REPORT ON

“Consumer Preference Towards Immunity Boosting Packaging Products Market With Special Emphasis On Dabur India Ltd.”

By

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2029

MBA-I

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DECLARATION

I hereby certify that this report has been prepared by me. This report has not previously formed the basis of any diploma of degree. The report is to be submitted to Goa Business School- Goa University as partial fulfilment of Dissertation paper of 3rd term of the Master of Business Administration program.

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INTRODUCTION TO INDIA IMMUNITY BOOSTING PACKAGED PRODUCTS INDUSTRY

The recent outbreak of COVID-19 has created a growing need for products which boost the body's immune system. The soaring healthcare costs is encouraging individuals to consume Immunity Boosting Products, thereby driving the growth of immunity boosting packaged products market in the country.

Further, rising per capita income and expanding middle-class and urban population are some of the key factors fuelling the growth of immunity boosting products market. The outbreak of COVID-19 is acting as a major growth factor for this market as there is a growing need for immunity boosting product, increasing FMCG immunity portfolio unit sales by 13.5% in 2020 from just 3.9% in 2019.

Immunity Boosting Food Products Market Size:

The global immunity boosting food products market reached a value of nearly $830 million in 2019 and is expected to grow at a CAGR of 6.2% to nearly to reach $1,056 million in 2023. Growing number of health-conscious consumers, faster economic growth, growing demand for immunity boosting foods and beverages during covid-19 and rising population will positively impact the market growth.

Immunity Boosting Food Products Market Drivers:

Growing Number of Health-Conscious Consumers-
The increase in the awareness of health and fitness among people and the growing number of health-conscious consumers are expected to drive the market for immunity boosting food products during the forecast period. This shift is mainly because of the rise in deskbound jobs and stressful lifestyles. As a result, many consumers are preferring immunity boosting food products that offer multiple nutrients, thereby driving the market for immunity boosting food products during forecast period.

Immunity Boosting Food Products Market Restraints:

High Cost of Raw Materials and Lack of Awareness-

The high cost of raw materials and lack of awareness among people about the benefits of the products are hampering the growth of the immunity boosting food products market. A relative lack of awareness about the immunity boosting food products in a swiftly growing middle-class population, as food alone cannot completely serve the nutritional requirements of the human body. On the other hand, the high cost of raw materials used in the manufacturing of immunity-boosting food products has a great impact on the price of the final product, which may limit the market growth.

Immunity Boosting Food Products Market Trends:

Yogurt as A Best Source of Probiotics for Immunity During COVID-19:

Recently, probiotic-containing yogurt has gained market prominence as it contains biologically active ingredients that have more metabolic and physiological health benefits than nutritional benefits.

Instant Immunity Boosters:

Instant immunity booster products are increasingly being used to boost immune function, Chyawanprash a nutritious jam, widely recommended by Ayurveda for its wide spectrum of health benefits. Amla, the vital component in chyawanprash detoxifies the body and cleanses the blood and the lungs.

Major Players in The Market:

Competitive Landscape of the players in the market:

Players Profiled (Leading Companies) as of 2020-

1. Dabur India Limited	4.Amway India Enterprises Pvt. Ltd.	7. Kerala Ayurveda Ltd
2. Patanjali Ayurveda	5.Baidyanath Ayurveda Bhawan Pvt. Ltd.	8. Aeronutrix Sports Products Private Ltd.
3.The Himalaya Drug Company	6. Organic India Pvt. Ltd.	9. Del Monte India

Companies are focused on launching new products carrying all the essential nutrients as well as on strengthening distribution network to increase their market share in the country's immunity boosting products market. Based on the distribution channel, the Indian Immunity Boosting Packaged Products Market is segmented into convenience stores, specialty stores, supermarkets & hypermarkets, medical stores and online.

Immunity Boosting Products Offered in The Market:

There are a plethora of choices prevailing in the market when it comes to immunity boosters these days allowing you to choose your immunity booster as per your convenience.

1. Chyavanaprasha	4. Giloy Sat Powder	7. Amalaki
2. Ratnaprash	5. Ayurveda Immune Boosters	8. Hot sip kadha
3. Ashwagandha Capsules	6. Tulsi drops	9. Vitamin C with Zinc tablets

Government Initiatives:

Some of the major initiatives taken by the government to promote the FMCG sector are as follows:

- The Government of India has drafted a new Consumer Protection Bill with special emphasis on setting up an extensive mechanism to ensure speedy, accessible, affordable, and timely delivery to consumers.
- The GST is beneficial for the FMCG industry as many of the FMCG products such as Soap, Toothpaste and Hair oil now come under 18% tax bracket against the previous 23-24%. There is also 25% fall in warehouse cost post GST.
- The Government is also supporting the rural population with higher minimum support prices (MSP), loan waivers to farmers and disbursements through the Mahatma Gandhi National Rural Employment Guarantee Act (NREGA) programme. These arrangements have enriched the rural masses and increased their purchasing power, thus boosting FMCG consumption in India.

What the Future Holds:

The COVID-19 pandemic has triggered a new consumer trend in health and wellness. Thereby, consumer interest in immunity-enhancing food and drinks has skyrocketed ushering in unexplored opportunities for brands and retailers. According to Mintel, the number of patents for immunity-improving food and drinks continues to increase by the day.

Also, although the immunity boosting food market segment is dominated by big brands, Mintel states that 'recent scientific developments in the field of botanicals to improve immune health have created an opportunity for major brands as well as start-ups to launch products containing these ingredients.

PROFILE OF DABUR INDIA LTD.

Vision and Mission:

Dabur's vision is to satisfy the health and well-being of all its customers. Dabur would achieve its vision by offering high quality natural products that will improve the customer's health and personal care. In doing so, the mission is maximizing the value offered to the shareholders.

Dabur's Corporate Profile:

Dabur India Ltd. is one of India's leading FMCG Companies with Revenues of over Rs 8,700 Crore & Market Capitalisation of over Rs 80,000 Crore**.** Building on a legacy of quality and experience of over 135 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company.

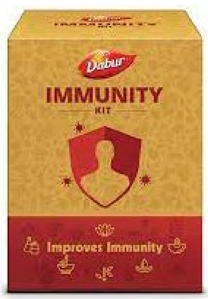
Dabur's FMCG portfolio today includes five flagship brands with distinct brand identities- **Dabur** as the master brand for natural healthcare products, **Vatika** for premium personal care, **Hajmola** for digestives, **Réal** for fruit juices and beverages and **Fem** for bleaches and skin care products.

Dabur's products also have huge presence in the overseas markets and are today available in over 100 countries across the globe. Its brands are highly popular in the Middle East, SAARC countries, Africa, US, Europe, and Russia. Dabur's overseas revenue today accounts for over 27% of the total turnover. Overall, Dabur has successfully transformed itself from being a family-run business to become a professionally managed enterprise. What sets Dabur apart from the crowd is its ability to change ahead of others and to always set new standards in corporate governance & innovation.

Dabur Immunity Boosting/ Hygiene Products:

- Dabur Pure Herbs Respiratory Health Tulsi, Haldi, Amla and Ashwagandha Tablets.
- Dabur Vedic Suraksha Tea.
- Real FrutORS
- Dabur Hand Sanitizer (non-edible)

- Dabur Hand Sanitizer (non-edible)
- Dazzl Disinfectant Range (non-edible)
- Dabur Air Sanitizer Spray (non-edible)
- Real Golden Milk – Haldi & Tulsi
- Dabur Ayush Kwath Kaadha
- Dabur Giloy Churan
- Dabur Amla Juice
- Dabur Tulsi Drops
- Dabur ImuDab Syrup
- Dabur Honitus Madhuvaani
- Dabur Glucose D
- Dabur Chyawanprash

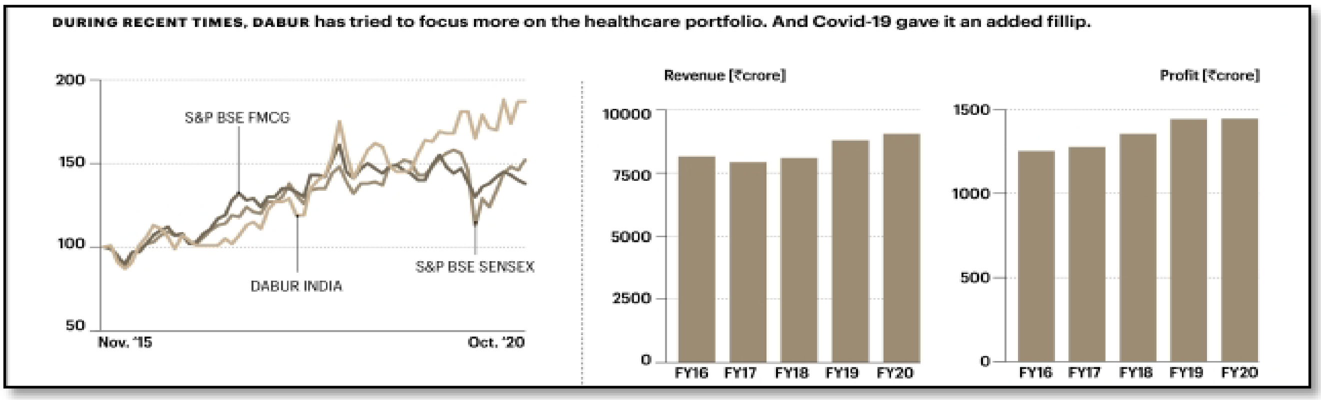


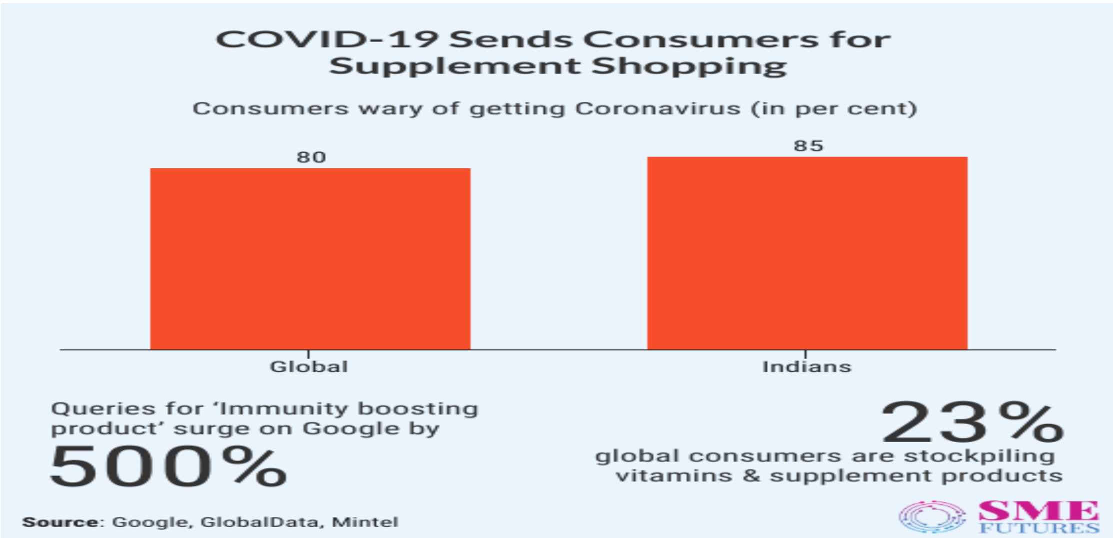
Rise in Dabur's Quarter 1 Earning (2021):

DABUR Q1 EARNINGS			
DABUR	Q1FY2021	Estimate (Cr.)	Estimate%
Profit (Cr.)	341.8	330	▲ 3.6%
Revenue (Cr.)	1,980	1,975	▲ 0.3 %
EBITDA (Cr.)	416.6	398	▲ 4.7%
Margin (%)	21%	20%	▲ 90 bps

News & Facts:

- Dabur sees 7-fold jump in Chyawanprash sales as demand for immunity boosting items booms amidst COVID-19.
- Dabur's other products in the immunity portfolio have also seen a surge in demand. Dabur Chyawanprash reported a growth of over 694% during the quarter, while Dabur Honitus grew by over 80%. (2020)
- Demand patterns have changed significantly, with consumers increasingly seeking Ayurveda-based interventions for boosting immunity, besides products that meet their personal and household hygiene needs. As a result, Dabur has developed a strong pipeline of innovations to address the growing consumer need for preventive healthcare and personal hygiene.
- "Boost your immunity!" trend has benefited Dabur.
- Dabur, climbed 14 spots up the 2020 *Fortune India* 500 list to No. 160, recognised early that though this was a disruptive event, it also presented an opportunity to Dabur.
- Dabur's healthcare vertical contributed about 46% to its overall sales in the second quarter of FY21, compared to about 32% in the comparable quarter last year.
- The one new entrant that had rocked Dabur's boat was Patanjali. It deeply impacted Dabur's honey and chyawanprash market share, Dabur has got back all the market share that it had lost to Patanjali due to Patanjali's unplanned expansion and inconsistency in products.





PESTLE Analysis of Dabur India:

POLITICAL	• Government Backing: A significant credit for Dabur's success goes to the constant government backing. Seeing, Dabur's product quality and consistency, the government provided favourable conditions to Dabur to expand in the foreign markets as well. It is the result of this that today 27% of Dabur's revenue is generated from the foreign markets. • Government Tax policy: The FMCG industry cheered Budget 2021's no increase in direct taxes and the absence of other negatives such as a COVID tax levy. • Foreign Direct Investments: In March 2021, the parliament approved a bill to increase foreign direct investment (FDI) in the FMCG sector

	from 49% to 67%. The government could have had taken more initiatives to strengthen the industry by some major relaxations.
ECONOMICAL	• Upliftment of Rural Economy: Special focus on agriculture, irrigation and rural development should fuel growth in a struggling rural economy, where FMCG growth has slowed down. • Economical Pricing: As most of the products which Dabur produces can be afforded by an average Indian customer; Dabur has not been affected much by the slowdown. Rather the sales number has been constantly increasing. For Dabur to maintain this growth it is important that the inflation rate should be lower, otherwise sales would drop. • Market Trends: The ever-changing market trends has led to constant change in consumers expectations from the brands, hence making it difficult for brands to survive in the market without necessary changes.
SOCIAL	• Socially Smart Positioning: The products which are strongly related to Ayurveda have the logo of Dabur attached very close to its own name. However, there is no great visibility of Dabur's logo on products like Real juice, fem etc. This is done keeping in view that people perceive Dabur as a company which produces Ayurvedic products. Having a logo of Dabur on such products might not create that impact and would not lead to higher sales. • Consumers Consuming Power: The big positive takeaways from Budget (2021) were the income-tax relief offered to lower income groups by slashing income tax rates. This would put more disposable income in the pockets of the consumers, which may help push demand for consumer goods. • Consumer Consciousness: The pandemic has helped to create faith in Ayurveda and Wellness amongst the section which did not believe in it. This is an opportunity for FMCG sector as people are now accepting Ayurveda.

TECHNOLOGICAL	• Research & Development and Innovation: R&D is a constant need for the hour, to keep up with continuously evolving products and meet consumer expectations. With the help of R&D Dabur can intensify and expand its product line during pandemic. • Advertising Shift: With people shifting from Televisions to Mobile phones, Laptops; it is important for Dabur to also change their advertising methods. While other competitors like Hindustan Unilever Limited seem to be heavily investing towards online marketing and coming out with its e-commerce portal, Dabur seems to be lagging in this aspect. • Evolving Technologies: It has become difficult for companies to maintain relevance with the evolution of technology due to constant innovation in technological space and the companies must pay higher cost to acquire such technologies.
LEGAL	• New regulatory standards: Amidst pandemic FDA, FSSAI and other government associations have come up with many new regulations and raised standards for acceptance of products in the Immunity Packages Products market. • Consumer Protection Law: Government has come up with various laws which protect consumers from getting exploited. Consumers now are more aware of their right to know about the product more things than ever before. Rigorous checks should be done during the manufacturing of a product. If a faulty sample reaches the customer; the customer can sue the company in Consumer court. • Labour Law: The labour law has recently benefited labours and the labour unions helps labours to achieve their rights and safeguard them from being wronged. Also, the company needs to have clear understanding about the Employment laws.

ENVIRONMENTAL	• Corporate Social Responsibility: Companies involve in CSR activities to get a good social standing; this helps companies to gain goodwill which in turn helps them to increase their customer base. • Climate and Environmental Changes: Climatic changes have been an integral part of the business as the climate of the country where Dabur is selling its products matter. In a country like India where summers persist for around 8 months, the beauty products like Shampoos, Juice will observe higher sales. • Environmental Resources Concern: Since people are becoming more conscious about the environment, Dabur's products are getting its benefits. Since the company's products are Eco-friendly, it tends to compel people to start purchasing its products.

SWOT Analysis of Dabur India:

STRENGHTS	• Strong Brand Presence: Dabur is a century old company which has created a strong brand presence for itself nationally and globally. Dabur today is a well-established brand in the market with major market share. • Excellent R&D Facilities: Dabur has a proficient R&D team because of which Dabur is a leader in herbal digestives with a Market share of 90%. And lately the company has expanded its product portfolio after the hit of COVID-19. • Innovativeness in Promotion: Dabur's Marketing team is excellent at adapting trends and promoting right product at right time. With best professionals Dabur is leading social media marketing.
WEAKNESSES	• Availability of Substitute Products: During lockdown Dabur lost most of its labours and distributors which acted as a major setback and availability of substitute products during this time impacted Dabur.

