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Study of Factors Affecting Dabur's Purchasing Decisions in Market

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ABSTRACT:

Dabur India Ltd is a leading FMCG company in India, specializing in Ayurveda and natural consumer products. With over 250 herbal/Ayurvedic products, the company operates in various product classes, including skin care, home care, hair care, oral care, health care, and foods. Dabur operates through three business units: international business division, consumer care division, and consumer health division. With twenty manufacturing facilities worldwide, Dabur has a wide distribution network, including six million stores in urban and rural markets, and a presence in over 200 countries. The purpose of undertaking this project is to get the real-life exposure and to get the feel of the market dynamics

Keywords: FMCG, AYURVEDIC PRODUCTS, HEALTH CARE, HERBAL PRODUCTS

Introduction:

Dabur India Limited, a Fortune India 500 company, is a global leader in herbal and ayurvedic products. With a strong presence in all continents, the company focuses on selected regions. Its core values include ownership, passion for winning, people development, consumer focus, teamwork, innovation, and integrity. The company's strategic growth is based on the pillars of Expansion, Innovation, and Acquisition. Dabur, an ayurvedic company, offers consumer products in various categories, including health, hair, oral, and skin care. With a 7.7 million retail network, it has a global presence in over 120 countries, accounting for over 25% of its turnover.

OBJECTIVES:

The study aims to understand customer brand preference, product preferences, and factors influencing Dabur's purchasing decisions.

RESEARCH METHODOLOGY:

The study utilized a research methodology involving website data collection, convenient sampling, and reviewing journals, articles, and government documents to gain insights into previous Dabur interventions.

Dabur is a leading pharmaceutical company that specializes in the production of various pharmaceutical and FMCG products.

Social Methodology:

Social factors such as demographics, consumers, educational levels, social behavior, and income influence the purchasing power of consumers. Dabur Company targets diverse age and gender groups, attracting customers of all types. Income distribution affects purchasing power, and Dabur's high-quality products make it easy for customers to make quick decisions. Education level also influences the buying process.

Environmental Factor: -

Dabur Company aims to provide eco-friendly personal and health grooming products, targeting various consumer types. Environmental factors, such as weather and climate changes, directly impact sales and distribution. Bathing products' use decreases during winter, while summer in India is largely used due to weather changes. Therefore, environmental factors directly impact Dabur Company's growth.

