

Project Dissertation Report on

**“ASSESSING CONSUMER BEHAVIOR FOR INDIAN
CANDIES TAKING THE CASE OF MENTOS”**

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report title “**Assessing Consumer Behaviour for Indian Candies taking the case of Mentos**”, is a bona-fide work carried out by **Mr. Shivam Pant** of MBA 2017-19 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Mr. Yashdeep Singh

Signature of Head (DSM)

Dr. Rajan Yadav

Seal of Head

Place:

Date:

DECLARATION

I **Shivam Pant**, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Major Research Project in “**Assessing Consumer Behaviour for Indian Candies taking the case of Mentos**” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Shivam Pant

Place:

Date:

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I gratefully acknowledge my profound indebtedness towards my esteemed guide, Mr. Yashdeep Singh, Assistant Professor DSM, DTU for his invaluable guidance, excellent supervision and constant encouragement during the entire duration of the project work. This project would never have been possible without his guidance and supervision.

I am also thankful to Dr. Rajan Yadav, Head of Department and all the faculty members of Delhi School of Management, DTU, Delhi

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EXECUTIVE SUMMARY

Mentos, launched in India in 1999 by the Dutch corporation Perfetti Van Melle is quite a well-known product in most households in the country. This report analyses the characteristics of the product from two major marketing frameworks: the awareness funnel and the customer-based brand equity model. It also gives a benchmarking of **Mentos** as compared to its competitors i.e. other mint brands.

We started by analyzing the key trends and issues that are driving the industry. Thereafter, we conducted Focused Group Discussions and In-depth interviews of the people who Perfetti Van Melle perceived to be the target group for Mentos to see a general pattern in their behavior towards the product and the common notions/myths they associate with it, if any. A perceptual map with Mentos and its close competitors was prepared on the basis of a survey result to see where it is actually positioned in the minds of the consumers based on convenience, usage and other factors. Based on the exploratory research we framed some research problems/hypothesis, which were to be tested using market research during Delhi University fests with the college students as our sample set.

With the data of around 200+ respondents, through questionnaire responses and result was analyzed using advanced tools like MS Excel we observed that our Target Group had a fair knowledge of the product and its usage. While a lot of people were aware of the brand, the percentage reduced significantly while going down the awareness funnel. Major reasons which were evident from the survey were that Mentos was perceived to be high on taste, packaging and being shared with friends' vis-à-vis other mint brands. Mentos ranked low on after taste and quickness of cooling against the same competitors.

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CHAPTER 1

INTRODUCTION

ABOUT INDIAN CONFECTIONARY INDUSTRY:

The confectionary industry of India, which was positioned 25th in the world in 2009, has now risen as one of the biggest and very much created sustenance handling divisions of the nation. The credit goes to advancement alongside developing Indian economy, which have driven a few multinational organizations to put resources into India's confectionary advertise, additionally changing the substance of this industry.

The Indian confectionary store showcase is experiencing quick changes as far as patterns and customer conduct design. The business is being profited from the nation's monetary blast, and development in customer spending. This higher shopper spending is additionally determined by the freshly discovered shopping center culture and evolving way of life.

Additionally, the section of different multinational organizations in the Indian confectionary market showcase has expanded the opposition as well as the per-capita utilization, by propelling new items at reasonable costs, and making mindfulness among the purchasers through commercials and limited time crusades. Amid the exploration, we found that developing pattern of gifting candy parlor items and undiscovered rustic market are among the key factors that are relied upon to fuel development in Indian confectionary showcase sooner rather than later. Supported by these elements, the Indian confectionary showcase is relied upon to develop at a CAGR of over 18% amid 2012-2015.

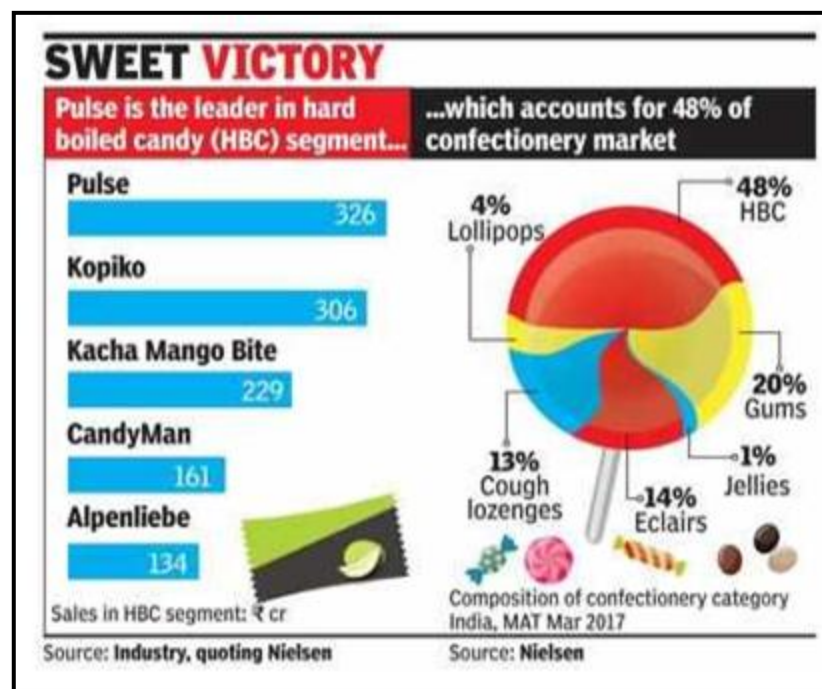
The sweet shop market of India is partitioned into three sections: chocolate, sugar candy store and gum advertise, which is additionally separated into sub-portions. Confectionery in India can be broadly divided as:

- 1.Chocolate based confectionery**
- 2. Sugar based confectionery**
- 3. Gum based confectionery.**

The categories are further classified as follows;

<u>Segment</u>	<u>Sub Segment</u>
Chocolate Confectionery:	Moulded, count segment, Panned Chocolate, Eclairs, Premium Chocolate
Sugar Confectionery (Hard Boiled Candies):	Toffee, Gum based confectionery, Mints & Lozenges
Gum Based Confectionery:	Chewing Gum, Bubble gum

India's confectionery sector is dominated by top players holding a major share of the market;

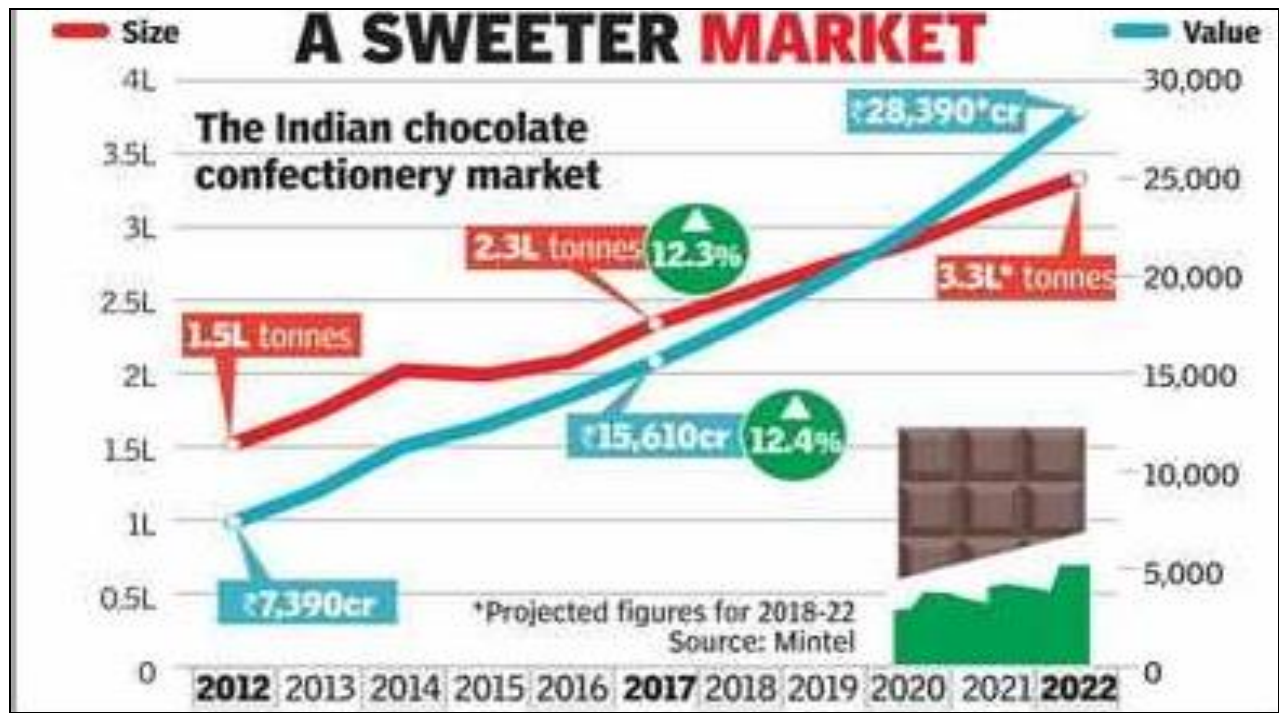


local units of giant top world companies are among the leading players in India.

Leading big players have a major presence in chocolate confectionery market while smaller players have their base strong in sugar-based confectionery market.

