

## **Final Project Report**

### **“Analytical Study of Consumer Behavior towards Vaseline body lotion in Nagpur city”**

Submitted to:

**DMSR**

**G.S. College of Commerce and Economics, Nagpur  
(An Autonomous Institution)**

Affiliated to:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfilment for the award of the degree of

**Master of Business Administration**

Submitted by:

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Under the Guidance of:

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**Academic Year 2022-23**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited "A" Grade Institution**



**Academic Year 2022-23**

**CERTIFICATE**

This is to certify that **Ms. Ghreetika Ahuja** has submitted the project report titled, "**Analytical Study of Consumer Behaviour towards Vaseline body location in Nagpur City for the year 2022-23**", towards the partial fulfilment of **MASTER 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 **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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**Place: Nagpur**

**Date: 24/06/2023**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2022-23**

### **DECLARATION**

I here-by declare that the project with title "**Analytical Study of Consumer Behaviour towards Vaseline body location in Nagpur City for the year 2022-23**" has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S.College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to 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 under taken by me.

**Ms. Ghreetika Ahuja**

**Place: Nagpur**

**Date: 24/06/2023**

Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur NAAC  
Accredited "A" Grade Institution



Academic Year 2022-23

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

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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.

**Ms. Ghreetika Ahuja**

**Place: Nagpur Date:**

**24/06/2023**

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## **INTRODUCTION OF MARKETING**

We use a large variety of goods and services in our daily life. These include items like toothpaste, toothbrush, soap, oil, clothes, food items, telephone, electricity and many more. How do all these goods and services reach our home? Obviously, the business houses who produce the goods and services have to ensure that these are to be sold, and so they have to make the consumers/users aware of their products and place them at points convenient to the consumers. This involves a number of activities such as product planning, pricing, promotion, use of middlemen (wholesalers, retailer etc.) for sale, warehousing, transportation etc. All these activities taken together are termed as Marketing. In this lesson, we will learn about the concept of marketing, its importance, objectives and functions. We know that the businessman produces goods and services for our use. These are not necessarily produced at the places where they are consumed or used. Even in villages, now-a days you find the products manufactured all over India and in other countries. This implies that the manufacturers must be making efforts to ensure that their products are in demand and reach the ultimate consumers all over the globe. So, when you go to the market to buy a readymade shirt you find that there are several options available to you in terms of quality of cloth used, design, colour, price etc. and you can buy what suits you most. This also implies that the manufactures assess the needs of the consumers, their tastes and preferences and plan the products accordingly. Not only that, they also ensure that people are aware about the product and its features. All these activities are said to be part of marketing function of any organisation. Thus, marketing refers to the process of ascertaining consumers' needs and supplying various goods and services to the final consumers or users to satisfy those needs. Basically, marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users.

## **Marketing:**

The American Marketing Association defines marketing as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." Marketers use an assortment of strategies to guide how, when, and where product information is presented to consumers. Their goal is to persuade consumers to buy a particular brand or product. Marketing provides businesses with a competitive edge, since that is what they need to do, to gain loyal customers. Businesses achieve this by convincing potential customers that their product is the nearest thing that satisfies their needs and wants and do it consistently, with the result that the loyal customer starts buying from them without looking at the competition. This is what all businesses dream of and achieving this is possible only with a solid marketing plan in place. With the advent of the internet, there are several marketing channels available to businesses, besides traditional marketing. All of them focus on engaging the customer.

## **EVOLUTION OF MARKETING CONCEPTS**

Here is a brief overview of the evolution of marketing concepts.

- Production concept – an operations-based concept where the consumer expects products that are easily available and affordable. Here the business focuses on production efficiency, lowering costs and mass distribution. This concept works in developing economies where the need is more for the product than the features it offers.
- Product concept – a consumer-oriented concept where consumers expect products that are superior, high-performance and with unique features. This concept assumes

that customers are likelier to be loyal when the product meets all their expectations and so, the business strives to offer innovative products consistently.

- Selling concept– where the business believes that its products will sell only through active promotion and selling and the customer will not respond until pushed. In short, it is a matter of the business trying to sell what it makes rather than make products to meet the market’s needs.

- Marketing concept – This concept is radical, compared to the above and focuses on the target market, its needs and wants and a desire to be better than the competition while delivering value to its market. Unlike the earlier concepts that rely on push marketing, it believes in pull marketing by creating brand loyalty.

While the sales concept is seller-oriented, the marketing concept is buyer-oriented.

- Societal marketing concept – While the sales concept is seller-oriented, the marketing concept is buyer-oriented. This concept has evolved today, the societal marketing concept is the ideal situation where, along with the focus on the target market’s wants and needs and delivering better value than its competition, the business also strives to preserve the well-being of its target market and the society as a whole. This takes into consideration environmental and natural resource preservation and minimizing the carbon footprint.

**MARKETING MANAGEMENT**

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment. According to Philip Kotler, “Marketing management is the process of planning and executing the conception, pricing and promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organisational objectives.” Marketing management employs tools from economics and competitive strategy to analyse the industry context in which the firm operates. These include Porter's five forces, analysis of strategic groups of



competitors, value chain analysis and others. In competitor analysis, marketers build detailed profiles of each competitor in the market, focusing on their relative competitive strengths and weaknesses using SWOT analysis. Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors. Marketing management often conduct market research and marketing research to perform marketing analysis. Marketers employ a variety of techniques to conduct market research, but some of the more common include:

- Qualitative marketing research, such as focus groups and various types of interviews.
- Quantitative marketing research, such as statistical surveys.
- Experimental techniques such as test markets.
- Observational techniques such as ethnographic (on-site) observation.

## COMPANY PROFILE

### VASELINE

**Vaseline** ([/ˈvæsəliːn/](#)) is an American brand of petroleum jelly-based products owned by transnational company Unilever. Products include plain petroleum jelly and a selection of skin creams, soaps, lotions, cleansers, and deodorants.

