

**Major Project on**  
**STUDY OF CONSUMER BUYING BEHAVIOR,**  
**MARKETING STRATEGIES & OPPORTUNITIES**  
**IN GLUCOSE INDUSTRY FOR DABUR INDIA**  
**LIMITED**

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## **CERTIFICATE**

This is to certify that the major project report titled “**Study of consumer buying behavior, marketing strategies & opportunities in Glucose Industry for Dabur India Limited**” is a work carried out by **Mr. Abhishek Jindal** of **EMBA 2017-19** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

**Signature of Guide**

**Signature of Head (DSM)**

**Seal of Head**

**Place:**

**Date:**

## **DECLARATION**

I, **Abhishek Jindal**, student of **EMBA 2017-19** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the major project report **“Study of consumer buying behavior, marketing strategies & opportunities in Glucose Industry for Dabur India Limited”** submitted in partial fulfillment 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 or Fellowship.

**Place:**

**Abhishek Jindal**

**Date:**

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude towards my Guide, Dr. Rajan Yadav (Professor, Delhi School of Management, Delhi Technological University) for his support and valuable guidance throughout the duration of the project. I thank him for the constant encouragement and support at every stage.

My sincere gratitude goes out to my colleagues whose participation in the project gave many valuable inputs for its completion.

Abhishek Jindal  
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## **Executive Summary**

The basic focus of this project is to understand the consumer buying behavior and market opportunities & strategy analysis for Dabur India Limited in glucose industry in Delhi NCR region. Buying Behavior is the decision processes and acts of people involved in buying and using products. The firms need to understand:

- Why consumers make the purchases that they make?
- What factors influence consumer purchases?
- The changing factors in our society.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

- Buyers' reactions to a firm's marketing strategy has a great impact on the firm's success.
- The marketing concept stresses that a firm should create a Marketing Mix that satisfies customers, therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.

Market opportunity of the merchandise is referred to as the process in which the market competitor's activities are taken into consideration together with Dabur Glucose dealers and then further steps are taken in market to make sure that the brand gains a lot of market share and also more awareness is provided which helps the corporate to liquidate their stock in the market. While, strategy analysis refers to the method through which various strategies are being developed for existing dealers and wholesalers such that business goes in smooth manner and everyone gets profited by the method.

Firstly, the method of activation of a specific brand is initiated with the assistance of brand activation agency and salesforce team with the help of marketing department specifically retail markets in different regions is accomplished. With the assistance of sales team and marketing department, standard operating procedure (SOP) is prepared which is to be followed by the brand activation agency throughout the brand activation campaign in wholesale market.

The process of network management initiates during which the market understanding is being done by collection and understanding the market insights. With the network management method, the prevailing stockiest and wholesalers are being handled by making them aware to numerous advantages of being involved in dealing with Dabur India Limited. Also, the market potential is being broached upon, by identifying the necessity and details of the competitors and then banking upon those loose connections of the competitors. Also, undergoing a survey regarding brand image and consumer behavior of glucose within the market and the expectations from the corporate in the market to improve the sales within the market.

Then the process of business development is initiated in which the method of developing the business and increasing market share is being taken care of. This process basically comes under the category of secondary activity of the business if Dabur India Limited, and numerous operational & lower level of the decisions are taken care in the process. In the process, basically new retailers are tapped upon & encourage them to buy the product providing different schemes which are lucrative to them & existing retailers are tapped to buy more products. This includes both up-selling and cross-selling. The schemes are redeemed on the spot by the means of scratch card to the purchasers. This triggers more stock liquidation within the market that improves sales & market share of the brand.

Finally, once analyzing the functionality & strategy analysis of the corporate, numerous completely different recommendations & suggestions are developed, which may facilitate the corporate in formulating the strategy & key areas of improvement within the future.

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## **Chapter 1 Introduction**

### **1.1 Background**

The above topic has been chosen to own a stronger and a deeper understanding of the consumer's buying behavior, brand experience to urge the top of mind recall and brand loyalty to realize a lot of market share of the brand. In glucose industry, Heinz and Dabur are the foremost players within the market with Heinz being the market leader. With this analysis Dabur aims to realize a lot of market share, gain more consumer loyalty and earn a lot of revenues from the brand.

### **1.2 Purpose of the Project**

The purpose of this project hovers round the truth of generating better suggestions and recommendations to the corporate, Dabur India Limited, such that the various strategies being enforced by the corporate to get a better perspective of consumer's buying behavior, brand activation strategies, and addressing competitor's strategies.

### **1.3 Objective of the Project**

The specific objective of the project is being understated.

- To understand the consumer's buying preferences towards glucose industry.
- To perceive the role in connecting customers at the right time, and the right place so that the consumer becomes an impelled user and fan of the brand.
- To perceive strategies for implementing a client brand activation campaign.
- To perceive the benefits of consumer brand activations.

### **1.4 Scope of the Project**

There are numerous areas of scope connected with this project which might facilitate us in deciding the various aspects of the functioning of the corporate. Some of them are described below:

- To perceive the glucose industry, together with the competition involved.
- The quality of the products being manufactured by the corporate and their perception within the market with reference to competitor's products.
- Various marketing schemes being implemented by the corporate and their immediate impact on the sales and revenues of the corporate.
- To increase the market share of the corporate with the help of studying the consumer's behavior and giving recommendations to the corporate.

### **1.5 Limitations of the Project**

There were numerous limitations being observed while accomplishing the tasks related with the project. Some of them are listed below:



- Not every consumer honestly shares their buying preferences.
- Not every dealer would have an interest in doing business with Dabur India Limited (Glucose) as they would be hard-core loyal to a particular competitor's products, leading to hesitation to share the details.
- Not every dealer co-operates with the activation campaign happening within the market.

## **1.6 Methodology Used**

Exploratory study is to be done for the study of consumer buying behavior.

## **1.7 Modus Operandi**

Modus Operandi refers to the standard operating procedures that defines the manner of operating and working method of accomplishing the objectives of this report. This method basically includes of the action plans being implemented, in order to determine how the resources or information would be used, to accomplish the task of completing this project. Modus Operandi is one of the required elements of a business and supports the firm's corporate strategy.

The process involves understanding the consumer behavior for the brand with the help of questionnaire. Network Management was also established. In this process, I was expected to go to few retailers within the market and then analyze the business strategy being accomplished by the corporate. The information ranged from their perception of the products provided by Dabur India Limited, quality of services offered by the corporate to the areas of improvement where Dabur India Limited could improve more by concentrating on that part. Also, getting the market insights of the corporate as well competitors for the brand.

## **Chapter 2 Glucose Overview**

Glucose powder is corn syrup solids in convenient powdered form. It is water soluble and is widely used in preparation of foods, beverages, baking, canning and the pharmaceutical industry. It can be used as direct substitute for granulated sugar. Glucose powder is easy to dissolve, ferments faster, and leaves less sediments. Apart from the plain form, glucose powder is also available in different flavors like orange and lime.

### **2.1 Basic Elements**

Glucose basically comprise of the following basic elements; with which it is prepared:

#### **2.1.1 Dextrose Monohydrate (99.4%)**

It is the main component of the glucose. It is a simple carbohydrate which the body absorbs quickly as compared to other types of carbohydrates, known as complex carbohydrates. Dextrose is a fat free and is a rich source of carbohydrates, so it can provide certain health benefits depending upon dietary needs and goals.

#### **2.1.2 Calcium**

Calcium in body is required build strong bones. Heart, muscles and nerves also need calcium to function properly.

#### **2.1.3 Phosphorus**

Phosphorus is a vital part of the growth process, as well as maintenance of bones and teeth. It also helps in boosting the health of gums and tooth enamel.

#### **2.1.4 Vitamin D**

Vitamin D helps in regulation of calcium and maintenance of phosphorus levels in blood, two factors that are important for maintaining healthy bones.

### **2.2 Benefits of Glucose**

Glucose has health benefits; some of which are stated below:

#### **2.2.1 Instant energy drink**

It contains 99.4% glucose, which is a carbohydrate that fulfils the energy requirement of the body. Glucose is known to be absorbed by body within minutes and releasing energy quite enough to give you an energy boost.

#### **2.2.2 Regulates body temperature**

To keep your body warm you need energy as well. The glycogen in your muscle is one of the reasons why your body has temperature. It is closely related to the fat in your muscle. That's why people with weight problem will easily get hot due to the excess amount of fat in the muscle.

### **2.2.3 Good for dehydration**

It helps the body from dehydration, it instantly gets dissolved in the body along with the water and prevents your body from getting dehydrated too often.

### **2.2.4 Makes you healthier**

Glucose basically contains glucose & sugar, which also counts to increase your calories. If you are slim and trying to be healthy, getting more calories from Glucose will be a better opportunity.

## **Chapter 3 Glucose Industry Overview**

### **3.1 Glucose Industry in India**

Powdered glucose market in India is approximately Rs. 1200 crores, which grows between 16%-20% annually. Dabur Glucose and Heinz Glucon-D are the major players in the industry. Heinz is the market leader since entering into industry in 1994 after acquiring Glaxose and enjoys around 55% of the market share while Dabur entered this segment in early 2000's and made a good share for itself and has a market share of 30% Drinking glucose falls under the category of other prepared beverage segment and it grows around 16-20% at a compounding rate. Market size of other prepared segment was estimated to be Rs. 1770 crores in 2012 and Rs. 2520 Crores in 2015. Glucose had a share of 40% in 2012 in this category and 46% in 2015.

