A STUDY ON CONSUMER PREFERENCE TOWARDS DABUR PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT:
This study examines consumer preference towards Dabur products .By analyzing socio-economic factors, consumer satisfaction levels, and key purchasing influences, the research underscores the critical role of product quality, natural ingredients, and brand trust in shaping consumer choices. Data collected from 100 respondents through structured questionnaires reveal a strong preference for oral care products, such as Dabur Red Toothpaste, while highlighting the importance of product availability and health-focused innovations. The findings indicate that Dabur's emphasis on Ayurvedic heritage and sustainability aligns well with consumer expectations. However, areas like product variety and modern packaging present opportunities for improvement. The study concludes by recommending strategies for expanding product lines, improving affordability, and fostering brand loyalty to help Dabur sustain its competitive advantage in the market.
Key words: consumer preference , satisfaction, natural components, affordability

INTRODUCTION OF THE STUDY :
In recent years, Understanding Consumer Preferences focus on Indians ,have increasingly turned to Ayurvedic products, seeking natural and holistic wellness solutions Dabur, an ayurvedic company, offers consumer products in various categories, including healthcare, haircare, oralcare, and skin care Dabur products are designed to meet the needs of healthconscious individuals, families, and for fitness enthusiasts.
The company delivers high-quality products, creates emotional connections through storytelling, and leverages its Ayurvedic heritage Dabur engages with customers through social media, customer care, and loyalty programs, while also emphasizing sustainability and ecofriendliness. Empowering Brands in a Competitive Market.
This study aims to add valuable insights to the growing understanding of the Ayurvedic product market. By exploring changing consumer trends, it will assist Dabur and other brands in enhancing their market position in this fast-growing industry.

STATEMENT OF THE PROBLEM:
In the competitive market, various brands strive to meet the diverse needs of consumers by offering high-quality products at reasonable prices with attractive packaging and promotional strategies. Consumer preferences and satisfaction are influenced by factors such as quality, price, packaging, availability, offers, and advertising.
Despite its established presence, Dabur faces competition from other brands, making it essential for the company to understand customer needs and expectations. Consumer preferences for Dabur products are diverse and may vary based on individual purchasing decisions, influenced by personal, cultural, and social factors.Considering these factors,Dabur can align its strategies to enhance customer loyalty, expand its market share, and ensure sustainable growth in the competitive market.

OBJECTIVES OF THE STUDY :
- To study the socio-economic background of consumers.
- To analysis the influence of consumer preference towards Dabur products.
- To analyze consumer satisfaction towards Dabur products.

○ To identify the factor influencing purchasing decision

REVIEW OF LITERATURE :

1.**Ota, Verma, and Agarwal (2020):** The study examines the impact of consumer lifestyles on purchasing behavior toward FMCG products, focusing specifically on Dabur. It highlights that factors such as health-conscious preferences, eco-friendly packaging, and the use of natural ingredients strongly influence consumer choices. Dabur's alignment with these preferences through its focus on traditional and natural product attributes fosters brand trust and loyalty, making it a preferred choice in the FMCG sector.

2.**Indumathy (2019):** This study explores consumer preferences for Dabur products in Salem town. It identifies key factors such as product quality, affordability, and brand reputation that drive consumer preferences. The research emphasizes the role of customer satisfaction and brand loyalty in enhancing Dabur's market position, highlighting the company's ability to meet diverse consumer needs through its wide product range.

3.**Sheikh, L. (2018)**:This study highlights the comprehensive marketing strategies and brand promotion techniques adopted by Dabur to strengthen its market position. It examines how the company leverages traditional and modern marketing methods, including advertisements, endorsements, and digital campaigns, to enhance consumer engagement. The research also sheds light on Dabur's ability to align its products with consumer preferences and maintain a competitive edge in the FMCG sector

4.**Shrestha (2016):** This study focuses on the product line strategy and brand identity of Dabur Nepal Pvt. Ltd. It examines how Dabur's strategic approach to product diversification and brand positioning has contributed to its success in the Nepalese market. The research highlights Dabur's ability to cater to both traditional and modern consumer needs through its broad product range, while maintaining a strong brand identity centered around natural and herbal ingredients. It concludes that Dabur's consistent focus on product innovation and brand differentiation has helped strengthen its market presence in Nepal**.**