In many languages, the word "Vaseline" is used as generic for petroleum jelly; in Portugal, the Unilever products are called Vaselina, and in Brazil and some Spanish-speaking countries, the Unilever products are called Vasenol. In 1859, Robert Chesebrough, a chemist who formerly clarified kerosene from the oil of sperm whales, travelled to the oil fields in Titusville, Pennsylvania to research what new materials might be created from this new fuel. There he learned of a residue called rod wax that had to be periodically removed from oil rig pumps. The oil workers had been using the substance to heal cuts and burns. Chesebrough took samples of the rod wax back to Brooklyn, extracted the usable petroleum jelly, and began manufacturing a medicinal product he called Vaseline.

The first known reference to the name Vaseline was by Chesebrough in his U.S. patent (U.S. Patent 127,568) in 1872. "I, Robert Chesebrough, have invented a new and useful product from petroleum which I have named Vaseline..."

The name "vaseline" is said by the manufacturer to be derived from German *Wasser* "water" + Greek *έλαιον* (*elaion*) "oil".

Vaseline was made by the Chesebrough Manufacturing Company until the company, which merged with Pond's in 1955, was purchased by Unilever in 1987.



Hindustan Unilever Limited



## **The healing power of Vaseline**

The Vaseline brand was built on the healing efficacy of Vaseline Jelly. Invented in 1870 by Robert Chesebrough, this true “Wonder Jelly” has been healing scrapes, burns, dryness and more for 140 years. It’s a staple in millions of households around the world. Today, what started with a jar of Vaseline Jelly has grown into an expansive product portfolio that includes Vaseline Intensive Care Lotions and Vaseline Lip Therapy tins. However, The Healing Power of Vaseline Jelly can still be found inside every product that the Vaseline brand makes.

## **It's amazing what healed skin can do**

While it’s easy to take skin for granted, it’s our first line of defence against the outside world. Skin protects and supports us. It’s how we take it all on. And even a cracked heel or an eczema flare-up can keep us from fully living our life. That’s why Vaseline is committed to healing the skin of everyone, everywhere. Because when skin is healed there are no limits to what it can do.

## **The Vaseline Healing Project**

The Vaseline Healing Project is a global aid effort in partnership with the humanitarian organization Direct Relief. Working with Direct Relief, The Vaseline Healing Project provides dermatological care, Vaseline Jelly and medical supplies needed to help restore the skin of people affected by poverty or emergencies around the world. Our skin is the barrier between our bodies and the outside world, and the health of our skin is essential to our overall wellbeing. In tough circumstances, skin problems are common and can cause great discomfort, sometimes worsening to life-changing conditions if not addressed. Our mission is to promote better skin health around the world, and to help restore the skin of 5 million people by 2020. We all deserve healthy, healed skin.

## Marketing Mix

Marketing Mix of Vaseline analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Vaseline marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Let us start the Vaseline Marketing Mix:

### Product

Vaseline is one of the most globally well recognized skin care products. Vaseline has been used globally in variety of purposes like healing minor burns and cuts and as beauty skin care line of product.

Vaseline line of product portfolio in its marketing mix come under following categories:

- 1. Vaseline Jelly:** This is the original jelly which is being sold for last 140 years. It is used to heal dry skin from minor burns and cuts. It is a pure petroleum jelly made from base oil and waxes, the product is triple refined and till date it is the only product which is triple refined.



Vaseline is a fragrance free and hypoallergenic jelly.

- 2. Vaseline Intensive Care:** This is the line of body care lotions. It comes in five different variants viz a viz Deep Restore lotion, Cocoa Glow lotion, Aloe Soothe lotion, Advance repair body lotion, cocoa radiant spray moisturiser and deep restore spray moisturiser.



**3. Vaseline Lip Therapy:** The line of product is marketed as instant softener and not just coaters of lips. Original, Cocoa glow, rosy glow and Total moisturiser are the available variants.



**4. Vaseline Healthy White:** The product is marketed as skin lightener and fairness lotion alongside dry skin healing capabilities of Vaseline. Lightening lotion, SPF 24++lotion and complete 10 lotions are the three available variants of product.



#### **PRICE:**

Vaseline is priced at reasonable rates given its target of low to middle income group. Vaseline line of products are among the cheapest body care products available across markets. However, the company does follow product line-based pricing keeping low price for original wonder jelly and charging modest premium for its other lines of product such as body lotion and lip care. By following this strategy, Vaseline targets low-income homes for its petroleum jelly and middle-income group for its body lotion and lip care products.

Thus, it can be said that as a part of its marketing mix, Vaseline adopts a competitive pricing strategy.

Within the product categories Vaseline follows optional-feature pricing. Every product category be it the body lotion or lip care has a basic standard product which is priced lower and taken as base. The other variants of Vaseline like cocoa glow lotion are available with a mark-up over base price of deep restore lotion.

**PLACE:**

Vaseline products are available in more than 60 countries across 6 continents. Vaseline consumer products are available through any departmental store around the world. Vaseline body care products such as body lotion, lip care and skin lightening lotion are also available for purchase online through e-commerce platforms like Amazon. Vaseline petroleum jelly are sold in two forms regular and carbolated. The regular petroleum jelly can be purchased from any departmental store and anywhere, however, the carbolated form of jelly is only available through drug stores. Because of its healing properties, Vaseline petroleum jelly is used as a medicine (carbolated jelly) for tissue dehydration. Carbolated petroleum jelly has never been advertised separately and the regular petroleum jelly accounts for about 85% of total petroleum jelly sales.