The Indian confectionery market was valued at around INR 95 billion in 2012-13, growing at an annual rate of

10-12% since 2009-10. Of the total market, sugar confectionery holds a market share of around 46% and the rest by chocolate and gum confectionery segments. Owing to lower unit value than chocolate confectioneries, sugar confectionery section has registered higher volume sales over the recent years historically, small domestic players served the regional market accounted for major chunk of the sugar confectionery market.



Key findings from the studies states:

- Mint confectionery value sales increased by 10.5% in 2016, to reach INR5.08 billion, with volumes increasing by 4% to reach 17,400 tons.
- Standard mints remained the fastest growing segment with value increasing by 14.85% in 2016.
- Perfetti Van Melle India Pvt Ltd remains the leading manufacturer in 2016, with two main brands chloro-mint and mentos.
- Mint category is forecast to see a constant value CAGR of 3.33% over 2016-2021, to reach sales of INR 6 billion.
- Standard mint category within mints is forecast to see a constant value CAGR of 6.18% over 2016-2021, to reach sales of INR4.36 billion.
- Perfetti Van Melle India Pvt Ltd remains the leading player in mint category. The company's brands have generated considerable consumer loyalty across India and are well known even in rural areas.
- Having entered the mint category with the launch of Mint-O, ITC Group was trying to introduce new variants of Mint-O to increase sales.
- Mentos is losing market share to Halls, Mentos and chloro-Mint.
- Power mint category is forecasted to decline while the standard mint category will be the major growth driver in the mint category.

Table below provides value of various mint brands in INR million:

Brand	Company	2013	2014	2015	2016
Mentos	Perfetti Van Melle India Pvt Ltd	1413.63	1588.86	1826.34	2127.33
Halls	Mondelez India Foods Ltd	-	1686.37	1839.82	2025.66
Chlor-Mint	Perfetti Van Melle India Pvt Ltd	1501.37	1571.65	1637.64	1736.28
Tic Tac	Ferrero India Pvt Ltd	487.46	642.43	775.01	922.89
Polo	Nestlé India Ltd	589.82	619.48	667.19	758.64
Mint-O	ITC Ltd	380.22	349.89	363.92	383.23

About Perfetti Van Melle

Mentos is prepackaged scotch mints sold in stores. First produced in the Netherlands in 1948, it is currently sold in more than 130 countries worldwide by the Dutch corporation Perfetti Van Melle. The mints are small oblate spheroids, with a slightly hard exterior and a soft, chewy interior

After India's independence in 1947, the economic policies of the Indian Government emphasized the need for local production. Perfetti Van Melle responded to India's aspirations by forming a company in India and set up its first factory in India in the year 1994.

Perfetti Van Melle in India:

- Perfetti Van Melle exploded onto the Indian market way back in 1994 with a single brand, Center Fresh, when the gums category of confectionery stood at 40 crores.
- In the last ten years they have travelled from having a single brand to having more than 10 brands today.
- Since then, Perfetti Van Melle has contributed extensively to the total gums market.
- They have now become one of the most significant names in the Indian confectionery market. Hemchandracharya North Gujarat University Patan.

List of candy/gum brands introduced by Perfetti Van Melle in India:

1. Center fresh

A center-filled chewing gum with a splash of minty liquid, for a fresh & cool breath, anytime anywhere



2. Happydent:

An umbrella to variety of products with different formulations.



3. Center fruit

A liquid filled fruit flavoured bubble gum which bursts in your mouth with a splash of delicious flavours.



4. Big Babol

Big Babol is a soft fruit flavored bubble gum loved by kids across the country.



5. Alpenliebe Juzt Jelly

A delicious pulpy jelly made with 25% fruit pulp.



6. Chupa Chups

An iconic international brand now in India. A truly fun brand with innovative range of offerings that are set to redefine the confectionery space.



7. Alpenliebe

Genuine qualities in all its variants have made it a leader in confectionery market.



8. Mentos

Known throughout the world as a refreshing chewy dragee.



9. Smint

A triangular shape breath mint that provides immediate and intense freshness, anytime, anywhere



10. Chlor-mint

Chlor-mint candy/gum contains Herbasol with other active ingredients for fresh breath.



11. Chocoliebe Eclairs Plus

Choco caramel éclairs that delivers a rich chocolaty experience.



About Mentos

Mentos is an exceptionally fresh offering that comes in a great variety of exciting mint and fruit flavors. It's attractive round shape combines taste, freshness and functionality. It is available in chewing toffee & chewing gum formats

There are 3 main categories of Mentos:

1. Mentos Chewy

It's a refreshing chewy toffee with a crunchy, smooth outside and a chewy inside.



2. Mentos Pure Fresh Gum

Enjoy the intense freshness of Mentos Pure Fresh Gum with green tea extract, available in a sleek, stylish, convenient pack.



3. Mentos Marbels

It's a colorful and bite sized assorted chewy toffee.



RESEARCH OBJECTIVES

The project decision problem to be addressed here is:

A three-fold problem solution for:

1. To increase the customer base of Mentos
2. To drive loyalty among the existing customers
3. To increase the usage occasions of Mentos

The research objectives following this project decision problem area

R01: To compare demographic & psychographic profile in different levels of awareness funnel

R02: To understand the occasions in which people consume confectionary products

R03: To determine factors driving the purchase of confectionaries

R04: To understand the brand perception of Mentos vis-à-vis its competitors

R05: To understand the reasons behind why an aware consumer of Mentos has not tried it yet.

CHAPTER 2

LITERATURE REVIEW

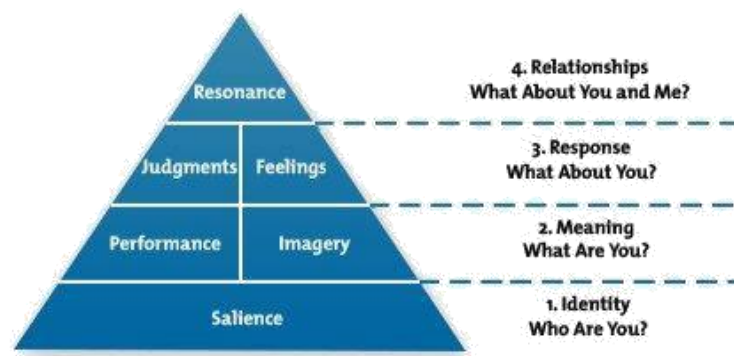
Various theories have been used during the course of project. Through the project I have tried to study the consumer behavior regarding the product. In what occasions it is used, what parameters make it distinct from its competitors etc. Also, in later part Customer-Based Brand Equity (CBBE) Model has been used to analyze the results.

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

“Keller's Brand Equity Model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller, a marketing professor at the Tuck School of Business at Dartmouth College, developed the model and published it in his widely used textbook , Strategic Brand Management.”

The concept behind the Brand Equity Model is that to build a robust brand you have to acknowledge customers sentiment about your product. It is very important to build the right type of experiences associated with the brand, so that consumers have some perceptions, beliefs, opinions and judgement about the brand.

When a company is able to build a strong brand equity, their customers will buy more from them, they'll get recommended to other potential customers as well, this will generate more customer base, leads to more loyal customers who are less prone to be poached by competitors.

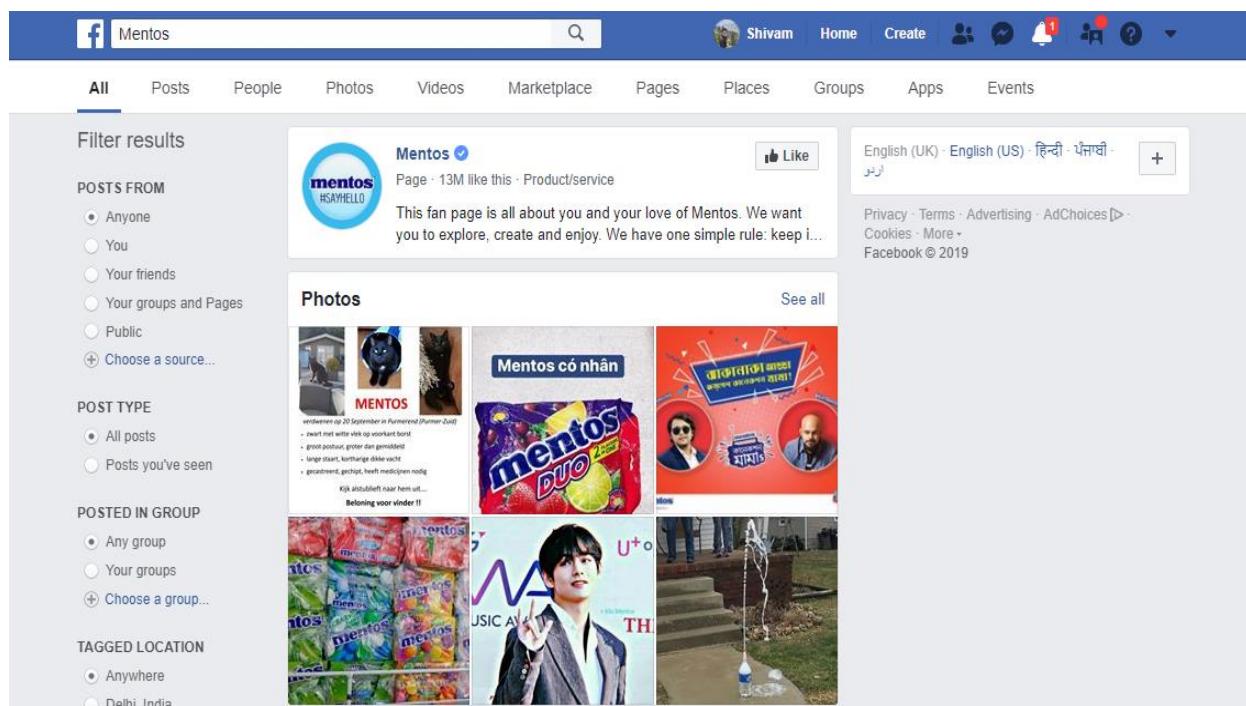


The model seen in Figure shows the four steps that are the sequential steps to build a strong brand equity.