5.**Malik, G. (2011):**This empirical study focuses on Dabur's sales promotion strategies in rural markets, analyzing their effectiveness and impact on consumer buying behavior. It provides insights into the challenges faced by Dabur in reaching rural customers and the innovative tactics employed to overcome them. The research emphasizes the importance of tailored promotional efforts, such as product bundling and localized advertising, in capturing rural market share.
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RESEARCH METHADOLODY :

Research Design :

A research design defines the structure or framework within the research is conducted. For this study, a descriptive research design has been adopted to analyze consumer preference towards Dabur products in Coimbatore city

Area of the study :

     This study focuses on the area of consumer preference towards Dabur products in Coimbatore city

Data collection :

○ This study data is collected based on primary data
○ The relevant and required data are collected through questionnaire which is filled by respondents through google forms

Primary data :

The primary data has been conducted through the questioner from the consumers. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to the study.

Secondary data :

The secondary data are collected from various sources which includes books, journals , websites and other related projects.

Sample Size

A total of 100 samples are collected for consumer preference towards Dabur products.

LIMITATION OF THE STUDY :
- This study is limited by a sample size of only 100 respondents.
- This data collection is applicable to Coimbatore city only.

ANALYSIS AND INTERPRETATION :
　1.Percentage Analysis

Table 1.1
Describes the socio-economic background of the respondents

Demographic profile	Particulars	No.of respondents	Percentage
Age	18-25 26-35 36-45 Above 45 **Total**	70 14 12 4 **100**	70% 14% 12% 4% **100%**
Gender	Male Female **Total**	46 54 **100**	46% 54% **100%**
Occupation	Student Government employee Private employee Professional Retired **Total**	37 17 13 15 18 **100**	37% 17% 13% 15% 18% **100%**
Income level	Below 20000 20000-30000 30000-40000 Above 40000 **Total**	52 24 11 13 **100**	52% 24% 11% 13% **100%**

Source: Primary data

The table presents the socio-economic profile of respondents, showing that the majority (70%) are aged 18–25, with a balanced gender distribution of 46% males and 54% females. Most respondents are students (37%), followed by professionals (18%) and government employees (17%). In terms of portion earns above ₹30,000.

Table 1.2　　　　　　　　　**Product purchase mostly**

Particulars	No. of Response	Percentage
Hair care (Dabur amla hair oil)	13	13%
Oral care (Dabur red tooth paste)	34	34%
Skin care (Dabur gulabari)	23	23%

Dabur honey	22	22%
Dabur chyawanprash	8	8%
Total	**100**	**100%**

Source: Primary data

The data results indicate that the most popular product category is oral care, with Dabur Red Toothpaste receiving 34% of the responses. Hair care (Dabur Amla Hair Oil) follows with 13%, while skin care (Dabur Gulabari) and Dabur Honey are relatively close, at 23% and 22%, respectively. Dabur Chyawanprash is the least favored, with only 8% of the responses. This suggests that Dabur's oral care products have the highest consumer preference, while Chyawanprash has the lowest demand.

Table 1.3
Health and wellness needs

Particulars	No. of Response	Percentage
Strongly agree	24	24%
Agree	44	44%
Neutral	26	26%
Disagree	6	6%
Total	**100**	**100%**

Source : Primary data

The survey results indicate that the majority of respondents (68%) either agree or strongly agree with the statement related to health and wellness needs, showing a positive perception. A smaller portion (26%) remains neutral, and only 6% disagree with the statement, this suggests that overall ,health and wellness needs are seen important among the respondents.

Table 1.4
Issues related to Dabur products (quality, packaging ,delivery)

Particulars	No .of Response	Percentage
Yes	33	33%
No	67	67%
Total	**100**	**100%**

Source : Primary data

The survey indicates that 33% of respondents have experienced issues related to Dabur products, such as quality, packaging, or delivery. In contrast, 67% reported no issues. This suggests that while the majority of customers are satisfied with the products, there is still a notable portion facing challenges that could impact overall customer satisfaction.

