

A
Project Report
ON
**“COMPARATIVE ANALYSIS OF DETTOL AND LIFEBOUY WITH
REFERENCE TO SOAP”**

Submitted to
G.S. College of Commerce & Economics
Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
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Academic Year 2021 – 22



G.S. College Of Commerce & Economics , Nagpur

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CERTIFICATE

This is to certify that "**ABHISHEKH BASANT SHARMA**" has submitted the project report titled "**COMPARATIVE ANALYSIS OF DETTOL AND LIFEBOUY WITH REFERENCE TO SOAP**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: NAGPUR

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title "COMPARATIVE ANALYSIS OF DETTOL AND LIFEBOUY WITH REFERENCE TO SOAP" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Abhishek Basant Sharma

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Kamlesh Thote for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Abhishek Basant Sharma

Place: Nagpur

Date:

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Chapter 1

Introduction

ABSTRACT

The Indian soaps market has a large number of players that use different appeals to connect with their consumers. The market can be classified in to about ten different appeals such as Beauty, Health, Fairness, Herbal etc. Health platform constitutes approximately 23% of the total market while beauty constitutes the most with 53%. The stronghold and dominance of the brands and their distribution, varies across regions and urban and rural market brands are strongly across the market, others have their strongholds in only some of the regions of the country. Brands like DETTOL AND LIFEBOUY are giving a tough competition to each. other In the pandemic of coronavirus to maintain self- hygiene is the need in the society. In school we are taught to maintain self-hygiene from a very small age. Different possible modes of transmission and the ways to avoid them Not only in the school but we are also told by our parents to keep our hands and body clean and maintain hygiene. cleaning hands and body only with water is not safe as it does not disinfect our hands. Therefore different types of soaps have been introduced rectify the risk of germs and infections which kill 99.9% of germs by just one use. The research was undertaken to find out the usage of soaps among the consumer. For this project research the scaling technique used in this is ranking of variables. The questionnaire was pre tested among the respondents and on the basis of those responses the questionnaire was altered.

INTRODUCTION TO SOAP INDUSTRY

In present age, all people want to appear smart and elegant in his personality. The history of soap industry in India is very old say since 1889. The use of soap or soap like cleaning agent has always been associated with man's inherent instinct to keep his body and other belonging clean. Soap help remove slag from skin to make skin a brilliant glow. The principal raw material of soap is oil and fats. According to these raw materials the quality of soap and category of soap is changed. The necessary raw materials are needed to be of high purity and the finished product should have the balanced pH as its froth may enter the eye. Toilet soaps are made by combining liquid fats (like vegetable oils or animal fat) with an alkali like sodium hydroxide (also called lye). The process is called —saponification; the definition of —saponify is literally —to turn fat or oil into soap by reaction with an alkali. During the curing process, the sodium hydroxide and water evaporate out of the product, leaving behind just awesome soapl. —Superfating, which refers to the process of adding liquid fats to soap after saponification, is popular for its rich, moisturizing effect. Clear soaps will add glycerin and sorbitol (a sugar alcohol with emollient properties), and products labeled —antibacterial usually rely on triclosan, a substance that kills bacteria and helps prevent fungus growth. A simple production method with high return soaps are invariably used in every household. The antibacterial soap with a moisturizer added has huge market potential. The market is spread from remote village to the metro cities alike. The industry gives a good profit and high employment oriented.

SWOT ANALYSIS OF SOAP INDUSTRY

STRENGTH

Aside from quality and variety of soaps and detergents that we make, part of what is going to count as positives for Cites Soap Production Company is the vast experience of our management team, we have people on board who are highly experienced and understands how to grow business from the scratch to becoming a national phenomenon. So also, our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

WEAKNESS

A major weakness that may count against us is the fact that we are a new soap production company and we don't have the financial capacity to engage in the kind of publicity that we intend giving the business.

OPPORTUNITIES

The opportunities for soap production companies are enormous. This is due to the fact that soap is a universal product that can be found in all homes, canteen, laundries, hotels and toilets etc. As a result of that, we were able to conduct a thorough market survey and feasibility studies so as to position our business to take advantage of the existing market for soaps and detergents and also to create our own new market. We know that it is going to requires hard work, and we are ready to give all it will take to achieve it.

THREAT

One of the major threats that we are likely going to face is economic downturn and unfavorable government policies. It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of anew soap production company in same location where ours is located

TOP 10 SOAPS BRAND IN INDIA

1.	LIFEBUOY
2.	CINTHOL
3.	DETTOL
4.	LUX
5.	DOVE
6.	PEARS
7.	MEDIMIX
8.	MARGO
9.	HIMALAYA
10.	GODREJ NO. 1 SOAP

LIFEBUOY



The Lever brothers introduced Lifebuoy in 1895 in England as a brand for soaps containing phenol. Today, free from phenol, these soaps are considered the world's most accessible health and hygiene products. Lifebuoy Total Germ Protection Soap Bar is seldom chosen as the best soap for men and children. It is formulated with Active Silver to give 100% protection against infection-causing germs. This soap also nourishes your skin for a softer finish.

CINTHOL



Cinthol soap was manufactured by Indian-based company Godrej Consumer Products Limited (GCPL) in 1952. Cinthol soap does not have any alcohol properties. So it is very safe to use for all skin types. Cinthol soap is 100% antibacterial soap and made from 100% vegetable oil extracts.

DETTOL

Dettol soap is the most trusted brand among all other soap brands in the world. This soap manufactures by United Kingdom-based company Reckitt Benckiser in 1876. Dettol firstly used as antiseptic and disinfectant against infections and various problems. Chroloxylenol and α -Terpineol these are the main ingredients in Dettol soap which help us from many issues. Reckitt Benckiser brand Dettol is the famous soap brand in India, RB is also into the business of producer of health, hygiene and home products like medicine Strepsils, Durex, Lysol and Vanish.

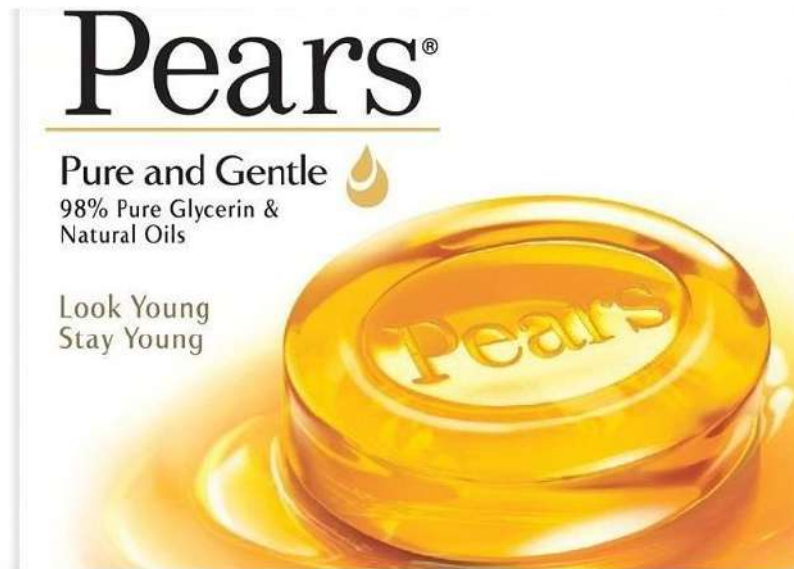
LUX

United Kingdom-based company Unilever manufactured lux soap. This soap brand founded in 1899. Lever Brothers were the founder of Lux soap. Originally this soap was founded by the name as “Sunlight Flakes”, but in 1900 it was named as Lux. The ingredients which use to made Lux soap are animal fat, coconut oil, water, vegetable glycerin, and natural fragrance. Lux soap is the best soap in India. Lux soap is one of the top market leaders in India and also has presence in more than 100 countries around the globe. The brand was promoting itself as the beauty soap of Bollywood actresses such as Kareena Kapoor and Katrina Kaif.

DOVE

Dove is an American-based, Unilever owned personal care brand. This soap sold in almost 150 countries and also manufactured in 23 countries. It is the very first company to launch a moisturizing soap with (1/4)th milk. This soap is useful for men, women and also for babies. But Dove soap is prevalent in women in India. Dove soap and shampoo are fastest growing brand in India and its BeautyBar has first choice of women across the country for beautiful skin.

PEARS



Pears brand of soap now made in India by Hindustan Unilever and trusted for being gentle. The soap contains high quality skincare ingredients for healthy looking skin and gently moisturize skin. Andrew Pears invented and produced Pears soap in 1807, and since 1917, Unilever has manufactured and sold this soap in India. Among all other soap brands, it is the first transparent soap.