West Bengal, Uttar Pradesh, Maharashtra, Bihar, Andhra Pradesh, Chhattisgarh, Madhya Pradesh and Orissa are the largest glucose consuming states in India which shows that the many states are still not very receptive to drinking glucose and can be tapped to increase the penetration and market size of the industry. Heinz entered the glucose segment in 1994 by acquiring Glaxose and then glucose was considered to be consumed only when sick. Heinz repositioned glucose as an energy drink and enjoying market leadership since then. Heinz's TV commercials also depicts that Sun consumes all the energy and glucose helps in retaining it. Glucon-D is also the most important brand for Heinz.

Dabur entered this segment in early 2000's and by leveraging brand name and providing quality products it attained a market share of 30% by 2015-16. Dabur has a huge consumer base and many hard-core loyal customers. The company also focuses on the value proposition of the product in the advertisements that their products provides energy and helps in hydration during summers. The company also initiated a country-level campaign known as 'Ab Daudega Hindustan' in which they aligned with athletes and movie stars for promotion. This campaign focused on creating awareness.

### **3.2 Challenges Faced**

- Drinking glucose is a seasonal product. It is consumed only in summers, so its demand is seasonal. It generates revenue for a company for only some months and during these months, company also has a pressure of liquidating their stock as well. It is one of a major challenge of the industry.
- There are many untapped markets in every part of the country. Glucose has less hold in the Northern and Southern states of the country. The consumers behave differently, in Northern region consumers are not very receptive towards drinking glucose. To make them regular consumers is a challenge for the industry.
- Glucose has a very limited consumer base because glucose serves specific needs of the customer. Not everyone prefers the taste and other features of glucose. Value proposition

is also not clearly defined to many customer, or we can say that they're now well aware about the value proposition of the product and hence refrain from purchasing it.

- Options in this segment are very limited to the consumers. The product depth of the segment is quite low. Consumers either refrain from buying it or either purchase other alternatives which are convenient to them. Serving this need is also a big challenge for the industry.

## **Chapter 4 Dabur India Limited**

Dabur was founded by Dr. SK Burman in 1884 in West Bengal to produce and dispense Ayurveda medicines. It is India's largest Ayurveda medicine and related products manufacturer. It is one of the leading FMCG companies in India. The company is also the world's best Ayurveda Company with a portfolio of more than 250 Herbal/Ayurveda Products. The company operates in consumer categories like Hair care, Oral care, Health care, Skin care, Home care and Foods. The company operates through three strategic business units namely, Consumer Care Division (CCD), International Business Division (IBD), and Consumer Health Division (CHD). CCD operates in 4 divisions: health care, personal care, home care and foods. CHD business offers healthcare products and IBD includes brands such as Dabur Vatika and Amla. The company has wide distribution network in both urban and rural markets covering over 5.3 million retail outlets. Company's products have huge presence in overseas market and are available in over 69 countries all over the world. Their brands are highly popular in SAARC countries, Africa, US, Europe, Russia and Middle East. FMCG sector is the fourth in the Indian economy. The size of market of FMCG in India is estimated to grow from US\$ 30 billion in 2011 to US\$ in 2018. Food sector has the leading share (43%) in this sector followed by personal care (22%) and fabric care (12%) in terms of market share. The sector has shown an annual average of about percent over last decade. The overall market of FMCG is expected to rise 14.7% to touch US\$ 110 billion during 2012-2025, with the rural market of FMCG is anticipated to increase at 17.7% to reach US\$ 110 billion during 2012-2025.

### **4.1 Vision and Mission**

#### **Vision**

"Dedicated to the health & well-being of every household"

#### **Principals**

#### **Ownership**

This is our company. We accept personal responsibility, and accountability to meet business needs.

#### **Passion for Winning**

We all are leaders in our area of responsibility, with a deep commitment to deliver results. We are determined to be the best at doing what matters most.

#### **People Development**

People are our most important asset. We add value through result driven training, and we encourage & reward excellence.

## **Consumer Focus**

We have superior understanding of consumer needs and develop products to fulfill them better.

## **Team Work**

We work together on the principle of mutual trust & transparency in a boundary-less organization. We are intellectually honest in advocating proposals, including recognizing risks.

## **Innovation**

Continuous innovation in products & processes is the basis of our success.

## **Integrity**

We are committed to the achievement of business success with integrity. We are honest with consumers, with business partners and with each other.

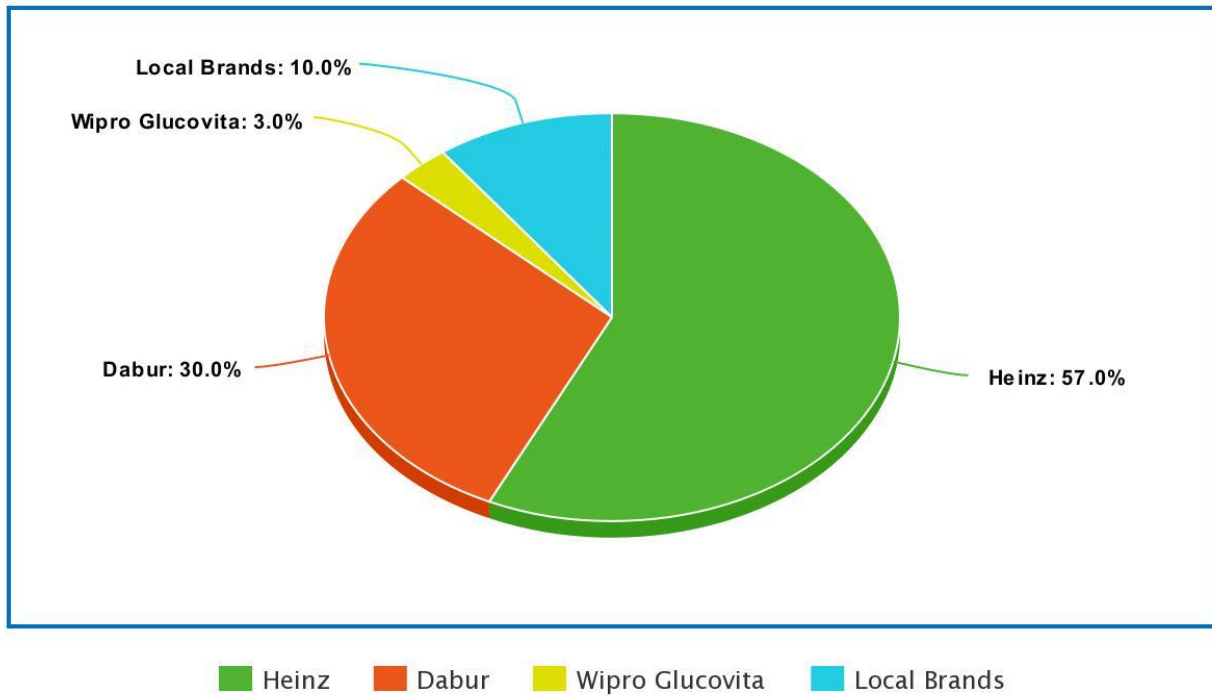
## **4.2 Products Offered**

The major products offered under the glucose category is:

- Dabur Glucose-D
- Dabur Glucoplus- C Orange
- Dabur Glucoplus- C Lemon

### 4.3 Market Share

Market Share in Glucose Industry



There are only two major players in Glucose Industry in India i.e. Heinz and Dabur. Dabur enjoys 2<sup>nd</sup> position in the industry and is the lead competitor with a market share of 30%.



## **Chapter 5 Brand Activation Analysis**

### **Campaign and Marketing Objectives**

#### **Campaign Objectives**

- Persuade Retailers to pick up stock in large quantities.
- Ensure Brand recall & repurchase of the product.
- Encourage stock pickup by Whole seller & Retailer.
- Market Competitiveness.
- To make the Retailer aware of the special promotional offer.
- Create brand awareness among retailer and wholesaler and offer them profitable schemes to influence their purchase decision.

#### **Marketing Objectives**

- To create hype and engage the retailers and wholesalers around the proposition of “Dabur – Glucose -D” and generate sales
- To generate BUZZ about the Dabur Glucose – D.

#### **Impacts of Brand Activation**

- More brand awareness.
- More availability and visibility in the market.
- More conversion
- More sales.
- Sampling campaign engages more customers, results in more reach.
- More first time customers.

## **Chapter 6 Market Opportunity Analysis**

A marketing opportunity is an area of buyer need and interest, where a company estimates high probability of profitably satisfying. There are mainly three main sources of market opportunities:

1. The first method is to offer something that is in short supply.
2. The second method is to supply an existing product or service in a new or superior way.
3. The third method is to supply a totally new product or service.

A market opportunity analysis is an application of forecasting techniques to the market factors that may influence the demand for a product. It can also be defined as a tool to identify and access the attractiveness of business opportunity.

That is the challenge that led to the creation of market opportunity analysis framework, which basically revolves around four key elements:

- **Customers**

The analysis of the customer environment uncovers the unmet or undeserved customer needs as well as the market they occupy. In this process also the specific customers are identified whom the company will pursue.

Dabur India Limited targets middle class and lower class segments with its product glucose which is priced at quite an affordable range.

- **Technology**

The technology and formula of producing glucose remains the same for every company and Dabur India Limited provide its customers with better quality of glucose.

- **Company**

The analysis of the company environment provides the current state of the company's resources delivering the products and offerings to the customer.

There is a dedicated workforce, working round the corner for the profit maximization and the betterment of the company.