Consumer Based Brand Equity Model with respect to Mentos:

1. **Brand salience:**

Mentos has a strong hold on its brand awareness as analyzed by our in-depth interviews and Google Form responses. The consumers are easily able to recognize the brand as the market leader and its products like Mentos, Alpenlibe, and Center Fresh etc. and comprehend Prefetti Van Mele as a candy brand. The fun products' range, the flavors, the continuous innovation and its accessibility are appreciated by its customer. The '13 Million Likes' on the social media page is the testament of its popularity among the youth of our country.



2. **Brand Performance:**

Mentos has proven itself across all the parameters that its competitors boast off:

- ❖ Be part of the kiosk, local grocery shops to candies confectioner
- ❖ Be perceived as a sharing brand
- ❖ Reach the “kidults”, the children, the teenagers and the families.

- ❖ Implement its strategy according to the geographical positions.
- ❖ Highly engaging on social networks (Facebook, Twitter)

3. Brand Imagery:

Mentos has perfectly mastered its branding strategy across all the mediums. The company knows exactly how to create the buzz about its new product and engage customers on its existing line of products. Perfect strategies has been used in past by incorporating nostalgia by improving its communication strategy and reach the right target.

Example launch of its new flavor:



4. Brand judgments:

Mentos is perceived as a fun, innovative and trustworthy brand with superior quality products. This is reflected across its social media handle posts.



5. Feelings:

Mentos is always perceived as a brand that is associated with joy, pleasure and consumed during sharing moments with family and friends and many other such occasions.

6. Resonance:

At the topmost level of the Keller's pyramid, Mentos has been able to fulfill its commitments. Thanks to its consumer centric marketing strategy due to which consumer started getting attached and involved to its product. The consumer perceive the brand positively and tends to be loyal.





Keller's Brand Equity Model – CBBE Model

For the project many scholarly articles regarding the study of consumer behavior has also been studied to understand the subject. Also, detailed study and insights on Perfetti Van Mele and Mentos has been conducted to justify the results for this project.

With the focus on consumer behavior another aspect that has been understood is buying behavior of consumers. The following theory has been used to understand the above aspect In the coming chapters we have also tried to understand the above 4 variations that is shown by customers. Thus different theories and marketing aspects along with various articles and research have constituted the literature review of the project.



CHAPTER 3

BENCHMARKING AGAINST COMPETITORS

India's confectionary has been rapidly growing and already facts and figures have been stated that in coming years it's going to shoot to higher numbers only. Mentos being a very old product in the market but with time has been joined by many competitors. Many such competitors have been shortlisted and a table has been made where on different parameters Mentos has been compared few being price, tag lines, variants, value proposition and many more. Major competitors identified are as follows:

Halls

Vicks

Tic-Tac

Happy Dent

Orbit

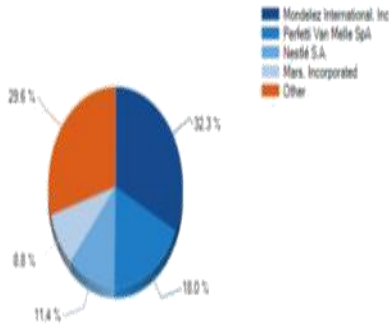
Mentos



Above being the major ones, the project focuses on comparing Mentos with above and coming out with solutions what more can be done with it as market share lately has not been dominant by this. The pictorial description and tabulated content better compiles the data in coming pages.

A highly competitive market with brands across product categories

TOP 5 PLAYERS IN THE CONFECTIONERY MARKET



TOP 5 PLAYERS IN THE INDIAN SUGAR CONFECTIONERY MARKET



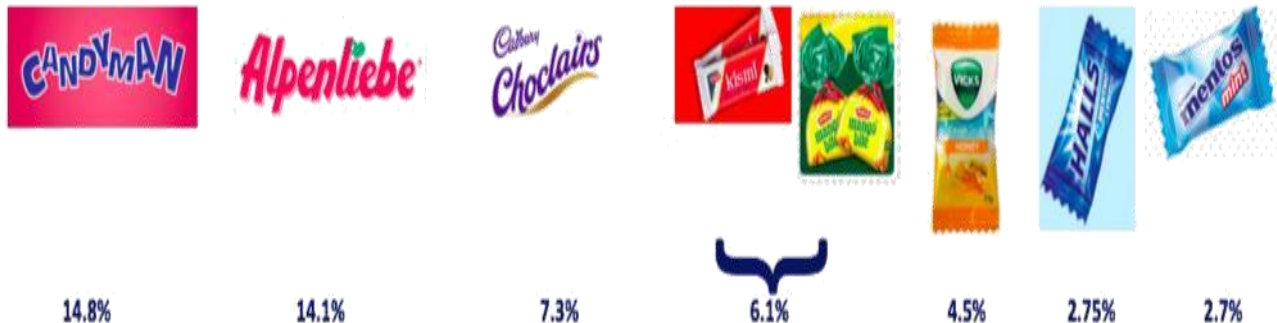
The Indian confectionery market is relatively concentrated, with the top four players Mondelez, Perfetti Van Melle, Nestle and Mars controlling 70.4% of the market.

KEY DEFINITION :

Confectionaries include chocolate, sugar confectionery and gum.

While NESTLE occupies the 3rd position in the overall confectionery market, it occupies the 5th position in the Sugar Confectionery market.

BIGGEST BRANDS IN THE INDIAN SUGAR CONFECTIONERY MARKET



PRODUCT NAME	PARENT FIRM	TAG LINE	VALUE PROPOSITION	VARIANTS	PRICE POINT
Vicks	P&G	Vicks Ki Goli Lo , Khich Khich Door Karo	Cough Drops	Honey, Ginger, Menthol	1 SKU of 2gm priced at Re.1
Halls	Mondelez	Thandi Saans ka Blast	Cool and Refreshing	Mentholypus	1 SKU priced at Re.1
Mentos	Perfetti	Dimaq ki batti jala de	A mint which is crunchy and smooth outside soft and really fresh inside	Mint, Strawberry, Orange, Lemon, Cola, Watermelon	SKUs of Re. 1 & Rs. 20
Tic Tac	Ferrero	The 1½ Calorie Breath Mint; Refreshment to be shared	Sweet mint tablets	Mint, Orange, Strawberry, Popcorn, Elaichi	Packs in different weights as per variants priced at Rs.10, 15 & 20
Mint-O	ITC	Laila ko karna ho impress to majnu ne khaai Mint-O fresh	Active mint deposited candy	Mango, Orange, Eucalyptus, Mint	1 SKU priced at Re.1
Mentos	Nestle	The mint with a hole	Sweet mint tablets with a unique ring shape	Original, Spearmint, Fruits, Sugar Free, Extra Strong	Available in SKUs of Rs.10/Rs. 5

Chloromint	Perfetti	<i>Dobaara mat poochhna</i>	Contains Herbasol that helped breath freshness	Original, Ice, Mint	1 SKU priced at Re.0.50
Happy Dent	Perfetti	<i>Daano tale diya jale, Muskura le jagmaga le</i>	Provides tooth whiteness that is too white	Orange, Spear Mint, Pepper Mint, Strawberry	SKUs like Blister packs, Fliptop pack, Pocket bottles & Re 1 candy
Orbit	Mars	A good clean feeling no matter what	Global popular chewing brand	Bubblemint, Peppermint, Spearmint, Strawberry, Citrus	SKUs like Blister packs, Fliptop pack, Pocket bottles

SWOT ANALYSIS OF MENTOS

STRENGTH

- High quality product
- Attractive packaging that is easy to hold and store
- One of the few chewable mints on the market
- Variety of flavors
- Available in more than 150 countries across the globe

WEAKNESS

- Limited market share in the highly competitive market
- Media coverage for Mentos promotions and advertisements is infrequent and lacking in success based on gross impressions by target market
- Not long lasting in comparison to gum

OPPORTUNITIES

- Customized packaging for different countries
- Potential for even more line extension marketing techniques (newer flavors, shapes, packaging)
- Sugar-free products

THREATS

- International competitors
- Domestic competitors
- Controversy of the Coke and Mentos, 'Mentos geysers'
- Possible impact on increasing Inflation rates in the targeted countries

CHAPTER 4

THEORETICAL FRAMEWORKS

Awareness Funnel for low-involvement product:

Purchase of confectionaries like Mentos are impulse decisions or low involvement purchase, so a high level of consideration is absent as brand evaluation does not take place before purchase in this case. The last level of advocacy is also not so prominent because low involvement products involve only behavioral loyalty and not attitudinal loyalty which is important for advocacy.

Being a low-involvement product, with associated low risk of purchase, focus should be laid on increasing market awareness which can be harnessed to induce trial by target group customers.