MEDIMIX



Medimix is another most famous Indian brand of soap manufactured by Chennai based Cholayil Private company. The Ayurvedic/Herbal soap brand was one of the most trusted brand in India into the personal care category Medimix soap is the manufacture and sold by Indian (Chennai) based company which is Cholayil Private Limited. Dr V.P. Sidhan was the founder of Medimix soap. Medimix soap prevalent for handmade herbal soap contains natural herbs that remedy skin problems. Medimix is most trusted organic anti-septic soap brand of India..

MARGO



Margo brand of soap was also manufactured in India by Calcutta Chemical company with neem as main ingredient and among the top five selling soap brands in India during 2001. Margo is a brand of soap manufactured in India. The soap has neem as its main ingredient. The soap was created and manufactured by the Calcutta Chemical Company under the stewardship of its founder, K.C. Das, Khogen Chandra Das and was launched in 1920. In 1988, the soap was among the top five-selling brands in India, with a market share of 8.9%. As of 2001, the brand was worth ₹75 crores

HIMALAYA

Himalaya is another Ayurved products company and offers India's famous herbal products with cosmetics, soaps and medicines. Neem, turmeric, almond and rose are the natural ingredients used by Himalaya for personal care range of products and soap. Himalaya Herbal Soap is an Indian brand. And also the Best Bath Soap For Daily Use. Himalaya make health products with Ayurvedic ingredients. Himalaya Drug Company has Himalaya Herbal Brand. For the personal care range of products and soaps, they used natural ingredients such as Neem, turmeric, almond, and rose.

GODREJ NO. 1 SOAP



GodrejNo1 bathing soap brand keeps your skin glowing and offers you best natural way to beauty with ingredients chosen from nature. Godrej No. 1 is third largest soap brand by volume in India and also one of the highest selling soap brand in the country. Godrej No.1 soap which manufacture by Indian-based company Godrej Consumer Products Limited (GCPL). This soap was introduced by, Ardeshir Godrej, in 1920. It is 3rd largest best soap in India. This soap is manufacture by natuaral ingredients that help our skin naturally beautiful.

CHAPTER 2

HISTORY OF COMPANY

HISTORY OF DETTOL



First used in hospitals in the 1930s, Dettol soon found a place in the home. Today, we are a world leading hygiene brand trusted by millions.

It all began with an innate instinct to protect

We all have a fierce nature to protect our loved ones from harm and illnesses. Whether it's to protect our families, friends, pets or even the strangers in our communities - keeping people healthy and safe is at the forefront of our minds. But no matter who you are - a healthcare professional or a parent, the question from all sides has always been how can I most effectively safeguard those I care about?

DEFYING STATUS QUO THROUGH SCIENCE

In the early 19th century, it was believed disease was caused by the imbalance of the body. Dettol, however, embraced a different approach. We took pride in progressive science that represented a new way of thinking - that disease was caused by germs we contract throughout our daily activities in life. It was later discovered that millions of illnesses can be prevented through effective hygiene practices.

DETTOL WAS BORN

Fueled by this biological instinct to help protect society and utilize our scientific expertise, Dettol embarked on a mission to create a healthier, cleaner & safer world. We began formulating high quality and efficacious products with that mission in mind. In turn, the concept of a sword (to kill harmful germs) and shield (to protect our communities) was born. Years later, we still champion this ideology and became the global health & hygiene leader we are today.

EFFICACY, TRUST & EDUCATION

Born in 1933, Dettol was invented for doctors and first needed when millions of mothers and babies were dying from sepsis following childbirth. We educated healthcare professionals and armed them with Dettol to disinfect medical supplies before delivering babies - thus eliminating patient's exposure to bacteria and viruses. Just over 2 years later, the incidence of puerperal sepsis fell by 50%.

Dettol began to further expand its technology, know-how, and resources to further introduce new formats to help protect more people and more places around the world in really powerful ways. And... we haven't stopped innovating since. As Dettol continued to grow and deliver its promise for protection, it became more loved by millions of people in over 124 countries.

HISTORY OF LIFEBOUOY



In 1885 William Hesketh Lever and his brother James began a small factory in Warrington, England, where they used palm and vegetable oils instead of tallow to produce soap. The first soap they produced was called Sunlight Soap, which was used primarily for household cleaning.

As the Lever Brothers' business grew, they expanded their company and built a larger factory as well as an employee village for workers on the Wirral Peninsula (eventually called Port Sunlight) across from Liverpool. While in Port Sunlight, the company began to experiment with creating different types of soap and Lifebuoy was born.

FUNCTION

Lifebuoy soap was the first to use carbolic acid or phenol as an ingredient in their cleaning products. This gave the soap its signature red coloring and a distinct medicinal odor. Carbolic was previously only used by people in medical professions, mostly surgeons, for disinfecting purposes. The addition of this ingredient to consumer products was considered a breakthrough in the early 1900s. Lever Brothers and the Lifebuoy brand provided an affordable product that promoted personal health and hygiene.

EVOLUTION AND CHANGES

Lifebuoy went through several changes and incarnations throughout the brand's history. A white version of the soap was introduced in 1962 and contained a light perfume scent. Pink and aqua versions were released soon after. Each package of Lifebuoy soap contained the phrase "Knocks out B.O." and the brand is credited with coining the long-standing abbreviation for body odor.

The original Lifebuoy soap was manufactured in the UK until 1987 when the production and distribution was halted. The brand was shortly taken over by Unilever and is still in production today---albeit with several key differences.

Due to regulations put forth by the European Union, the soap can no longer contain carbolic because it is potentially toxic and linked to skin irritation and respiratory tract problems with prolonged exposure. The substance is also considered a possible carcinogen.

Lifebuoy soap is still the leading brand of soap in several countries worldwide, specifically in India and parts of Southern Asia. Unilever produces a wide range of products under the Lifebuoy umbrella such as body wash, liquid soaps and acne- fighting solutions.

HYGIENE EDUCATION AND DISASTER RELIEF

From its inception, the Lifebuoy brand committed to educating the public about the dangers of germs and microbes. In the early days, door-to-door campaigns were organized in order to demonstrate the proper technique for hand-washing.

Lifebuoy also has a history of helping people maintain hygiene in times of natural disaster. During the 1940 Blitz of London, the brand set up mobile, free washing facilities for public use. Each unit was equipped with showers, towels and soap. In 2004 after a Tsunami hit Asia, Lifebuoy bars were sent in relief packages to India, Sri Lanka and Indonesia to help prevent the spread of disease. The brand also provided aid after earthquakes hit Pakistan and Northern India in 2005. Lifebuoy donated over 200,000 bars of soap to the International Committee of the Red Cross to support the recovery effort.

LIFEBUOY IN POP CULTURE

This specific brand of soap received some special screen time in the 1984 comedy "A Christmas Story."

The main character Ralphie was forced to hold a cake of red Lifebuoy soap in his mouth after saying the "F" word.

CHAPTER 3

COMPANY PROFILE

COMPANY PROFILE

DETTOL



MISSION -

Dettol's mission statement is to help prevent the spread of germs on hands, bodies, laundry, and surfaces.

This statement indicates that Dettol prioritizes hygiene and, most importantly, its consumer's health by the prevention of germs.

VISION -

Dettol's vision statement is "protecting family well-being, with children in particular, against problems that germs may cause; wherever and whenever they occur."

This statement indicates that Dettol looks beyond simple hygiene and takes care of its customers by thinking about future consequences that germs might lead to.

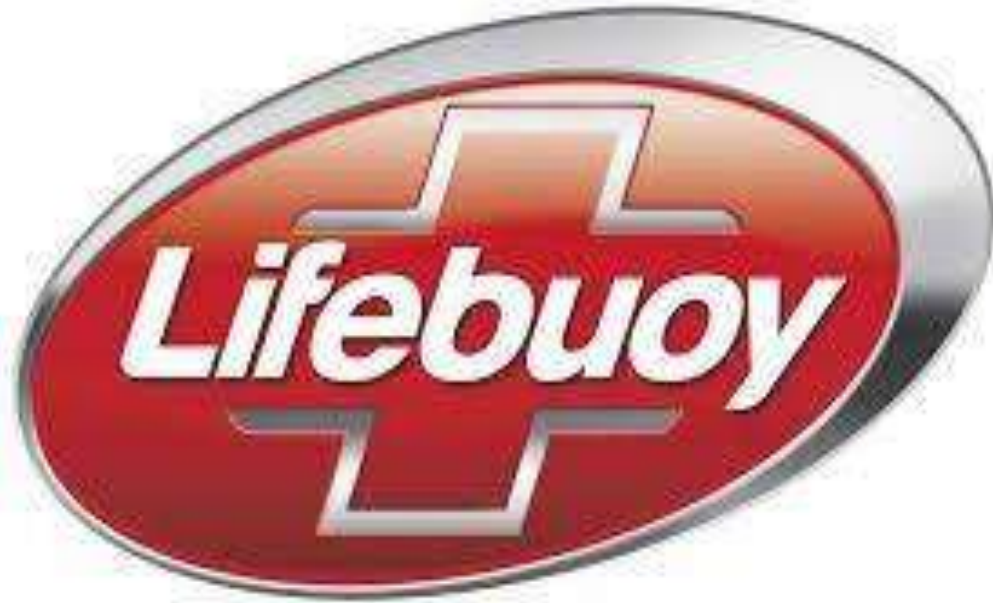
Dettol is a brand of cleaning supplies and disinfectant and antiseptic, introduced in 1932[1] and the manufacturer owned by the British company Reckitt. In Germany, it is sold under the name Sagrotan.