	• Uneven Profitability: It has been noticed that Dabur has uneven profitability across its product line. Some products have huge demand and market share whereas few products have very little demand. • Counterfeit Products: Many unbranded and duplicate products are being sold under the name of Dabur which is affecting Dabur's revenue.
OPPORTUNITY	• Launch Several OTC Products: Dabur can launch various OTC products to attract consumers and increase brand visibility. Consumers are likely to purchase products that can be accessed without prescription. • Exploring new market: Dabur can tap into rural market and increase penetration in urban areas. Also explore local and global market. It is seen that Dabur has low brand awareness in southern Indian market, which could be tapped into. • High Consumers Purchasing Power: Increase in disposable income has allowed consumers to purchase more, especially products that are the need of the hour.
THREAT	• Other Fields of Medicine: Allopathic and Homeopathic medicines are gaining importance in today's time, hence Ayurveda supported brand Dabur needs to come up with better products and marketing strategy. • Intense Competition in The Market: Competition in FMCG sector from well-established brand is a major threat to Dabur. Leading to loss in market share. Stiff competition from big MNC's like ITC, HUL, Patanjali. • Herbal Products Not Recognised: Dabur is facing a disconnect with markets where herbal products are not recognised.

Porters Five Force Analysis for Dabur India:

Competitive Rivalry (High)	• The threat of competitors is high because there are a lot of players in the market. • Price wars hurt company's profitability in the long run. • Strategic interdependence is high therefore, competitive moves are expected to persist. • More MNC's are entering the Indian market (Biotique). • The ayurvedic platform is also being used by other players like Emami and Ayush. • Existing players are entering new segments which will increase the competition e.g., Casper entering the vaporizer segment and Good Knight entering the personal spray and gel segment.
Threat of New Entrants (Medium)	• No significant entry barrier. • Dabur has been a market leader since last 100 years so there is moderate level of threat from new entrants. • Highly competitive industries like FMCG requires large investments so small players create less impact. • The Company has gone a long way in popularizing a whole range of products based on Ayurveda. So, all the advantages of first mover, learning curve, brand loyalty, patents and economies of scale exist with Dabur India.
Threat of Substitute Product (Low)	• Dabur hardly faces any substitution threat as Ayurvedic healthcare products hardly have substitutes. • Dabur products have strong herbal and natural profile with more than 100 years of experience in Ayurveda which leads to high product substitution. • Dabur is a leader in Herbal Digestives where the product has 90% of the market share. • FMCG or Healthcare products especially Ayurvedic, hardly have substitutes - so this threat is not very significant.

	• However, some product substitutes/similar products by competitors do exist, Dabur therefore is recently spending a huge amount on R&D to update its product line to curb such threats.
Bargaining Power of Customers (Medium)	• Buyer's bargaining power is moderate since they cannot influence prices to a great extent. • Bargaining power of customers has slightly increased due to a wide range of available choices from competitors, both local and global. • Dabur competes at prices which reduces product switching cost.
Bargaining Power of Suppliers (Low)	• Dabur is a well-established company controlling multiple product lines. • Dabur is a century old company and therefore has long term relations with suppliers. • Dabur has a strong channel of distribution.

VRIO Analysis for Dabur India:

Value: Dabur has an extremely diverse product line and innovation driven by customers' needs.
Rarity: Experts involved in product development leads to product differentiation and is able to generate an aura of trust with the consumer base because of Ayurveda.
Imitability: Chyawanprash accounts for 76% of Dabur's revenue, hence very risky for others to imitate and high expenditure to advertise with same intensity.
Organization: Advertising is targeted to boost loyalty through campaign which reinforces differentiation factor.

Resources	**Value**	**Rarity**	**Imitability**	**Organization**	**Competitive Advantage**
Vast R&D	Yes	Yes	No	Yes	Providing strong competitive advantage.
Marketing Expertise within the Dabur.	Yes, firms are competing based on differentiation in the industry	No, as most of the competitors also have decent marketing know-how.	Yes, Pricing strategies are often matched by competitors	Yes, firm is leveraging its inhouse expertise	Temporary Competitive Advantage.
Brand Positioning in Comparison to the Competitors.	Yes	No	Yes, can be imitated by competitors but will require big marketing budget.	Yes, the firm has positioned its brands based on consumer behaviour.	Temporary Competitive Advantage.
Sales Force and Channel Management.	Yes	No.	Yes, can be imitated.	Yes, Still there is lot of potential to utilize the excellent sales force	Can provide sustainable competitive advantage. Potential is certainly there.
Brand awareness.	Yes	Yes, Dabur is one of the leading brands in the industry.	No	Yes, Dabur has utilized its leading brand position in various segments	Sustainable competitive advantage.

Successful Implementation of Digital Strategy.	Yes, without a comprehensive digital strategy it is extremely difficult to compete.	No, as most of the firms are investing into digitalizing operations.	Yes, can be imitated by competitors.	Yes, One of the leading player in the industry.	Digital strategy has become critical in the industry, but it can't provide sustainable competitive advantage.
Financial Resources	Yes	No	Yes, Financial instruments and market liquidity are available to all the nearest competitors.	Yes, Company has sustainable financial position	Temporary Competitive Advantage.
Product Portfolio and Synergy among Various Product Lines.	Yes	No, since many competitors are entering profitable segments	Yes, can be imitated	Yes, Dabur has used the same to good impact.	Provide short term competitive advantage but requires constant innovation to sustain
Access to Cheap Capital.	Yes	No	Yes, can be imitated.	Yes, but not fully.	Not significant in creating competitive advantage

Access to Critical Raw Material for Successful Execution.	Yes	Yes, as competitors must come to terms with firm's dominant market position	Yes, can be imitated.	Yes	Providing sustainable competitive advantage.
Alignment of Activities with FMCG Corporate Strategy.	Yes	No	No, since each firm has its own strategy.	Yes	Still, lots of potential to build on it.
Distribution and Logistics Costs Competitiveness.	Yes, also helps deliver lower cost	No	Yes, can be imitated by competitors but difficult.	Yes	Medium to Long Term Competitive Advantage
Track Record of Project Execution.	Yes	Yes	No, since no competitor has been able to imitate this expertise.	Yes, company is successful at it	Providing strong competitive advantage.
Opportunities in the Adjacent Industries & New Resources Required to Enter those Industries.	Yes, can be valuable as they will create new revenue streams	No	Yes, can be imitated.	No, not fully utilized.	Has potential
Ability to Attract Talent in Various Local & Global Markets.	Yes	Yes, as talent is critical to firm's growth	No	Yes	Providing strong competitive advantage.

Intellectual Property Rights, Copyrights, and Trademarks.	Yes, they are extremely valuable specially to prevent competition	Yes, IPR and other rights are rare, and competition can't copy	No, as risk of imitation is low.	Yes, so far, the firm has utilized the full extent of its IPR & other properties	Providing strong competitive advantage.
Opportunities in the E-Commerce Space using Present IT Capabilities.	Yes, the e-commerce space is rapidly growing, and firm can leverage the opportunities	No, as most of the competitors are investing in IT to enter the space	No, The AI and inhouse analytics can be difficult to imitate	No, since they have recently started the same.	In the long run it can provide sustainable competitive advantage.

NEED FOR THE STUDY

Over the last few months, consumers across the world are constantly developing newer habits. The most noticeable has been the massive shift in consumer perspective towards health and wellness. Packaged consumer goods firm Dabur India reported a surge in demand for immunity building and hygiene products. The pandemic has seen the company reboot by fast-tracking product launches, embracing automation, upping the emphasis on e-commerce, and focusing on its health portfolio. The reason I am conducting this survey is that even though consumers are becoming conscious and shifting towards immunity-boosting products, it is observed that there are a plethora of products available for consumers to choose from which cater to their needs. This survey will help understand the consumer buying pattern and preference alongside understanding consumers' desire to buy Dabur India ltd.'s immunity-boosting products.

LITERATURE REVIEW

Boosting the immune system is a common theme associated with many of the products and practices presented as strategies to avoid or help fight COVID-19. Indeed, a Google Trends analysis reveals that search for phrases like ‘immune boost’ and ‘immune boosting’ spiked in early February, 2020, as concern about the impact of the virus started to intensify. With the increase in alert customers there are a lot of brands that have come up with new immunity boosting products or made changes to existing products to fulfil the needs of its customers. Now customers have a variety of products to choose from. Consumers normally implement preferences when they go for comparing different alternatives and choices. Hence there is a need to study Consumer preference, as it plays an important role in identifying perceptions, likes and dislikes of consumers, based on which we can use that information to understand the factors that influence their purchase decision.

(Koshio, 2020) During the past few months, increasing attention has developed in the direction of medicinal herbs. **(Market, 2021)**The immunity boosting food products market is segmented by product type into herbs & spices; nuts & seeds; fruits & vegetables; dairy-based products; probiotics and prebiotics; food supplements and others. The nuts & seeds market was the largest segment of the immunity boosting food products market segmented by product type, accounting for 40.2% of the total in 2019. Going forward probiotics and prebiotics segment is expected to be the fastest growing segment in the immunity boosting food products market, at a CAGR of 9.8%.

(Cision, 2021) The immunity boosting food products market is also segmented by form into tablets; capsules; powder; liquid; fresh food; chilled/frozen; canned; dried food and other forms. The dried food market was the largest segment of the immunity boosting food products market segmented by form, accounting for 28.5% of the total in 2019. Going forward liquid segment is expected to be the fastest growing segment in the immunity boosting food products market, at a CAGR of 6.6%. **((Harikrishnan, 2020)** In the current review paper, a comprehensive literature review on existing knowledge regarding the application of medicinal herbs to increase resistance against various types of diseases was performed. Also, the mode of actions of the herbs intended to increase protection against infectious diseases was clarified in cases that were determined in the context of their applications and health management. The gaps between existing knowledge and future perspectives are highlighted. **(Mintel, 2021)** The COVID-19 outbreak has prompted 45 percent of consumers in Europe to add more nutrients into their diet, while 29 percent reported being more interested in foods that can support your immune system since the start of the pandemic. Google Trends data also shows an approximate 500 percent increase in searches for immunity in food and drink worldwide by week, following the onset of COVID-19. **(Rocca, 2021)** Further adds that immunity boosting food products fall into two basic categories – the first focuses on nutrition and ingredients and the second category encompasses products that can boost overall wellbeing.

(Venkatraman, 2012) Proposed that consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. Consumers must often decide between choosing among a set of previously discovered alternatives and searching to discover additional alternatives before making a choice. **(Ge, 2015)** Additionally, consumer characteristics such as patriotism, protectionism and social economic conservatism are affecting their choices. Often, consumers will tend to choose a brand that they consider congruent with their self-image. In this way each consumer at an individual basis will try to reflect his or her own identity through choice.

RESEARCH GAP

The immunity-boosting market is relatively new, which started to achieve demand recently after the coronavirus outbreak and therefore, there are very few brands and products available in the market that really fulfils the needs of the consumers. It is important for new entrants to find out the scope in this industry segment in order to enter the market segment and successfully function for a long period of time.

Companies today are becoming customer-centric & highly focusing on satisfying their customers as they realize that in present cutthroat competition, satisfying & delighting the customers is very crucial. Because of the constant change in the needs, expectations, and lifestyles of customers, most of the companies are in a dilemma on how to meet the needs of the customers. The same problems have been witnessed in the Indian Immunity Boosting Packaged Products industry as well.

Although Dabur India Ltd. is an Indian multinational consumer goods company, it has marked its place in the Immunity boosting and hygiene products market. Nevertheless, it is vital to understand its competitors in the Immunity boosting and hygiene market segment. Hence there is a need to study Consumer preference, as it plays an important role in identifying perceptions, likes and dislikes of consumers. You can easily learn the key points that drive consumers to purchase from competitors, as well as understand what strategies the competitor uses to market to their customers. Conducting a consumer preference survey will help become aware of Dabur's scope for increase in its own Immunity boosting and hygiene products portfolio. It will also help in enhancing the way the organization approach their potential as well as present consumers.

OBJECTIVES OF THE STUDY

- To find out the level of scope for Immunity Boosting Packaging Products Market in India.
- To gain an understanding of consumer lifestyle patterns towards immunity boosting products market, in terms of utility and to understand the factors that influence their purchase decision.
- To examine the preference of customers towards immunity boosting products of Dabur India ltd.

METHODOLOGY OF STUDY

During the course of my Dissertation, to understand the Immunity Boosting Packaging Products Market in India, I have gathered the required information from primary and secondary data sources.

- **Data Sources/ Data Collection Methods:**
  - Primary Data- Questionnaire, Observation, Interaction with individuals, Pilot study and survey.
  - Secondary Data- Internet, previous and current records, Online information and Company website.

- **Sampling Design:**
  - Sample Unit: The target populations for this project are individuals above the age of 24.
  - Sample size: The sample size selected is 104.
  - Sample method: Simple Random Sampling.
  - Data collection method: Survey.
- **Research Design:**

The questionnaire framed for the research study is structured questionnaire in which all the questions are predetermined before conducting the survey. The scales used to evaluate questions are:

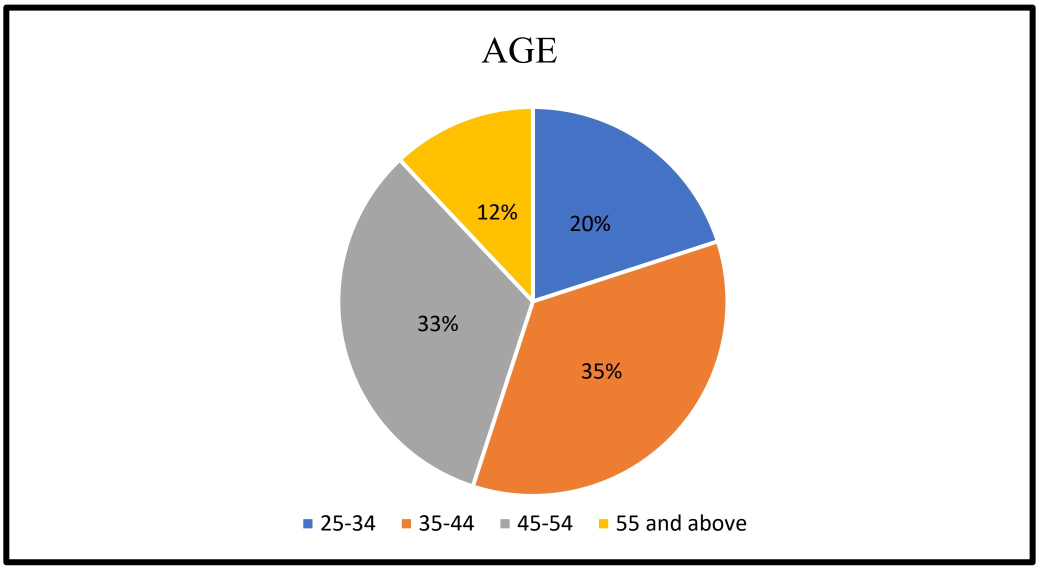
(i) Dichotomous question (Yes or No) (ii) Likert 1-5 rating Scale (iii) Rating Questions (iv) Multiple choice questions (v) Check- List Questions (vi) Open ended questions.

The questions were framed in such a manner that enabled the respondents to understand them and answer them easily. The questionnaire overall, was designed in such a way that the questions are short and simple, and arranged in a logical manner.

ANALYSIS & FINDINGS

1. AGE OF RESPONDENTS:

Age	Number of Respondents	Percentage
25-34	21	20%
35-44	36	35%
45-54	34	33%
55 and above	13	12%
TOTAL	104	100%

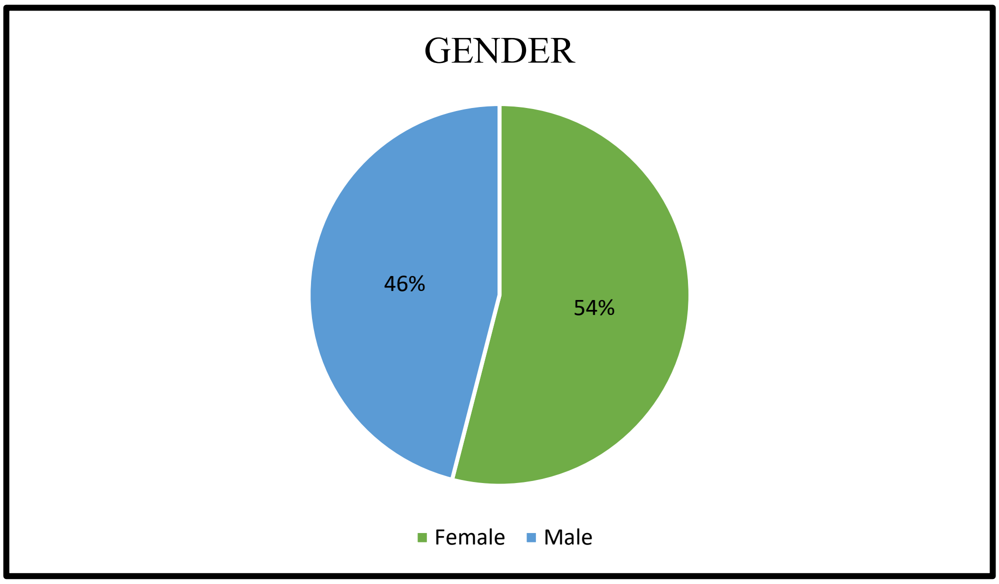


INTERPRETATION:

The above pie-chart graphically characterizes the age group of the respondents from a pool of 104 respondents, where 21 of the respondents belong to the age group of 25-34 years, 36 of the respondents belong to the age group between 35-44, 34 of the respondents belong to the age group of 44-54 years and 13 of the respondents belong to the age group of above 55 years. Via this data, we know that the respondents are individuals who are above the age of 25. Therefore, they are the correct target population for this survey.