Customer-based Brand Equity Model:

The CBBE Model illustrates the four steps that any marketing effort needs to follow to build strong brand equity. Building the right type of experiences around the brand involves leveraging brand associations, imagery & customer insights so that end customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about the brand.

Within the CBBE pyramid, the model highlights four key levels that one can work through to create a successful brand. These four levels are:

- ❖ Brand identity.
- ❖ Brand meaning.
- ❖ Brand responses.
- ❖ Brand relationships.

These four levels comprise six building blocks that further help with brand development. These six building blocks are salience, performance, imagery, judgments, feelings, and resonance.

Customer purchase behavior:

Because Mentos is a low involvement product in a category populated by numerous brands, customers display variety-seeking buying behavior. Almost no customer loyalty exists in the category & purchase decisions are heavily influenced by availability of brands in retail outlets etc. Hence, increased focus on leveraging existing distribution channels is necessary in this regard.

Assael's Classification of types of Buying Behaviour

	High Involvement	Low Involvement
Significant Difference Between Brands	Complex Buying Behaviour	Variety-Seeking' Buying Behaviour
Few Difference Between Brands	Dissonance Reducing Behaviour	Habitual Buying Behaviour

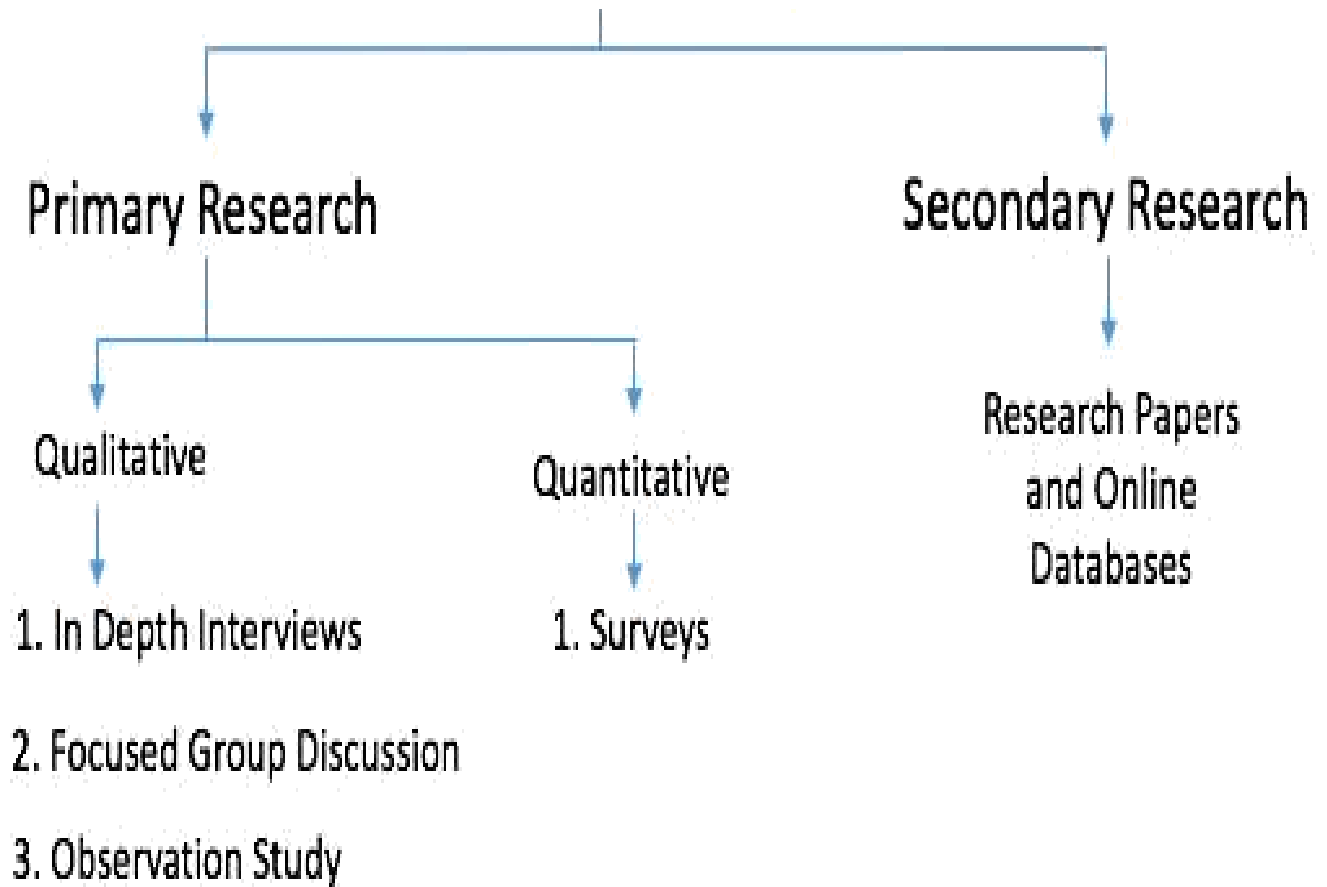
Models for increasing awareness-expanding customers:

Television is a better advertisement medium than print media for low involvement products as moving ads does not require much customer involvement-typical of low involvement. Because brand beliefs are formed by passive learning in the low involvement category, the latitude of acceptance is high and often, post-purchase evaluation doesn't take place.

Hence, media spending should be directed towards television in new campaigns.

CHAPTER 5

RESEARCH METHODOLOGY



The above chart shows what all ways can be used for marketing research where Market research consists of systematically gathering data about people or companies or a market and then analyzing it to better understand what that group of people needs. The results of market research, which are usually summarized in a report, are then used to help business owners make more informed decisions about the company's strategies, operations, and potential customer base.

In Primary research we have collected the data via:

Qualitative Research- is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research.

Types of qualitative research

- ❖ **In depth Interviews-** is a qualitative research technique that involves conducting intensive individual **interviews** with a small number of respondents to explore their perspectives on a particular idea, program, or situation.
- ❖ **Focused Group Discussions-** A focus group discussion (FGD) is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. The group of participants is guided by a moderator (or group facilitator) who introduces topics for discussion and helps the group to participate in a lively and natural discussion amongst themselves.
- ❖ **Observation studies-** draws inferences from a sample to a population where the independent variable is not under the control of the researcher because of ethical concerns or logistical constraints.

Quantitative Research- is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research.

Types of Quantitative Research

- ❖ **Surveys**

CHAPTER 6

DATA COLLECTION

Data collection for this project was collected through various research methodologies and has been explained/briefed as follows:

Qualitative Research undertaken in course of this project:

❖ In depth Interviews:

In various college fests of Delhi University 8 in-depth interviews were conducted across the various genders, age groups. The results are discussed in the next section

❖ Focused Group Discussions

To understand the preferences and thoughts behind the mint buying decision process, 2 focused group discussions of users and non-users of Mentos and mint, on a whole were conducted during the fests of Delhi University in February and March 2018

Quantitative Research undertaken in course of this project:

For Quantitative research survey was done via Google Form questionnaire and nearly 100 responses were collected to come on to results. The questionnaire used analyzed consumer behavior on various aspects and in reference section questionnaire has been displayed.

The above two methods were part of primary research for this project and rest all the remaining information was gathered through secondary research which involved compiling data from various scholarly research papers, online data, nestle website, many related articles etc.

Thus, combined primary and secondary research helped us to reach to valuable conclusions and results for our product- Prefetti Van Mele's Mentos

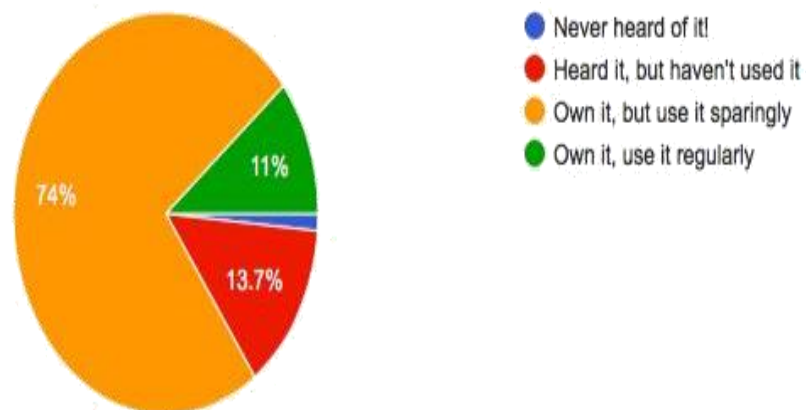
CHAPTER 7

DATA ANALYSIS AND INTERPRETATIONS

- ❖ Interpretations of survey via Google Forms
- ❖ Responses collected nearly 100
- ❖ Target Group: 19-30years

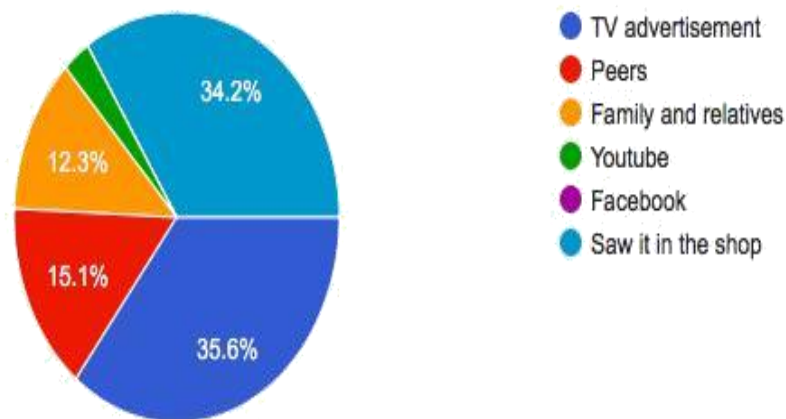
Q1: Have you heard of Mentos?