Product type	Antiseptic
Owner	Reckitt
Country	U.K.
Introduced	1932; 90 years ago
Related brands	Lysol, another product made by the same company Sagrotan Dettol
Markets	Worldwide (except the United States)
Ambassador(s)	Funke Akindele-Bello
Tagline	Keep the memories, but not the bacteria"
Website	dettol.co.uk

DETTOL STP

Segment	People looking for anti-bacterial personal hygiene
Target Group	All age groups & households especially urban & tier 2 cities
Positioning	Dettol have always been positioned as a 100% germ fighter with germ fighting and protection as the core value

LIFEBUOY



MISSION -

Lifebuoy's mission statement is, "To change the hygiene behavior of 1 billion consumers across Asia, Africa, and Latin America. This could prevent 600,000 child deaths every year from respiratory infections and diarrheal disease" the world's two leading causes of child mortality.

This statement indicates that Lifebuoy wants to help areas where the diarrheal disease is high and soap usage is infrequent. This way, Lifebuoy wants to prevent child deaths which are caused due to infections and diseases.

VISION -

Lifebuoy's vision statement is, "To consistently innovate and provide accessible Lifebuoy products to a wide variety of consumers. This way, we will make sure to have more hygienic, healthier, and ultimately more vital communities."

This statement indicates that Lifebuoy aims to continually improve in ways that will provide accessibility and innovation to its customers. At the end of the day, the brand has a vision of healthy communities, which can be achieved with Lifebuoy products.

Lifebuoy is a brand of soap marketed by Unilever. Lifebuoy was originally, and for much of its history, a carbolic soap containing phenol (carbolic acid, a compound extracted from coal tar). The soaps manufactured today under the Lifebuoy brand do not contain phenol. Currently, there are many variants of Lifebuoy.

Product type	Soap
Owner	Unilever
Country	England, U.K.
Introduced	1895; 127 years ago
Markets	Worldwide

LIFEBUOY STP

Segment	Personal Care – Soap, Hand Sanitizer, Hand Wash
Target Group	All households, to provide a 100% anti-bacterial soap for complete protection
Positioning	Lifebuoy's goal is to provide affordable and accessible hygiene and health solutions

CHAPTER 4
MARKETING AND BRANDING
STRATEGIES OF DETTOL AND
LIFEBUOY

MARKETING STRATEGIES OF DETTOL AND LIFEBOUY

With the outbreak of Coronavirus, people worldwide have been continuously trying to raise awareness of the importance of hand hygiene. This was especially profitable for soap and sanitizer companies like Dettol and Lifebuoy. These two companies have been in a constant battle over their advertising. This even went as far as the court. Both of the companies are too successful in their approaches and in order to understand what makes these brands stand out so much, let's see what marketing strategies these two brands used to step up their games amid the pandemic.

Dettol and Lifebuoy are very strong rival brands, holding huge market in antibacterial soap segments. Both brands are very old as well as well-known in worldwide market & already taken brand position in Indian market. However, both are competing strongly and aggressively in market.

The Core competency: - Both Dettol and Lifebuoy are conveying message that protection against "Germs". And, both brands are targeting especially Children market. However, it can be useful for family too.

Today, normally children are facing germs problem while playing, not cleaning wash properly etc. And, Dettol & Lifebuoy keeps protect against germs and keep healthy family too.



BRANDING STRATEGY



Desire: Connection to others.

Aim: Belonging and fitting in.

Strategy: Developing ordinary solid virtues, getting on with or appeal to ordinary people, and blending in.

Here are the messaging levels of the Everyman.

Level One: Being lonely and alienating, experiencing an orphan-like feeling.

Level Two: Seeking affiliation, driven by the feeling of loneliness.

Level Three: Learning to connect and fit in, making friends, and accepting support.

Level Four: Becoming the humanitarian, realizing, and practicing for everyone's dignity despite their differences.

 **LIFEBUOY**



Desire: Protection of people.

Aim: Helping others.

Strategy: Being generous and doing things for other people.

Here are the messaging levels of the Caregiver.

Level One: Seeing people in need.

Level Two: Reaching out to them, caring, and nurturing one's dependents.

Level Three: Exercising self-care and trying to balance it out with care for others.

Level Four: Altruistic vision. Having concern for the world as a whole.

CHAPTER 5

RESEARCH STUDY

RESEARCH STUDY

NEED OF STUDY -

The main objective of carrying out this project is to gain knowledge

About marketing management in soap industry. This project provides the opportunity to develop understanding and thinking skills, management skills and provide the product differentiation outcomes.

OBJECTIVES OF THE STUDY -

- To study the perception level of customers towards dettol and lifebuoy antiseptic soaps.
- To study the usage pattern of the consumers towards dettol and lifebuoy soaps.
- To have comparative study of different attributes of dettol and lifebuoy.

HYPOTHESIS –

- **H(1)** - consumer awareness for soaps is through retail display.
- **H(2)** - Dettol soap is preferred on the basis of hygiene and lifebuoy is preferred on the basis of price.

CHAPTER 6

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

The purpose of this study is to gain customer insights about bath soap by comparing with dettol and lifebuoy which are the two main soaps brands in health category

RESEARCH APPROACH -

The respondents will be the consumers and users of soap (bar shape) who are interested to cooperate to collect the data the In - Depth interview method with help of questionnaire is used.

RESEARCH INSTRUMENT

Contacting the customer personally and studying the response from the questionnaires field.

DATA ANALYSIS METHOD -

The data analysis of this research was represented on qualitative as well as quantitative manner.

DATA COLLECTION -

PRIMARY DATA -

Questionnaire for in - depth discussion with various respondents to be interviewed during primary survey. This involve in - depth face-to-face discussion.

SECONDARY DATA -

Secondary data from various magazine, newspaper, and other prominent source of information collected from different website and search engines.

SAMPLING METHOD -

In - Depth interview for this study was limited in my area, the interview was only on the consumers and users of bath soap bases. The sample size was 30 for this study. The random sampling size method was used for selecting samples.

CHAPTER 7

SWOT ANALYSIS OF DETTOL AND LIFEBUOY

SWOT ANALYSIS OF DETTOL

STRENGTH

1. Dettol's Germ-kill heritage (brown liquid) is seen as strong and addson trustworthiness (RTB).
2. Excellent for treating skin irritations, cuts/bruises and seasonalapplications.
3. Dettol brand comes from a reputable company with a strong legacy
4. Strong customer brand loyalty of all those using their products
5. Increasing popularity of Dettol soap as a germ killer and hygienicsoap

WEAKNESS

1. Despite excellent product, limited penetration in rural markets
2. Competition from other similar products means stagnant marketshare for Dettol

OPPORTUNITIES

1. Leverage the powerful brand equity associated with the Dettol Brand to make it an everyday use proposition.
2. Tie-ups with schools, hospitals, hotel chains etc.
3. Better penetration in rural markets and emerging economies

THREATS

1. Other main players in the antibacterial category can affect marketshare of Dettol
2. Other emerging players and alternatives available
3. People opting for ayurvedic & natural treatments can reduce business.