2. GENDER OF RESPONDENTS:

Gender	Number of Respondents	Percentage
Male	48	46%
Female	56	54%
TOTAL	104	100%

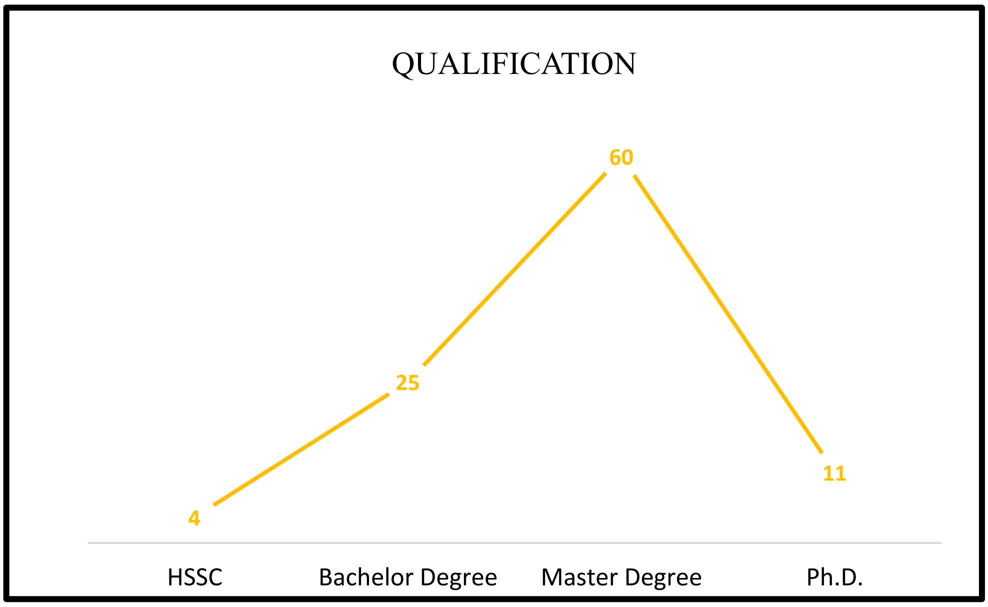


INTERPRETATION:

The above pie-chart distinctively represents the demographic of the respondents in terms of gender, where 46% of the respondents are males and 54% of the respondents are female out of a total pool of 104 respondents.

3. QUALIFICATION OF RESPONDENTS:

Qualification	Number of Respondents	Percentage
HSSC	4	4%
Bachelor's degree	26	25%
Master's degree	63	60%
Ph.D.	11	11%
TOTAL	104	100%

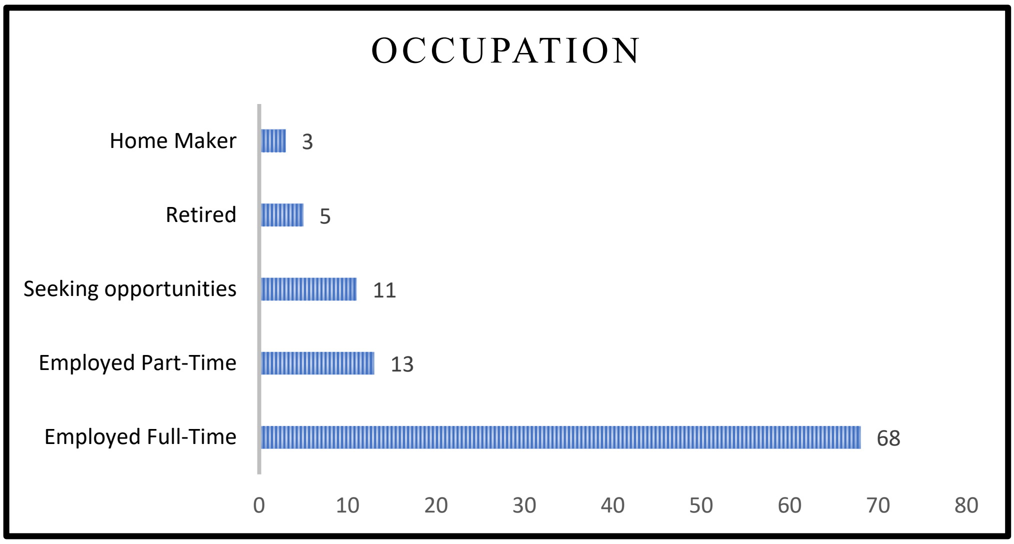


INTERPRETATION:

The above chart vividly indicates the demographic of the respondents in terms of qualification where 4 of the respondents are HSSC passed out, 26 of the respondents have Bachelor degree, 63 of the respondents have Master degree and 11 of the respondents possess PhD degrees out of a total pool of 104 respondents.

4. OCCUPATION OF RESPONDENTS:

Occupation	Number of Respondents	Percentage
Employed Full-Time	71	68%
Employed Part-Time	14	13%
Seeking opportunities	11	11%
Retired	5	5%
Home Maker	3	3%
TOTAL	104	100%

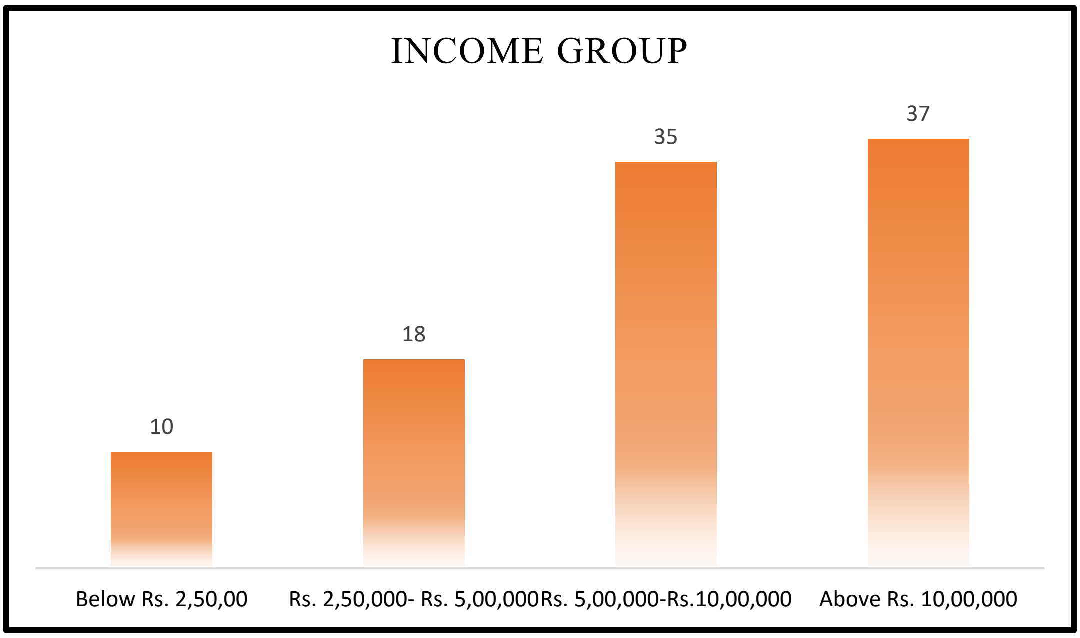


INTERPRETATION:

The above bar graph specifies the demographic of the respondents with respect to occupation where 3 of the respondents are homemakers, 5 of the respondents are retired, 11 of the respondents are seeking opportunities, 14 of the respondents are employed part-time and 71 of the respondents are employed full-time out of a total pool of 104 respondents. Via this data, we get a picture of how many respondents are employed, seeking opportunities and retired.

5. INCOME GROUP OF RESPONDENTS:

Income Group	Number of Respondents	Percentage
Below Rs. 2,50,000	10	10%
Rs. 2,50,000- Rs. 5,00,000	19	18%
Rs. 5,00,000-Rs.10,00,000	37	35%
Above Rs. 10,00,000	38	37%
TOTAL	104	100%

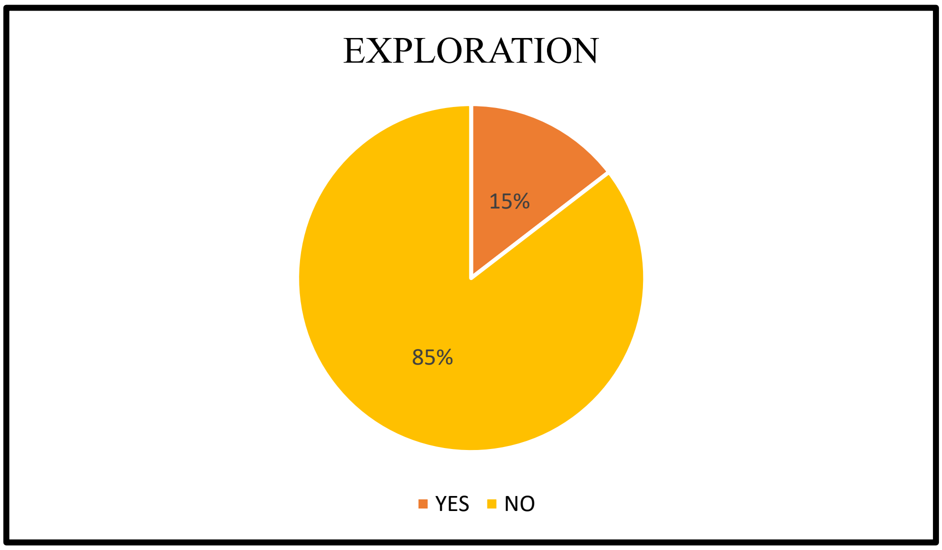


INTERPRETATION:

The above bar graph graphically represents the income group of the respondents from a pool of 104 respondents, where 10% of the respondents belong to the income group of below Rs.2,50,000, 18% of the respondents belong to the income group between Rs.2,50,000-Rs.5,00,000, 35% of the respondents belong to the income group between Rs.5,00,000-Rs.10,00,000 and 37% of the respondents belong to the income group of above Rs.10,00,000.

6. Have you ever searched/explored immunity boosting products available in the market before COVID19 outbreak?

Exploration	Number of Respondents	Percentage
Yes	16	15%
No	88	85%
TOTAL	104	100%

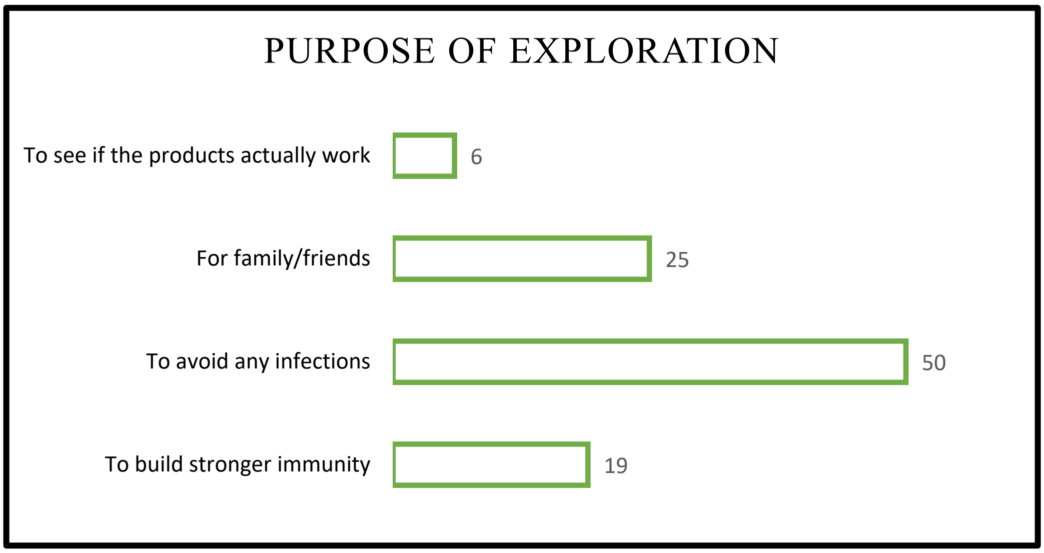


INTERPRETATION:

The pie-chart pictorially portrays that out of a pool of 104 respondents, 15% of the respondents have explored and searched for immunity boosting products available in the market before the COVID19 outbreak and 85% of the respondents have not explored/searched for immunity boosting products available in the market before COVID19 outbreak. Hence, we can say that majority of the respondents were not aware of the immunity-boosting packaging products market before the outbreak of COVID19.

7. What was the purpose of your exploration/search of immunity boosting products?

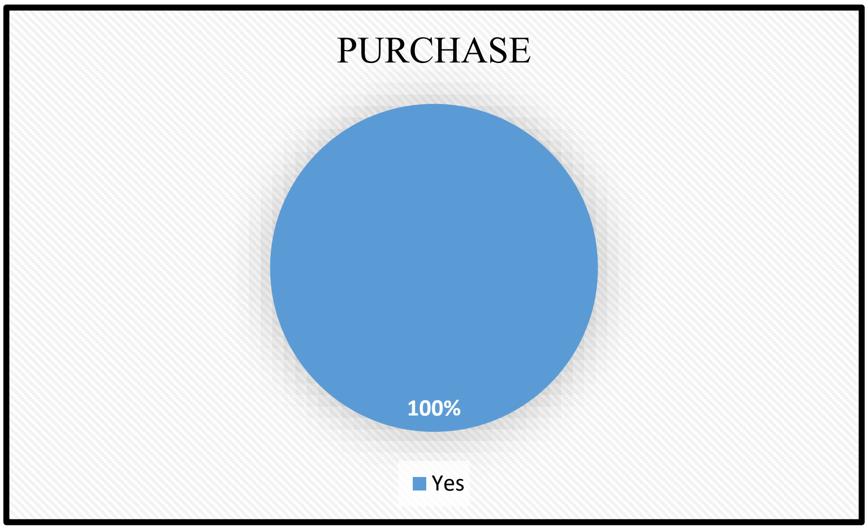
Purpose	Number of Responses	Percentage
To build stronger immunity	3	19%
To avoid any infections	8	50%
For family/friends	4	25%
To see if the products actually work	1	6%
TOTAL	16	100%



INTERPRETATION:

The chart denotes the purpose of individual's exploration of the immunity-boosting product's market. Out of an aggregate of 104 respondents, 6% of the respondents admit that their exploration purpose was to see if the products actually work, 25% of respondents acknowledge that their exploration purpose was for family and friends, 50% of the respondents confess that their exploration purpose was to avoid any infection and 19% of the respondents disclose that their exploration purpose was to build stronger immunity. This data shows that a large percentage of respondents looked for immunity boosting products to avoid infections.

8. Did you purchase immunity boosting products since the COVID19 outbreak?

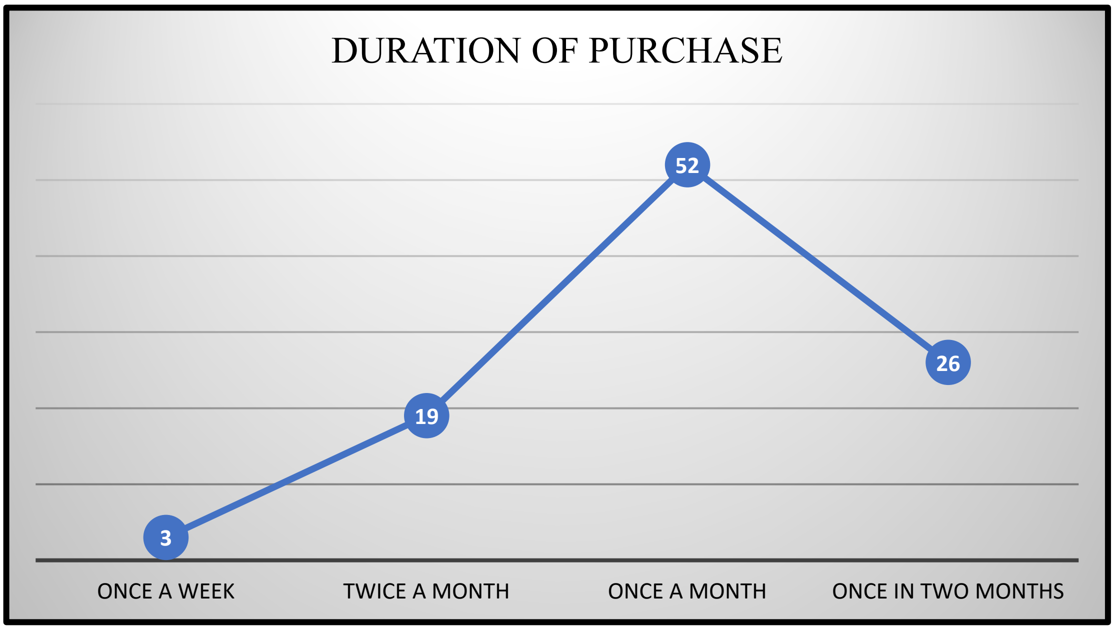


INTERPRETATION:

The pie-chart pictorially depicts that all the 104 respondents have purchased immunity-boosting products since the COVID19 outbreak. Hence, they are aware of the industry, products available and players in the market and therefore can provide an elaborative and distinctive survey response.