**PROMOTION:**

Vaseline over the years have used all the methods of promotion. It has used TV commercial Advertisement to create awareness among consumer. The brand has also used radio and newspaper to advertise its line of product. However, the focus of Vaseline has been on trade promotion to create brand equity. It has followed push strategy through trade discounts and promotions. Over the years Vaseline has become synonymous with petroleum jelly and this has become a challenge for the company as well, because many other private labels sell their petroleum jelly or skin care products in the name of Vaseline. Vaseline has also used digital marketing platform like YouTube and social media sites such as Twitter and Facebook for promotional campaigns. To increase brand recall, Unilever has sponsored events under Vaseline's brand name. Vaseline body lotion was sponsor for the Kenya Fashion Week 2013. Vaseline has also invested into CSR activity build brand equity

through projects like “Healing Project for refugees”. Hence, this concludes the marketing mix of Vaseline brand.

### **OVERVIEW OF THE TOPIC:**

Though similar, consumers are unique in themselves; they have needs and wants which are varied and diverse from one another; and they have different consumption patterns and consumption behaviour. The marketer helps satisfy these needs and wants through product and service offerings. For a firm to survive, compete and grow, it is essential that the marketer identifies these needs and wants, and provides product offerings more effectively and efficiently than other competitors. A comprehensive yet meticulous knowledge of consumers and their consumption behaviour is essential for a firm to succeed. Herein, lies the essence of Consumer Behaviour, an interdisciplinary subject, that emerged as a separate field of study in the 1960s.

### **Consumer behaviour:**

One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behaviour patterns while making purchase decisions. Consumer Behaviour is the study of when, why, how and where people do or do not buy a product. It basically depends on the psychology of the consumer. It attempts to understand the buyer decision making process both individually & in groups. It

studies the individual consumers such as demographics & behavioural aspects to understand the people's wants. In the study of Consumer Behaviour main focus is the customer satisfaction because customer is the only person with whose presence businesses actually exists. Consumer behaviour covers a broad variety of consumers based on diversity in age, sex, culture, taste, preference, educational level, income level, etc. Consumer behaviour can be defined as "the decision process and physical activity engaged in evaluating, acquiring, using or disposing of goods and services." With all of the diversity to the surplus of goods and services offered to us, and the freedom of choices, one may speculate how individual marketers actually reach us with their highly definite marketing messages. Understanding consumer behaviour helps in identifying whom to target, how to target, when to reach them, and what message is to be given to them to reach the target audience to buy the product.

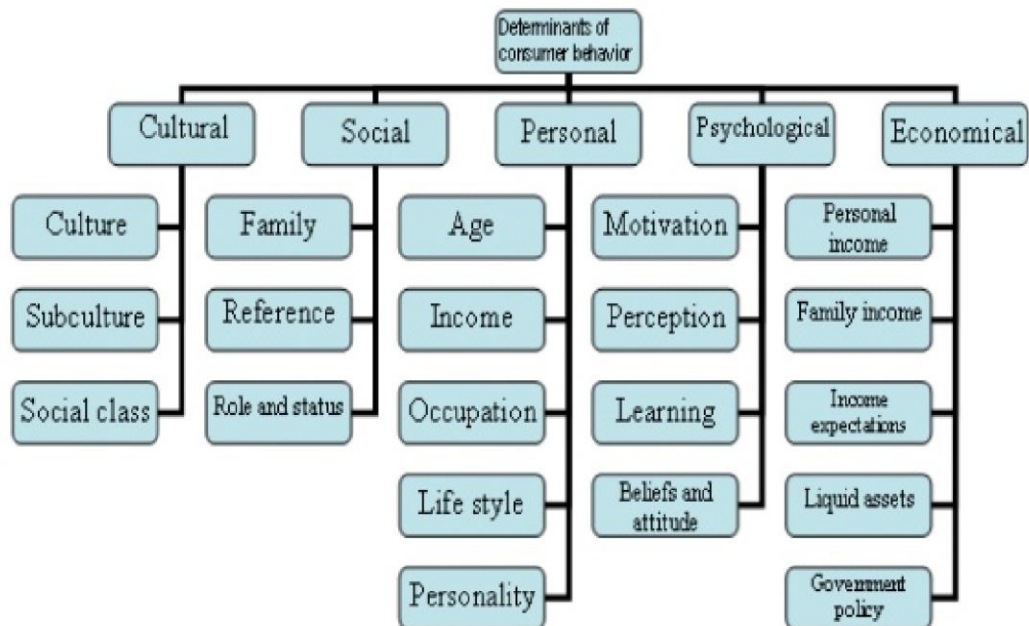
### **Factors affecting consumer behaviour:**

Whenever we buy anything our final decision, as a consumer will definitely be affected by certain factors. Some of these major factors are as given below:

1. Cultural
2. Social
3. Personal
4. Psychological
5. Economical



# Factors Affecting Consumer Behavior



## I. Cultural factors

Consumer behaviour is deeply influenced by cultural factors, such as buyer's culture, subculture and social class.

- **Culture:**

Culture is the most fundamental determinant of a person's wants and behaviour like set of values, perceptions, preferences and behaviours through his or her family member.

- **Subculture:**

Each culture has different subcultures, such as religions, nationalities, geographical regions, racial, etc. marketing groups may use these groups, segmenting the market in several small portions. For example, marketers can design products according to the needs of a specific geographical group.

- **Social Class:**

Every society has some kind of social class is important for marketing because the buying behaviour of people in a particular social class is similar. Thus, marketing activities could be adapted to different social classes. Here we should note that social class is not only determined by income, but there are several other factors such as wealth, education, occupation etc.

## **II. Social factors**

Social factors also influence the purchasing behaviour of consumers. Social factors are: the reference groups, family, the role and status.

- **Reference groups:**

Reference groups have the potential for the formation of an attitude or behaviour of the individual. The impact of reference groups varies across products and brands. For example, if the product is visible as clothing, shoes, car etc., the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences others with his special skill, knowledge or other characteristics).

- **Family:**

Buyer behaviour is strongly influenced by a family member. So vendors are trying to find the roles and influence of the husband, wife and children. If the decision to purchase a particular product is influenced by the wife of then sellers will try to target women in their ad. Here we should note that the purchase of roles changes with changing lifestyles of consumers.