SWOT ANALYSIS OF LIFEBOUY

STRENGTHS

1. First soap to use carbolic acid, which gave it a red color and strong, medicinal scent
2. Wide portfolio for the Lifebuoy brand ranging which includes Soap, Hand Sanitizer and Hand Wash
3. High consumer awareness for the brand of Lifebuoy
4. Most popular soap brand specially in the rural market

WEAKNESS

1. Lower market penetration in urban areas as compared to rural areas
2. Initially positioned as a masculine soap, which was eventually turned as a family soap.
3. Not been perceived as a beauty soap, and is mainly used just for hand washing

OPPORTUNITIES

1. The Lifebuoy “Swasthya Chetana programme” uses a “direct consumer contact” methodology, and touches the lives of 70 million people in 18,000 villages
2. Imparting education about importance of hand washing to prevent spread of germs
3. Used global epidemics like swine flu to further promote products for better hygiene and protection

THREATS

1. Competitor brands offering similar levels of protection
2. Considered to be a low-end product, and may find it difficult to move up in the segment

CHAPTER 8
COMPARISON BETWEEN DETTOL
AND LIFEBOUY

COMPARISON BETWEEN DETTOL AND LIFEBOUY

	BASIS	DETTOL	LIFEBOUY
1.	Parent Company	Reckitt Benckiser	HUL
2.	Category	Personal care brand	Personal Care – Soap
3.	Sector	FMCG	FMCG
4.	Tagline/ Slogan	Be 100% sure	Healthy hoga Hindustan; Lifebuoy hai jaha tandurusti hai waha
5.	USP	Dettol is the first of its kind in anti-bacterial segment.	Lifebuoy provides 100% better protection from germs as compared to ordinary soaps

PRICE OF DETTOL AND LIFEBOUY

DETTOL	PRICE	LIFEBOUY	PRICE
Dettol deo freshsoap 75gm	27	Lifebuoy deo fresh 75gm	10
Dettol soap original 125gm	51	Lifebuoy care bath 120gm	15
Dettol skin care soap75gm	27	Lifebuoy skin guard 75gm	15
Dettol soap original 75gm	32	Lifebuoy total 80gm	12

CHAPTER 9

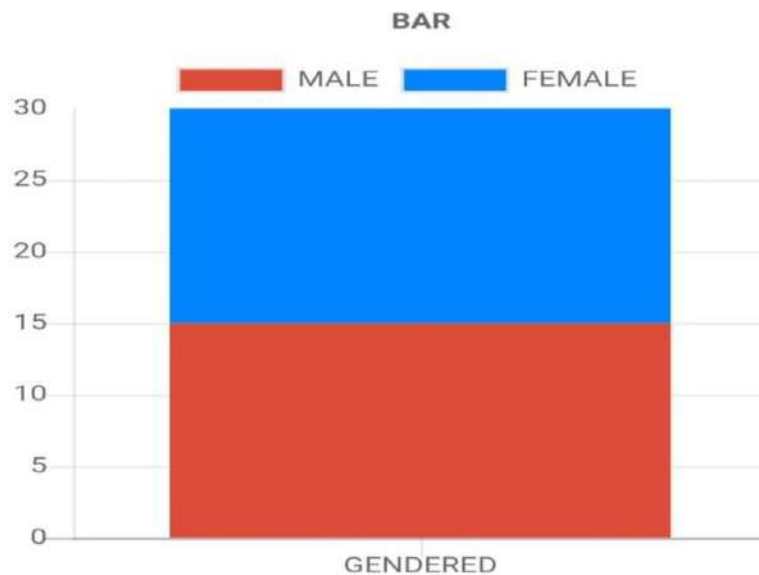
ANALYSIS OF DATA COLLECTION

AND INTERPRETATION

ANALYSIS OF DATA COLLECTION AND INTERPRETATION

1. ON BASIS OF GENDER

GENDER	NO. OF RESPONDENTS
MALE	15
FEMALE	15
TOTAL	30



INTERPRETATION

Hence there are

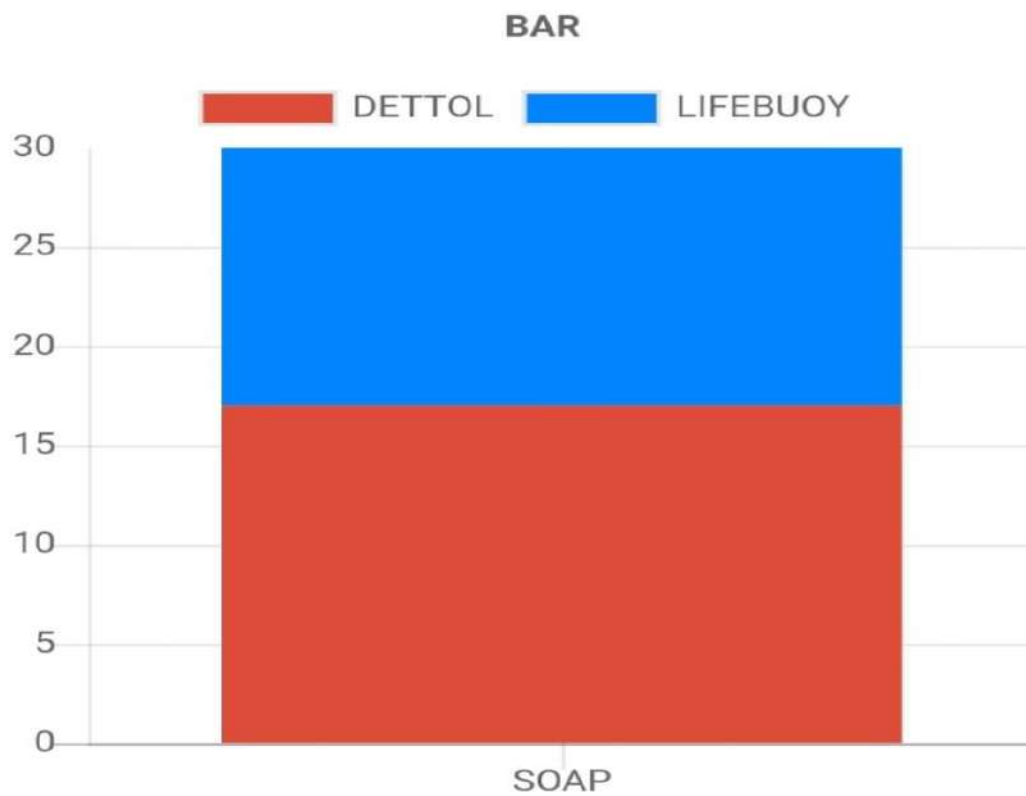
Male=50%

Females=50%

by taking responses with the age group 15 - 35

2. WHICH SOAP DO YOU USE?

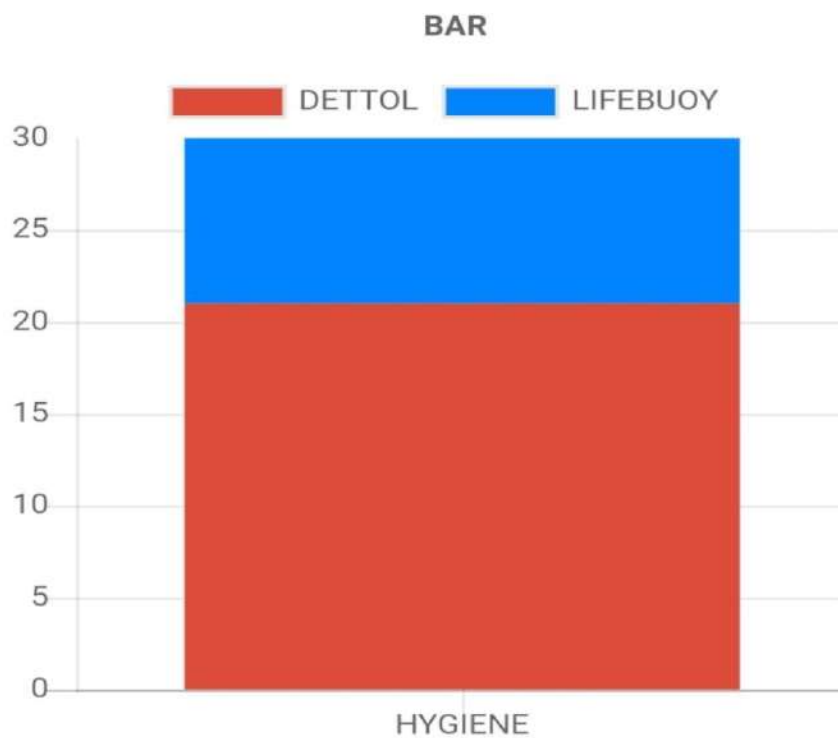
BRAND	NO. OF RESPONDENTS
DETTOL	17
LIFEBUOY	13
TOTAL	30

**INTERPRETATION**

Hence there are majority users of dettol soap, only 40% people use lifebuoy.