9. How often do you buy immunity boosting products?

Duration of Purchase	Number of Responses	Percentage
Once a week	3	3%
Twice a month	20	19%
Once a month	54	52%
Once in two months	27	26%
TOTAL	104	100%

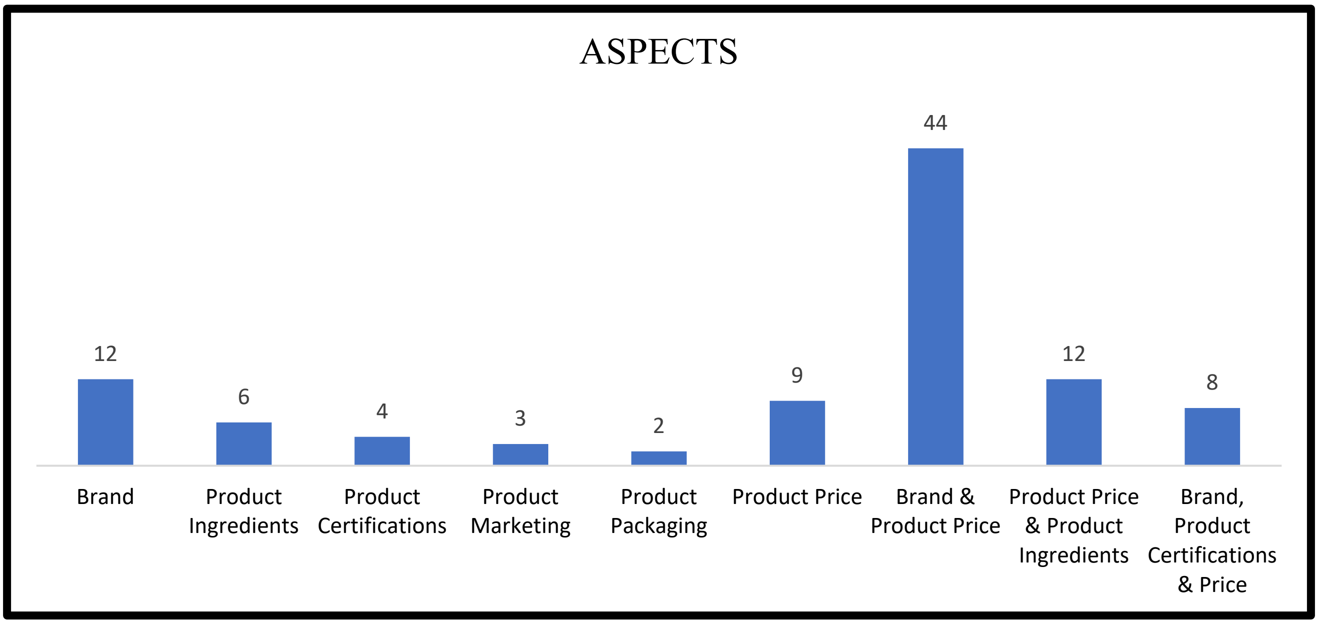


INTERPRETATION:

The above chart illustrates how frequently respondents purchase immunity boosting products. 3 of the respondents purchase immunity boosting products once a week, 20 of the respondents purchase immunity boosting products twice a week, 54 of the respondents purchase immunity boosting products once a month and 27 of the respondents purchase immunity boosting products once in two months. Through this information, we get an idea of how often these respondents purchase immunity boosting products.

10. What are the aspects that you consider before you purchase immunity boosting products?

Aspects	Percentage
Brand	12%
Product Ingredients	6%
Product Certifications	4%
Product Marketing	3%
Product Packaging	2%
Product Price	9%
Brand & Product Price	44%
Product Price & Product Ingredients	12%
Brand, Product Certifications & Price	8%



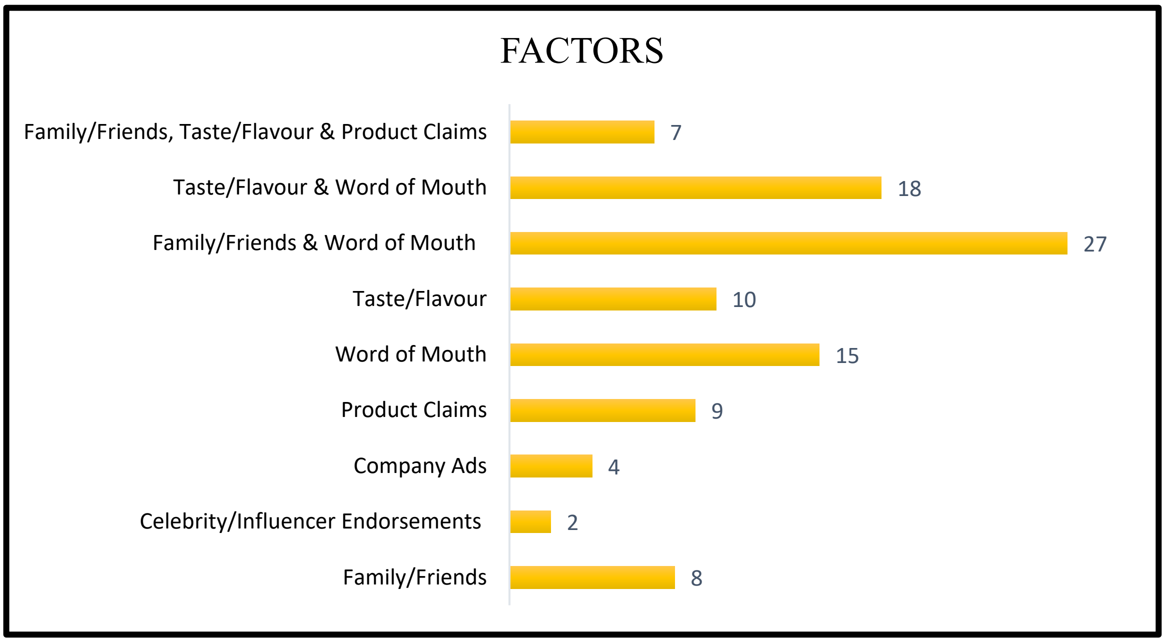
INTERPRETATION:

As can be viewed above, is the bar graph indicating the aspects that respondents consider before their purchase of immunity-boosting products. Out of an Aggregate of 104 respondents. 12% of the respondents expressed brand as an aspect, 6% of the respondents preferred product ingredient as an aspect, 4% of the respondents elected product certification, 3% of the respondents picked product marketing, 2% of the respondents chose product packaging and 9% of the respondents favoured product price as an aspect.

Moreover, several respondents claimed that the aspects that they consider before their purchase to be a blend between various options, for instance, 44% selected brand and product price, 12% selected product price and product ingredients and 8% selected brand, product certification and product price as an aspect. From this data, it is understood that a higher proportion of the respondents have given importance to the brand of the product and price segment the product belongs to as an aspect that drives them to their choice.

11. Who/What are the factors that influence your purchase decision?

Factors	Percentage
Family/Friends	8%
Celebrity/Influencer Endorsements	2%
Company Ads	4%
Product Claims	9%
Word of Mouth	15%
Taste/Flavour	10%
Family/Friends & Word of Mouth	27%
Taste/Flavour & Word of Mouth	18%
Family/Friends, Taste/Flavour & Product Claims	7



INTERPRETATION:

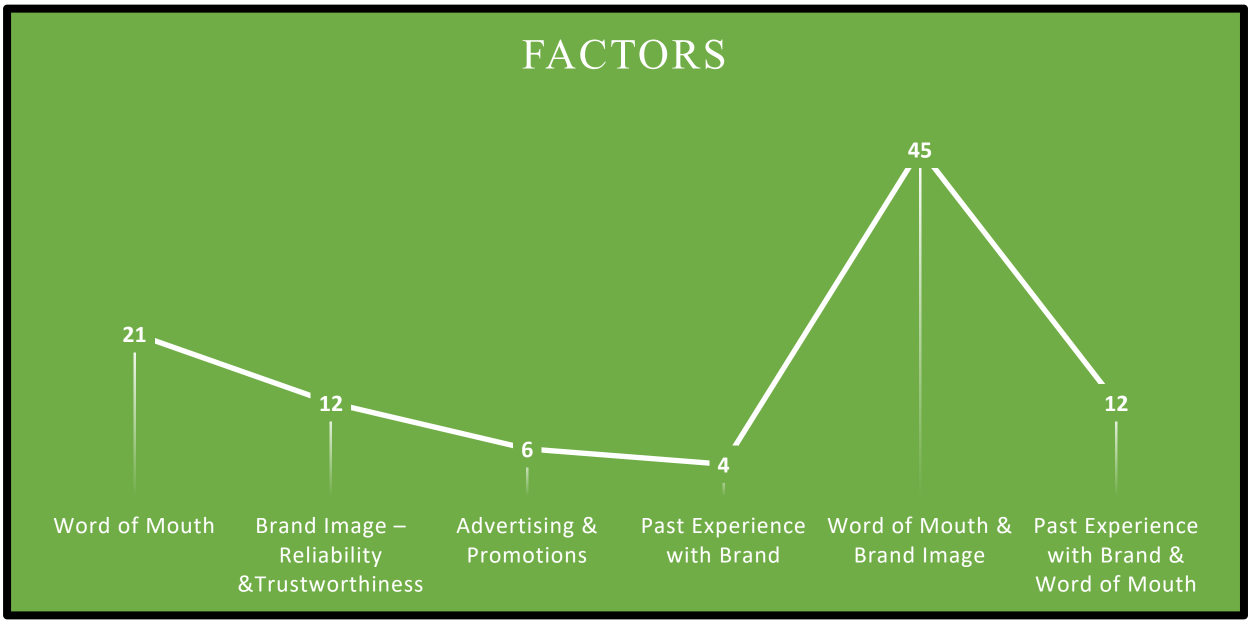
The bar graph pictorially shows the factors that influence the respondent's purchase decision of immunity-boosting products. Out of an aggregate of 104 respondents. 8% of the respondents expressed that the factor influencing their purchase decision is family/friends, 2% of the respondents' selected Celebrity/Influencer Endorsements is the factor that determines their purchase, 4% of the respondents chose Company ad as a factor, 9% of the respondents picked

Product claims as a factor, 15% of the respondents selected word of mouth as the significant factor that impacts their purchasing of immunity-boosting products and 10% of the respondents' selected taste/flavour as a factor influencing their purchase decision.

Additionally, quite a few respondents claimed the influencing factors to be a combination of various options, 27% elected family/friends & word of mouth, 18% chose taste/Flavour & word of mouth as a factor and lastly, 7% picked family/friends, taste/Flavour & product claim as an influencing factor of their purchase. It is directed that a higher section of the respondents has given a majority of importance to word of mouth and family/friends as a factor that influences the respondents' purchase decision. Hence, we can construe that word of mouth and recommendations from family/friends plays a major role in influencing the buyers' purchase decision.

12. Which factors have given rise to your awareness knowledge towards the immunity boosting products Brands?

Factors	Percentage
Word of Mouth	21%
Brand Image – Reliability &Trustworthiness	12%
Advertising & Promotions	6%
Past Experience with Brand	4%
Word of Mouth & Brand Image	45%
Past Experience with Brand & Word of Mouth	12%



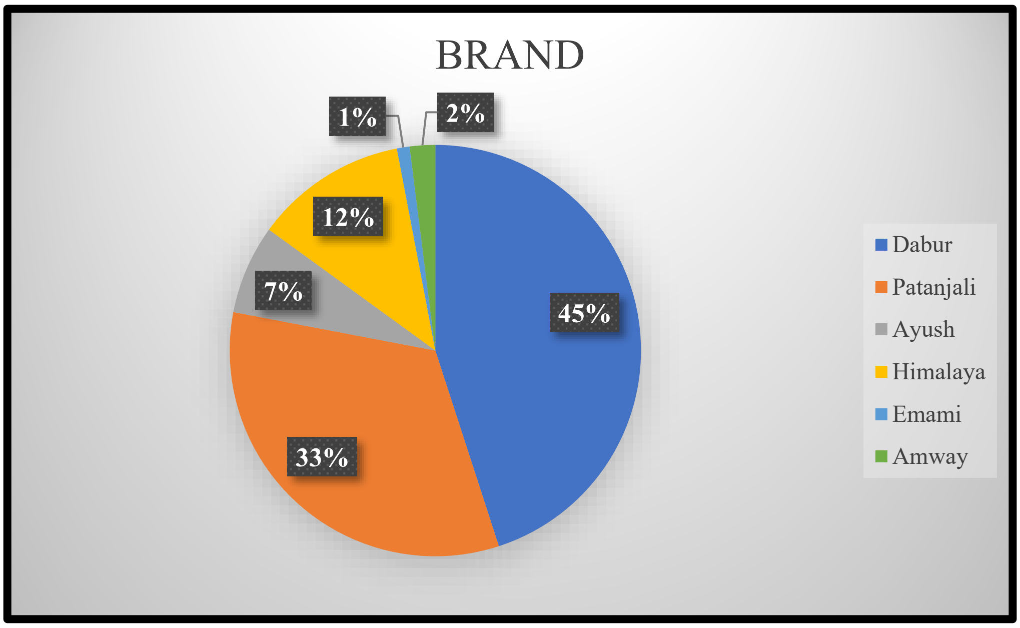
INTERPRETATION:

The chart evidently elucidates factors that have given rise to respondent's awareness knowledge of immunity-boosting product brands. 21% of the respondents selected word of mouth as a factor of their awareness, 12% of the respondents chose brand image as a factor of their awareness, 6% of the respondents selected advertising & promotion as a factor of their awareness and 4% of the respondents picked past experience with the brand as a factor of their awareness.

Furthermore, some respondents confirm the factors that have given rise to their awareness towards immunity boosting product brands to be a blend between various options, 45% selected word of mouth & brand image and about 12% chose past experience with the brand & word of mouth as a factor for awareness about the immunity boosting product brands. From this, we comprehend that the most effective tools/factors have been word of mouth and brand image.

13. What is the first brand that comes to your mind as top choice in immunity boosting products market if you had to choose one brand?

Brand	Number of respondents	Percentage
Dabur	47	45%
Patanjali	34	33%
Ayush	7	7%
Himalaya	13	12%
Emami	1	1%
Amway	2	2%
Total	104	100%

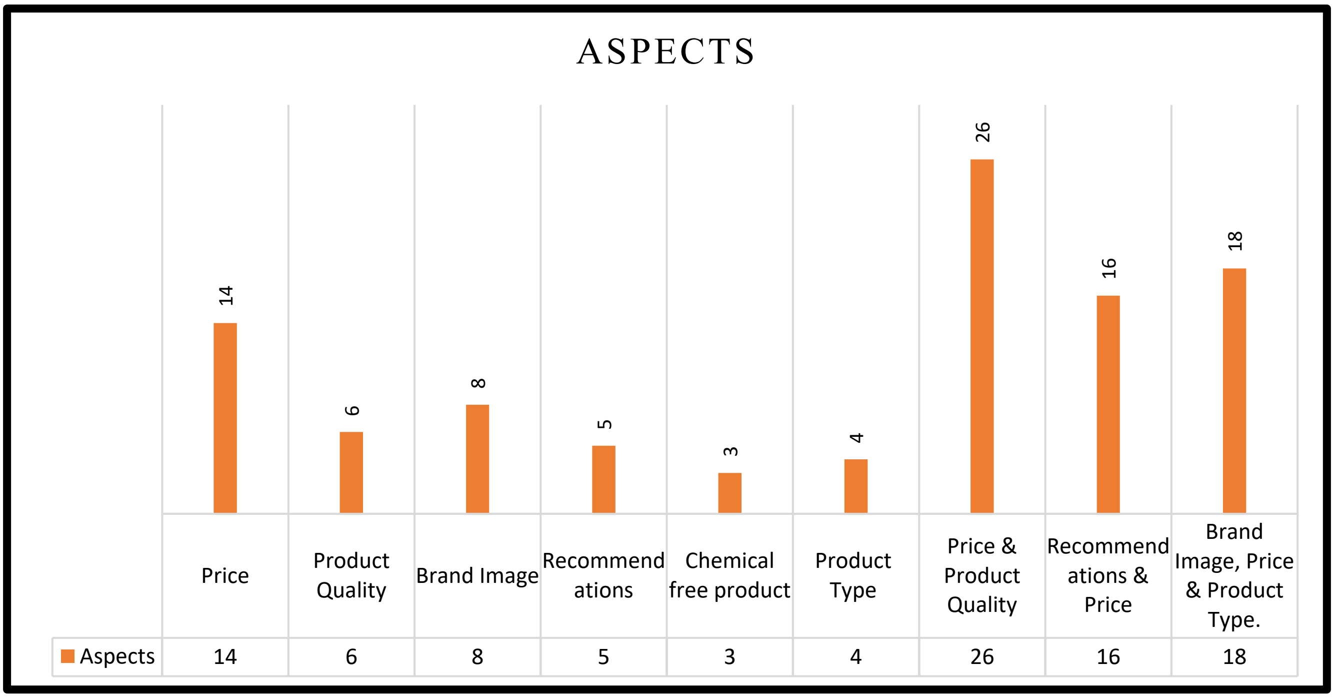


INTERPRETATION:

The above pie-chart pictorially indicates the top choice of the respondents from the given options of brands in the immunity-boosting product market. From a pool of 104 respondents, 45% of the respondents have chosen Dabur as their top choice, 33% of the respondents have chosen Patanjali as their first choice, 7% of the respondents have chosen Ayush as their top choice, 12% of the respondents have chosen Himalaya as their first choice, 1% of the respondents have chosen Emami as their top choice and 2% of the respondents have chosen Amway as their first choice. It is seen that a large number of students have chosen Dabur and Patanjali as their top choice and very few have chosen Emami and Amway as their first choice. Hence, we can conclude that Dabur and Patanjali have great brand awareness and presence in the market and are the preferred choice of brand amongst the respondents.