There have been dedicated portfolios for taking care of each and every single task, which could possibly arise, while doing business and delivering the offerings to the customer.

- **Competition**

The analysis of the competition environment reveals the structure of the industry and the market, key competitors in the marketplace and the firm's relative advantage to each of the key players.

In order to cope up with the cut throat competition with the market leader, Dabur India Limited provides with much better schemes and margins for the dealers, wholesalers and retailers.

After the basic framework of Market Opportunity Analysis with respect to Dabur India Limited is understood, we now look at some of the processes that helped in further tapping up of the market opportunities.

### **Network Management**

Network Management, with respect to the glucose industry, refers to the process in which the existing dealership network is being taken care of by the Company Management. In this process, generally the dealers and customers benefit from the Network Management structure, which combines the regional coverage with the functional team discipline.

In the process of Network Management by Dabur India Limited, the model provides extensive market expertise, best in-class market information and hands on support for the dealers and the consumers. Additionally, Dabur India Limited enables the maximum benefits of the product offerings by declaring various exciting schemes for the dealers and wholesalers, with the help of Sales Officers and Sales Representatives of the company.

Some of the basic benefits of the process of Network Management are discussed below:

#### **Increase Process Efficiency**

- By monitoring the functioning of various dealers and wholesalers, company gets to know better about the processes it implements in order to enhance the dealership network to a totally new level.
- The dealers and wholesalers give valuable suggestions and feedback to the company which further results in leading to smoothening of the functioning of the company; hence increasing the efficiency of the work process.

#### **Enhance Returns**

- The dealers demand and receive best in-class service across the market in which they do business.

- The network of the Dabur India Limited comprehensive portfolio reporting capabilities and proprietary market information services help clients obtain timely settlements across the markets in which they do business.

### **Business Development**

Business Development, with respect to the glucose industry, refers to the process in which the secondary sales are being generated through activities like brand activation campaigns. The company hires brand activation agency which persuade existing and new retailers to use the company's products by proposing various schemes and offers for them.

In order to enhance the Dabur success story, a dedicated team works for activating the brand in the market. This process focuses on advertised products – their visibility, display and secondary sales etc. in the key counters.

### **Visibility in wholesale market**

- Retailers' schemes.
- Visibility through bannering.
- Visibility through branded kiosk at the wholesale market.
- Visibility through Look walker.
- Distributing pamphlets.
- Sampling.

### **Display and Merchandising**

- In this process, basically the display of the glucose is improved in the wholesale counters by stocking up various products of the Dabur Glucose in front of exclusive shops.
- The retailers get various offers from the company such as on the spot redemption schemes through scratch cards on various products.

## **Chapter 7 Research Methodology**

### **Research**

“Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as “A careful investigation or enquiry especially through search for new fact in any branch of knowledge”.” [Kothari C.R., "Research Methodology", "New Age 2007" Page 1-21]

### **7.1 Research Methodology**

“The procedure using, which researchers go about their work of describing, explaining and predicting phenomena, is called Methodology. Methods comprise the procedures used for generating, collecting, and evaluating data. Methods are the ways of obtaining information useful for assessing explanation.” [Kothari C.R., "Research Methodology", "New Age 2007" Page 1-21]

### **7.2 Research Design**

“Research design is the specification of the method and procedure for acquiring the information needed to solve the problem.” [Kothari C.R., "Research Methodology", "New Age 2007" Page 29-51]

#### **Degree of research question:**

“Exploratory study is done for the study of consumer buying behavior.” [Kothari C.R., "Research Methodology", "New Age 2007" Page 89-109]

**Time Dimension:** [Kothari C.R., "Research Methodology", "New Age 2007" Page 89-109]

The study was done using Cross Sectional method (As the Study is done only, longitudinal study was not possible).

#### **Research Instrument:**

Questionnaire is the research instrument used here. The researcher has effectively used both open ended and close ended questions.

#### **Method of Data Collection**

#### **Primary Data:**

“Primary data are those, which are collected for the first time, and they are original in character. A suitable combination of Questionnaire techniques, & discussion with the respondents was used to collect the required primary data. Primary data gives higher accuracy and facts, which is very helpful for any research and its findings.” [Kothari C.R., "Research Methodology", "New Age 2007"]

“The primary data has been collected from questionnaire (i.e.) online platform (Google Forms). The number of sampling unit selected from the Population is called the size of the sample. The sample size selected was 100 for consumer’s survey.” [Kothari C.R., "Research Methodology", "New Age 2007"]

### **7.3 Statistical Tools Used**

#### **Percentage Method**

“In this project percentage method test and used. The following are the formula:” [Kothari C.R., "Research Methodology", "New Age 2007" Page 1-21]

$$\text{Percentage of Respondent} = (\text{No. of Respondents} \div \text{Total No. of Respondents}) \times 100$$

## Chapter 8 Data Analysis and Interpretation

**“Data Analysis and Interpretation”** [Kothari C.R., "Research Methodology", "New Age 2007" Page 416-431]

“The Analysis of data involves identifying the relations of quantified information to the research problem in hand. Here percentage analysis is the tool for analyzing the data and establishing a relationship between the information gathered and the research problem.” [Kothari C.R., "Research Methodology", "New Age 2007" Page 416-431]

**“Interpretation”** [Kothari C.R., "Research Methodology", "New Age 2007" Page 416-431]

“The process of drawing inferences from the analyzed data in a research process is called as interpretation. It refers to the technique of drawing inference from the collected facts and explaining the significance of those inferences after an analytical and experimental study. It is a search for broader and more abstract means of the research findings.” [Kothari C.R., "Research Methodology", "New Age 2007" Page 416-431]

### **8.1 Consumer Buying Behavior Questionnaire Analysis**

#### **SAMPLE SIZE DETAILS**

**Sample Size:** 100 Consumers

**Age Group:**

| <b>S. No.</b> | <b>Age Group (in years)</b> | <b>Number</b> |
|---------------|-----------------------------|---------------|
| 1             | 18-21                       | 12            |
| 2             | 22-25                       | 49            |
| 3             | 26-29                       | 23            |
| 4             | 30-33                       | 12            |
| 5             | 34 and Above                | 4             |

Source: - Field Survey

Table 8.1.1 Age Group

### Age Group (in years)

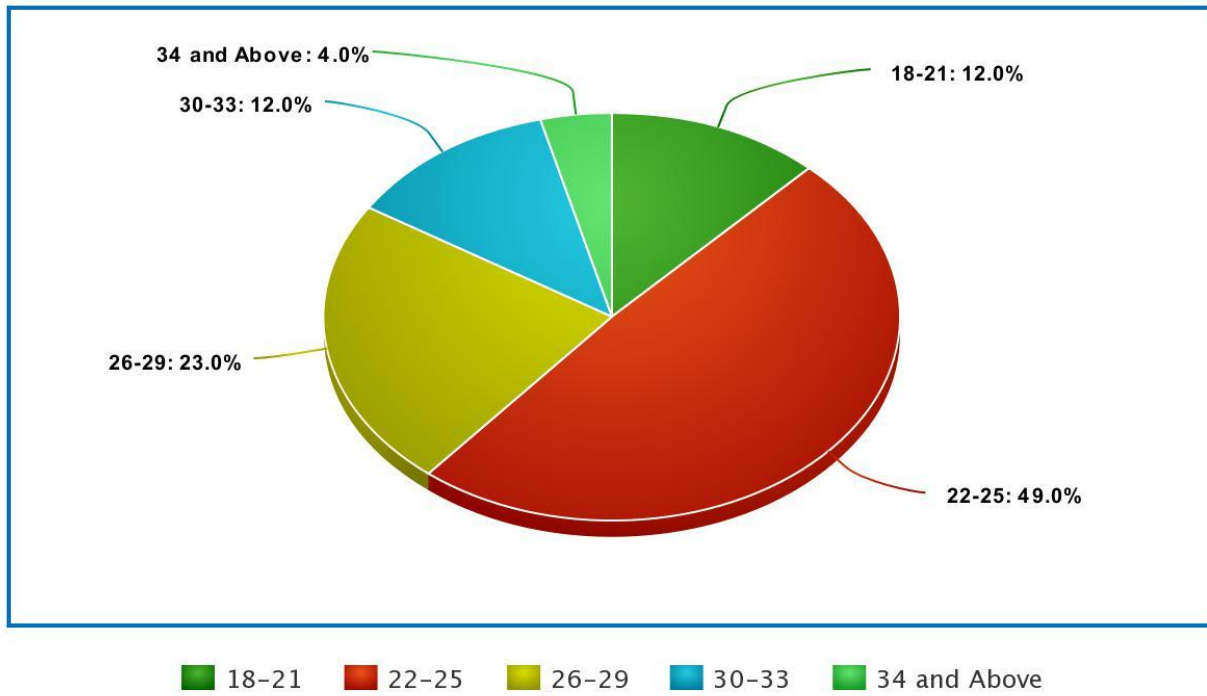


Figure 8.1.1

### Q.1 Which energy drink do you like to consume?

| S. No. | Drink                                 | Number |
|--------|---------------------------------------|--------|
| 1      | Drinking Glucose                      | 16     |
| 2      | Fruit Juices                          | 70     |
| 3      | Energy Drinks (Red Bull, Tzinga etc.) | 10     |
| 4      | Sports Drinks (Gatorade etc.)         | 4      |
| 5      | Others                                | 0      |

