

## **International Journal of Research Publication and Reviews**

Journal homepage: www.ijrpr.com ISSN 2582-7421

# Study of Factors Affecting Dabur's Purchasing Decisions in Market

<sup>1</sup>Jayesh Swapnil Pawar, <sup>2</sup>Viraj Satishrao Kalurkar, <sup>3</sup>Rajnish Laxman Patil, <sup>4</sup>Nalin Saxena, <sup>5</sup>Harshad Shivaji Thorat

Email ID - jayeshpawar2717@gmail.com, Mobile number :- 9834300411

#### 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.

<sup>&</sup>lt;sup>1</sup> 1st year MBA, Aditya Institute of Management

<sup>&</sup>lt;sup>2</sup>Arihant Institute of Management, 1 st year MBA\ Email Id – virajkalurkar2001@gmail.com

<sup>&</sup>lt;sup>3</sup>Pune Cambridge Institute Of management And Computer Application, 1 st year MBA, Email Id - rajnishpatil07@gmail.com

<sup>&</sup>lt;sup>4</sup>Arihant Institute of Management, 1 st year MBA, Email id- nalinsaxenariim@gmail.com

<sup>&</sup>lt;sup>5</sup>Arihant Institute of Management, 1 st year MBA\ Email id- harshadthorat36@gmail.com

#### Technical Factor: -

Technological advancements will lead to more innovative products and e-commerce for consumers. Dabur, a global company, focuses on growth and operational efficiencies. The company will hire new and young labour for advanced research and product production. PESTEL analysis shows Dabur's superior product quality and potential for growth in the upcoming years.

#### **Literature Review:**

- The study by Kaul and Bali (2019) in India aimed to understand consumer preferences and perceptions of Dabur Ayurvedic hair care products. With 400 respondents, the research provides valuable insights for marketers and hair care sector managers.
- Sharma's (2020) study on Dabur Hair Oil in the Indian market found three popular products: Dabur Amla, Vatika, and Almond. The study suggests Dabur could increase market share through brand awareness and promotional activities.
- 3) Singh's (2021) study revealed that consumers prefer Ayurvedic hair care products like Dabur, as they effectively address hair problems without any adverse effects.

#### **Findings:**

- The study reveals that customers' purchasing decisions are influenced by factors like quality, freshness, flavour, colour, brand image, advertisements, packaging, origin, lab recommendations, and association with S.K. Burman.
- 2) The majority of respondents, mainly aged 20-30, are female, married, and undergrads, with 30% having monthly income below 20000, and their age significantly impacts their use of Dabur ayurvedic hair care products.

#### **Conclusion:**

A study on consumer preferences for Dabur Ayurvedic hair care products reveals a significant market presence and a strong preference for natural ingredients. The brand's positive impact on hair development, hair fall, and texture is admired. The study emphasizes the importance of effective marketing and distribution techniques to reach a larger consumer base. The research suggests that Dabur Ayurvedic hair care products can continue to grow due to their dedication to natural ingredients, successful marketing initiatives, and R&D focus.

### Acknowledgement

I would like to extend my gratitude to prof. Radhika Bajaj and Dr. Shrikant Waghulkar for

their able guidance and support in completing my research paper.

## References: -

Kaul, P. and Bali, K. (2019). A review on image steganography techniques. In Proceedings of the 3rd International Conference on Computing Methodologies and Communication (ICCMC 2019) (pp. 201-205). IEEE.

- A. Sharma (2020). customer preferences for Dabur Ayurvedic hair care products were investigated. Review of International Journal of Business and Administration
- B. Singh, S. (2021). A study of consumer behaviour towards Dabur Ayurvedic hair care products. International Journal of Marketing and Technology
- C. WEBSITES: www.google.com

www.googlescholar.com