14. What are the aspects that lead you to prefer the brand?

Aspects	Percentage
Price	14%
Product Quality	6%
Brand Image	8%
Recommendations	5%
Chemical free product	3%
Product Type (Ayurvedic/ Allopathic/ Homeopathic/ Organic)	4%
Price & Product Quality	26%
Recommendations & Price	16%
Brand Image, Price & Product Type.	18%



INTERPRETATION:

The bar graph pictorially elucidates the aspects that lead respondents to their choice. Out of an aggregate of 104 respondents. 14% of the respondents admit that price is the aspect that leads them to their choice of immunity-boosting brand, 6% of the respondents admit that product quality is the aspect that leads them to their choice of immunity-boosting brand, 8% respondents admit that brand image is the aspect that leads them to their choice of immunity-boosting brand, 5% of the respondents admit that recommendation is the aspect that leads them to their choice of immunity-boosting brand, 3% of the respondents admit that chemical free product is the aspect that leads them to their choice of immunity-boosting brand subsequently and 4% of the respondents admit that product type is the aspect that leads them to their choice of immunity-boosting brand.

Moreover, several respondents claimed that the aspects that lead to their preferred brand to be a blend between various options, for instance, 26% selected price and product quality, 16% selected recommendation and product price and 18% selected brand image, product type and product price as an aspect. From this data, it is inferred that a higher proportion of the respondent have given importance to product quality, brand image and price segment the product belongs to as an aspect that leads them to their preferred choice of brand.

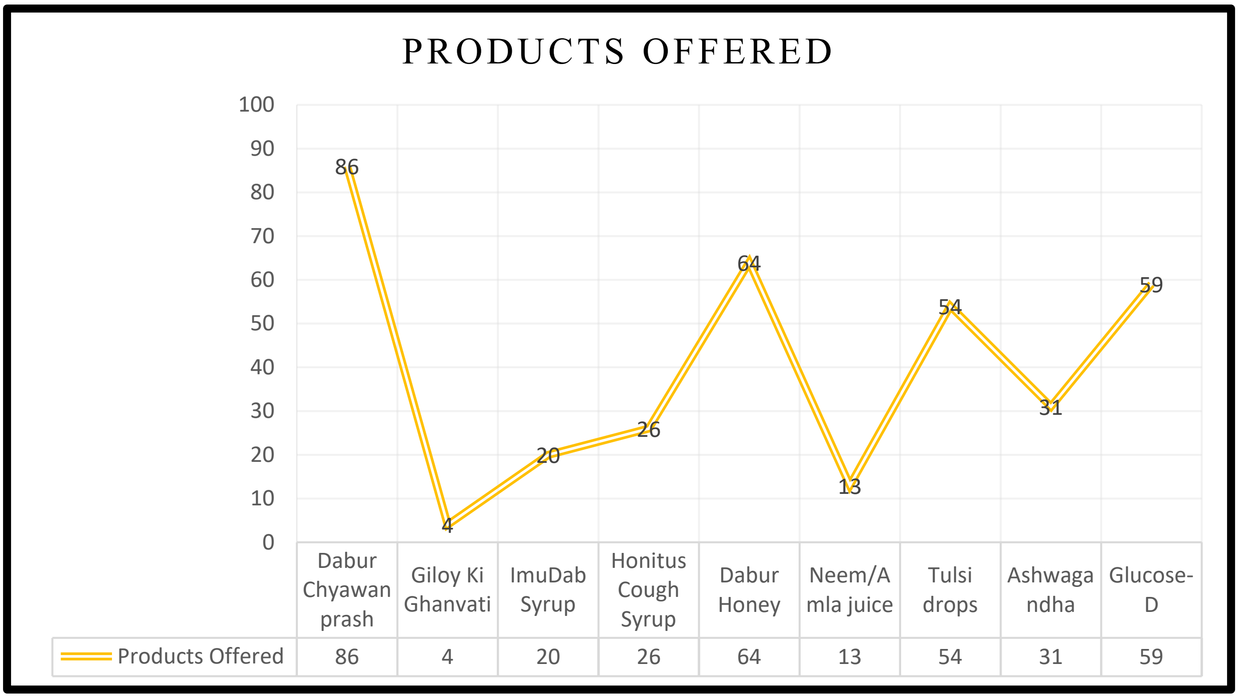
DETAILED INTERPRETATION OF DABUR & PATANJALI:

Addressing about aspects as to why **Dabur** is respondents most preferred immunity products brand, 18% said due to Dabur's Price & Product Quality, 10% expressed due to its Brand Image, 6% stated due to its product type, 10% conveyed due to recommendation and lastly 1% added due to the chemical free product.

Addressing about reasons as to why **Patanjali** is respondent's most preferred immunity products brand, 3% expressed due to Patanjali's Price & Product Quality, 11% stated due to its brand image, price & product quality, 4% respondents expressed due to Patanjali's price, 6% respondents said due to Patanjali's product type and lastly 9% people added due to the recommendation.

15. Tick the products you are aware Dabur India ltd. offers in the immunity boosting products segment?

Products Offered	Number of Respondents	Percentage
Dabur Chyawanprash	89	86%
Giloy Ki Ghanvati	4	4%
ImuDab Syrup	21	20%
Honitus Cough Syrup	27	26%
Dabur Honey	67	64%
Neem/Amla juice	14	13%
Tulsi drops	56	54%
Ashwagandha	32	31%
Glucose-D	61	59%



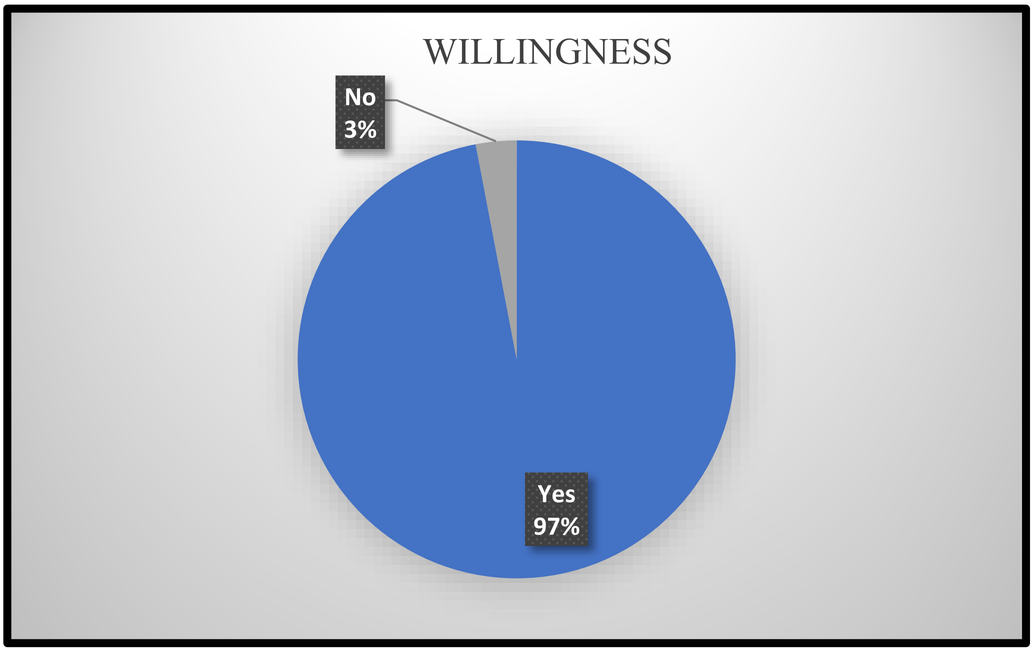
INTERPRETATION:

The chart pictorially explains respondents' awareness of products offered by Dabur India Ltd. in the immunity-boosting products segment. Out of a pool of 104 respondents. 86% of the respondents are aware of Dabur Chyawanprash manufactured by Dabur ltd., 4% of the respondents are aware of Giloy Ki Ghanvati manufactured by Dabur ltd., 20% of the respondents are aware of ImuDab Syrup manufactured by Dabur ltd., 26% of the respondents are aware of Honitus Cough Syrup manufactured by Dabur ltd., 64% of the respondents are aware of Dabur Honey manufactured by Dabur ltd., 13% of the respondents are aware of Neem/Amla juice manufactured by Dabur ltd., 54% of the respondents are aware of Tulsi drops manufactured by Dabur ltd., 54% of the respondents are aware of Ashwagandha manufactured by Dabur ltd. and 59% of the respondents are aware of Glucose-D manufactured by Dabur ltd.

From this data, we know that the respondents are aware of immunity-boosting products manufactured and marketed by Dabur India Ltd. However, it is observed that the products that are manufactured by Dabur for decades (Dabur Chyawanprash, Dabur Honey, Glucose-D, etc.) have higher awareness level compared to the newly introduced products (Giloy Ki Ghanvati, ImuDab Syrup, etc.) in the immunity-boosting segment. Hence, Dabur India should promote its newly launched products in the immunity-boosting segment more.

16. Would you continue to buy immunity boosting products in the future?

Willingness	Number of Respondents	Percentage
Yes	101	97%
No	3	3%
Total	104	100%



INTERPRETATION:

The pie-chart pictorially portrays that out of a pool of 104 respondents. 97% of the respondents are willing to purchase immunity boosting products in the future, hence determining the scope for this product segment in the market in the near future. This shows a positive opportunity for existing and new potential brands and products in the market. Only 3% of the respondents have admitted that they would not continue to buy immunity-boosting products.

17. Scale the factors which would influence your purchasing decision in the future:

(1 being least important & 5 the most important)

A) Price:

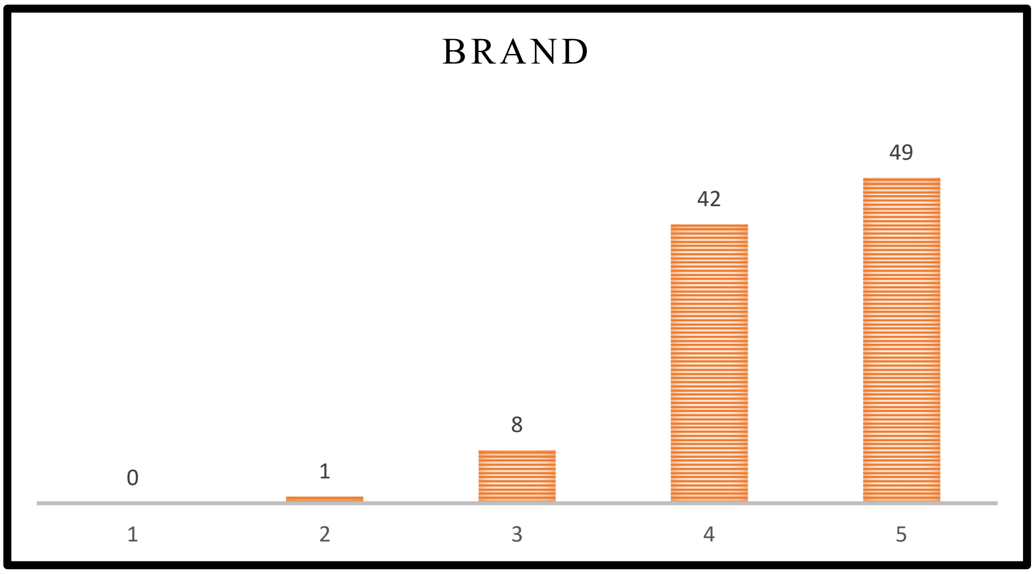
Factor	Number of respondents	Percentage
1	4	4%
2	2	2%
3	11	11%
4	25	24%
5	62	60%
Total	104	100%

INTERPRETATION:

Above is the chart indicating "Importance" Price as a factor that influences respondents purchase decisions in future. 4% said price is least important, 2% said price is somewhat important as a factor of influence, 11% expressed that it is important, 24% said its comparatively more important than other factors and 60% said it's the most important factor that could impact their purchase decision in the future.

B) Brand:

Factor	Number of respondents	Percentage
1	0	0%
2	1	1%
3	8	8%
4	44	42%
5	51	49%
Total	104	100%

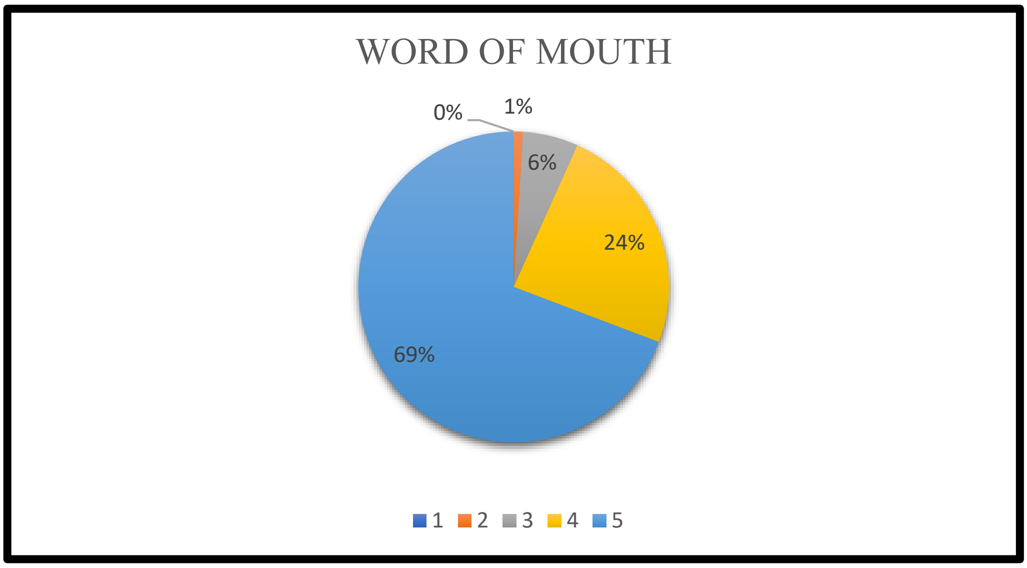


INTERPRETATION:

Above is the chart signifying "Importance", Brand as a factor that influences respondents purchase decision in future. 1% said brand is somewhat important as a factor of influence, 8% expressed that it's important, 42% said it's comparatively more important than other factors and 49% said brand is the most important factor that could impact their purchase decision in the future.

C) Word of Mouth:

Factor	Number of respondents	Percentage
1	0	0%
2	1	1%
3	6	6%
4	25	24%
5	72	69%
Total	104	100%

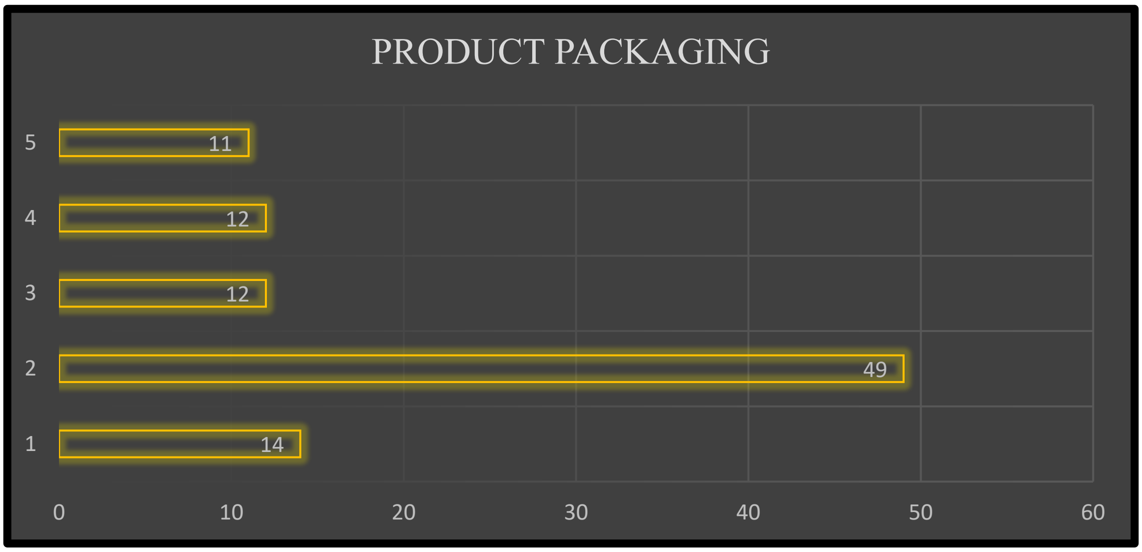


INTERPRETATION:

Above is the chart showing "Importance", Word of Mouth as a factor that influences respondents purchase decision in future.1% said Word of Mouth is somewhat important as a factor of influence, 6% expressed that it's important, 24% said its comparatively more important than other factors and 69% said Word of Mouth is the most important factor that could impact their purchase decision in the future.