3. WHICH SOAP IS MORE HYGIENIC?

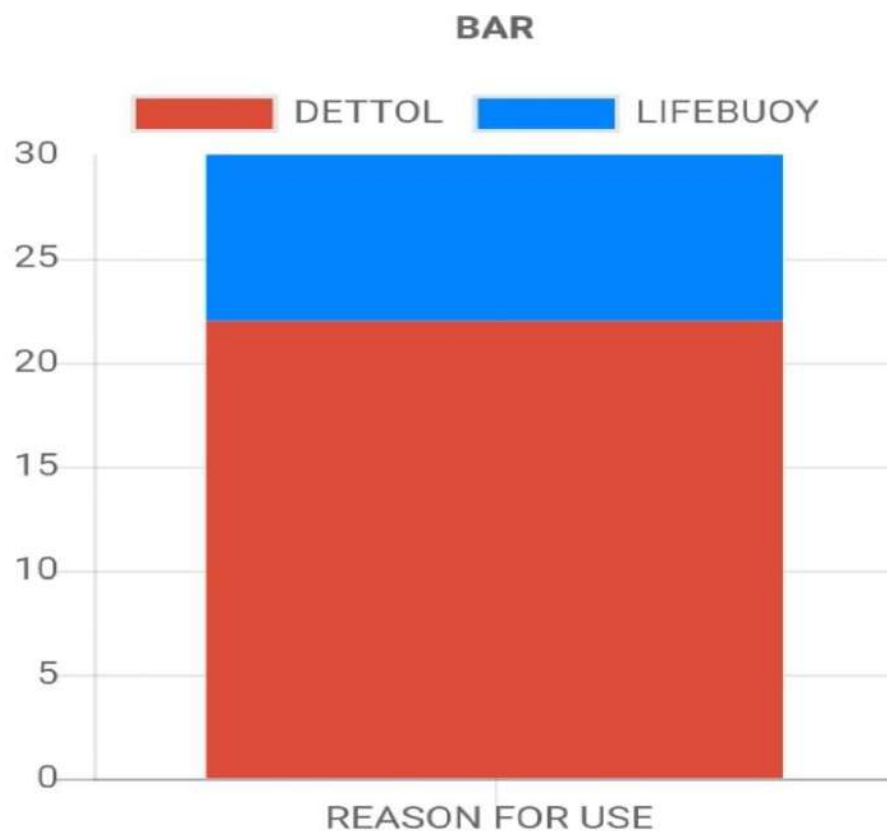
BRAND	NO. OF RESPONDENTS
DETTOL	21
LIFEBUOY	9
TOTAL	30

**INTERPRETATION**

Hence it is clear that 73% people believes that dettol is more hygienic than lifebuoy soap.

4. WHY DO YOU USE ABOVE SOAP?

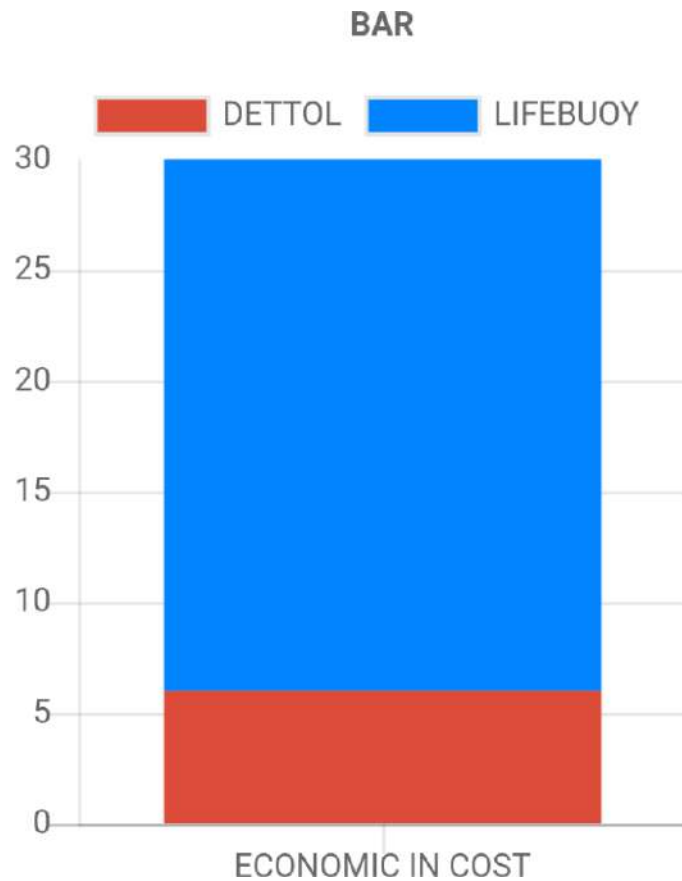
BASIS	DETTOL RESPONDENTS	LIFEBUOY RESPONDENTS
INFLUENCE FROM ADVERTISEMENT	10	4
GERMS PROTECTION	12	4
SELF CURE	0	0

**INTERPRETATION**

From the above analysis it is clear that 46% people use the above brand because of advertisement and 54% of people use their brand of soap for its germs protection quality.

5. WHICH SOAP DO YOU THINK IS MORE ECONOMIC?

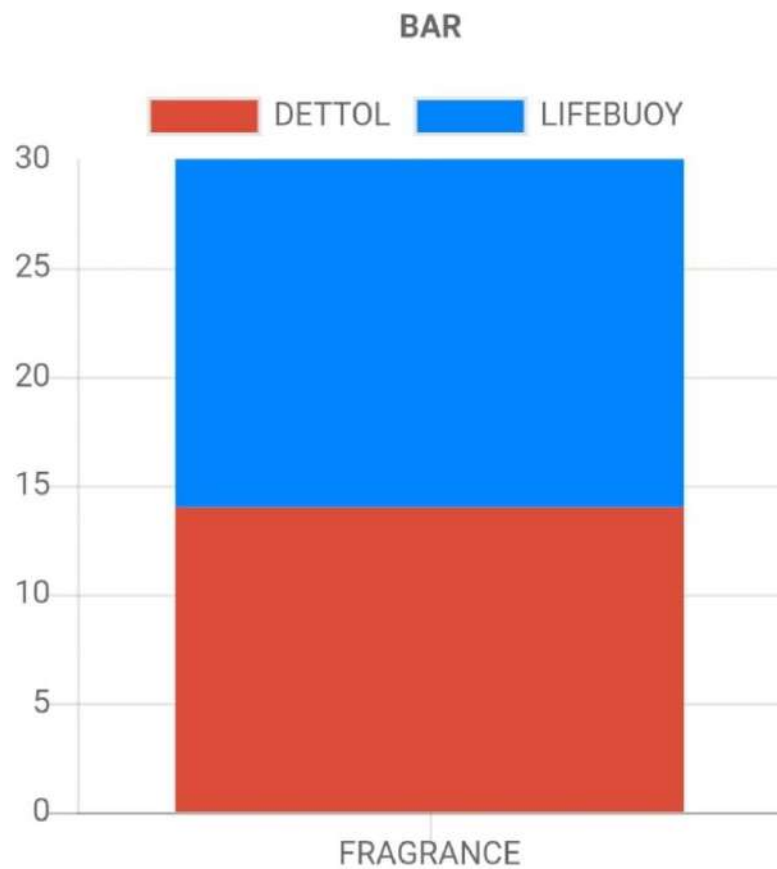
BRAND	NO. OF RESPONDENTS
DETTOL	6
LIFEBUOY	24

**INTERPRETATION**

Majority of people think that lifebuoy soap is more economic than that of dettol soap.

6. WHICH SOAP FRAGRANCE DO YOU LIKE MOST?

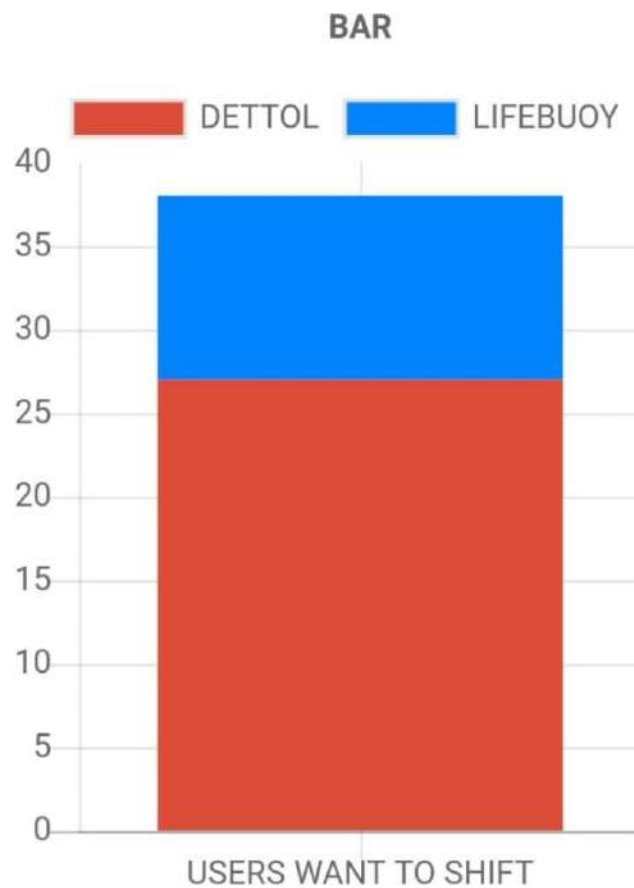
BRAND	NO. OF RESPONDENTS
DETTOL	14
LIFEBUOY	16

**INTERPRETATION**

Hence 56% of people tend to like the fragrance of lifebuoy soap. While 44% people like the fragrance of dettol soap.