Table 8.1.2 Consumption Preference



## Consumption Preference

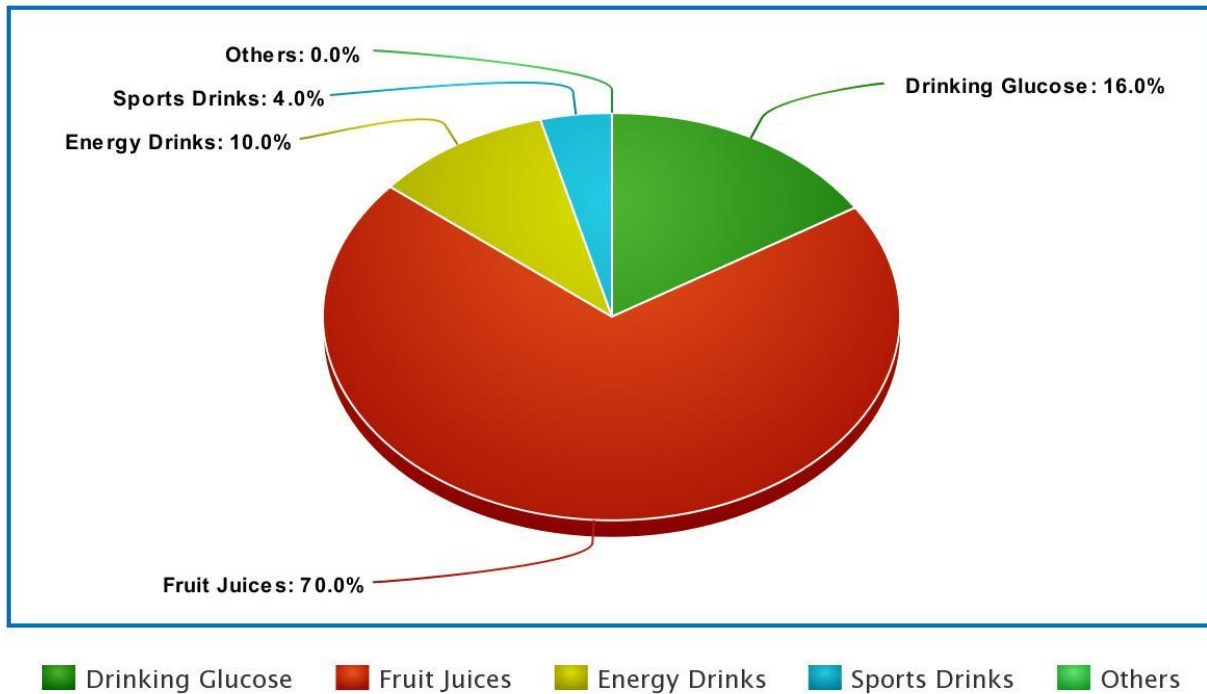


Figure 8.1.2

### Findings

Almost 70% of the respondents say that they like to consumer Fruit Juices. And the next best usage is of Drinking Glucose by 16%, Energy drinks comes 3rd with 10% consumption and Sports drinks are least preferred by the consumers in the present market condition.

### Inference

Majority of the consumers prefers and consumes Fruit Juices than any other type of drinks.

## Q.2 Do you consume glucose?

| S. No. | Glucose Consumption | Number |
|--------|---------------------|--------|
| 1      | Yes                 | 73     |
| 2      | No                  | 27     |

Table 8.1.3 Consumption Pattern

### Consumption Pattern

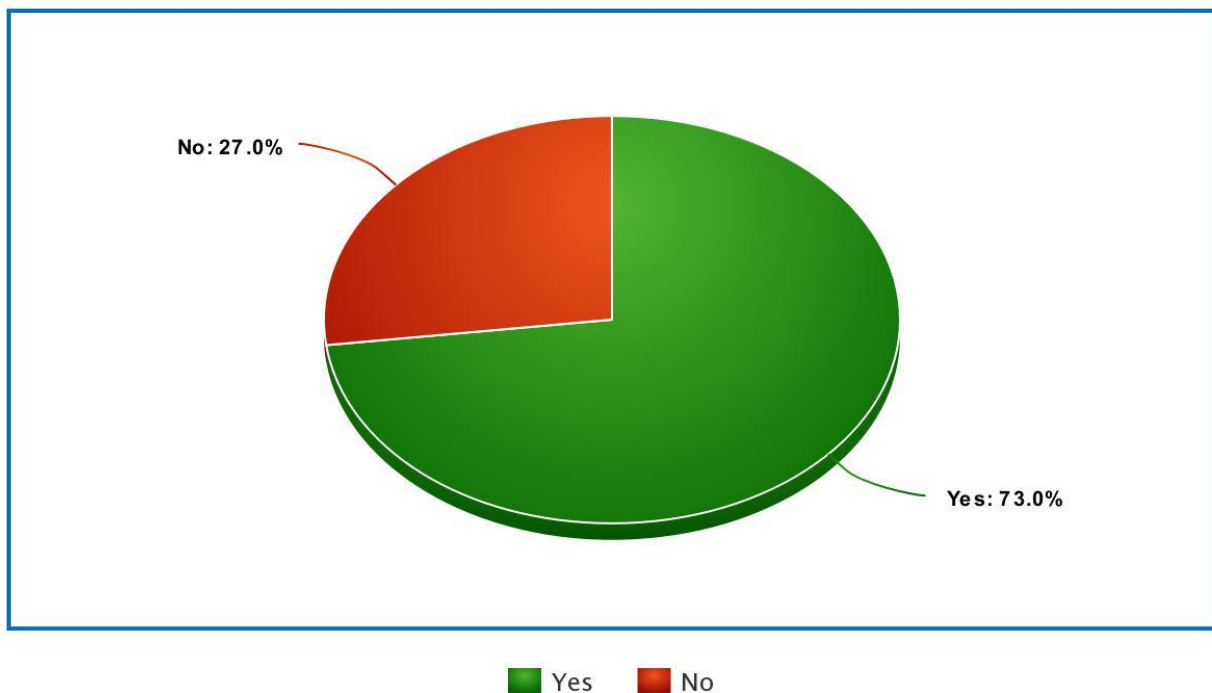


Figure 8.1.3

### Findings

73% percent of the respondents consume glucose while 27% of the respondents doesn't.

### Inference

Majority of the respondents are consumers of glucose at different intervals.

### Q.3 When mentioned glucose, what brand comes to your mind first?

| S. No. | Glucose Brand   | Number |
|--------|-----------------|--------|
| 1      | Dabur Glucose   | 49     |
| 2      | Heinz Glucon-D  | 45     |
| 3      | Wipro Glucovita | 6      |

Table 8.1.4 Brand Awareness

### Brand Awareness

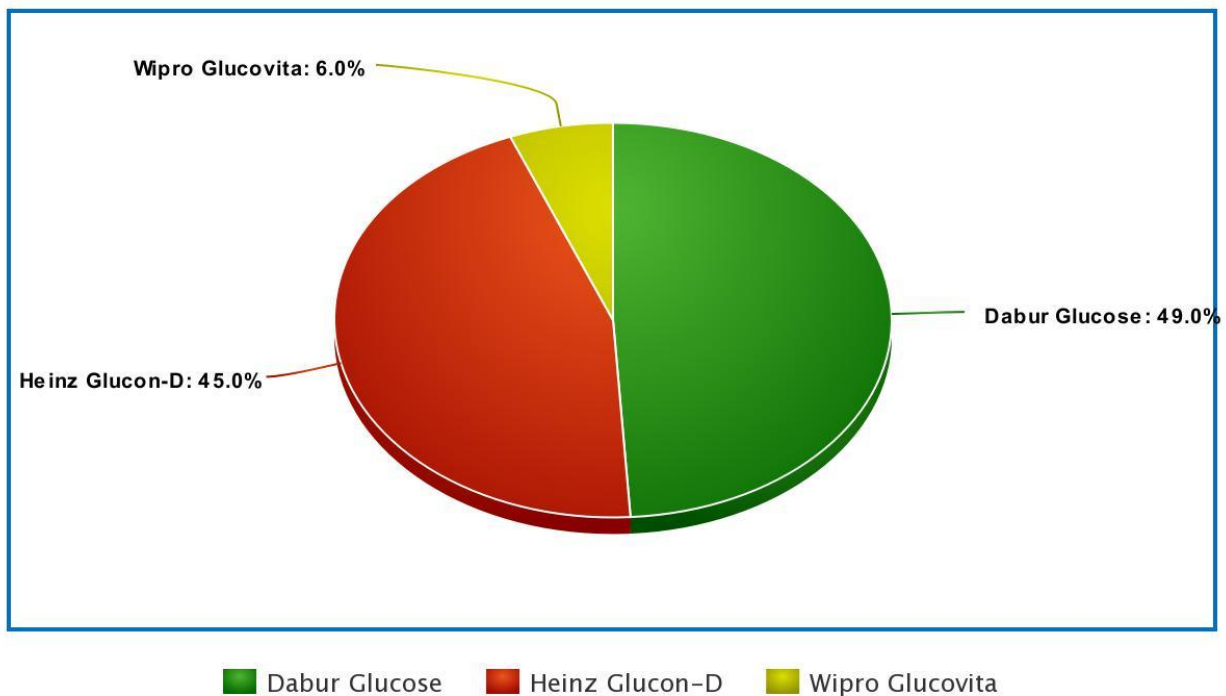


Figure 8.1.4

### Findings

49% and 45% percent of the respondents are familiar with Dabur and Heinz respectively while very less percentage of people know about Wipro Glucovita.