Interpretation: MENTOS being a low involvement product through our questionnaire survey it was observed that most of the people are aware of the product, but the issue is with the usage. Below numbers in pie-chart clearly shows that mostly have owned it but comparatively usage for the same is very less. Very less portion can be classified as regular user.



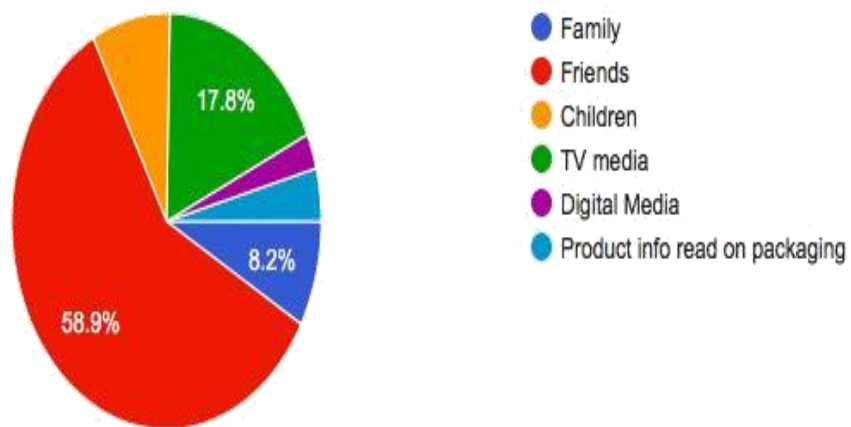
Q2: Where did you hear about this product for the first time?

Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed that people recall seeing it first time on T.V advertisements which are not prominent now. Our target group has been 19- 30 years of age corresponding to 1990's generation when MENTOS was relatively more popular and had less competitors. Also, other popular source has been in the shops thus signifying its easy visibility in the markets.



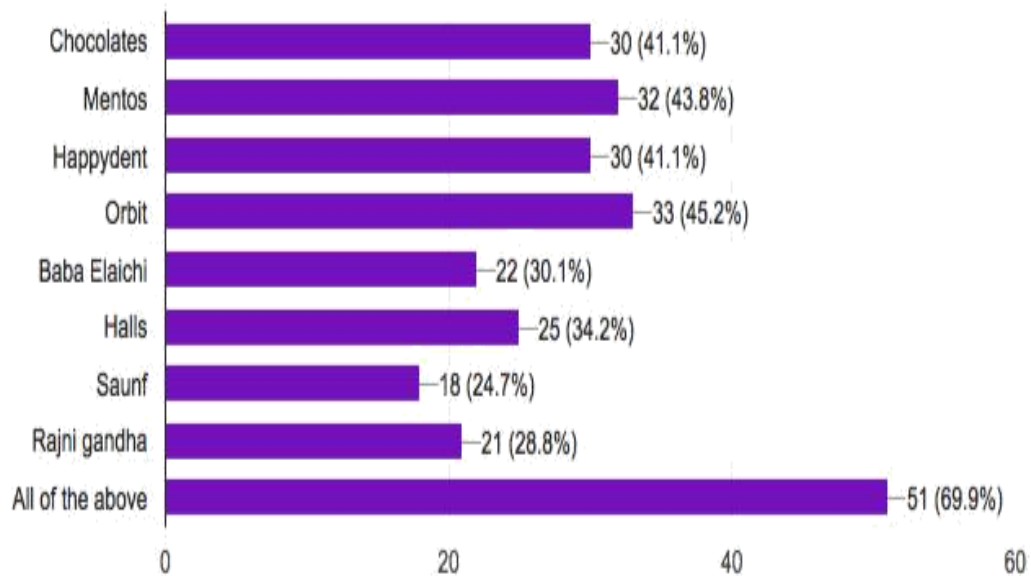
Q3: Who were your influencers when you first tried out Mentos?

Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed that though there were many different mediums of influencers for different sections but majorly 58.9% give credits to friends. In marketing word-of-mouth marketing is a very common concept and actually works wonders for many brands. Therefore, here for the product brand awareness has been through friends in majority.



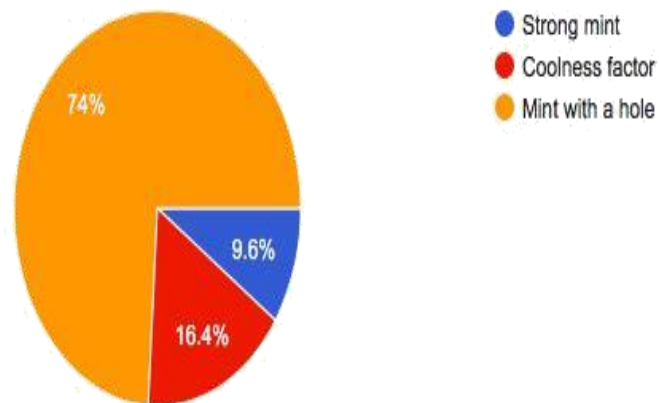
Q4: Which of the following products are you aware about?

Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed that different product awareness was there in our target group. Mostly knew all the products we had mentioned in our survey which was a good sign of brand/product awareness for all the products.



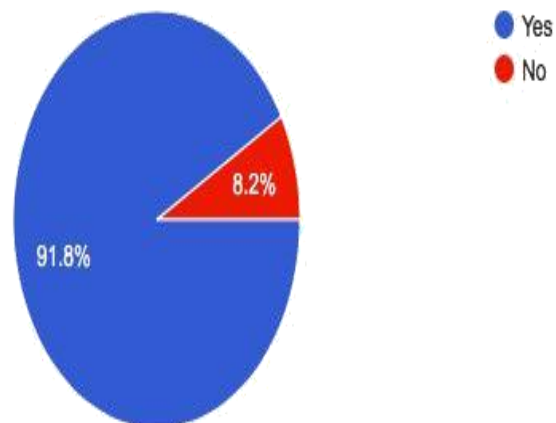
Q5: Mentos is associated with?

Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed MENTOS since its inception has been related to “**Mint with A Flavor or Dimag ki Batti Jala De**” and people related it exactly with same idea. Some recalled it with its flavors of strong mint and coolness factor but 74% associated it with its advertisement only.



Q6: Do you consider Mentos value for money?

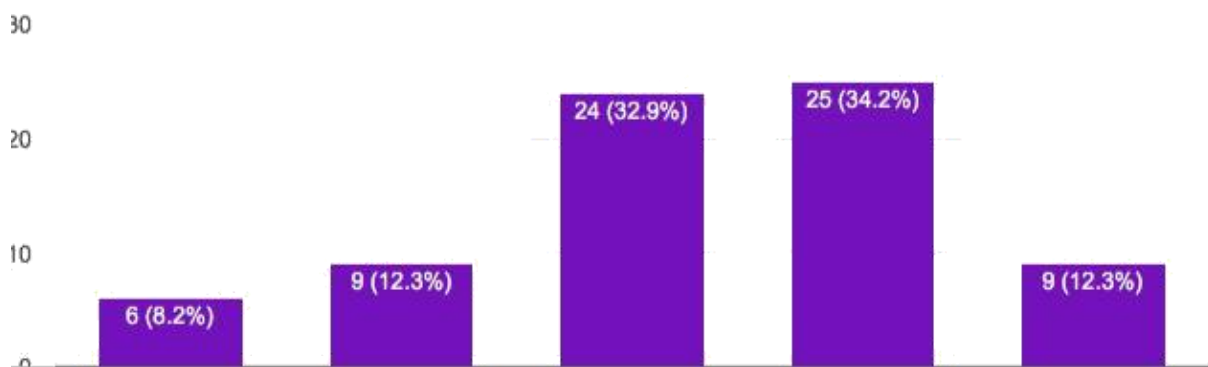
Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed the most readily available pack of Mentos costs INR 10 which is affordable enough and in near cost terms with its competitors. Therefore, it can be easily concluded that pricing has not been an issue for the product. Majority 91.8% agreed MENTOS to be value for money.



Q7: What is your likelihood of purchasing Mentos on the scale of 1-5? (1- being the least, 3- neutral, 5- being the highest)

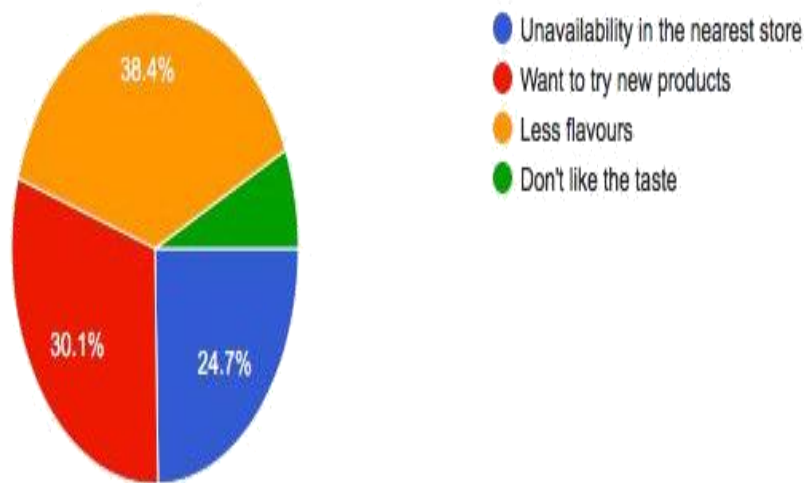
Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed that there was a mix response where many were ok buying the product again if available but yes specially stepping out and demanding for the product was one thing lacking out there for our target product.