- **Roles and Status:**

Each person has different roles and status in society in terms of groups, clubs, family, etc. organization to which it belongs. For example, a woman working in an organization as manager of finance. Now she is playing two roles, one of the chief

financial officers and the mother. Therefore, purchasing decisions will be influenced by their role and status.

### **III. Personal factors**

Personal factors may also affect consumer behaviour. Some of the important factors that influence personal buying behaviour are: lifestyle, economic status, occupation, age, personality and self-esteem.

- **Age:**

Age and life cycle have a potential impact on the purchasing behaviour of consumers. It is obvious that consumers change the purchase of goods and services over time. Family life cycle consists of different stages as young singles, married couples, unmarried couples etc that help marketers to develop suitable products for each stage.

- **Income:**

Economic situation of the consumer has a great influence on their buying behaviour. If income and savings a customer is high, then going to buy more expensive products. Moreover, a person with low income and savings would buy cheap products.

- **Occupation:**

The occupation of a person has a significant impact on their buying behaviour. For example, a marketing manager of an organization is trying to buy business suits, while a low-level worker in the same organization buy-resistant clothing work.

- **Lifestyle:**

Lifestyle clients is another factor affecting import purchasing behaviour of consumers. Lifestyle refers to the way a person lives in a society and express things

in their environment. It is determined by the client's interests, opinions, etc and activities shapes their whole pattern of acting and interacting in the world.

- **Personality:**

Personality changes from person to person, time to time and place to place. Therefore, it can greatly influence the buying behaviour of customers. In fact, personality is not what one has, but is the totality of the conduct of a man in different circumstances. Has different characteristics, such as dominance, aggression, confidence etc that may be useful to determine the behaviour of consumers to the product or service.

#### **IV. Psychological factors**

There are four major psychological factors that affect the purchasing behaviour of consumers.

These are: perception, motivation, learning, beliefs and attitudes.

- **Motivation:**

The level of motivation also affects the purchasing behaviour of customers. Each person has different needs, such as physiological needs, biological needs, social needs, etc. The nature of the requirements is that some are more urgent, while others are less pressing. Therefore, a need becomes a motive when it is most urgent to lead the individual to seek satisfaction.

- **Perception:**

Select, organize and interpret information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In the case of selective attention, sellers try to attract the attention of the customer. Whereas in case of selective distortion, customers try to interpret the information in

a way that supports what customers already believe. Similarly, in the case of selective retention, marketers try to retain information that supports their beliefs.

- **Learning:**

The individual's learning depends on the skills, knowledge and intention. The skills are developed through practice while the knowledge and intention are acquired with the experience. There could be a conditional learning or a cognitive learning. In the conditional learning, the consumer derives learning from being conditioned to particular stimuli, i.e., when he is exposed to the similar situation, again and again, he develops a particular response towards it. While in the cognitive learning the individual applies all his knowledge, skill, attitudes, values and beliefs to find the solution of a problem and derive satisfaction out of it.

- **Beliefs and Attitudes:**

Client has specific beliefs and attitudes towards different products. Because such beliefs and attitudes shape the brand image and affect consumer buying behaviour so traders are interested in them. Marketers can change beliefs and attitudes of customers with special campaigns in this regard.

## **V. Economical factors**

- **Personal Income:**

The personal income of an individual influences his buying behaviour as it determines the level to which the amount is spent on the purchase of goods and services. The consumer has two types of personal incomes disposable income and discretionary income. The disposable personal income is the income left in hand after all the taxes, and other necessary payments have been made. The more the disposable personal income in hand the more is the expenditure on various items and vice-versa.

The discretionary personal income is the income left after meeting all the basic necessities of life and is used for the purchase of the shopping goods, luxuries, durable goods, etc. An increase in the discretionary income results in more expenditure on the shopping goods through which the standard of living of an individual gets improved.

- **Family Income:**

The family income refers to the aggregate of the sum of the income of all the family members. The total family income also influences the buying behaviours of its members. The income remaining after meeting all the basic necessities of life can be used for the purchase of shopping goods, luxury items, durable goods, etc.

- **Income Expectations:**

An Individual's expectation with respect to his income level in the future influences his buying behaviour today. Such as, if a person expects his income to increase in the future, then he will spend more money on the purchase of the luxury goods, durables and shopping goods. And on the contrary, if he expects his income to fall in the future his expenditure on such items also reduces.

- **Liquid Assets:**

The liquid assets with the consumer also influence his buying behaviour. The liquid assets are the assets that are readily convertible into the cash. If the customer has more liquid assets, then he is likely to spend more on the luxury items and the shopping goods. On the other hand, if the liquid assets are few than the expenditure on luxury items also reduces.

- **Savings:**

The amount of savings out of the personal income also influences the consumer buying behaviour. Such as, if the customer decides to save more for a particular

period, then his expenditure on the other items will be less and in case the savings are less the expenditure on other items increases.

- **Consumer Credit:**

The credit facility available to the consumer also influences his buying behaviour. If the credit terms are liberal, and EMI scheme is also available, then the customers are likely to spend more on the luxury items, durable goods, and shopping goods. This credit is offered by the seller either directly or indirectly through the banks and other financial institutions.