## **Inference**

Respondents are well aware of the major brands in the market which shows that brand plays an important role in consumer buying behavior.

### **Q.4 How often do you consume glucose?**

| <b>S. No.</b> | <b>Glucose Brand</b> | <b>Number</b> |
|---------------|----------------------|---------------|
| 1             | Daily                | 14            |
| 2             | Every Few Days       | 28            |
| 3             | Once a Week          | 7             |
| 4             | Every Few Weeks      | 9             |
| 5             | Once a Month         | 7             |
| 6             | Hardly Ever          | 30            |
| 7             | I don't              | 5             |

Table 8.1.5 Consumption Frequency

## Consumption Frequency

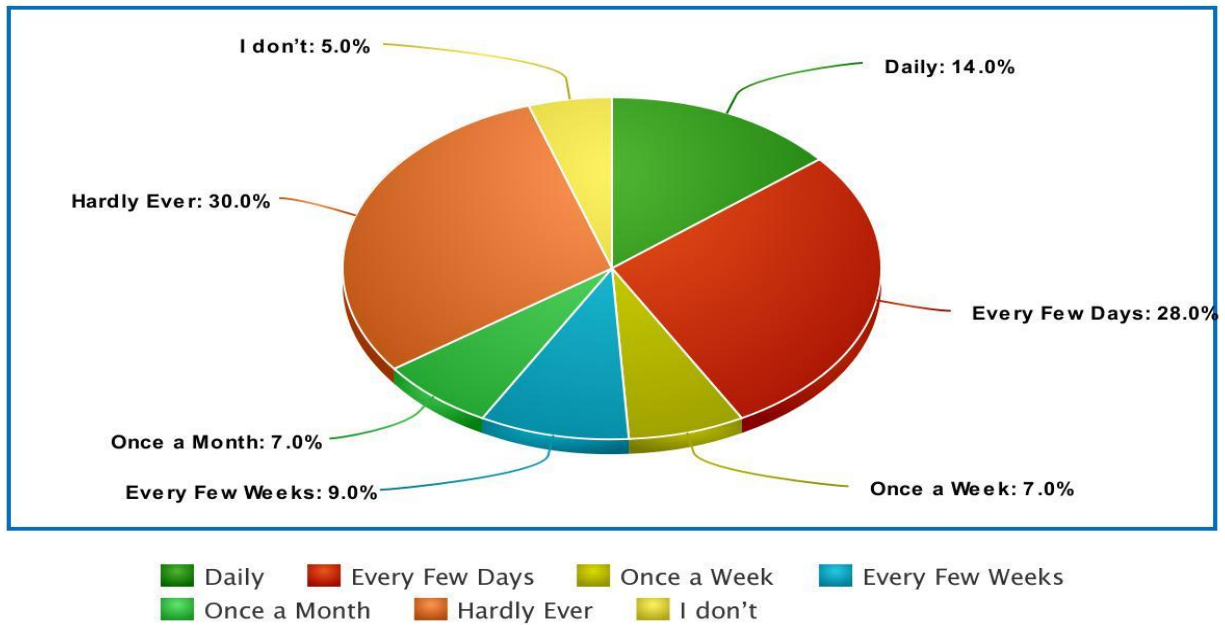


Figure 8.1.5

### Findings

Daily users of glucose are as low as 14%, while 28% of the respondents consume in every few days and 30% of the respondents hardly consume glucose.

### Inference

Respondents have different preferences over glucose that why daily consumers are low. Regular consumers who consume glucose within a week are only 49%.

**Q.5 The following are statements others have given as reasons for using glucose. Please indicate your position on each statement if you agree or disagree.**

1. Flavor Options are Important
2. I only consume glucose when feeling energy blown.
3. Glucose is my first Buying choice.

| S. No. | Position          | Number |
|--------|-------------------|--------|
| 1      | Strongly Disagree | 7      |
| 2      | Somewhat Disagree | 4      |
| 3      | Neutral           | 37     |
| 4      | Somewhat Agree    | 31     |
| 5      | Strongly Agree    | 21     |

Table 8.1.6 Flavor Options Importance

### Flavor Options are Important

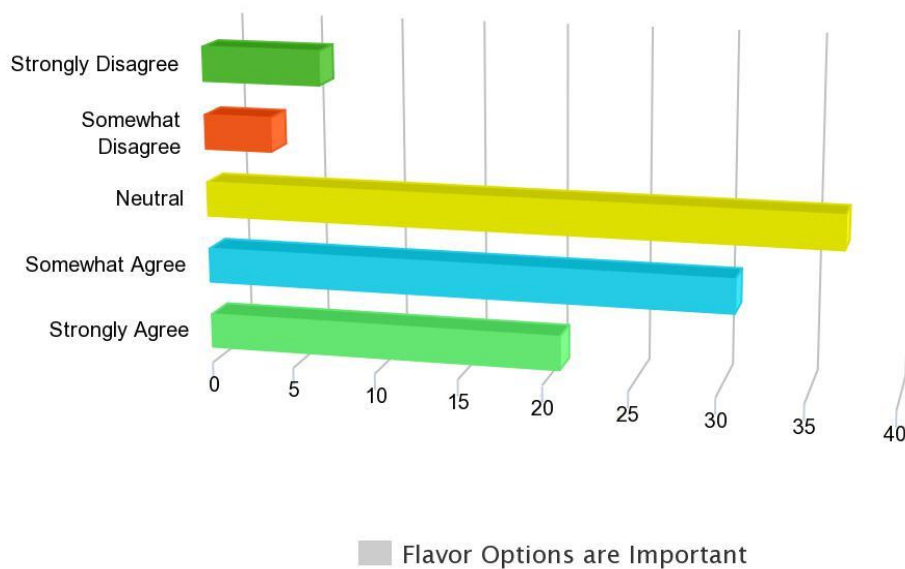


Figure 8.1.6

### Findings

More than 50% respondents agree that flavor options are important to them whereas 37% respondents are neutral toward this statement.

## Inference

Major portion of respondents are neutral towards the flavor options which means that value proposition of the product is important to them and not flavors.

| S. No. | Position          | Number |
|--------|-------------------|--------|
| 1      | Strongly Disagree | 6      |
| 2      | Somewhat Disagree | 7      |
| 3      | Neutral           | 35     |
| 4      | Somewhat Agree    | 20     |
| 5      | Strongly Agree    | 32     |

Table 8.1.7 When consumption happens

## I only consume glucose when feeling energy blown.

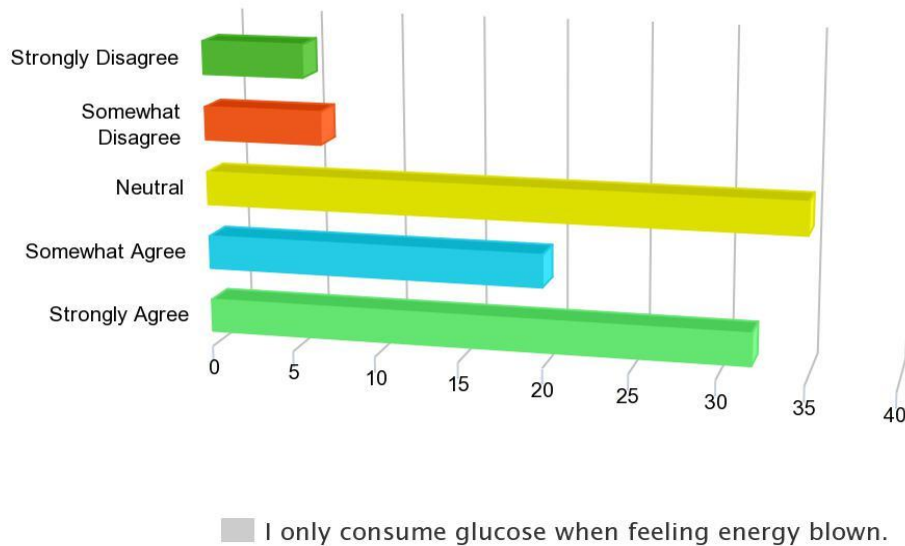


Figure 8.1.7

## Findings

More than 50% respondents agree that the core benefit provided by the product is important to them and consume glucose for that purpose only.

## Inference

If core benefit of the product is communicated more than more people can be shifted to hard-core loyal status.

| S. No. | Position          | Number |
|--------|-------------------|--------|
| 1      | Strongly Disagree | 16     |
| 2      | Somewhat Disagree | 16     |
| 3      | Neutral           | 33     |
| 4      | Somewhat Agree    | 21     |
| 5      | Strongly Agree    | 14     |

Table 8.1.8 Consumer Buying Preference



## Glucose is my first buying choice

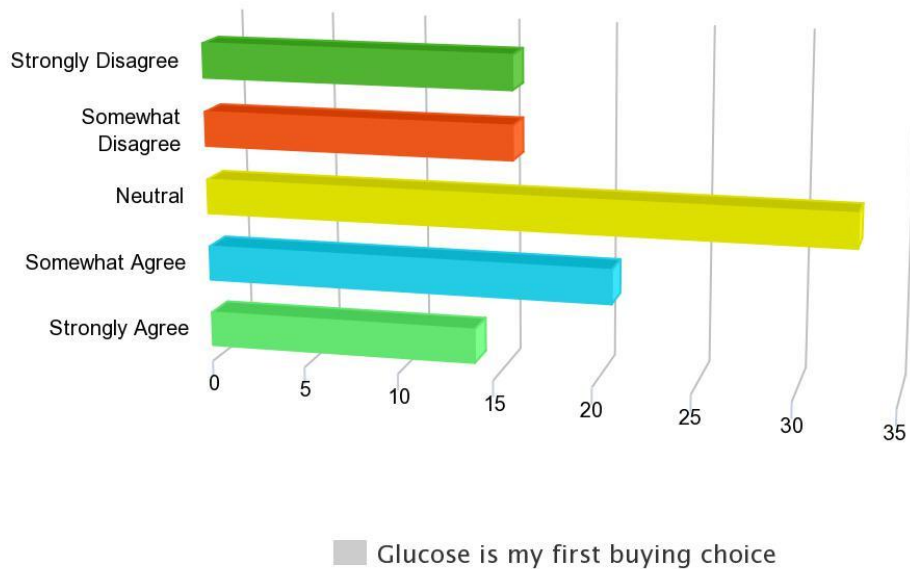


Figure 8.1.8

### Findings

Only 14% people strongly agree that glucose is their buying preference and 33% of the respondents are neutral on this statement.