So MENTOS still needs to push itself and establish its demand among the youth and do certain changes as suggested in the conclusions so as to make it universally liked and favored product.



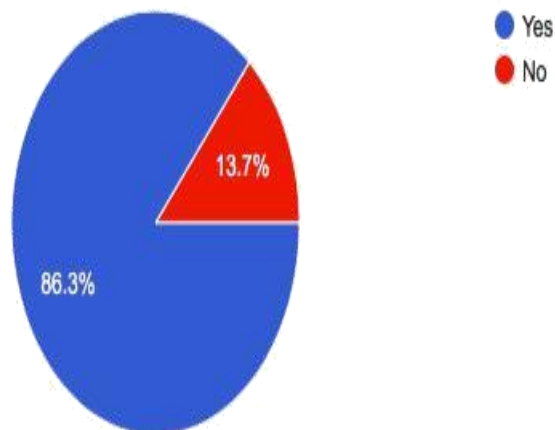
Q8: What are the reasons of not buying Mentos frequently?

Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed that though there were various reasons for not buying Mentos frequently, but the most prominent reason was less variants available which is true. MENTOS needs to get more flavors so as to make it a more likeable product as can be seen in its one of the competitors Orbit which has several flavors and is very frequently bought.

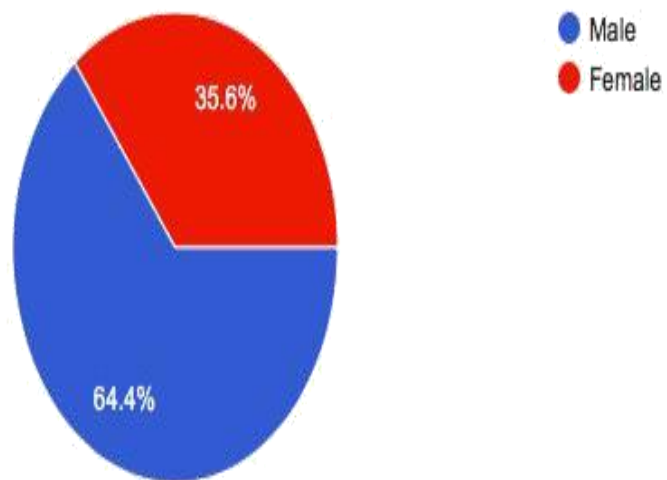


Q9: Would you recommend Mentos to your friends?

Interpretation: MENTOS being a low involvement product, through our questionnaire survey it was observed that majority of survey responded positively to the brand and were ready to be influencers for their friends.



So, our survey was a general observation and was not gender specific.
In all 35.6% of respondents were females and remaining was males.



Chapter 8

Findings

Qualitative

Interviews

Interviewed students- of college going and businessmen. The age group was 12 to 27. Mentos was an aided recall for most of the students but very few who were out stationed not able to recall or recognize MENTOS. Students favored toffees and confectionaries. Most of the people interviewed were able to recall other chocolates available in the market.

Focused Group Discussions

Conducted FGD among college going students in the age group 23-28 years old. The group included both genders as well as smokers and non-smokers. The group was able to recall MENTOS unaided and remember the packaging and taste. They generally like the feel they get in mouth when they drink water after eating Mentos in summer. They also pointed out the lack of flavors in MENTOS compared to Mentos and remembered ads of Happydent and Mentos. People also preferred mint after smoking or to keep their mouth fresh.

Key learnings

- ❖ People usually don't ask for a choice of mint when it is given as change of rupees
- ❖ Mints are never used for gifting purpose, unlike chocolates
- ❖ Mints are sometimes preferred only because of the fact that there is no issue of disposal, unlike chewing gums
- ❖ People unaware of the flavors indicates that the ads aren't effective
- ❖ Mentos is preferred because of its pop-up packaging
- ❖ New confectionary launches are tried by consumers if they come across it

Insights

- ❖ Confectionary industry on a whole is a low involvement category- impulse buy
- ❖ Advertisements are the primary communicating medium for low involvement purchase

- ❖ Packaging impacts the repeat purchase for confectionaries
- ❖ Store display affects the purchasing behavior

Consumer Personas

- ❖ **Early teens - Aged 12-19**

Prefers chocolates or toffees. Confectionaries means timepass. Want to be perceived as 'cool' among the peer group. Mainly watches entertainment shows, gossip and talk shows

- ❖ **Young Adults – Aged 20-28**

Mainly as a refreshment after smoking. They are more interested in spoofy content and traffic updates. Aspires for instant acceptance among peer groups.

- ❖ **Office goers – Aged 29-45**

They prefer mint/confectionary for fresh breath during work hours. Interested in news and traffic updates.

- ❖ **Value or information seekers – Aged above 45**

They prefer mint while travelling. Prefers news and talks about cooking, health aspects.



Occasions of consuming mint

Five occasions (After smoking, during travel, during classes, after/before meals, before interviews) were identified when people usually consume mint

Factors driving purchase of mint

Seven factors (after smoking, no change of rupees, dentist recommendation, taste, advertisement, childhood memories) and following results were obtained.

- ❖ Three factors were identified which explained 58.39% of the variance in the data.
- ❖ Factor 1, explaining the maximum variance, comprised of taste, advertisement and childhood memories
- ❖ Factor 2 comprised of after smoking and dentist recommendation
- ❖ Factor 3 comprised of no change of rupees

Customer Based Brand Equity Model

In order to build a CBBE model for MENTOS, it is necessary to gauge the perception of the people about MENTOS vis-à-vis its competitors. A competitor benchmarking was performed on MS Excel software for the following attributes– freshness, strong mint, duration of cooling, flavours, packaging, after taste and sharing with friends.

POSITIONING MAP

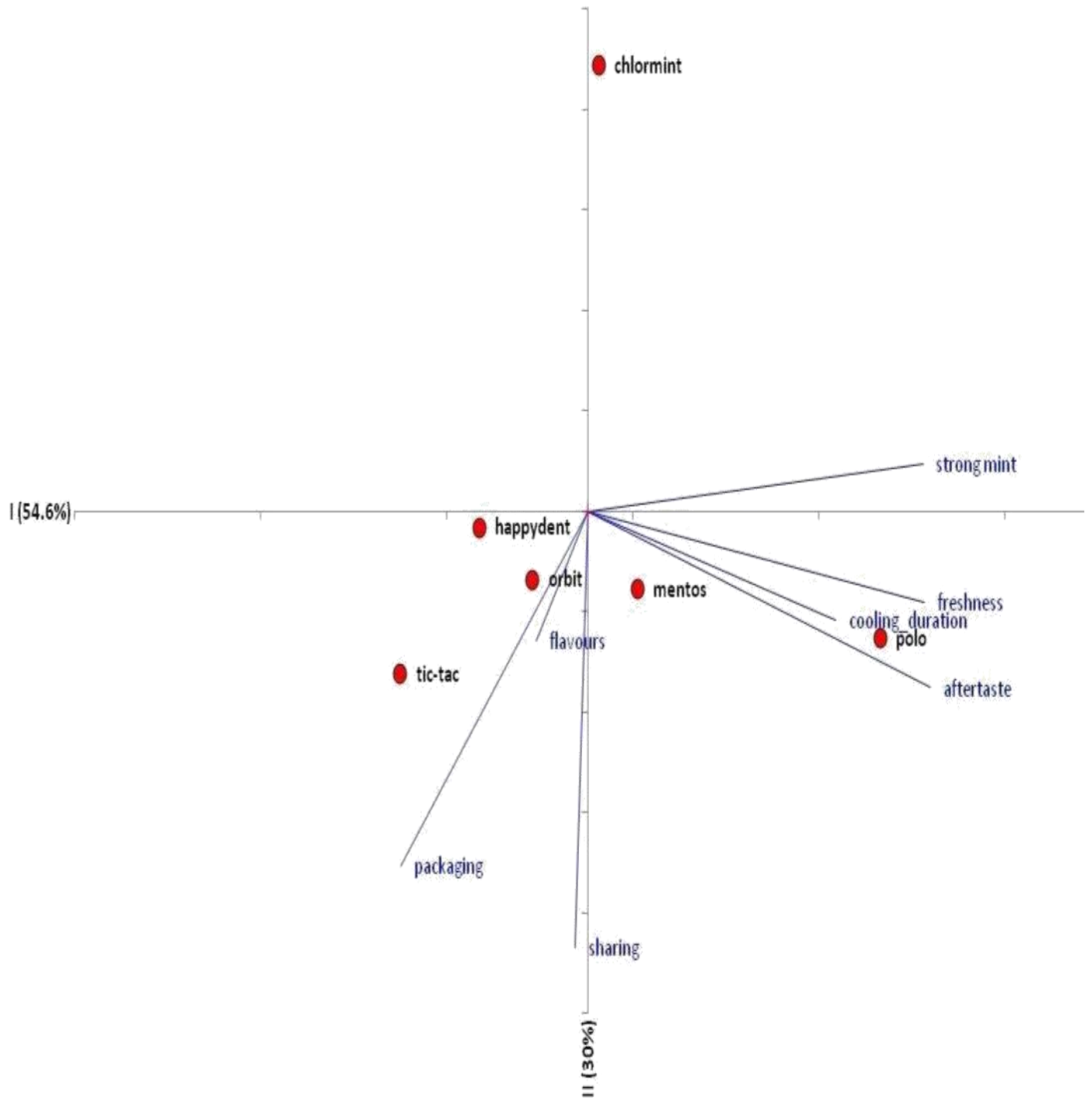
Also called Perceptual **mapping** is a diagrammatic technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers. Typically, the **position** of a company's product, product line, or brand is displayed relative to their competition.