D) Product Packaging:

Factor	Number of respondents	Percentage
1	15	14%
2	50	49%
3	13	12%
4	13	12%
5	14	13%
Total	104	100%



INTERPRETATION:

Above is the chart representing "Importance", Product Packaging as a factor that influences respondents purchase decision in future.14% said Product Packaging is least important, 49% said Product Packaging is somewhat important as a factor of influence, 12% expressed that it's important, 12% said its comparatively more important than other factors and 13% said Product Packaging is the most important factor that could impact their purchase decision in the future.

E) Product Ingredients:

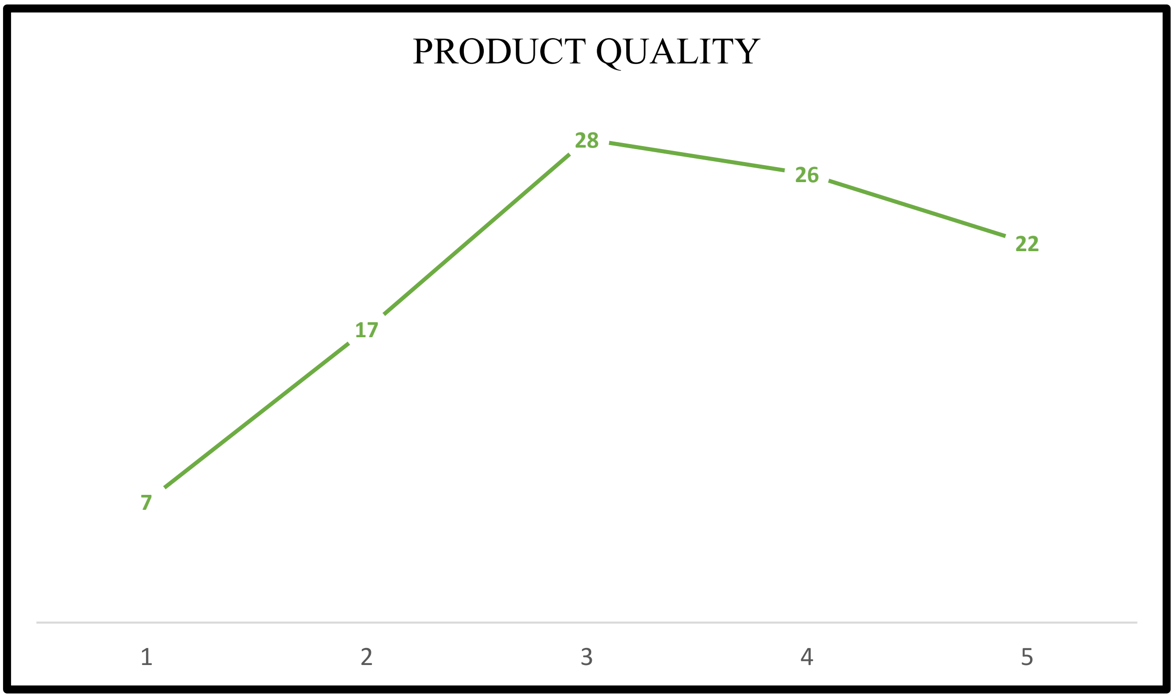
Factor	Number of respondents	Percentage
1	12	12%
2	22	21%
3	33	32%
4	17	16%
5	20	19%
Total	104	100%

INTERPRETATION:

Above is the chart specifying “Importance”, Product Ingredients as a factor that influences respondents purchase decision in future.12% said Product Ingredients is least important, 21% said Product Ingredients is somewhat important as a factor of influence, 32% expressed that it’s important, 16% said its comparatively more important than other factors and 19% said Product Ingredients is the most important factor that could impact their purchase decision in the future.

F) Product Quality:

Factor	Number of respondents	Percentage
1	7	7%
2	18	17%
3	29	28%
4	27	26%
5	23	22%
Total	104	100%

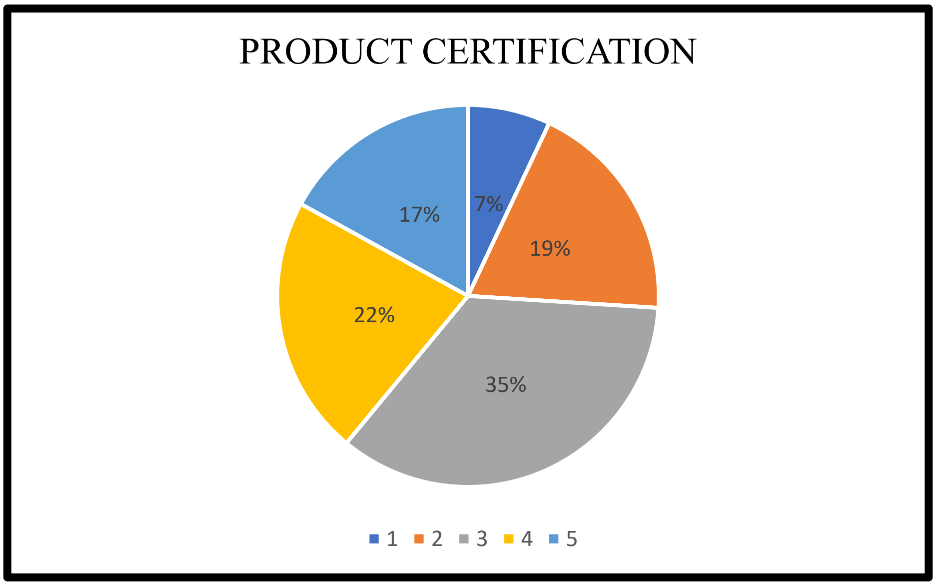


INTERPRETATION:

Above is the chart showing “Importance”, Product Quality as a factor that influences respondents purchase decision in future.7% said Product Quality is least important, 17% said Product Quality is somewhat important as a factor of influence, 28% expressed that it’s important, 26% said its comparatively more important than other factors and 22% said Product Quality is the most important factor that could impact their purchase decision in the future.

G) Product Certifications:

Factor	Number of respondents	Percentage
1	7	7%
2	20	19%
3	36	35%
4	23	22%
5	18	17%
Total	104	100%

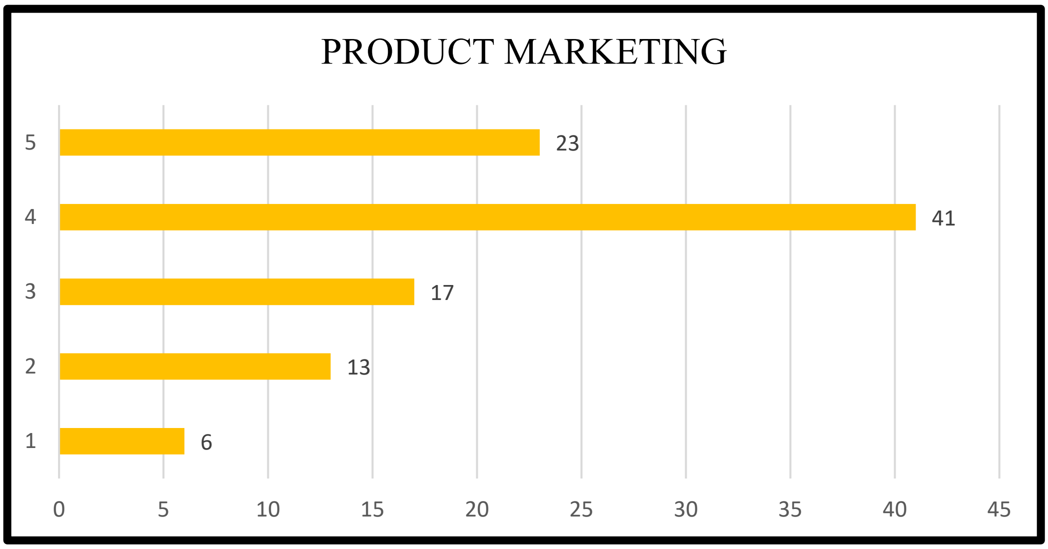


INTERPRETATION:

Above is the chart indicating "Importance", Product Certifications as a factor that influences respondents purchase decision in future.7% said Product Certifications is least important, 19% said Product Certifications is somewhat important as a factor of influence, 35% expressed that it's important, 22% said its comparatively more important than other factors and 17% said Product Certifications is the most important factor that could impact their purchase decision in the future.

H) Product Marketing:

Factor	Number of respondents	Percentage
1	6	6%
2	14	13%
3	18	17%
4	42	41%
5	24	23%
Total	104	100%

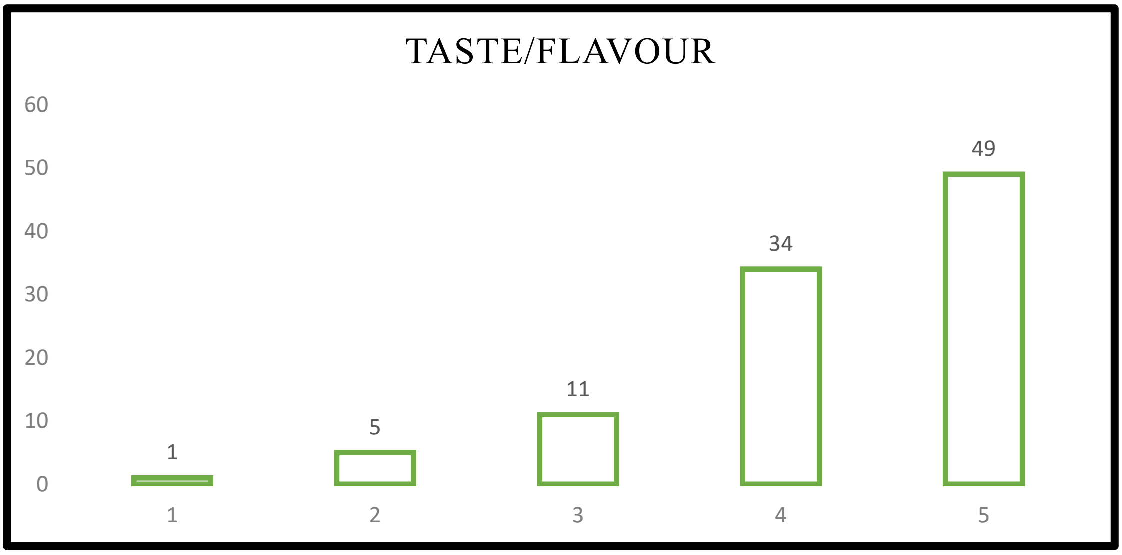


INTERPRETATION:

Above is the chart demonstrating "Importance", Product Marketing as a factor that influences respondents purchase decision in future. 6% said Product Certifications is least important, 13% said Product Marketing is somewhat important as a factor of influence, 17% expressed that it's important, 41% said its comparatively more important than other factors and 23% said Product Marketing is the most important factor that could impact their purchase decision in the future.

I) Taste/Flavour:

Factor	Number of respondents	Percentage
1	1	1%
2	5	5%
3	12	11%
4	35	34%
5	51	49%
Total	104	100%



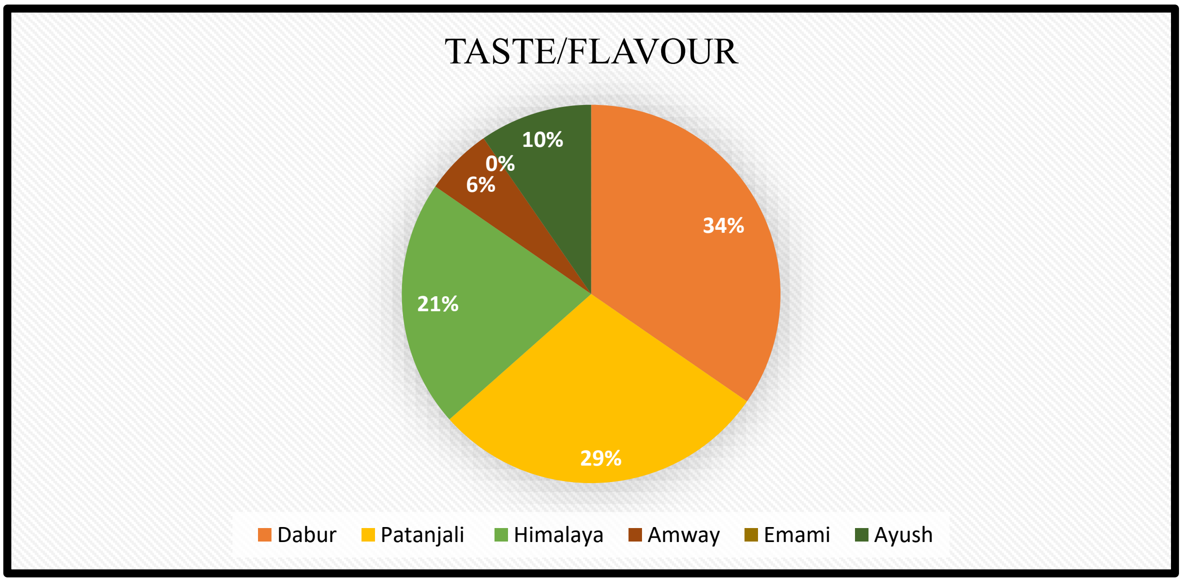
INTERPRETATION:

Above is the chart signifying "Importance", Taste/Flavour as a factor that influences respondents purchase decision in future. 1% said Taste/Flavour is least important, 5% said Taste/Flavour is somewhat important as a factor of influence, 11% expressed that it's important, 34% said its comparatively more important than other factors and 49% said Taste/Flavour is the most important factor that could impact their purchase decision in the future.

17. Preferred Choice of Brand in terms of Utility purpose?

Utility	Dabur	Patanjali	Himalaya	Amway	Emami	Ayush
Taste/ Flavour	36	30	22	6	0	10
Chemical free	25	39	31	1	2	6
Immunity Booster	30	28	34	2	4	6
Product Quality	27	34	25	6	4	8
Brand Image	36	21	27	6	4	10
Product Ingredients	38	32	20	4	3	7

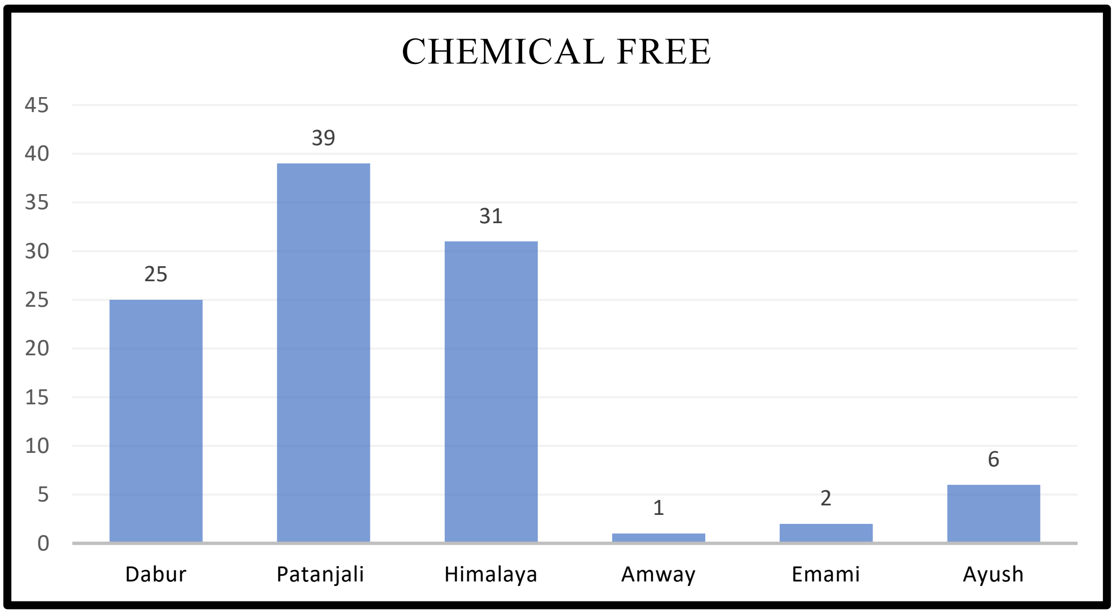
A) Taste/ Flavour:



INTERPRETATION:

As can be observed in the Pie- chart above, 34% of respondents were of the opinion that Dabur is most widely preferred in terms of Taste & Flavour, 29% of respondents said that Patanjali is their preference concerning Taste & Flavour, 21% of respondents preferred Himalaya for Taste & Flavour, 6% respondents opted for Amway, 0% respondents preferred Emami. Lastly, 10% of respondents preferred Ayush in terms of Taste & Flavour.

