

MARKET POSITION OF DABUR VATIKA SHAMPOO IN RELATION TO OTHERS COMPETING BRANDS

A THESIS

Submitted by:

Name Mahesh Kumar Mahato

T.U. Reg. No.: 7-2-14-790-2002

Class Roll No.: 39

Exam Symbol No.: 454

R. R. M Campus Janakpur Dham, Nepal

Submitted to:

Office of The Dean

Faculty of Management

Tribhuvan University

**In partial fulfillment of the requirements for the Degree of
Master of Business Studies (M.B.S.)**

**Ram Swaroop Ramsagar Multiple Campus
April, 2011**

VIVA – VOCE SHEET

We have conducted the viva – voce examination of the Thesis

Submitted by:

Mahesh Kumar Mahato

Entitled

MARKET POSITION OF DABUR VATIKA SHAMPOO IN RELATION TO OTHERS COMPETING BRANDS

And found the Thesis to be the original work of the student written in accordance with the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master Degree of Business Studies (M.B.S.)

Viva – Voce Committee

Name

Signature

Chairperson, Research Committee: Dr. Brahmadeo Jha

Member (Thesis Supervisor): Mr. Gopal Prasad Sah

Assitant Campus Chief: Mr. Jugeshwor Sah

Member (External Expert): -----

Date: -

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Mahesh Kumar Mahato

Entitled

MARKET POSITION OF DABUR VATIKA SHAMPOO IN RELATION TO OTHERS COMPETING BRANDS

has been prepared as approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination

Chairman of Research Committee

Assistant Campus Chief

Name : Dr. Brahamdeo Jha

Name : Mr. Jugeshwor Sah

Signature :

Signature :

Date :

Date :

Thesis Supervisor

Campus Chief

Name : Mr. Gopal Pd. Sah

Name:Mr. Bishnudev Yadav

Signature :

Signature :

Date :

Date :

DECLARATION

I hereby declare that the work reported in this thesis entitled "**MARKET POSITION OF DABUR VATIKA SHAMPOO IN RELATION TO OTHERS COMPETING BRANDS**" submitted to campus, Faculty of Management, Tribhuwan University, is my original work done in the form of partial fulfillment of the requirements for the Master of Business Studies (MBS) under the guidance and supervision of **Mr. Gopal Pd. Sah.**

Date: -

.....
Mahesh Kumar Mahato
(Researcher)
R. R. M Campus
Class Roll No.: 39
Exam Symbol No.: 454
T.U. Reg. No.: 7-2-14-790-2002

ACKNOWLEDGEMENTS

This thesis has been prepared for the partial fulfillment of Master's Degree in Management of Tribhuwan University. I have had a rewarding experience while undertaking this research which wouldn't have been completed without the careful guidance and encouragement that I have received from my teachers. I owe my sincere debt to all of them.

I am highly grateful and indebted to Dabur Nepal Pvt. Ltd. for providing me with the essential materials needed to accomplish this research.

I would like to express my deep respects to the thesis supervisor **Mr. Gopal Pd. Sah and Dr. B.D Jha**, head of research department who helped me in one or other way in accomplishing this research. Thanks go to all the teachers and friends for their kind cooperative assistance and help.

I would like to express my deepest gratitude to my respected parents and spouse who always encourages me to continue my higher study for the completion of this study.

I owe very much to my friends and well wishers who helped me directly or indirectly to complete this thesis. Finally, I am grateful to Mr. Rajesh Soni for assist the whole computer works and technical support.

.....
Mahesh Kumar Mahato

(Researcher)

R. R. M Campus
Janakpur

TABLE OF CONTENTS

Recommendation	
Viva-Voce Sheet	
Declaration	
Acknowledgements	
Table of Contents	
List of Tables	
List of Figures	
Abbreviations	
	<i>Page No.</i>
CHAPTER-I: INTRODUCTION	1-8
1.1 Background of the Study	1
1.2 Statement of the Problems	5
1.3 Objectives of the Study	6
1.4 Significance of the Study	6
1.5 Limitations of the Study	7
1.6 Organization of the Study	7
CHAPTER-II: REVIEW OF LITERATURE	9-43
2.1 Introduction	9
2.2 Company Profile	9
2.3 Market and Marketing	11
2.4 Marketing Mix	13
2.4.1 Product	15
2.4.1.1 Types of Product	15
2.4.1.2 Product Positioning	17
2.4.1.3 Product Branding	18
2.4.1.4 Product Packaging	18
2.4.1.5 Product Labeling	19
2.4.1.6 Product Life Cycle	20
2.4.1.7 Product Mix and Line Strategies	22
2.4.2 Pricing	25
2.4.3 Promotion	30
2.4.4 Distribution	34
2.4.4.1 Channel of Marketing	34
2.4.4.2 Physical Distribution	37
2.5 Review of Journal and Articles	39
2.6 Review of Related Thesis	40
2.7 Research Gap	43
CHAPTER-III: RESEARCH METHODOLOGY	44-45
3.1 Introduction	44
3.2 Research Design	44
3.3 Nature and Sources of Data	45