### Inference

Less people has glucose as their first buying choice, it shows that they have choice of alternative which they'd like to prefer over glucose.

**Q.6 Out of these glucose features, select the importance each statement has for you.**

1. Gives me energy
2. Tastes good
3. Keeps me hydrated

4. Quenches my thirst

5. Makes me feel refreshed

| S. No. | Position             | Number |
|--------|----------------------|--------|
| 1      | Very Unimportant     | 12     |
| 2      | Somewhat Unimportant | 10     |
| 3      | Neutral              | 20     |
| 4      | Somewhat Important   | 26     |
| 5      | Very Important       | 32     |

Table 8.1.9 Gives me energy

### Gives me energy

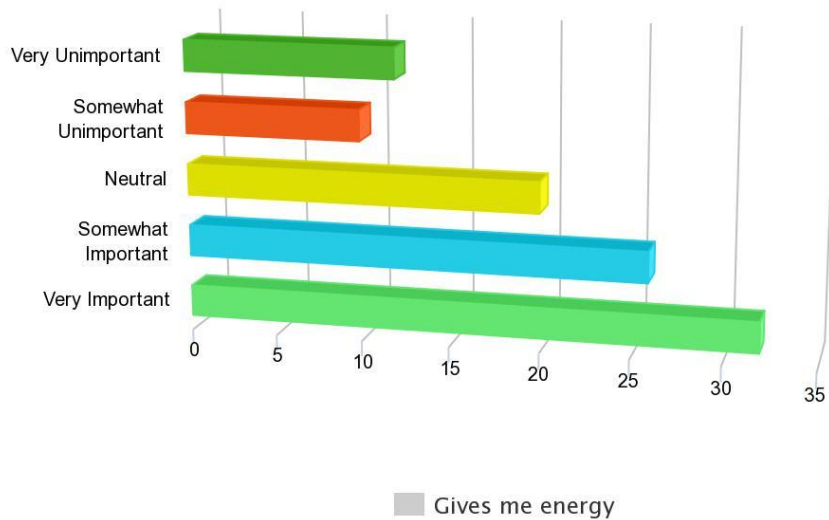


Figure 8.1.9

## Findings

32% of the respondents strongly believe in the statement that glucose gives them energy while 26% are somewhat agreeing to this statement.

## Inference

Most of the respondents consume glucose because of the core benefit provided by the product i.e. energy retention.

| S. No. | Position             | Number |
|--------|----------------------|--------|
| 1      | Very Unimportant     | 10     |
| 2      | Somewhat Unimportant | 15     |
| 3      | Neutral              | 30     |
| 4      | Somewhat Important   | 30     |
| 5      | Very Important       | 15     |

Table 8.1.10 Tastes good

## Tastes good

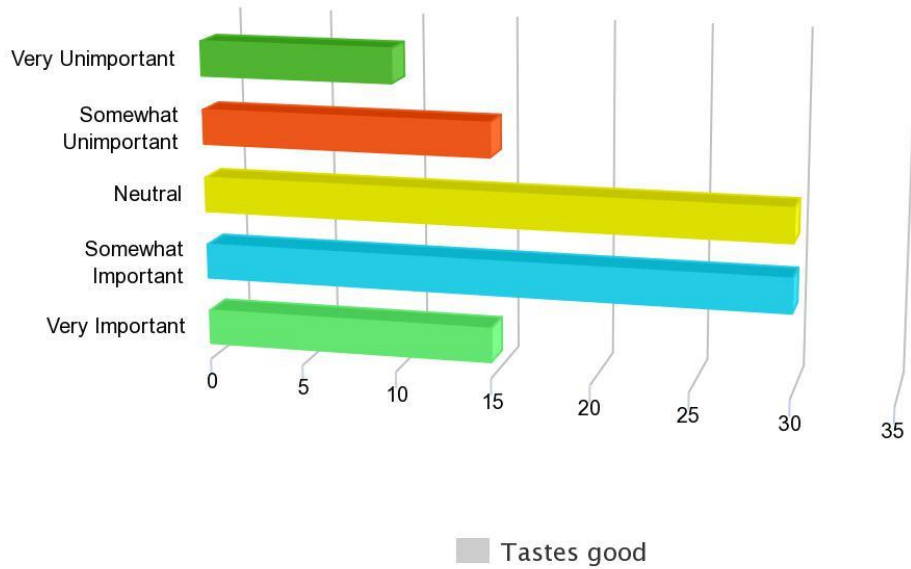


Figure 8.1.10

### Findings

30% people are neutral to the taste of glucose and only 15% feel that they find the taste to be very good.

### Inference

Not many people like the taste of glucose, more than 50% are either neutral or not agreeing to the statement.

| S. No. | Position             | Number |
|--------|----------------------|--------|
| 1      | Very Unimportant     | 7      |
| 2      | Somewhat Unimportant | 13     |

|   |                    |    |
|---|--------------------|----|
| 3 | Neutral            | 8  |
| 4 | Somewhat Important | 22 |
| 5 | Very Important     | 50 |

Table 8.1.11 Keeps me hydrated

### Keeps me hydrated

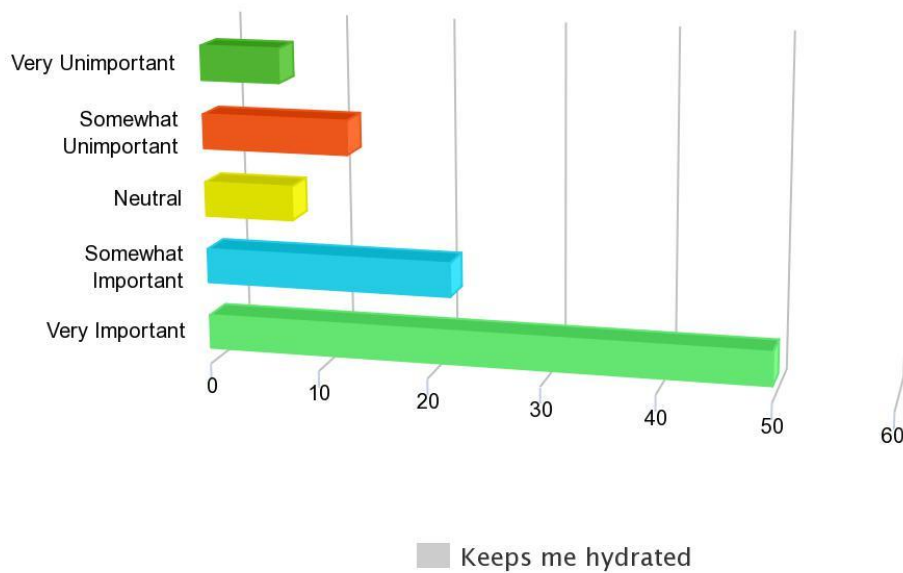


Figure 8.1.11

#### Findings

More than 70% of the respondents believe that glucose keeps them hydrated and quoted their one of the main reasons to consume it.

#### Inference

Glucose provides the preposition of keeping the body hydrated and many people consume it for this preposition.

| S. No. | Position             | Number |
|--------|----------------------|--------|
| 1      | Very Unimportant     | 10     |
| 2      | Somewhat Unimportant | 12     |
| 3      | Neutral              | 17     |
| 4      | Somewhat Important   | 21     |
| 5      | Very Important       | 40     |

Table 8.1.12 Quenches my thirst

### Quenches my thirst

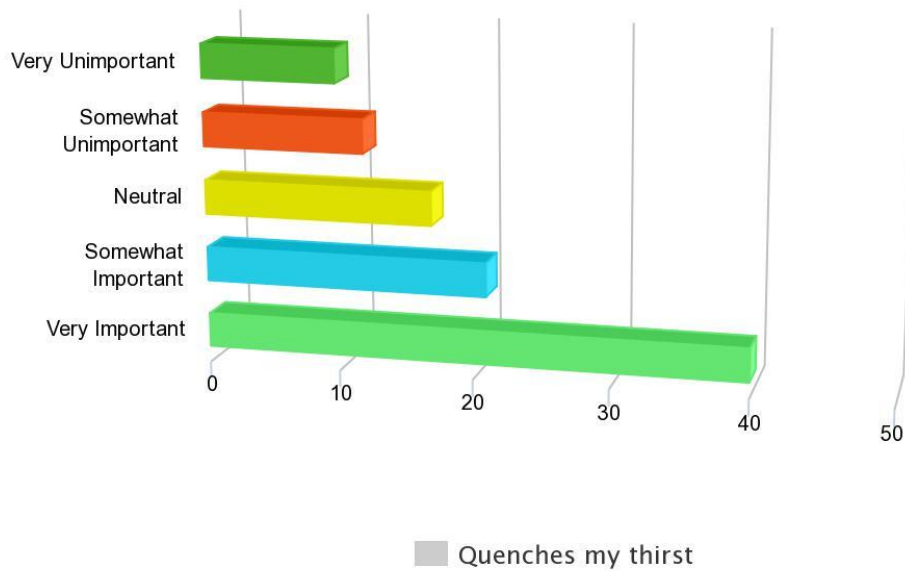


Figure 8.1.12

## Findings

More than 60% of the respondents believe that glucose quenches their thirst while 17% are neutral about this statement.