Table 1.5
Differentiates from its competitors

Particulars	No. of Response	Percentage
Quality	25	25%
Natural / Ayurvedic ingredients	46	46%
Price	12	12%
Availability	10	10%
Brand Reputation	7	7%
Total	**100**	**100%**

Source : Primary data

The survey shows that Dabur is most differentiated from its competitors due to its use of natural and Ayurvedic ingredients, with 46% of respondents highlighting this as a key factor. Quality also plays a significant role, with 25% of respondents noting it as a differentiator. Price, availability, and brand reputation contribute less, with 12%, 10%, and 7% respectively. This indicates that Dabur's emphasis on natural ingredients and quality sets it apart in the market.

Table 1.6
Aware of Dabur brand products

Particulars	No. of response	Percentage
Less than5%	8	8%
6-15%	17	17%
16-25%	32	32%
Above 25	43	43%
Total	**100**	**100%**

Source : Primary data

 The survey results indicate that a majority of respondents (43%) are highly aware of Dabur products, with over 25% of their product range recognized. A significant portion (32%) is aware of 16-25% of Dabur's products, while a smaller group (17%) is familiar with 6-15% of the brand's offerings. Only 8% of respondents are aware of less than 5% of Dabur's products. This suggests that Dabur has products.

Table.7
Differentiates from its competitors

Particulars	No. of Response	Percentage
Quality	25	25%
Natural/Ayurvedic ingredients	46	46%
Price	12	12%
Availability	10	10%
Brand Reputation	7	7%
Total	**100**	**100%**

Source : Primary data

The data highlights that natural/ayurvedic ingredients are the primary factor (46%) that differentiate the brand from its competitors, indicating a strong consumer preference for healthoriented and traditional products. Quality follows at 25%, emphasizing the importance of product excellence. Price (12%) and availability (10%) are less significant, while brand reputation (7%) has the least impact, suggesting that consumers prioritize the product's inherent attributes over external factors.

Table 1.8   **Health focused innovations**

Particulars	No. of Response	Percentage
For babies(e.g, herbal care, immunity boosters)	23	23%
For youth(e.g, energy drinks, stress relief supplements)	61	61%
For aged people(e.g, joint health products, digestive aids)	16	16%
Total	**100**	**100%**

Source : Primary data

The data indicates that youth-focused health innovations (61%) are the top priority for consumers, highlighting a strong demand for products like energy drinks and stress relief supplements. Baby care innovations (23%) such as herbal care and immunity boosters are moderately important, reflecting concern for early-stage health. Innovations for aged people (16%), like joint health and digestive aids, hold the least preference, suggesting a relatively lower demand for elderly-specific products compared to the other categories.

Table 1.9 Availability of Dabur products in stores or online impact the purchase decision

Particulars	No.Of Response	Percentage
Strongly impacts	31	31%
Impact	36	36%
Neutral	26	26%
No impact	7	7%
Total	**100**	**100%**

Source : Primary data

The data shows that availability strongly impacts or impacts the purchase decision for a majority of consumers (67%), emphasizing the importance of widespread distribution in stores and online platforms. Neutral responses (26%) indicate a segment of consumers for whom availability is not a decisive factor. Only 7% stated that availability has no impact, suggesting it is a minor concern for a small group. Overall, ensuring product availability is crucial for driving purchase.

Table.10
Area of improvements

Particulars	No. of Response	Percentage
Product quality	17	17%
Packaging design	20	20%
pricing	23	23%
Variety of products	30	30%
Customer service	10	10%
Total	**100**	**100%**

Source: Primary data

The data highlights that the variety of products (30%) is the most significant area for improvement, reflecting consumer demand for more options. Pricing (23%) and packaging design (20%) are also key areas to address, indicating concerns about affordability and visual appeal. Product quality (17%) is also an area to enhance, though less critical compared to others. Customer service (10%) has the least focus, suggesting fewer issues in this area. Overall, expanding product variety and addressing pricing should be top priorities.