7. WILL THE TWO BRANDS SWITCH TO ONE ANOTHER?

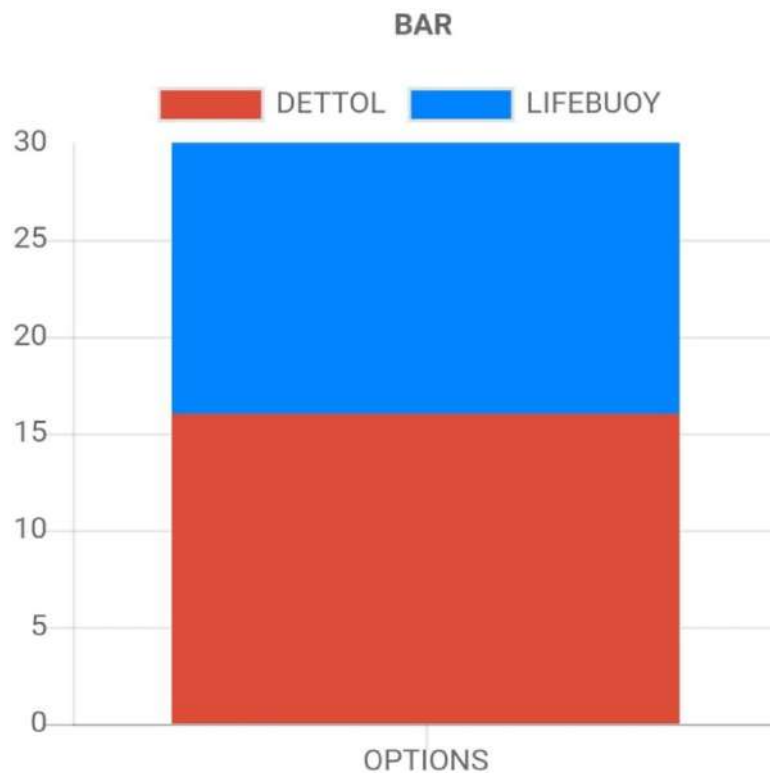
BRAND	TOTAL NO. OF USERS	USERS WHO WANTS TO SWITCH TO OTHER BRAND
DETTOL	22	5
LIFEBUOY	8	3

**INTERPRETATION**

Only 22% of current dettol users would like to switch to lifebuoy, while 62% of lifebuoy users would like to switch to dettol in future.

8. WHICH BRAND OFFERS MORE OPTIONS TO IT'S CUSTOMERS?

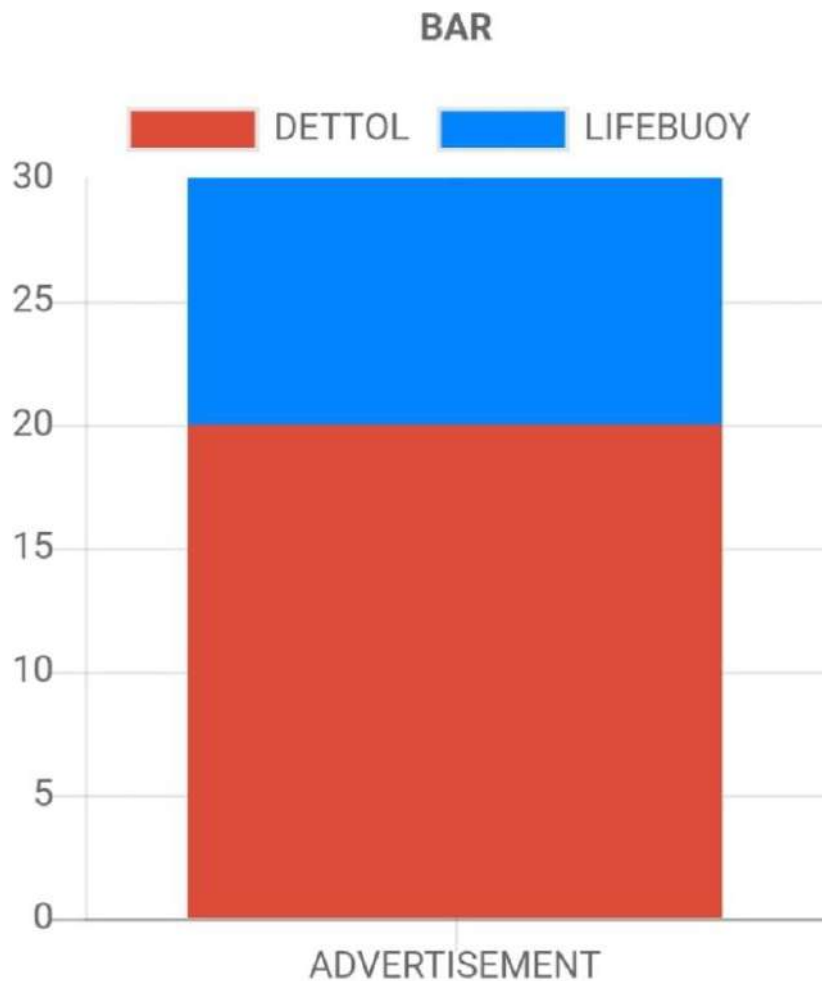
BRAND	NO. OF RESPONDENTS
DETTOL	16
LIFEBUOY	14

**INTERPRETATION**

Hence it is clear that 53% people agree that dettol provides more options in soaps, while 47% believes that lifebuoy provides them with more options.

9. WHICH BRAND DOSE MORE ADVERTISEMENTS?

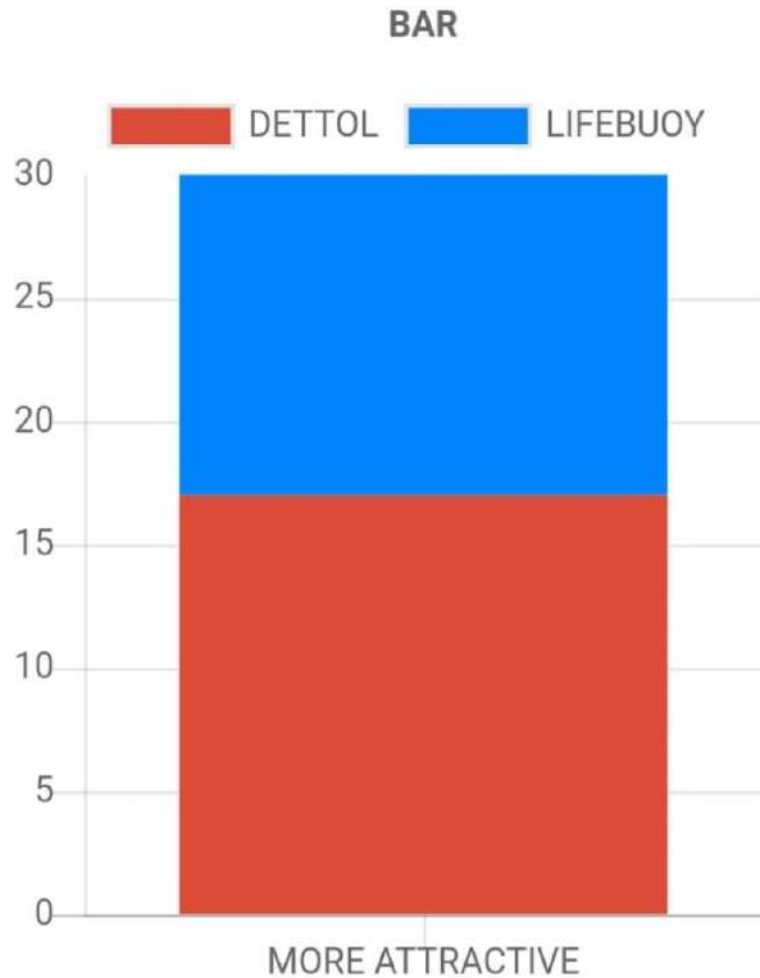
BRAND	NO. OF RESPONDENTS
DETTOL	20
LIFEBUOY	10

**INTERPRETATION**

Most number of people thinks that dettol do more advertisement ascompare to lifebuoy.