## Inference

People consume glucose during summers and believe that it helps them quenching their thirst and retaining energy in body as well.

| S. No. | Position             | Number |
|--------|----------------------|--------|
| 1      | Very Unimportant     | 10     |
| 2      | Somewhat Unimportant | 15     |
| 3      | Neutral              | 12     |
| 4      | Somewhat Important   | 35     |
| 5      | Very Important       | 28     |

Table 8.1.13 Makes me feel refreshed

## Makes me feel refreshed

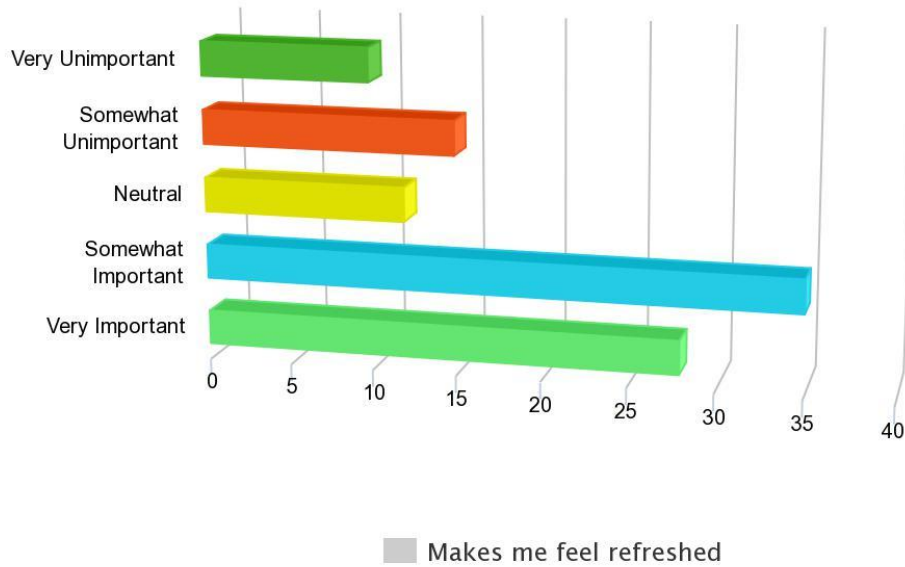


Figure 8.1.13

### Findings

More than 60% of the respondents believe that glucose makes them feel refreshed.

### Inference

People prefer glucose in summer season when they feel energy blown and want some refreshment and consume glucose according to need and convenience.

### Q.7 Out of following reasons, why you don't prefer glucose?

| S. No. | Position                | Number |
|--------|-------------------------|--------|
| 1      | Ready-made Alternatives | 46     |
| 2      | Convenience             | 25     |



|   |        |    |
|---|--------|----|
| 3 | Taste  | 9  |
| 4 | Flavor | 20 |
| 5 | Others | 0  |

Table 8.1.14 Reasons for not preferring glucose

### Reasons for not preferring glucose

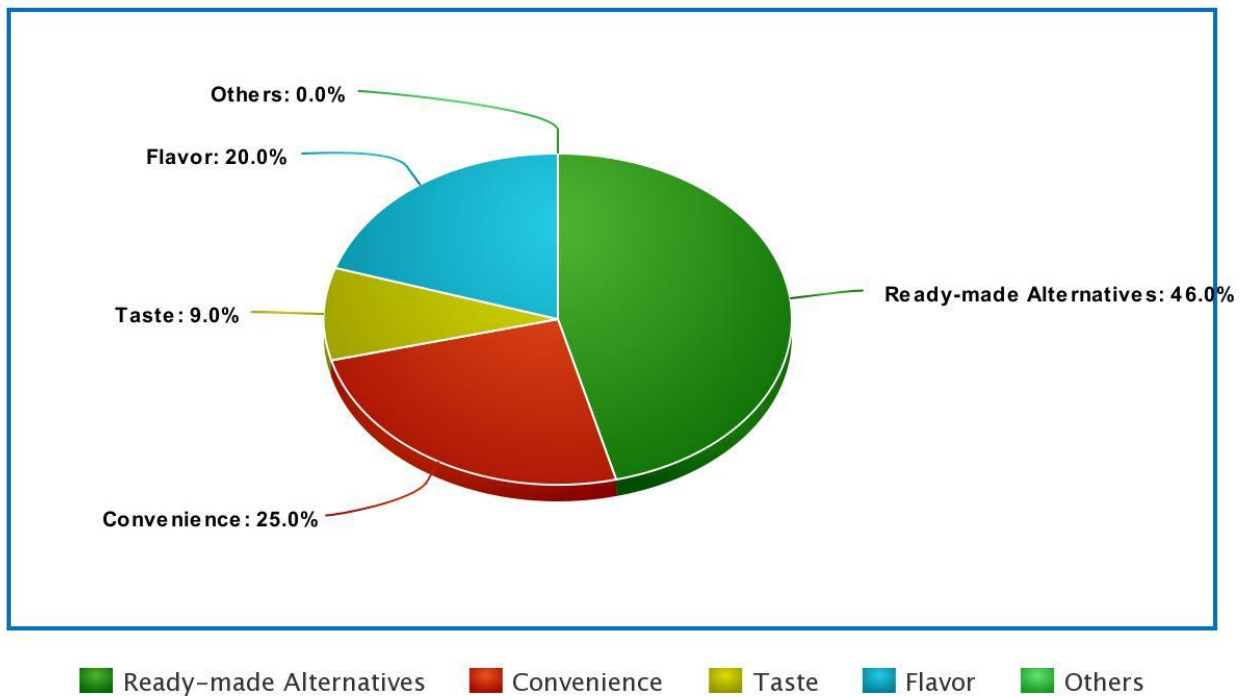


Figure 8.1.14

### Findings

46% of the respondents prefer ready-made alternatives, 25% believe that it is not convenient to carry all the requirements to make the glucose all the time. 20% quoted because of flavor options they don't prefer glucose.

## Inference

People are time constraint and don't consume glucose as many ready-made alternatives like packed fruit juices are available in the market and many people don't prefer it because they don't like the flavor options.

### Q.8 What additional features do you want in drinking glucose?

| S. No. | Position            | Number |
|--------|---------------------|--------|
| 1      | Better Quality      | 28     |
| 2      | Better Taste        | 35     |
| 3      | More Flavor Options | 26     |
| 4      | Better Solubility   | 11     |
| 5      | Others              | 0      |

Table 8.1.15 Additional features

### Additional Features

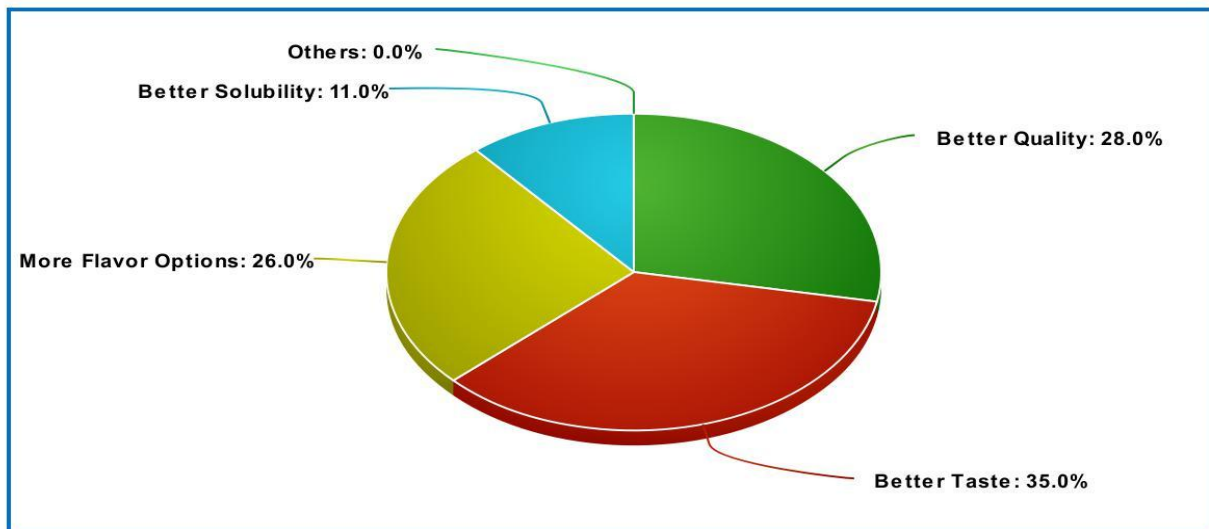


Figure 8.1.15

**Findings**

35% respondents wish to get better taste in drinking glucose, 28% want more flavor options while 28% responded that they want better quality glucose.

**Inference**

People expect better quality, taste and more flavor options in drinking glucose.

