dabur honey
- ❖ Majority 43.8% of the respondents attracted towards the quality factor of the dabur personal care products

SUGGESTIONS:

Majority of the respondents prefer dabur honey and paste. The company should retain its consumers by offering more varieties on those products. The respondents are attracted towards the quality factor of dabur personal care products. They feel that dabur food products are healthy. The company shouldn't compromise on its quality.

LIMITATIONS:

- ❖ The survey was conducted only for 121 respondents.

❖

The collection of data is applicable in Coimbatore District only.

CONCLUSION:

Today consumer want quality product, good services, easy availability of product and better benefits from the product. People are becoming more brand conscious

- ❖ Majority 40.5% of the respondents feels dabur food products are healthy.
- . Dabur remains as a leading FMCG company among other companies. The company should retain its quality and satisfy their consumers.

REFERENCE:

- ❖ Singh, R., & Rana, A. (2017). Consumer perception towards Dabur Gulabari face cream in Chandigarh city. International Journal of Advanced Research in Management and Social Sciences, 6(1), 90-97.
- ❖ Agarwal, S., & Yadav, R. (2019). Consumer perception towards Dabur Real juice in Agra city. International Journal of Research in Commerce and Management, 10(1), 6 13.

WEBSITES:

- ❖ <https://www.ambitionbox.com/overview/dabur-overview>
- ❖ <https://www.daburshop.com/dabur-all-products>