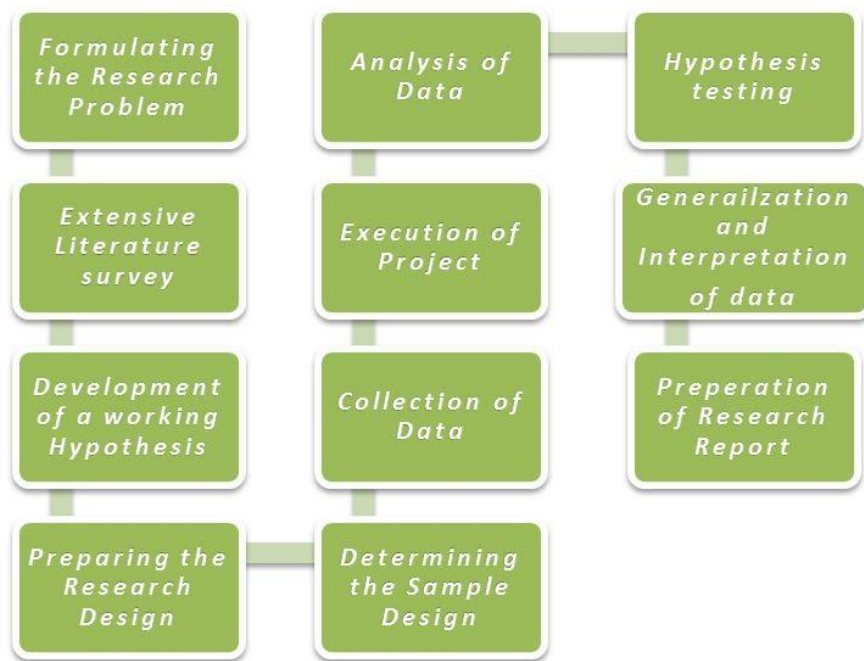
## **RESEARCH METHODOLOGY**

Research is a logical and systematic search for new and useful information on a particular topic. Research is not confined to science and technology only. There are vast areas of research in other disciplines such as languages, literature, history and sociology. Whatever might be the subject, research has to be an active, diligent and systematic process of inquiry in order to discover, interpret or revise facts, events, behaviours and theories. Applying the outcome of research for the refinement of knowledge in other subjects, or in enhancing the quality of human life also becomes a kind of research and development.

Research is done with the help of study, experiment, observation, analysis, comparison and reasoning. Research is in fact ubiquitous. For example, we know that cigarette smoking is injurious to health; heroine is addictive; cow dung is a useful source of biogas; malaria is due to the virus protozoan plasmodium; AIDS (Acquired Immuno Deficiency Syndrome) is due to the virus HIV (Human Immuno Deficiency Virus). How did we know all these? We became aware of all these information only through research. More precisely, it seeks predictions of events, explanations, relationships and theories for them.

"Research is a process of steps used to collect and analyse information to increase our understanding of a topic or issue". It consists of three steps: pose a question, collect data to answer the question, and present an answer to the question.





## **Research design**

A research design is a systematic approach that a researcher uses to conduct a scientific study. It is the overall synchronization of identified components and data resulting in a plausible outcome. To conclusively come up with an authentic and accurate result, the research design should follow a strategic methodology, in line with the type of research chosen. To have a better understanding of which research paper topic, to begin with, it is imperative to first identify the types of research to start writing a research proposal.

A research design is a very important part of research which serves as a road map letting you know your position and where you are going to stand once you have completed the research. Researchers must keep their ultimate objectives in mind even if they have to take detours and change direction during the research process. The road map helps them reach their destination. Based on the research objectives a researcher can decide which is the best way to reach the destination and there are always more than one to go. There is not one research design which you can consider the best but you can select from among several. The choice of research

design is affected by several factors, both minute and large. From research objectives to search budget and time frame, there are several factors that can help you determine which research design suits your research the best.

## **PROBLEM DEFINITION**

- Respondents were reluctant to fill questionnaires.
- Respondents were unwilling to communicate.
- Consumers were hesitant to provide information.
- Collecting questionnaires was very time consuming.

## **NEED OF THE STUDY**

- To check whether the customers are aware about the Vaseline body lotion or not.
- To verify the satisfaction level of the customers who are using Vaseline.
- To check whether the needs of the customers are met by the products offered by the brand.

## **OBJECTIVES OF THE STUDY**

- To study the concept of consumer behaviour.
- To identify what type of strategies are suitable for the company to reach the targeted customers.
- To provide solution to problems identified by this study.
- To study the effectiveness of marketing strategies on customer preference for Vaseline body lotion.
- To find out the factors which influence the consumption of Vaseline.

## **SCOPE OF STUDY**

1. The study is restricted to Nagpur only.
2. The study is restricted to Vaseline body lotion only.
3. The study is restricted for 2022-23 period only.
4. The study is restricted for consumer behaviour only.

## **HYPOTHESIS OF THE STUDY**

H0: There is no significant impact of quality of product & age, gender of respondents on the brand choice.

H1: There is significant impact of quality of product & age, gender of respondents on the brand choice.

## **Significance of study**

An unhappy customer is unlikely to be a customer for long. Every business should not only be striving for a high level of customer satisfaction, it should be actively pursuing it. After all, customer retention is far more important for a business's growth than customer acquisition, and the only way to keep your customers is to keep them happy.

Customer satisfaction is important because it hugely increases the chances of a customer returning to do more business. Customer loyalty won't come easy if you're not focused on pleasing your base. But the importance of customer satisfaction stretches beyond retention, it's also about improving more generally as a business. Understanding how the customers feel about their interactions with the brand is the best way to identify weaknesses and areas for improvement. The feedback of the customers is extremely valuable, and if satisfaction levels are low, company knows it needs to take action.



### **Limitations of study**

- Respondents may fill false information in the form.
- Respondents tend to avoid filling the feedback form.
- The study is focused on the people from Nagpur.

## **DATA COLLECTION**

One of the important tools for conduction market research is that availability of necessary and useful data. Date collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

### **I. Internal sources:**

Every company has to keep certain records such as accounts, reports etc. These records provide sample information which an organization usually keeps collection in its working.

### **ii. External sources:**

When internal records are insufficient and required information is not available, the organization will have to depend on external sources of data are:

#### **a) Primary data:**

The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem.

Here the primary data is data collected through questionnaire by directly meeting the customers.

#### **b) Secondary Data:**

The data, which is collected from the published sources i.e., not originally collected of the first time is called secondary data.

Here the secondary data is data collected from the company's brochures, pamphlets, catalogues and the website.