10. WHICH BRAND ADVERTISEMENT IS MORE PERSUASIVE OR ATTRACTIVE?

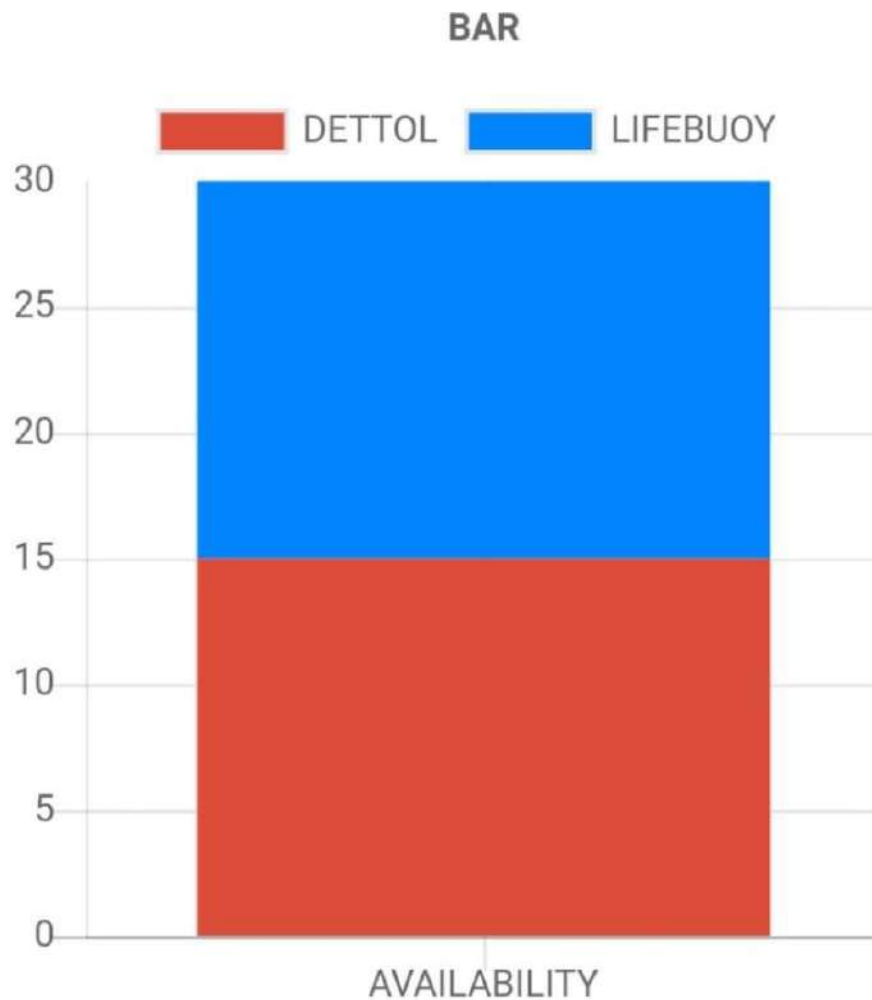
BRAND	NO. OF RESPONDENTS
DETTOL	17
LIFEBUOY	13

**INTERPRETATION**

Hence 60% of people thinks that dettol advertisement is morepersuasive and attractive.

11. WHICH PRODUCT IS EASILY AVAILABLE?

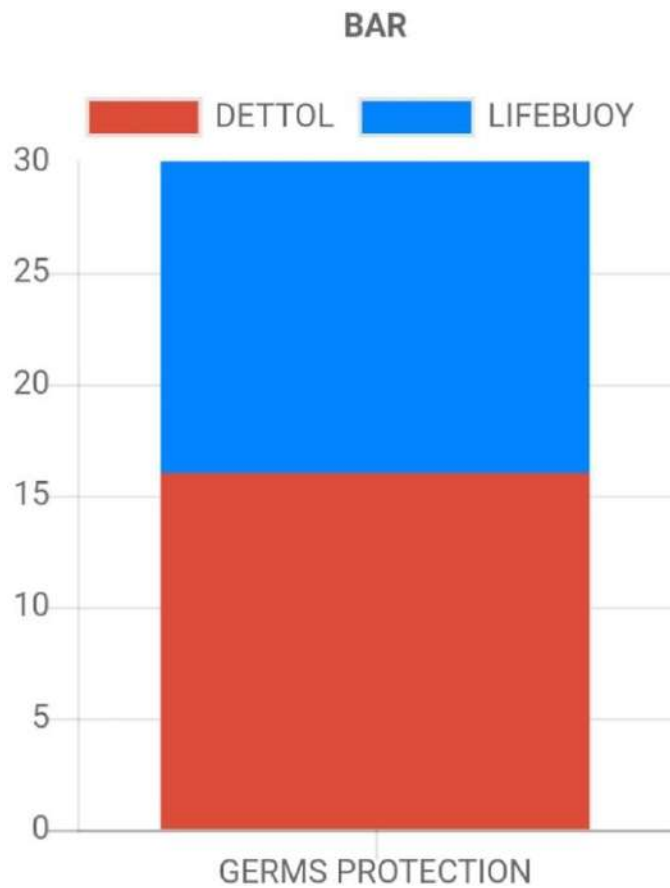
BRAND	NO. OF RESPONDENTS
DETTOL	15
LIFEBUOY	15

**INTERPRETATION**

Hence on the bases of availability both the brands are equally rated by customer that is 50%.

12. WHICH PRODUCT OFFERS BETTER GERMS PROTECTION?

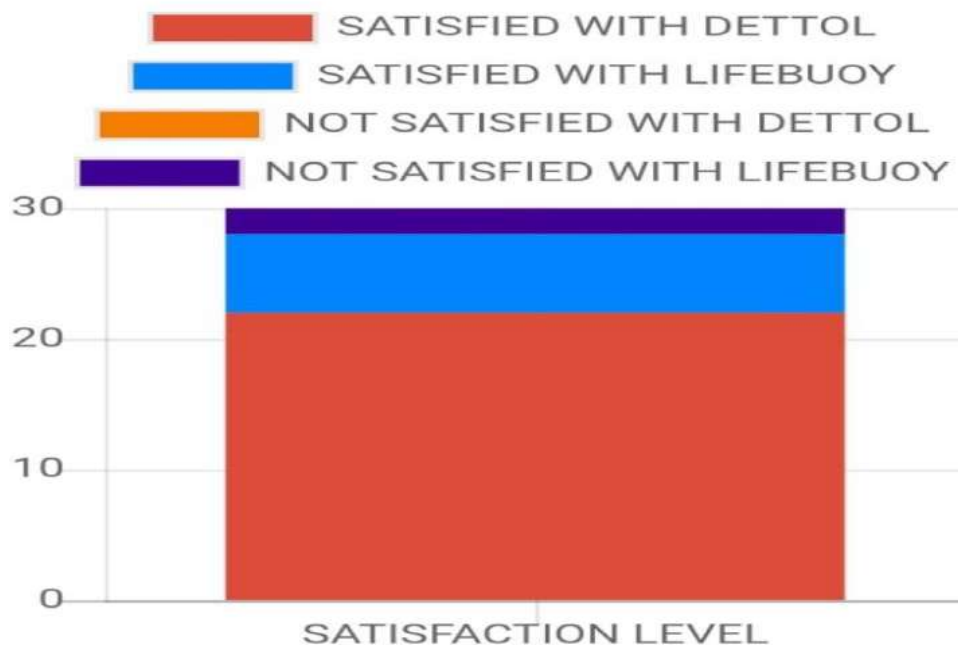
BRAND	NO. OF RESPONDENTS
DETTOL	16
LIFEBUOY	14

**INTERPRETATION**

Hence 53% people believe that Dettol offers more germ protection, while 47% of people believe that Lifebuoy offers more germ protection.