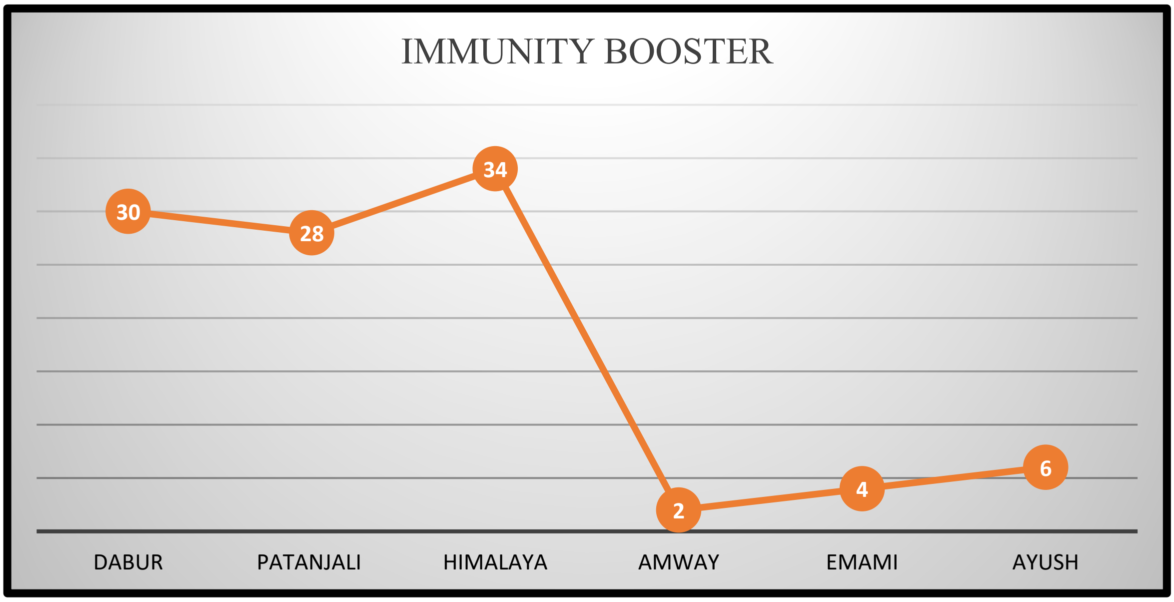
B) Chemical free:



INTERPRETATION:

As can be viewed in the Pie- chart above, 24% of respondents were of the opinion that Dabur is most widely preferred in terms of Chemical free, 37% of respondents said that Patanjali is their preference with regard to Chemical free, 30% of respondents preferred Himalaya for Chemical free, 1% respondents opted for Amway, 2% respondents preferred Emami and lastly 6% respondents preferred Ayush in terms Chemical free.

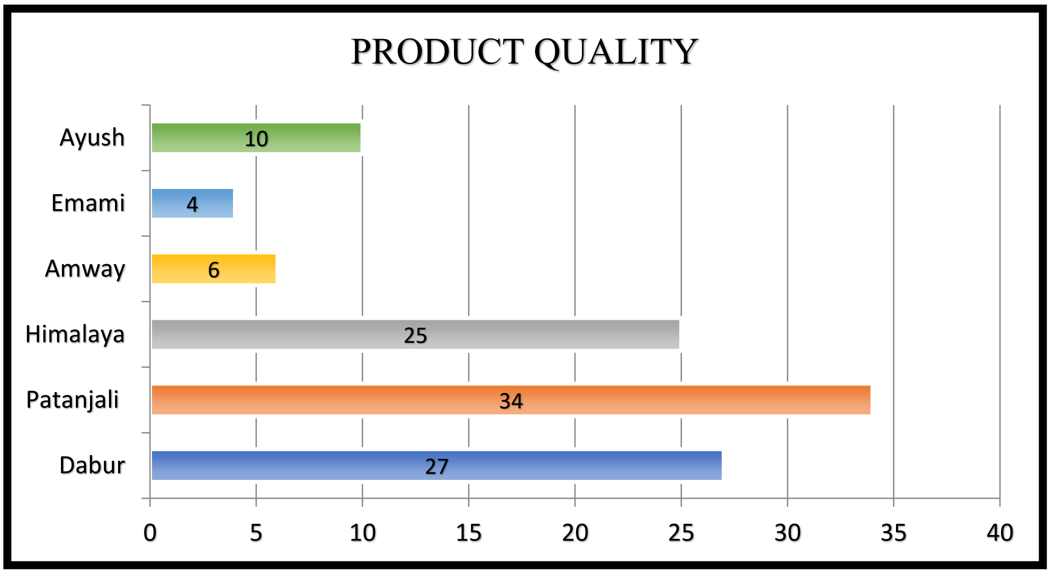
C) Immunity Booster:



INTERPRETATION:

As can be observed in the Pie- chart above, 29% of respondents were of the opinion that Dabur is most widely preferred in terms of Immunity Booster, 27% of respondents said that Patanjali is their preference with regard to Immunity Booster, 32% of respondents preferred Himalaya for Immunity Booster, 2% respondents opted for Amway, 4% respondents preferred Emami. Ultimately 6% of respondents favoured Ayush in terms of Immunity Booster.

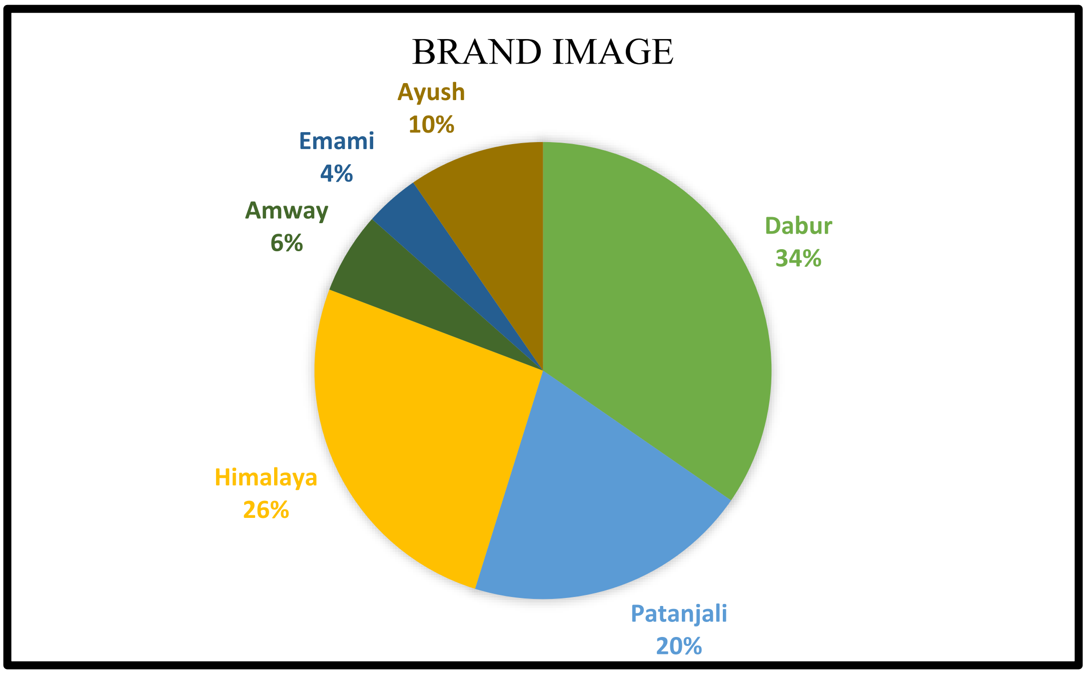
D) Product Quality:



INTERPRETATION:

As can be seen in the Pie- chart above, 25% of respondents were of the opinion that Dabur is most widely preferred in terms of Product Quality, 32% of respondents said that Patanjali is their preference with regard to Product Quality, 24% of respondents preferred Himalaya for Product Quality, 6% respondents opted for Amway, 4% respondents preferred Emami. Finally, 9% of respondents preferred Ayush in terms of Product Quality.

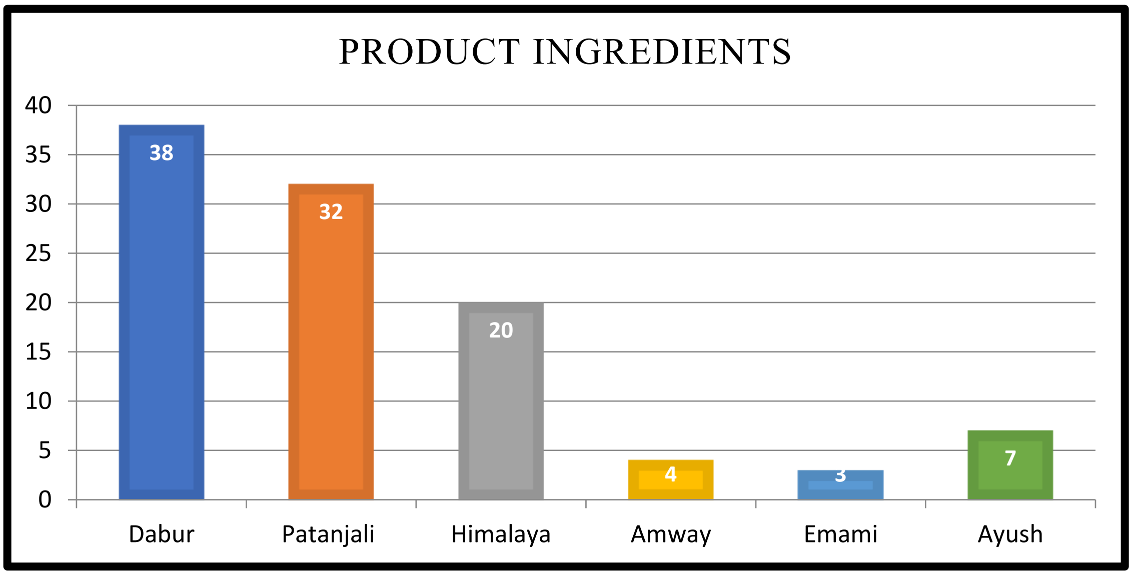
E) Brand Image:



INTERPRETATION:

As can be observed in the Pie- chart above, 34% of respondents were of the opinion that Dabur is most widely preferred in terms of Brand Image, 20% of respondents said that Patanjali is their preference with regard to Brand Image, 26% of respondents preferred Himalaya for Brand Image, 6% respondents opted for Amway, 4% respondents preferred Emami and lastly, 10% respondents preferred Ayush in terms of Brand Image.

F) Product Ingredients:

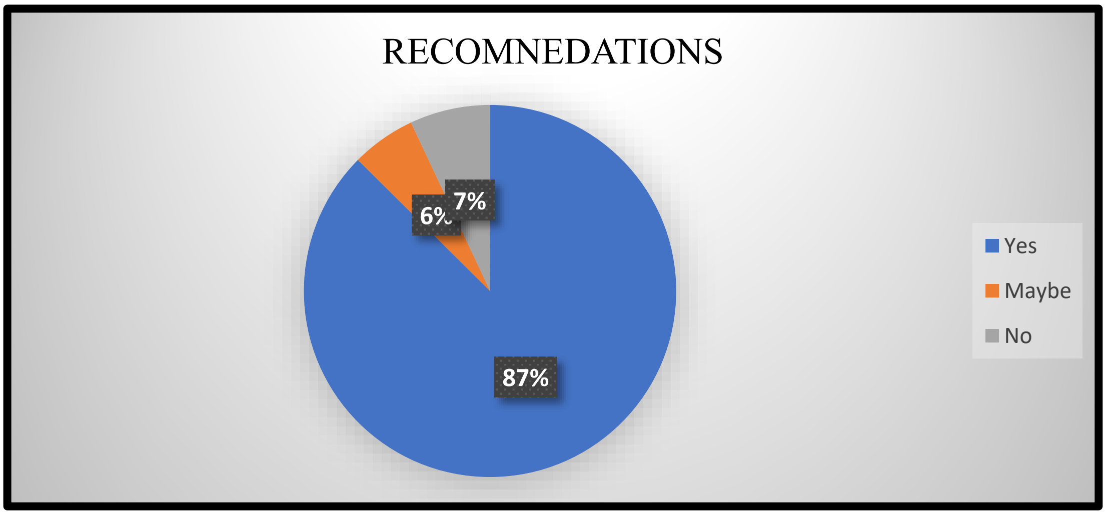


INTERPRETATION:

As can be viewed in the Pie- chart above, 36% of respondents were of the opinion that Dabur is most widely preferred in terms of Product Ingredients, 31% of respondents said that Patanjali is their preference with regard to Product Ingredients, 19% of respondents preferred Himalaya for Product Ingredients, 4% respondents opted for Amway, 3% respondents preferred Emami and ultimately, 7% respondents preferred Ayush in terms of Product Ingredients.

18. Would you recommend Dabur India products to your family/friends?

Recommendations	Number Of Responses
Yes	94
Maybe	6
No	4
TOTAL	104

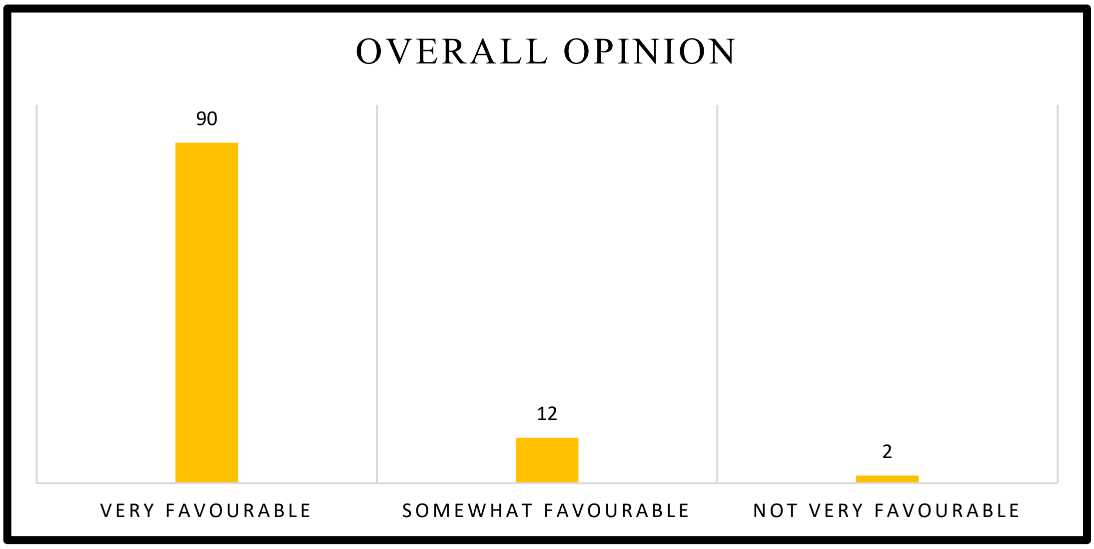


INTERPRETATION:

The graph elucidates responses when asked if the respondents would recommend Dabur India Ltd. products to their family/friends. Out of an aggregate of 104 respondents, 94 respondents admit that they would recommend Dabur India Ltd. products to family/friends, 6 respondents are not sure if they would further recommend Dabur India Ltd. products to family/friends, and 4 respondents say that they would not recommend Dabur India Ltd. products to family/friends. The brand has got 94 responses of further recommendation showing a desirable answer. Thus, the willingness of the respondents to further recommend Dabur India Ltd. products are acknowledged in a moderate outlook, which indicates that Dabur India ltd. should elevate its customer experience and brand image to achieve a demanding position of customers to recommend the brand in the near future. Hence, Dabur India has a wider target population in this particular immunity boosting segment and can give acute concentration on this specific population.

19. How would you describe your overall opinion of Dabur India as a brand?

Overall Opinion	Number of Responses
Very Favourable	90
Somewhat favourable	12
Not very favourable	2



INTERPRETATION:

The graph characterizes the overall opinion of respondents towards Dabur India. Out of an aggregate of 104 responses, 90 respondents have a very favourable opinion of Dabur India, 12 respondents have a somewhat favourable opinion of Dabur India and 4 respondents said their opinion of this brand is not very favourable. Thus, showing people have a favourable opinion about Dabur India, which is a privileged response in terms of overall opinion for Dabur India. Also, the brand needs to take measures to have a reasonable opinion of the brand in the attention of the other customers as well.

20. Also, kindly provide your valuable recommendations & suggestions in terms of Comments and possible areas of improvement below, these brands could adopt:

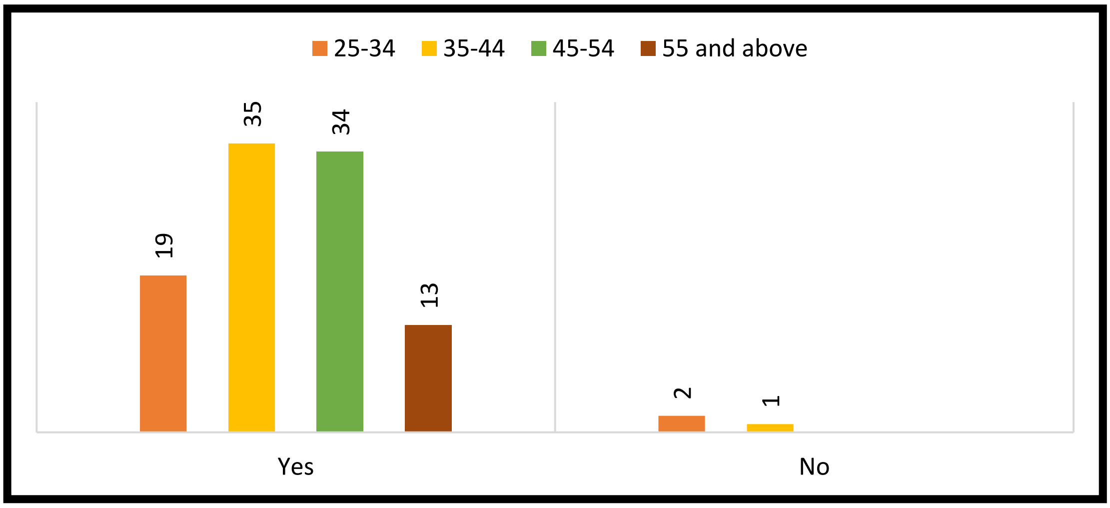
The following suggestions were received from the respondents-

- It was suggested that the brands promote their products and encourage more awareness on social media with the help of bloggers, influencers, etc.
- Better ingredients can be used in manufacturing of products, so it is safer for consumption purpose.
- Make products that are helpful in fighting the virus instead of changing marketing narratives.
- Improve product quality and use good ingredients.
- Dabur and Emami can improve their product packaging.
- Should make the products that would be liked by children more.