## **Research Instrument**

### **Questionnaire:**

A questionnaire is a carefully compiled logical sequence of questions directed to a define objective. It is the outline of what information is required and the framework on which the data is built upon. Questionnaire is commonly used in securing market information that its preparation deserves utmost skill and care.

### **Sampling:**

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group taken in a large lot. This small group taken in a large lot. This small group should be emanative cross section and really “representative” in character. This selection process is called sampling.

### **Sample size:**

Samples are devices for learning about large masses by observing a few individuals.

The selected sample is 50.

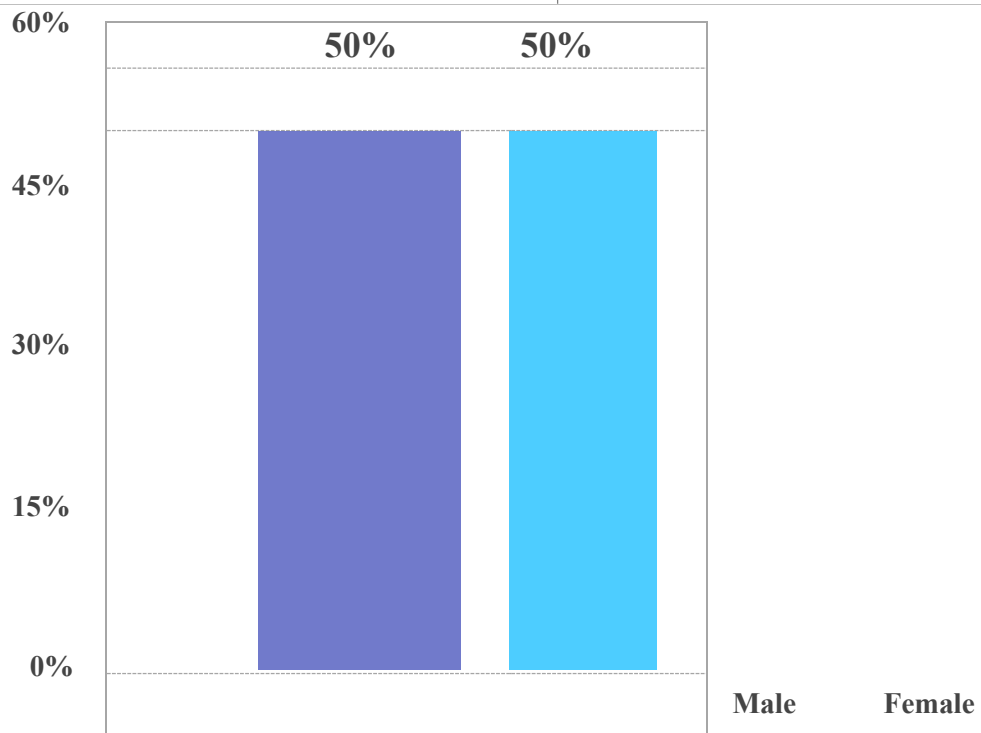
### **Method of Sampling**

**Random sample method:** The method adopted here is simple random sampling method. A Random sample is one where each item in the universe has as an equal chance of known opportunity of being selected.

## DATA ANALYSIS AND INTERPRETATION

- Gender

Gender	Percentage
Male	50%
Female	50%



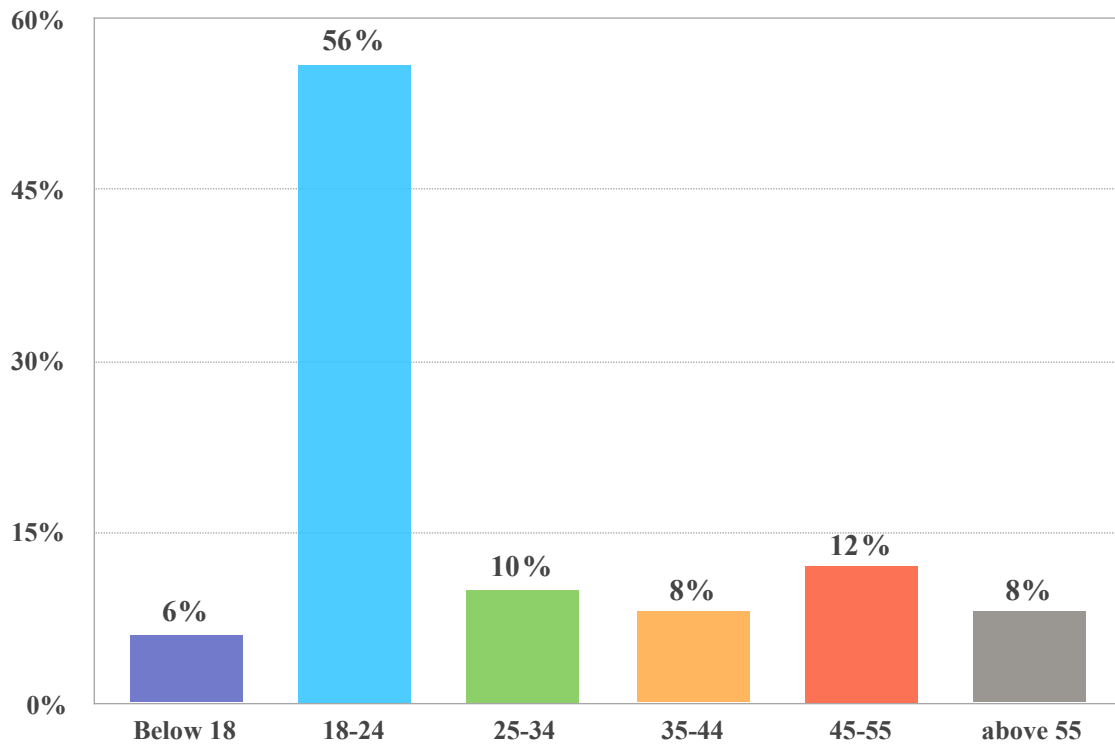
### **From the above graph**

Males and females equally use Vaseline body lotion in their everyday life.