13. ARE YOU SATISFIED WITH THE BRAND YOU ARE USING?

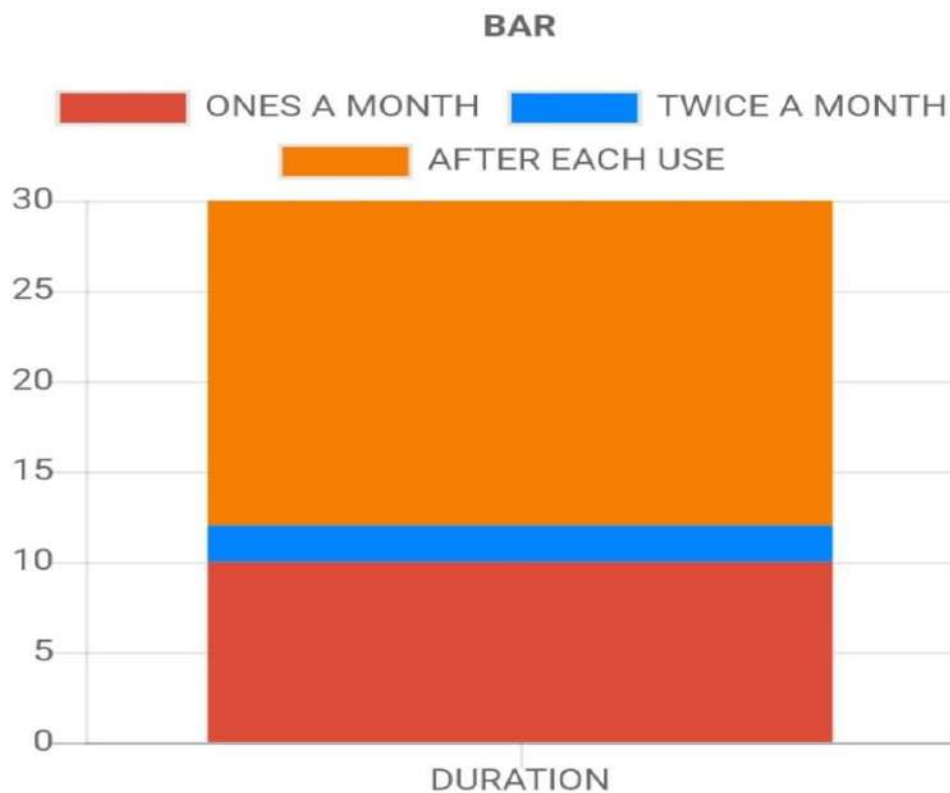
BRAND	SATISFIED	NOT SATISFIED
DETTOL	22	0
LIFEBUOY	6	2

BAR**INTERPRETATION**

Hence 100% of dettol users are satisfied with there product, were as 75% of lifebuoy users are satisfied with there product while 25% are not satisfied.

14. HOW OFTEN YOU BUY SOAP AND HOW MANY DO YOU BUY DURING EACH PURCHASE?

DURATION	NO. OF RESPONDENTS
ONCE IN A MONTH	10
TWICE THE MONTH	2
AFTER EACH USE	18

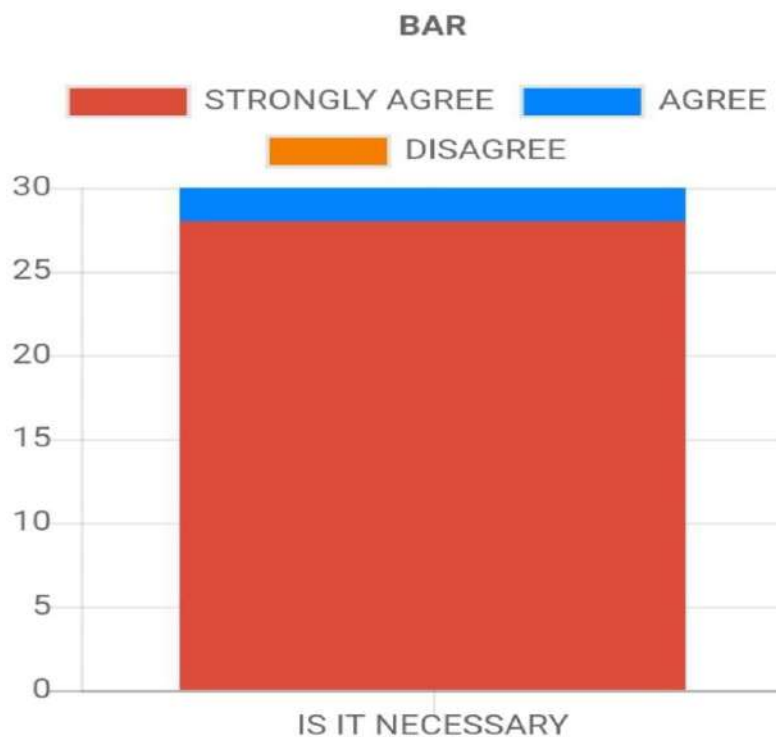


INTERPRETATION

Hence 33% of the people buy soap once in a month, 7% of the people buy twice a month but 60% of the people buy the soap after each use.

15. IS BODY HYGIENE REALLY NECESSARY IN DAY-TO-DAY LIFE?

IS IT NECESSARY?	NO. OF RESPONDENTS
STRONGLY AGREE	28
AGREE	2
DISAGREE	0

**INTERPRETATION**

Hence 93% of people think that body hygiene is really necessary in day-to-day life, while 7% of people is just agree to it.

HYPOSTHESIS TESTING

H(1) - consumer awareness for soaps is through retail display.

H(2) - Dettol soap is preferred on the basis of hygiene and lifebuoy is preferred on the basis of price.

From the above said research study of “COMPARATIVE ANALYSIS OF DETTOL AND LIFEBOUY WITH REFERENCE TO SOAP” it is found that hypothesis **H(1)** that is –“consumer awareness for soap is through retail display” found to be true and hence, accepted and also hypothesis **H(2)** that is – “Dettol soap is preferred on the basis of hygiene and lifebuoy is preferred on the basis of price” also found to be true and hence, it also accepted.

This conclude that both the hypothesis are accepted.

CHAPTER 10

FINDINGS & CONCLUSION

FINDINGS

CUSTOMERS ABOUT THEIR BRANDS

- It is observed from the analysis of both the brand customers about their preferences of soap that Dettol is most used brand by a large no. of people and people choose Lifebuoy as their default preference after Dettol. However, when asked about the economic cost of both the brands, 83% of people believe that Lifebuoy is much cheaper than Dettol.
- Majority of people found that advertisements of Dettol are way more persuasive and attractive than Lifebuoy.
- The fragrance of Lifebuoy is liked by 56% of the people,
- While 53% of people think that Dettol offers better germs protection than lifebuoy.
- On the basis of availability both the brands are equally rated by respondents.
- Wide number of options are provided by Dettol brand to its customers as compared to Lifebuoy. Also 95% of the people believe that body hygiene is really necessary in day-to-day life.
- Both the brands are recognized by people through their old and highly popular taglines.

DETTOL BE 100% SURE.

LIFEBUOY - AAJ LIFEBUOY SE NHAYA KYA?

CONCLUSION

The research of my project has been conducted to know the liking pattern of the two different products of Dettol and Lifebuoy. It is observed that overall people prefer Dettol rather than Lifebuoy. It is concluded that mostly people prefer to buy Dettol because of its ingredients, packaging and performance.

Keeping our hands and body liberated from destructive germs, microorganisms and infections are one of the most significant worries in today's condition around us. Dettol liquid handwash and sanitizer is the most and specialist suggested product, that is improved with a confidence in germ security equation to keep our hands hygienic for a long period. It is strongly suggested by the INDIAN CLINICAL AFFILIATION.

It is thus concluded that mostly people refer to buy big back of their long-time usage product and some of them go for similar substitutes.

CHAPTER 11 SUGGESTIONS

SUGGESTIONS

With influencing time individuals began utilizing the cleansers for washing hands and soaps for washing body however they were additionally not sterile because of the incessant contacting.

In addition, was likewise confronting the flare-ups of transmittable maladies, example, small pox, swine flu, Ebola virus and the ongoing corona virus.

It became important to keep our wellbeing and cleanliness to beat infections. Henceforth the need of hand cleanliness items, for example, fluid handwash, and sanitizers developed in the advanced world.

The hand sanitizers come in different structures, for example, fluid gel, spray, and foam based. They are likewise available in non-alcohol based or natural herbal based for the individuals who are conscious about the unsafe synthetics.

CHAPTER 12

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CHAPTER 13

APPENDICES

QUESTIONNAIRE -

Fill your details:

Name: _____

Gender: _____

How old are you: _____

Profession: _____

Income: _____

Area/ district you live: _____

Bathing Soap Queries:

- 1) Gender?
 - a) Male
 - b) Female
- 2) Which soap do you use?
 - a) Dettol
 - b) Lifebuoy
- 3) Which soap is more hygienic?
 - a) Dettol
 - b) Lifebuoy

4) Why do you use above soap?

Basis	Dettol respondents	Lifebuoy respondents
Influence from advertisement		
Germ protection		
Self cure		

5) Which soap do you think is more economic?

- a) Dettol
- b) Lifebuoy

6) Which soap fragrances do you like most?

- a) Dettol
- b) Lifebuoy

7) Will the two brands switch to one another?

Brand	Total no. Of users	Users who wants to switch to other brand
Dettol		
Lifebuoy		

8) Which brand offers more options to its customers?

- a) Dettol
- b) Lifebuoy

9) Which brands dose more advertisements?

- a) Dettol
- b) Lifebuoy

10) Which brand advertisement is more persuasive or attractive?

- a) Dettol
- b) Lifebuoy

11) Which product is easily available?

- a) Dettol
- b) Lifebuoy

12) Which product offers better germs protections?

- a) Dettol
- b) Lifebuoy

13) Are you satisfied with brand you are using?

- a) Dettol
- b) Lifebuoy

14) How often you buy soap and how many do you buy during each purchase?

- a) Once in month
- b) Twice the month
- c) After each use

15) Is body hygiene really necessary in day-to-day life?

- a) Strongly agree
- b) Agree
- c) Disagree