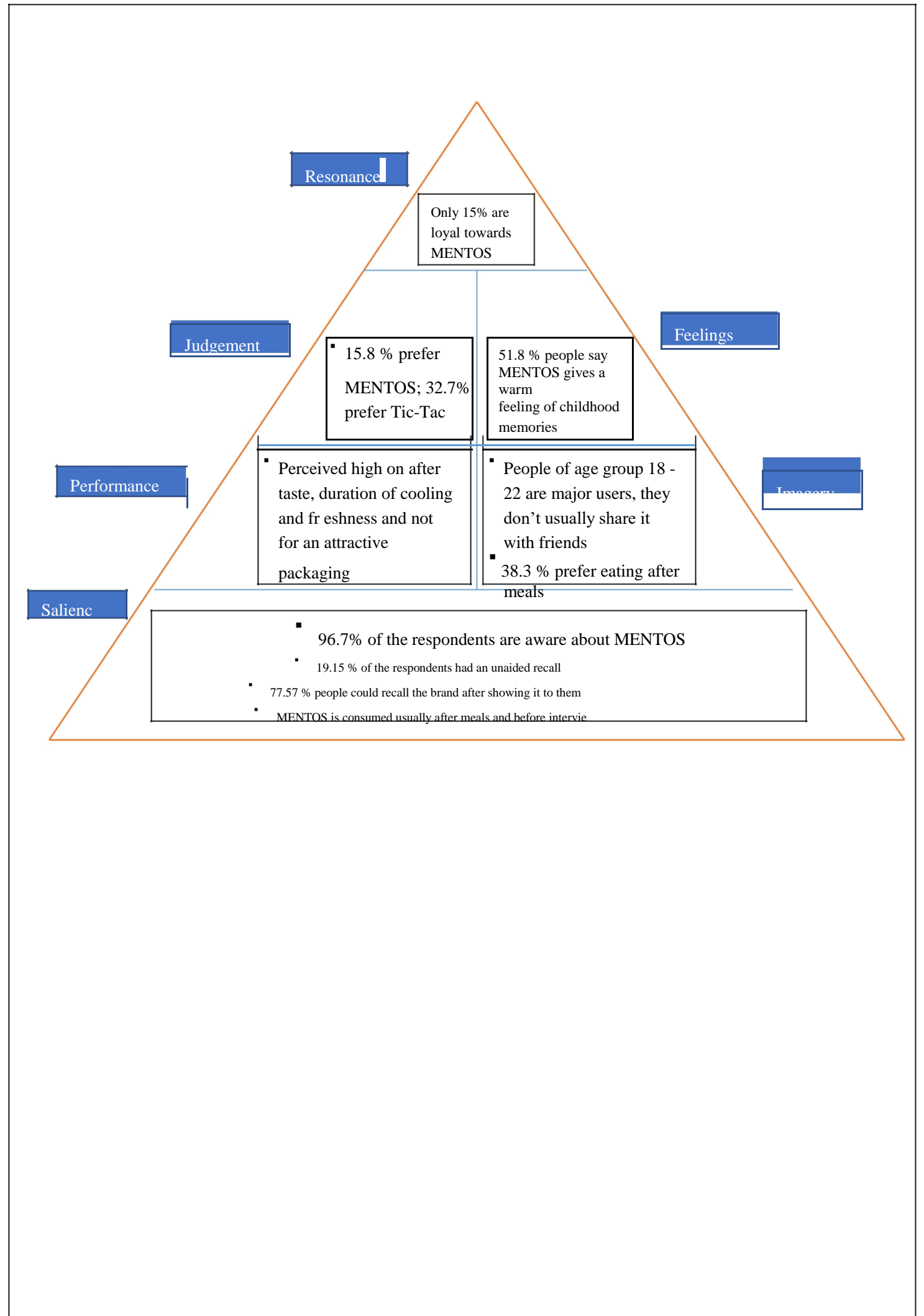
A positioning map is a tool that is usually used by people who are in marketing and deals with products that they are attempting to market. The idea is that everyone has a different perception of a certain product. What one person may like, another may not. This is why a positioning map is created.

The positioning map is created by drawing a vertical axis and a horizontal axis. The products are then "mapped." It can now be decided which products are the "best." Basically, this tool is created to compare and contrast various products in order to gain more knowledge on which are better or needs to be altered.

The following page shows perceptual/positioning map for our product MENTOS which has been compared and positioned with respect to its attributes on comparing with its competitors.

Positioning Map





Other Findings

- ❖ The factor “quickness of cooling” was often considered as the same as “freshness” by most respondents

- ❖ When asked about specific reasons for not purchasing MENTOS, the most common answer received was that the respondent preferred another mint brand over MENTOS.

- ❖ Most of the respondents came to know about MENTOS through TV advertisements or if they saw it in the shop.

Chapter- 9

Marketing Implications for MENTOS

1. Product

According to the positioning map, the taste of MENTOS does not match that of its peers which is a major factor for consideration of any mint purchase. Thus, MENTOS needs to conduct R&D to bring some innovation in its cool-ness sensation.

The packaging of MENTOS is such that it does not enable people to share it with their friends (eg. Tic tac box) and also maintaining an open MENTOS packet becomes difficult. A slight change in the packaging could help increase usage of MENTOS.

Off late there have been a lot of mint brands offering a variety of flavors. MENTOS could look into that aspect.

MENTOS could use 'flavors' as a point of difference against its competitors.

2. Promotion

MENTOS could focus its communication across media based on a common theme of 'reviving childhood memories' and 'sharing it with friends'.

Create a 'buzz' in the market with some innovative campaigns (like 'Dimaag ki batti jala de' etc.)

TV advertisements were one of the important mediums through which the respondents knew about MENTOS. Thus, MENTOS should increase the frequency and number of TV commercials aired.

As revealed by the positioning map, the marketing campaigns should keep in mind the nearest competitors of Mentos.

3. Media involvement

Television is a better advertisement medium than print media for low involvement products as moving ads do not require much customer involvement-typical of low involvement. Because brand beliefs are formed by passive learning in the low involvement category, the latitude of acceptance is high and often, post-purchase evaluation doesn't take place.

Hence, media spending should be directed towards television in new campaigns.

Insights from Qualitative Research

Voice of Customers



Learnings

- ✓ People usually don't ask for a choice of mint when it is given as change of rupees
- ✓ Mints are never used for gifting purpose, unlike chocolates
- ✓ Mints are sometimes preferred only because of the fact that there is no issue of disposal, unlike chewing gums
- ✓ People unaware of the flavors indicates that the ads aren't effective
- ✓ Mentos is preferred because of its pop up packaging
- ✓ New confectionary launches are tried by consumers if they come across it

Key Insights

Confectionary industry on a whole is a low involvement category-impulse buy	Advertisements are the primary communicating medium for low involvement purchase
Packaging impacts the repeat purchase for confectionaries	Store display affects the purchasing behavior

Consumer Personas

Early Teens

- Age group : 12-19 years
- Looks for confectionaries for 'time pass'
- Loves entertainment, gossip & talk shows
- Want to look 'cool' among peer group

Young Adults

- Age group : 20-28 years
- Looks out for mint mainly for after-smoking
- Tune in for spooify content, traffic updates
- Aspires for instant acceptance of their peer group

Office Goers

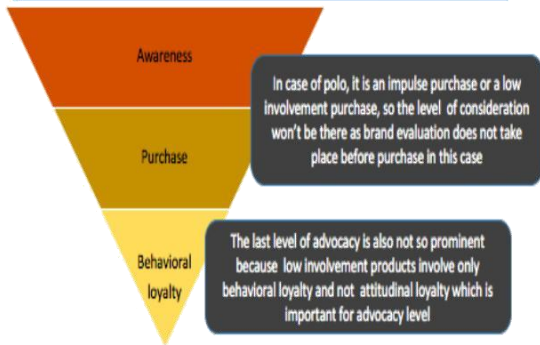
- Age group : 29-45 years
- Prefers mint/confectionary for keeping fresh during work hours
- More interested in news & traffic updates

Value/ Information Seekers

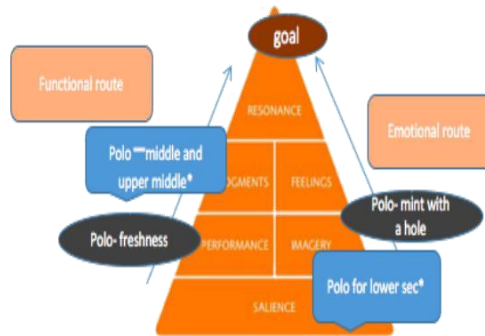
- Age group : above 45 years
- May prefer mint only during travel etc.
- Tune in for news information
- Tips on topics like cooking, health etc.