- Age

Age	Percentage
Below 18	6%
18-24	56%
25-34	10%

35-44	8%
45-55	12%
above 55	8%



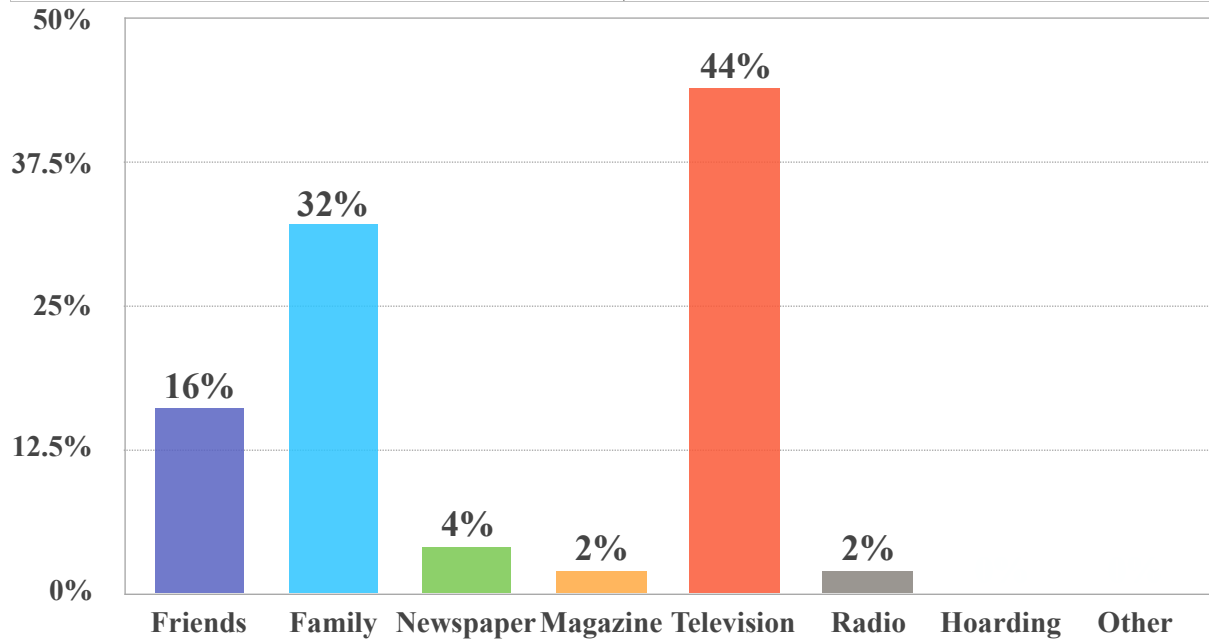
**From the above graph**

56% of the customers are from the age group of 18-24 years because Vaseline body lotion keeps their skin moisturised for long. 6% of the customers are from age group below 18 years. These customers are mostly using Vaseline because their family uses it as well. 10% customers belong to the age group of 25-34 years, 8% customers are from 35-44 years, 12% are from 45-55 years and 8% are above 55 years. These customers use Vaseline because of its good quality and faith in the brand.

1. How did you first hear about Vaseline?

	Percentage
Friends	16%
Family	32%

Newspaper	4%
Magazine	2%
Television	44%
Radio	2%
Hoarding	0%
Other	0%

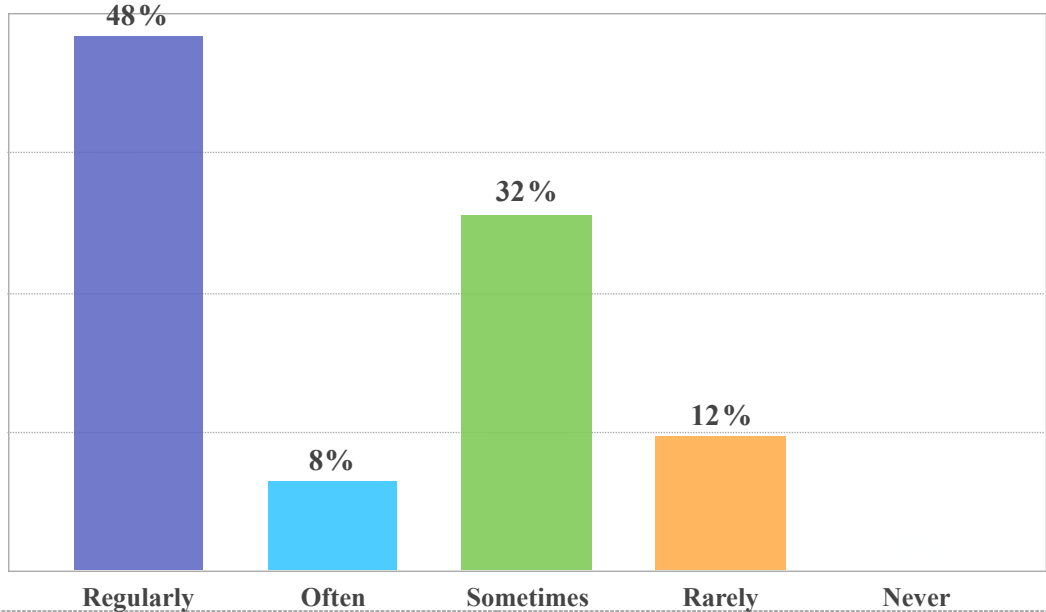


### From the above graph

42% of the consumers first heard about Vaseline from television because Vaseline gives advertisement various television channels. 32% consumers heard about Vaseline from their family as their family members used to use Vaseline body lotion for long time. 16% consumers heard about Vaseline from their friends, 4% from newspaper and 2% each from magazine and radio. No consumer heard about Vaseline from hoarding or any other source.