## **Chapter 9 Competitive Analysis**

### **9.1 HEINZ - A Brief Overview**

The Kraft Heinz Company is a global leader in food and nutrition. The company provides large variety of products that manufacture to spread cheer and happiness across the world. The Indian affiliate of the Kraft Heinz Company started operations in 1994 (under erstwhile H.J. Heinz Company) and provides taste and nutrition to its consumers through various brands. Heinz Ketchup is available in India in two varieties, the standard Tomato Ketchup and Tomato Chili Sauce. As Indian taste preferences vary among the regions, Western brands such as Heinz must work on Indian interpretations of ketchups for sale in the country. Heinz acquired the former foods division of Glaxo India, gaining the Complian, Glucon D, Glucon C, Sampriti Ghee, and Nycil products and brands. The company employs about 2500 people, and is headquartered in Mumbai with four branch offices in key metros and two large manufacturing facilities in Aligarh and Sitarganj. It worked a lot on increasing the dealership network throughout the nook and corner of the country, backed with good marketing campaigns. It is a market leader in the country in terms of volume sold.

### **9.2 Why HEINZ is the market leader**

#### **1. Consumer Awareness**

Right from the starting, Heinz (Glucon-D) were aware of the fact that demand finally comes from the end user only. Hence, they banked upon heavy marketing campaigns ranging from print media to the electronics media. Various awareness campaigns were also being organized by Heinz in the form of sponsoring events, distributing free samples. This led to an increased level of awareness among the consumers and hence, anytime if any person thought of Glucose, the first name which to his mind was that of Glucon-D.

#### **2. Dealership Network**

Apart from concentrating on the end consumers, Heinz also invested heavily in increasing the dealership networks across the nook and corner of the country. Since they have already made consumers aware about the product, hence it became necessary to make the products available in the market. Due to this reason, they banked heavily upon the dealers by providing those attractive schemes and offers such that those dealers would stock the products of Heinz more, in comparison to their competitor's products.

#### **3. Good Quality of Products**

Despite the huge demand, Heinz has been able to maintain the good quality of the products which is being provided to the market.

#### **4. Repositioning**

When Heinz acquired Glaxose in 1994, Glucose was considered to be the product consumed only when people used to be sick. They repositioned the product as an energy drink and created awareness about it. After repositioning, the sales and revenues increased quickly.

#### **5. Pivotal Segment for the Company**

Heinz entered Indian market with Glucon-D and since then it is their most important segment. They're the market leader since then and aim to concentrate on glucose segment more.

## Chapter 10 Strategy Analysis

### **10.1 SWOT Analysis**

In order to better the strategies and the various schemes being implemented by the company, in comparison to its competitors, various steps need to be formulated leading to increase in the market share and outsmart the competitors on various fronts. Hence, some of the strategies such as SWOT Analysis for Dabur India Limited are described below:

The SWOT Analysis for the Dabur India Limited is being specified below:

#### **1. Strengths:**

- Dabur India is the fourth largest company in FMCG segment with a revenue of US\$ 1.3 Billion.
- The Brand Trust Report 2015 puts Dabur at 19th place, a notable gainer by 90 positions from 2014.
- It has well established operations and supply chain network spanning across the length and breadth of the country.
- Excellent branding and advertising.
- It provides with high quality glucose & services and has very high market space both in terms of visibility & sales, in comparison to its competitors in its price range.
- Very attractive discount structures for dealers, wholesalers and retailers.

#### **2. Weakness:**

- Lack of awareness of products by customers as compared to Heinz Glucon-D.
- The supply chain and distribution network for Dabur India Limited lags behind its core competitor, Heinz, who is currently the market leader.
- Online presence is low.
- The company focuses on other brands more which are market leaders in their segments.

### **3. Opportunities:**

- Business Diversification into the huge untapped market of our country, leading to achievement of higher growth rate.
- Growing demand of health supplements.
- Competitors don't conduct on-ground activation campaigns.
- Leveraging brand name.
- More margins may fascinate retailers to buy more products.

### **4. Threats:**

- Heinz has well established market and enjoys brand loyalty.
- People prefer international energy drink brands.
- Price war with Heinz.
- Limited consumer base.
- Aggressive marketing and diversifying strategies of other major companies can steal the company's market share.
- Consumer preference for glucose is low.

## **Chapter 11 Conclusion**

During this project, there were various aspects of the glucose industry learned through the entire process. While we got the opportunity to learn about the basic glucose market, we also got to know about the various strategies which are undertaken to increase market share and sales. Apart from these details, then came the real task of understanding the brand activation strategies, consumer behavior, market and the various opportunities associated with it.

The Indian Glucose Market has grown significantly over the past few years and it is enjoying a healthy growth rate compared to other economies; which is further backed by an increasing level of disposable income. Hence, Dabur India Limited (Glucose) has done a really commendable job by tapping upon the various opportunities coming across its way, leading to become the 2<sup>nd</sup> largest glucose company in India.

However, reaching up to this level has come at a price; as with the boom in the glucose industry, there has been entry of new players in India. Also, this has led to a cut throat competition among the companies which finally leads to end customer only being profited. There are various areas such as the Eastern parts of India, where Dabur Glucose is having a very strong foothold; but there are various areas of North India, where market leader is having a strong foothold.

While choosing the glucose, customers basically look for brand image, product quality, product availability, competitive pricing, discounts and offers and promotional events etc. Dabur India Limited, as a company, is doing its best in maintaining its market stature and there is a huge potential for the glucose industry in the upcoming future, as household incomes are rising and people prefer to use supplements for retaining energy in their body and for refreshment purposes as well. There is always demand for quality products and Dabur India Limited is doing a fair job in providing good quality products to the customers.

Hence, in order to tap the market opportunity further in its way, there are various recommendations being suggested to the company in the later section of this report. These suggestions are a result of the thorough study and research, being done, of the glucose industry. It is further expected that the findings of this report would surely prove to be helpful in determining the key areas of improvement for the Dabur India Limited, hence leading to a future ahead.



## **Chapter 12 Recommendations**

Though Dabur India Limited is trying to give a neck to neck competition to Heinz Glucon-D, it is still lagging behind in terms of sales & revenues. However after doing a small research and studying the glucose market in Delhi and learning from the campaign, there are certain recommendations till now which would help in reviving the market of Dabur Glucose, thereby increase in its sales and revenues.

### **Consumer Connect Campaigns**

Conducting consumer connect programs bring brands to life and give real-time experiences to the consumer. Consumers will get more awareness and will result in more loyalty towards the brand. It will help the company to attain more share in the industry.

### **Boards and Hoardings**

Dabur India Limited should search for strategic locations across the cities and should advertise their products on the boards and hoardings. This would lead to an increase in the visibility of the brand and hence lead to a positive change in the Brand Image. Also, the company should tie up with the local transport departments and put up their ads on the moving buses and cars across the city. This would, again, lead to an increase in the brand visibility and hence make the consumer more aware about the product.

### **Strengthening the Dealership Network**

Dabur India Limited should strengthen the dealership network by coming up with various attractive schemes and offers for the dealers. Though it is doing a fair job in this field, it should also concentrate more on the small dealers who are doing business with the company. If good facilities are provided to those small dealers leading to better satisfaction levels, then they can further enhance the business with better sales and revenue figures.

### **Focus on Research and Development**

As per the learnings from consumer survey, the consumers ask for better taste and quality in drinking glucose. Research and Development can be done to improve the product as per the consumer preferences which will increase the consumer base and will help the company to generate more sales and revenue.

### **Advertisements**

The major way for its sales now is to push the products through its dealers. Hence, Dabur India Limited should concentrate on airing an advertisement on the print media and the electronic media

in the Northern India as it has its much untapped market here and advertisements play an important role in consumers buying behavior.

## **Chapter 13 References**

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## Chapter 14 Appendix

# Consumer Buying Behavior (Glucose) Survey

\* Required

Name (Optional)

Your answer

---

Age Group: (in years) \*

18-21

22-25

26-29

30-33

34 and Above

Location (State)

Your answer

---

Q 1) Which energy drink do you like to consume? \*

Drinking Glucose

Fruit Juices

Energy Drinks

Sports Drinks

Other: \_\_\_\_\_

Q 2) Do you consume glucose? \*

Yes

No

Q 3) When mentioned glucose, what brand comes to your mind first? \*

Dabur Glucose

Heinz Glucon-D

Q 4) How often do you consume glucose? \*

- Daily
- Every Few Days
- Once a Week
- Once a Month
- Hardly Ever
- I don't

Q 5) The following are statements others have given as reasons for using glucose. Please indicate your position on each statement if you agree or disagree. \*

|  | Strongly Disagree     | Somewhat Disagree     | Neutral               | Somewhat Agree        | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Flavour options are important                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I only consume glucose when feeling energy blown | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Glucose is my first buying choice                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q 6) Out of these glucose features, select the importance each statement has for you. \*

|                         | Strongly Disagree     | Somewhat Disagree     | Neutral               | Somewhat Agree        | Strongly Agree        |
|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Gives me energy         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tastes good             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Keeps me hydrated       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quenches my thirst      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Makes me feel refreshed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q 7) Out of following reasons, why you don't prefer glucose? \*

- Ready-made Alternatives
- Convenience
- Taste
- Flavour
- Other: \_\_\_\_\_

Q 8) What additional features do you want in drinking glucose? \*

Better Quality

Better Taste

More Flavour Options

Better Solubility

Other: \_\_\_\_\_

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