CHI-SQUARE ANALYIS
Table1.10 Relationship between Gender and Satisfaction level
 gender * satisfaction level of Dabur products Crosstabulation

		satisfaction level of very satisfied	D__ satisfied	products neutral	Dissatisfied	Total
Gender	Male	15	22	5	4	46
	Female	19	25	6	4	54
Total		34	47	11	8	100

Count

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.114ª	3	.990
Likelihood Ratio	.114	3	.990
Linear-by-Linear Association	.078	1	.781
N of Valid Cases	100		

Chi-Square Tests
 a. 2 cells (25.0%) have expected count less than 5. The minimum expected
 count is 3.68.
Source : Primary data computed from SPPS
The Chi-Square test analyzes the relationship between gender and satisfaction levels with Dabur products. The Pearson Chi-Square value of 0.114 with an asymptotic significance of 0.990 is well above the 0.05 threshold, indicating no significant relationship between gender and satisfaction levels. This suggests that both male and female respondents have similar levels of satisfaction with Dabur products, and gender does not influence their perception of the brand.

Table 1.11 Relationship between Age and factors influence

age * factors influence decision to purchase Crosstabulation

		product quality	Price	natural ingredients	brand reputation	availability	Total
Age	18-25	9	25	25	6	4	69
	26-35	1	2	7	2	2	14
	36-45	0	0	9	0	0	9
	above 45	2	1	5	0	0	8
Total		12	28	46	8	6	100

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.740ª	12	.054
Likelihood Ratio	24.771	12	.016
Linear-by-Linear Association	.270	1	.603
N of Valid Cases	100		

CHI-SQUARE TESTS

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .48.

Source : Primary data computed from SPPS

The Chi-Square test analyzes the relationship between age groups and factors influencing purchase decisions, such as product quality, price, natural ingredients, brand reputation, and availability. The Pearson Chi-Square value of 20.740 with an asymptotic significance of 0.054 is above the 0.05 threshold, indicating no significant relationship between age groups and these factors. This suggests that individuals across different age groups have similar preferences regarding the factors influencing their purchase decisions.

FINDINGS OF THE STUDY :
- Majority 70% of the respondents are in the age group of 18-25 years
- Majority 54% of the respondents are female
- Majority 37% are under graduation students
- Most 52% of respondent's monthly income are below 20000
- Dabur Red Toothpaste is majority with 34% preference & Dabur Chyawanprash is the least popular at 8%
- Majority 68% agrees that Dabur aligns with health and wellness needs
- Majority 67% of respondents agree that availability influences purchasing decisions.
- Majority 48% of the respondents choose Dabur over competitors due to trust in its natural formulation
- Majority 43%of the respondents are familiar with over 25% of Dabur products
- Majority 58% of the respondents believe Dabur products offer good value for money
- 30% of the respondents are suggested to introduce more modern packaging and product variants to attract younger peoples
- The chi square test indicates that there is no significant relationship between gender and satisfaction levels with Dabur products
- The chi square test indicates that there is no significant relationship between age and factor influence purchase decision

SUGGESTIONS OF THE STUDY :

1.**Product Innovation** : Introduce modern packaging and expand product varieties to attract younger customers

2.**Awareness of the products:** Increase awareness of lesser know dabur products through targeted marketing

3. **Enhance Affordability:** Offer products at affordable price points to attract a wider range of consumers

4.**Availability of the products:** Ensure Dabur products are consistently available both in stores and online platform to enhance consumers convenience

5. **Competitor analysis and digital presence:** Conduct regular competitor analysis to stay updated on market trends and adjust marketing strategies accordingly. Enhance Dabur's digital presence through social media and e-commerce platforms to engage with customers and increase online sales.

CONCLUSIONS

This study reveals that Dabur has established a solid presence in Coimbatore, with consumers drawn to the brand's focus on natural ingredients and its commitment to health and wellness. Dabur's products are widely appreciated, there are opportunities for improvement in areas like product variety, packaging style, and pricing to better attract younger consumers. Additionally, ensuring that Dabur products are easily accessible both online and offline is crucial. By improving awareness,

enhancing product offerings, and strengthening its digital marketing efforts, Dabur can continue to build strong customer loyalty and expand its reach in the competitive FMCG market.

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