3.4 Population and Sampling	45
3.5 Method of Data Collection	45
3.6 Data Analysis	45

CHAPTER IV: DATA PRESENTATION AND ANALYSIS **46-86**

4.1 Sales and Net Profit Margin of DNPL	46
4.2 Current Shampoo Consumer and Market Scenario	48
4.3 Market Position Study	49
4.3.1 Sex and Brand Choice of Shampoo	59
4.3.2 Sex and Brand Choice of Shampoo Chi-Squire Test	61
4.3.3 Age and Brand Choice	62
4.3.4 Age and Brand Choice of Shampoo Chi- Square Test	63
4.3.5 Profession and Brand Choice of Shampoo	64
4.3.6 Profession and Brand Choice of Shampoo Chi-Square Test	66
4.3.7 Education and Brand Choice of Shampoo	67
4.3.8 Education and Brand Choice of Shampoo Chi-Square Test	68
4.3.9 Income and Brand Choice of Shampoo	69
4.3.10 Income and Brand Choice of Shampoo Chi-Square Test	70
4.4 Consumer behavior regarding Dabur Vatika Shampoo	71
4.5 Retail Sales/ Shopkeeper Behavior	75
4.6 Major Findings of the Study	84

**CHAPTER- V: SUMMARY, CONCLUSION AND
RECOMMENDATIONS**

87-90

5.1 Summary	87
5.2 Conclusion	88
5.3 Recommendations	89

Bibliography

Appendix

LIST OF TABLES

<i>Table No.</i>	<i>Title</i>	<i>Page No.</i>
4.1	Calculation of Net Profit Margin of DNPL	47
4.2	Notice Trend of Advertisement	49
4.3	Notice Trend on Different Media	50
4.4	Best Advertisement among Various Brand in Consumer View	51
4.5	Best Media for Shampoo Advertisement in consumer view	52
4.6	Use of Specific Brand of shampoo by consumer	53
4.7	Factors that Influence to Buy Shampoo to Consumer	54
4.8	The way of buying Shampoo according to consumer's View	55
4.9	Easy Availability of Brand in Consumer View	56
4.10	Causing Brand Switching in Consumer View	57
4.11	Brand switching trend when consumer are offered	58
4.12	Sex and brand choice of shampoo	60
4.13	Chi-square Calculation on Sex and Brand Choice	61
4.14	Age and brand choice of shampoo	62
4.15	Chi-square calculation on age and brand choice	64
4.16	Profession and Brand Choice of Shampoo	65
4.17	Chi-square calculation on profession and brand choice	66
4.18	Education and Brand Choice of Shampoo	67
4.19	Chi-square Calculation on Education and Brand Choice	68
4.20	Income and Brand Choice of Shampoo	69
4.21	Chi-square calculation on income and brand choice	71
4.22	Dabur Vatika Shampoo prefer by consumer	72
4.23	Consumer view when Dabur Vatika Shampoo is not available	73
4.24	Price of D.V.S. in comparison to others	74
4.25	Shop categories where from various brand of shampoo are selling	75
4.26	Shopkeepers buying behavior	76
4.27	Sales of Shampoo in Consumer View	77
4.28	Selling of Dabur Vatika shampoo in retailers view	78
4.29	Convincing behaviors of shopkeepers	79
4.30	Influencing factor to sale Dabur Vatika Shampoo in retailers view	80
4.31	Response of retailer in distribution of product	81
4.32	Type of compensation gets from the company in retailer's view	81
4.33	The Compensation of Dabur Vatika shampoo got by the retailer	82
4.34	Advertisement of Dabur Vatika Shampoo in Comparison with others	83

LIST OF FIGURES

<i>Figure No.</i>	<i>Title</i>	<i>Page No.</i>
4.1	Level of Sales and Net Profit after Tax of DNPL	47
4.2	Notice Trend of Advertisement	50
4.3	Notice Trend on Different Media	51
4.4	Best Advertisement among various Brand	52
4.5	Best Media for Shampoo Advertisement	53
4.6	Use of Specific Brand of Shampoo	54
4.7	Factors that Influence to Buy Shampoo	55
4.8	The way of Buying Shampoo	56
4.9	Easy Available of the Brand	57
4.10	Causing Brand Switching in Consumer View	58
4.11	Brand Switching Trend when Consumer are Offered	59
4.12	Sex and Brand Choice of Shampoo	60
4.13	Age and Brand Choice of Shampoo	63
4.14	Profession and Brand Choice of Shampoo	65
4.15	Education and Brand Choice of Shampoo	68
4.16	Income and Brand Choice of Shampoo	70
4.17	Vatika Shampoo Prefer by Consumer	72
4.18	Consumer view when Dabur Vatika Shampoo is not available	73
4.19	Price of D.V.S. in comparison to others	74
4.20	Categories of Shop	75
4.21	Shopkeepers Buying Behaviour	76
4.22	Sales of Shampoo in Retailers View	77
4.23	Sales of Dabur Vatika Shampoo in Retailers View	78
4.24	Convincing Behaviour of Shopkeepers	79
4.25	Influencing Factor to Sale Dabur Vatika Shampoo	80
4.26	Response of Retailers in Distribution of Product	81
4.27	Compensation Got from the Company	82
4.28	Position of Compensation	83
4.29	Advertisement of Dabur Vatika Shampoo	84

ABBREVIATIONS

AD	Annodomini
BS	Bikram Sambat
DNPL	Dabur Nepal Private Limited
DVS	Dabur Vatika Sampoo
Ltd.	Limited
NTV	Nepal Television
Pvt.	Private
WTO	World Trade Organaization
%	Percentage