Comparative Analysis:

To identify the level of scope for Immunity Boosting Packaging Products Market in India. I considered age would be the most appropriate variable therefore in the below table and graph Age is compared with consumers' willingness to buy Immunity boosting products in the future:

Age	Yes	No
25-34	19	2
35-44	35	1
45-54	34	0
55 and above	13	0



INTERPRETATION:

The pie-chart pictorially portrays that out of a pool of 104 respondents. 97% of the respondents are willing to purchase immunity boosting products in the future, hence determining the scope for this product segment in the market in the near future. This shows a positive opportunity for existing and new potential brands and products in the market. Only 3% of the respondents have admitted that they would not continue to buy immunity-boosting products.

The chart indicates two variables, i.e., age and willingness to buy immunity boosting products were compared. It was inferred that a higher ratio of respondents belonging to the age group of 35-44 and 45-54 years, i.e., 35 and 34 respectively in aggregate from a pool of 104 respondents acknowledged that are willing to buy immunity boosting products in the future. Subsequently, a lesser ratio of respondents belonging to the age group of 25-34 years i.e., 2 in cumulative admitted they are not willing to buy immunity boosting packaging products in the future. Therefore, it can be concluded that respondents are willing to buy immunity boosting packaging products in the near future. This tells us the probable demand for this segment of products is going to be constant.

CONCLUSION

In the review of the survey, we see that only 15% of the respondents had previously explored the immunity-boosting market before the COVID19 outbreak, and a majority of the respondents admit that the purpose of the exploration was to avoid any type of infection. A **100%** of the respondents agree to have purchase immunity boosting products since the COVID19 outbreak.

From a pool of respondents, 44% said the aspects that they consider before the purchase of immunity-boosting products are a combination of Brand & Product Price. Having said that majority of the respondents acknowledges the factors that influence their purchase decision is a combination of Family/Friends & Word of Mouth.

When asked about the brand that is their top choice majority of them said Dabur (45%) and Patanjali (33%). Very few respondents chose Ayush, Himalaya, Emami or Amway as their top choice. On average, respondents are willing to keep Dabur India as their preferred choice/brand amongst other brands, and this is a good sign for Dabur in terms of 'Top-of-mind brand', which is a variable of Brand Awareness. When asked about the aspect that leads them to their top choice majority of the respondent's chose Price & Product Quality as an aspect.

Respondents were asked to choose the products they are aware Dabur India Ltd. offers in the immunity-boosting products segment, 86% were aware of Dabur Chyawanprash, 64% were aware of Dabur Honey, 54% were aware of Tulsi drops, but only 13% were aware of Neem/Amla juice, and 4% were aware of Giloy Ki Ghanvati. With this, we can conclude that Dabur has great product awareness for the products that are prominent in the market for a long period of time but very low awareness for products that have been introduced recently in the same segment.

From a pool of 104 respondents, 101 respondents agreed to continue to buy immunity boosting products in the future. This indicates a positive demand for the product in the future. As factors affecting the purchase decision of the respondents, when the respondents were asked to choose the factors accordingly, Price, Brand, Word of Mouth, Product Packaging, Taste/Flavour and Product ingredients were chosen higher times in terms of factors. Coming to factors like

Product Marketing, Product Quality and Certification were chosen lesser times in terms of factors.

Respondents were questioned on their preferred choice of brand in terms of utility purpose. In terms of Taste/ Flavour & Product Ingredients, Dabur and Patanjali were widely preferred, and brands like Amway and Emami were least preferred; in terms of Chemical-free product, Patanjali and Himalaya were widely preferred, with respect to Immunity Booster, Product Quality & Brand Image Dabur and Himalaya were highly preferred.

Overall immunity boosting packaging products market is growing at a promising pace, which allows existing and new businesses to expand their reach in the market. In the survey it is observed that most of the brands in this industry have been able to distinguish their products and make a mark in the industry. Which in return increased competition and pushed the brands to capture the market by using various strategies. The pandemic has accelerated trends in eatables consuming industry, such as demand for immunity boosting products, dietary/nutritive food and beverages ingredients, wellness shots, probiotics, etc. Beneo a functional ingredients supplier reveals that coronavirus outbreak has caused 75% increase in healthier food and beverages. Google trends data shows searches for combined keywords, 'food' and 'immune system' skyrocketed by 670% between February and March 2021.

Whilst world is going through an extraordinary crisis with COVID-19. It is believed that nutritious diet and a perfectly functioning immune system lowers chances of contracting the disease. Hence, it is not surprising that the focus has shifted back on staying fit and healthy, and the idea of building immunity to avoid catching an infection is trending not only among people but companies are also capitalising on this trend. In the last few months, demand for immunity boosting products such as chyawanprash and honey has increased. Based on the traditional knowledge, herbs are known to possess immune-modulatory properties. The demand has increased for products having cinnamon, ginger, black pepper, aswagandha, giloe, mulethi, tulsi, green tea, or mixture of all. Therefore, this suggests the road ahead for the players in this very industry is optimistic.

Brand could improve their products in terms of ingredients, quality, packaging, advertising, etc. Himalaya could improve its Brand image as suggested by the respondents, Patanjali can focus on taste/flavour, Ayush can improve its Product ingredients, Emami can include chemical free ingredients, Amway can focus on Product quality, etc; such improvements in the products can further serve the demand of the consumers which in turn benefits the company's revenue.

A majority (45%) of the respondents say Dabur is their top choice which is a desired outcome. Hence, Dabur India has great brand awareness and presence in the market and is the preferred choice of the brand amongst the respondents. In the survey, we see that the company is doing well at portraying a positive image of the brand and satisfying their customers, which is why 87% of respondents said they would recommend the brand to others.
Word of mouth is a very successful and helpful source to rely on. But the upcoming generation is in the potential age to choose their products for further consumption. In order to stay in touch with this generation, Dabur should also try to engage more with its existing and potential customers on social media platforms. Instagram & Twitter are currently the most trending and used social media platforms among the customers. This will help the company with customer engagement as well. It can be seen that the majority of the people are aware of Dabur's leading products, but many of its new products do not have awareness amongst the population. This hints towards the fact that the company needs to work towards advertising its new products more.

To sum it up, Dabur India is overall performing well in terms of brand awareness and keeping its existing customers happy, but it has scope to work on its business in terms of capturing a large marketplace and retaining its customers. According to the outcomes, Dabur India is doing well in terms of Taste/ Flavour, Product Ingredients, Brand Image, etc.; at the same time, it needs to focus on Brand network and Social-media image in order to keep up with its competitors and use new and innovative marketing tactics.

SUGGESTIONS

- During my interaction with the survey respondents, a few respondents said that they see very few Dabur ads on the television or newspaper, and some even mentioned that they almost forgot that the brand existed. This sings towards fading of the brand name from the minds of the population.

- Considering Dabur India ltd.'s ability to handle social media is vital that Dabur has a specialized team in place, trained in aspects of digital marketing, proactively posting and engaging its customers. I followed Dabur’s social media handles on all major platforms during the tenure of my dissertation and observed that its social media presence is relatively lower than that of its competitors. Dabur can benefit from such platforms in engaging with its customers and also attracting new customers. Hence Dabur must train its employees in the field of digital marketing.

- Only promotional activities and marketing events master your product in all aspects, especially in terms of the competitor's models in the very same segment. At all times, differentiate why you are superior, nevertheless remember never to lower the image of the competitor.

MANAGERIAL IMPLICATIONS

New Marketing Narrative during the Pandemic in India:

Some brands have added an "immunity booster" layer to their marketing message; others have made product changes to fit the narrative. A report produced by advertising platform Taboola found page view traffic during the lockdown increased by 39% views of stories related to health claims about immunity-boosting foods.

Indian conglomerate ITC has launched the "Immunity Song" to market its dairy brand Aashirvaad Svasti, and Hindustan Unilever (HUL) has underlined the immunity-boosting qualities of vitamins C and D, plus Zinc, in an ad for Horlicks.

Dabur India Ltd. can make the most out of its marketing potential and market its product to attract customers who are looking for products that fulfil their needs. Dabur India has products that fulfil the requirement of immunity-boosting packaging products; the next step would be for it to advertise or launch campaigns (as the competitors are doing) in the most efficient manner to attract the target customers.

Competitor Analysis of Dabur's Marketing Strategy:

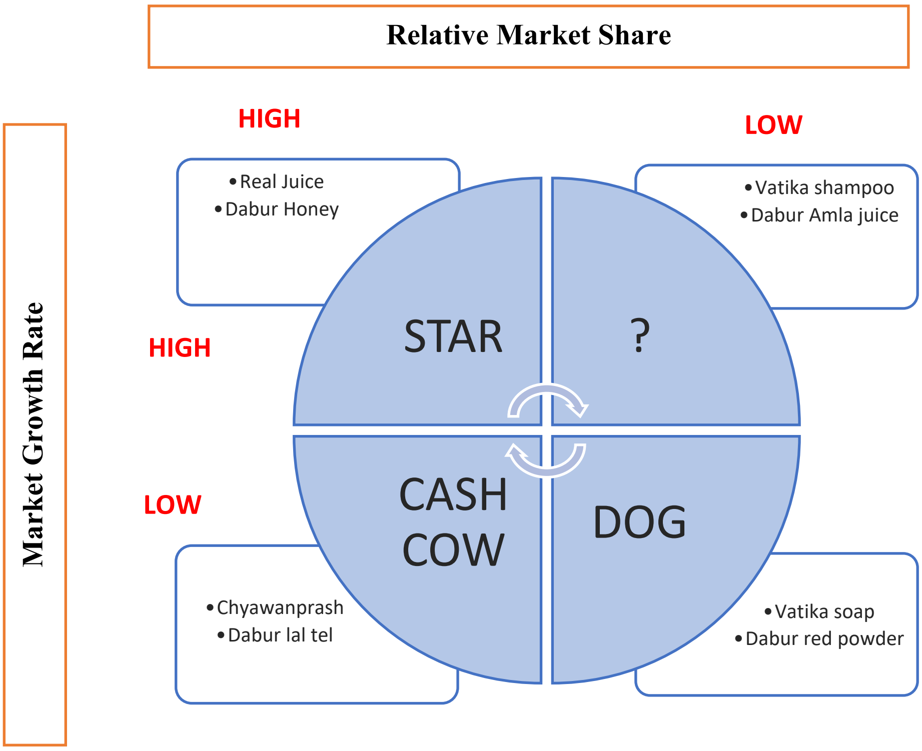
Dabur operates in the highly competitive FMCG industry consisting of large MNCs, such as HUL, P&G, Patanjali, ITC, etc. It cannot afford to go for purely offensive strategies that can directly affect the bottom line. Moreover, the basic nature of the marketplace is dynamic.

The deciding criteria for any policy adoption are that it should be based on the company's strength, clear sustainable competitive advantage, and consumers' needs and requirements.

- Dabur has a very strong and wide supply chain network covering both rural and urban areas through 600+ distributors and 2.8 million retailers. This network has helped Dabur reach every corner of India, which gives it a competitive edge over well-established players like HUL, P&G, ITC, etc.
- The FMCG & pharma industry is already overcrowded with local & national players. Dabur has many brands that don't have a stronghold in the market, like Home care & personal care products, while it is the market leader in some product categories like Chyawanprash, Health supplements, Glucose-D & Real Fruit juice.
- All the sections of society are targeted by Dabur, like other companies, mainly middle-class customer's form the major group because of more purchasing power.

BCG Matrix in Marketing Strategy of Dabur:

The BCG growth-share matrix contains four distinct categories:



Dabur Introduced New Products Based on The Opportunities Provided in the Expanding Global Market During the Pandemic:

This step is vital to maintain Dabur's leadership position and maintain its competitive advantage. The company took cues from consumer shift towards immunity building, health, and hygiene products. Dabur already rolled out a slew of innovations in the Preventive Healthcare space with the launch of immunity boosters like Dabur Tulsi Drops, Dabur Amla Juice, Dabur Giloy-Neem-Tulsi juice and Dabur Immunity Kit, to name a few. In addition, the company also ventured into the personal & household hygiene space with the launch of hand sanitisers, air sanitisers and disinfectants under the Dabur Sanitize brand.

Dabur sharpened its focus on its health portfolio. Since March, Dabur has launched over 40 new products across segments by fast-tracking the process. It also plans to add to the offerings from its ayurvedic specialities division, which sells about 300 prescription products. These products are generally available in ayurvedic pharmacies and have seen a surge in sales as well.

Rajiva Kumar Rai, head-healthcare research, Dabur India, says the company typically has a pipeline of about 50-80 new products ready for launch at any time. “Covid-19 provided us with an opportunity to fast-track the launch of these new products, many of which addressed the emerging consumer needs. While Dabur Chyawanprash already commands over 60% share in the branded chyawanprash market in India, competition is heightening with HUL making headway into the Ayurveda segment with Lever Ayush, while Marico extended its edible oil brand Saffola into the chyawanprash category recently.

APPENDIX

Survey questionnaire on consumer buying behaviour towards immunity boosting packaging products market and customer preference towards Dabur India ltd. products.

Full Name: ________________________

Age: O 18-24 O 25-34 O 35-44 O 45 and above

Gender: O Male O Female O Other

Qualification:

O HSSC O Bachelor Degree O Master Degree O Ph.D.

Occupation:

O Employed Full-Time O Employed Part-Time
O Seeking opportunities O Retired

Annual Income:

O Below Rs. 2, 50,000 O Rs. 2, 50,000- Rs. 5, 00,000

O Rs. 5, 00,000-Rs.10, 00,000 O above Rs. 10, 00,000

1) Have you ever searched/explored immunity boosting products available in the market before COVID19 outbreak?

O Yes O No

2) What was the purpose of your exploration/search of immunity boosting products?

O To build stronger immunity O To avoid any infections

O For family/friends O Other reason (Specify)

3) Did you purchase immunity boosting products since the COVID19 outbreak?

O Yes O No

4) How often do you buy immunity boosting products?

- Once a week
- Twice a month
- Once a month
- Once in two months

5) What are the aspects that you consider before you purchase immunity boosting products?

O Brand O Product Ingredients O Product Certifications

O Product Marketing O Product Packaging O Product Price

6) Who/What are the factors that influence your purchase decision?

O Family/Friends O Celebrity/Influencer Endorsements O Company Ads
O Product Claims O Word of Mouth O Taste/Flavour

7) Which factors have given rise to your awareness knowledge towards the immunity boosting products Brands?

O Word of Mouth O Brand Image – Reliability & Trustworthiness

O Advertising & Promotions O Past Experience with Brand

8) What is the first brand that comes to your mind as top choice in immunity boosting products market if you had to choose one brand?
O Dabur O Patanjali O Ayush
O Amway O Himalaya O Emami
O Other brands (Specify) - _________

9) What are the aspects that lead you to prefer the brand?

O Price O Product Quality O Brand Image O Recommendations

O Chemical free product O Product Type (Ayurvedic/Allopathic/Homeopathic/Organic)

10) Tick the products you are aware Dabur India ltd. offers in the immunity boosting products segment?

O Dabur Chyawanprash O Giloy Ki Ghanvati O ImuDab Syrup

O Honitus Cough Syrup O Dabur Honey O Neem/Amla juice O Tulsi drops O Ashwagandha O Glucose-D

11) Would you continue to buy immunity boosting products in the future?

O Yes O No

12) Scale the factors which would influence your purchasing decision in the future:

(1 being least important & 5 the most important)

	1	2	3	4	5
Price					
Brand					
Word of Mouth					
Product Packaging					
Product Ingredients					
Product Quality					
Product Certifications					
Product Marketing					
Taste/Flavour					
Any Other – (specify) ------------------------					

13) Preferred Choice of Brand in terms of Utility purpose?

	Dabur	**Patanjali**	**Himalaya**	**Amway**	**Emami**	**Ayush**
Taste/ Flavour						
Chemical free						
Immunity Booster						
Product Quality						
Brand Image						
Product Ingredients						

14) Would you recommend Dabur India products to your family/friends?

O Yes O No

15) How would you describe your overall opinion of Dabur India as a brand?

- o Very Favourable
- o Somewhat favourable
- o Not very favourable
- o I haven't heard of this brand yet

Also, kindly provide your valuable recommendations & suggestions in terms of Comments and possible areas of improvement below, these brands could adopt:

THANK YOU FOR YOUR VALUABLE TIME, COORPORATION & PATIENCE ☺

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