Theoretical frameworks applicable for the research

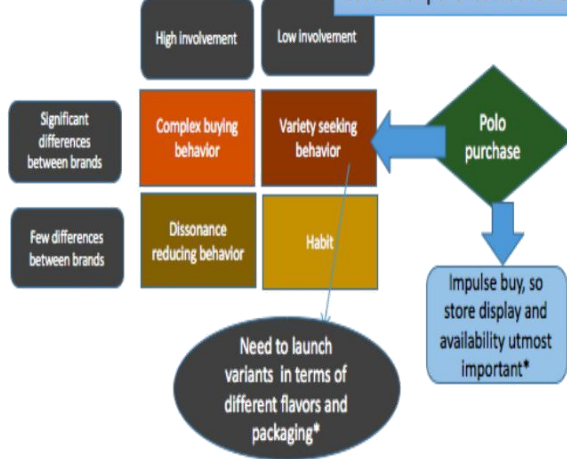
Awareness funnel for low involvement product



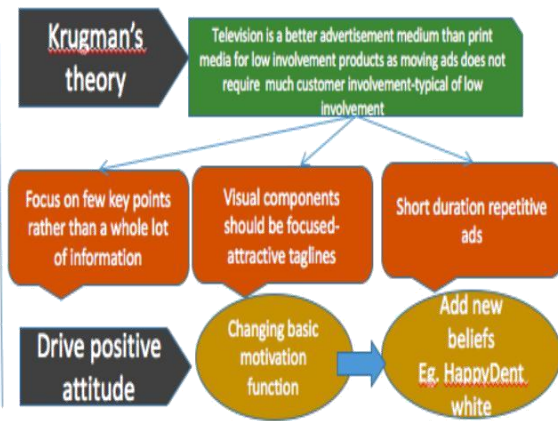
Customer based brand equity model – Resonance model



Customer purchase behavior

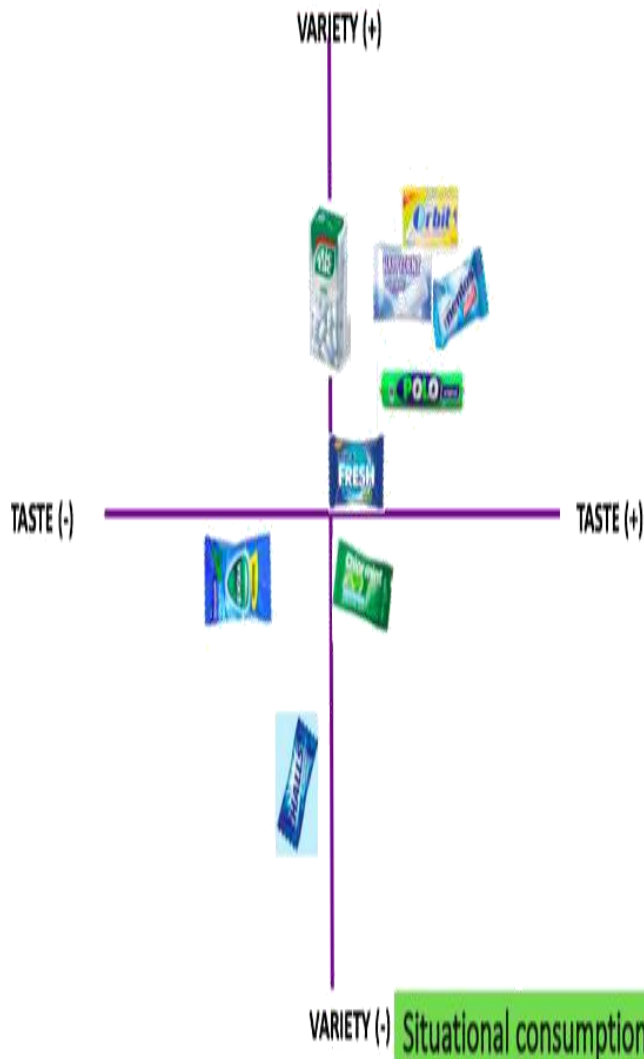


Models for increasing awareness- expanding customers



* Derived from qualitative research

Perceptual Map



- Eight brands are analyzed for preparing the map
- Pilot testing of the questionnaire has been done by taking responses from 2 focus group discussions, 8 in-depth interviews & visiting schools and colleges
- Adjoining perceptual map has been prepared using the data obtained through these responses
- This data will be further scaled up using responses during the market research event
- Based on sampling done, *POLO* scores decently on the perceptual map but *MENTOS* scores better on taste as does *TIC TAC* in terms of variants
- Closest competitors also turn out from the gum category in the form of *HAPPY DENT* & *ORBIT*

Situational consumption of various brands



Questionnaire on Mentos

Please read the instructions carefully before answering the questions

Q1: Have you heard of Mentos?

- a) Never heard of it!
- b) Heard it, but haven't used it
- c) Own it, but use it sparingly
- d) Own it, use it regularly

Q2: Where did you hear about this product for the first time?

- a) TV advertisement
- b) Peers
- c) Family and relatives
- d) Youtube
- e) Facebook
- f) Saw it in the shop

Q3: Who were your influencers when you first tried out Mentos?

- a) Family
- b) Friends
- c) Children
- d) TV media
- e) Digital Media
- f) Product info read on packaging

Q4: Which of the following products are you aware about?

- a) Chocolates
- b) Mentos
- c) Happydent
- d) Orbit
- e) Baba Elaichi
- f) Halls
- g) Saunf
- h) Rajni gandha

Q5:

What are the various occasions in which you eat confectionaries ranging from chocolates to paas- paas and elaichi? Rate on the scale of 1-5? (5- most likely, 1- least likely)	Least Likely	Unlikely	Neutral	Likely	Highly Likely
After smoking	1	2	3	4	5
During classes	1	2	3	4	5
After meals	1	2	3	4	5
Before interviews	1	2	3	4	5
During travelling	1	2	3	4	5

Q6:

What are the various factors that drive you to purchase confectionaries ranging from chocolates to paas-paas and elaichi? Rate on the scale of 1-5? (5- most likely, 1- least likely)	Least Likely	unlikely	Neutral	Likely	Highly Likely
No change	1	2	3	4	5
Dentist recommended	1	2	3	4	5
Taste	1	2	3	4	5
Advertisement impact	1	2	3	4	5
Reminder of childhood memories	1	2	3	4	5

Q7:

Rate the following products on freshness impact on a scale of 1-5? (5-strongly agree, 1- strongly disagree)	1.Strongly disagree	2.Disagree	3.Neutral	4.Agree	5.Strongly agree
Mentos	1	2	3	4	5
HappyDent	1	2	3	4	5
Orbit	1	2	3	4	5
Paas-paas	1	2	3	4	5
Mentos	1	2	3	4	5

Q8.

Rate the following products on flavors on a scale of 1-5? (5-strongly agree, 1- strongly disagree)	1. Strongly disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly agree
Mentos	1	2	3	4	5
HappyDent	1	2	3	4	5
Orbit	1	2	3	4	5
Tic-tac	1	2	3	4	5
Mentos	1	2	3	4	5

Q9:

Rate the following products on their effect of whitening the teeth on a scale of 1-5? (5-strongly agree, 1- strongly disagree)					
Mentos	1	2	3	4	5
HappyDent	1	2	3	4	5
Orbit	1	2	3	4	5

Q10:

Rate the following products in terms of the attractiveness of packaging on a scale of 1-5? (5- strongly agree, 1- strongly disagree)	1.Strongly disagree	2.Disagree	3.Neutral	4.Agree	5.Strongly agree
Mentos	1	2	3	4	5
HappyDent	1	2	3	4	5
Orbit	1	2	3	4	5
Paas-paas	1	2	3	4	5
Mentos	1	2	3	4	5
Tic-Tac	1	2	3	4	5

Q11:

Rate the following products on their medicinal impact on a scale of 1-5? (5-strongly agree, 1- strongly disagree)	1.Strongly disagree	2.Disagree	3.Neutral	4.Agree	5.Strongly agree
Mentos	1	2	3	4	5
HappyDent	1	2	3	4	5
Orbit	1	2	3	4	5
Halls/Vicks	1	2	3	4	5

Q12:

Rate the following products in terms of their stickiness to teeth on a scale of 1-5? (5-strongly agree, 1- strongly disagree)	Strongly Disagree	Agree	Neutral	Agree	Strongly Agree
Mentos	1	2	3	4	5
HappyDent	1	2	3	4	5
Orbit	1	2	3	4	5
Eclairs	1	2	3	4	5
Mentos	1	2	3	4	5

Q13:

Tick the occasions in which you are likely to consume following products.

Occasions/ Products	After Meals	Travelling	During class	Before interviews	After smoking
Chocolates					
Saunf/paan paraag					
Mints (mentos, Mentos,happyde nt)					

Q14: Mentos is associated with?

- a) Strong mint
- b) Coolness factor
- c) Mint with a hole

Q15. Do you consider Mentos value for money?

- a) Yes
- b) No

Q16. What is your likelihood of purchasing Mentos on the scale of 1-5? _

Q17. What are the reasons of not buying Mentos frequently?

- a) Unavailability in the nearest store
- b) Want to try new products
- c) Less flavours

Q18. Would you recommend Mentos to your friends?

- a) Yes
- b) No

Your personal details

Q19: Gender?

- a) Male
- b) Female

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