### 2. How often do you use Vaseline body lotion?

	Percentage
Regularly	48%
Often	8%
Sometimes	32%



Rarely	12%
Never	0%

50%

37.5%

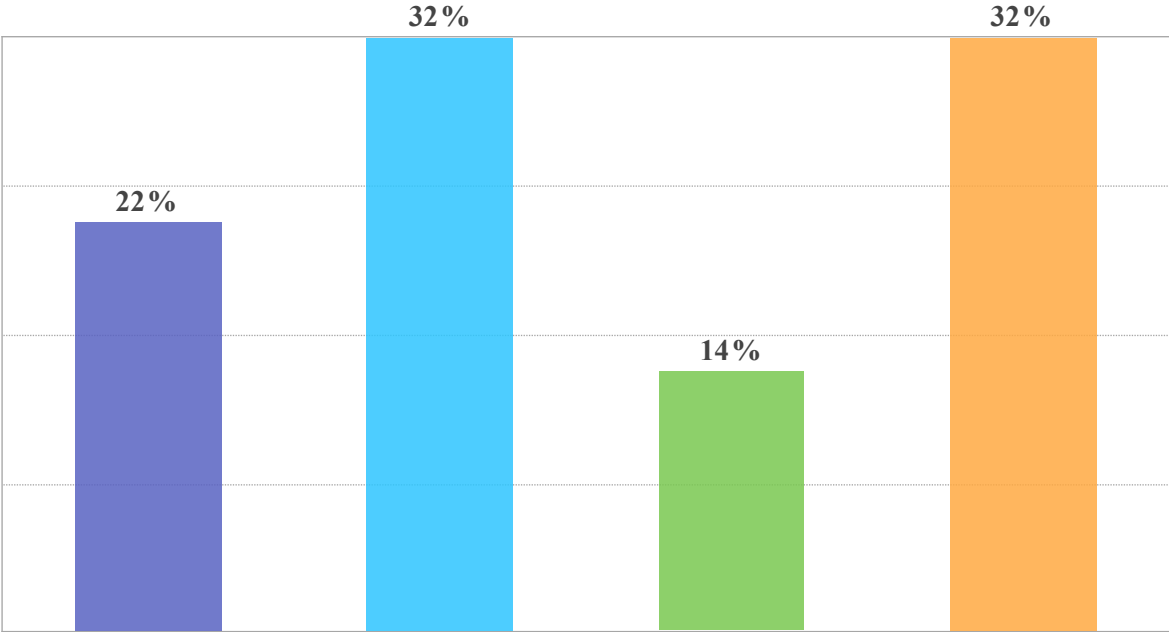
25%

12.5%

### From the above graph

48% consumers use Vaseline body lotion regularly because of its availability and good quality. 8% consumers use Vaseline body lotion very often. 32% consumers use Vaseline body lotion sometimes according to seasons and their needs. 12% consumers use Vaseline body lotion rarely and prefer other body lotion than Vaseline. All consumers use Vaseline at some time or the other.

3. How long have you been using this body lotion?



	Percentage
Less than 1 month	22%
Between 1-6 months	32%
Between 6 months and 1 year	14%
More than 1 year	32%

32%

24%

16%



8%

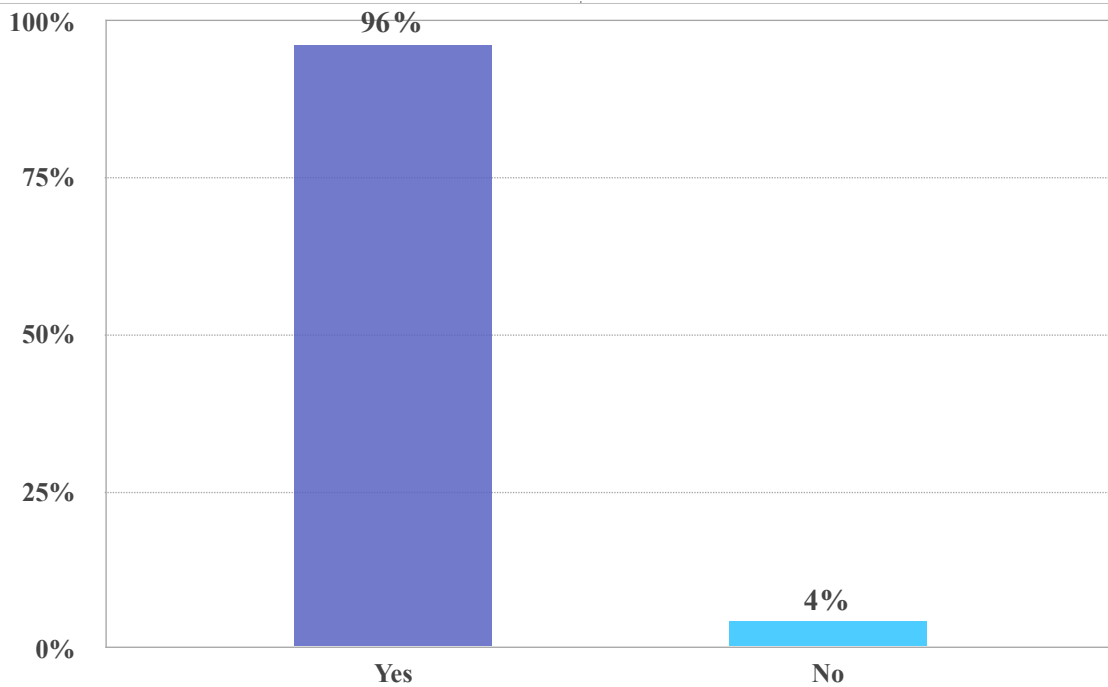
0%

**From the above graph**

22% of the consumers are using Vaseline body lotion for less than 1 month. 32% the consumers each are using Vaseline body lotion for 1 to 6 months and more than 1 year. 14% of the consumers are using Vaseline body lotion for more than 1 year.

4. Are you satisfied with the product?

	Percentage
Yes	96%
No	4%

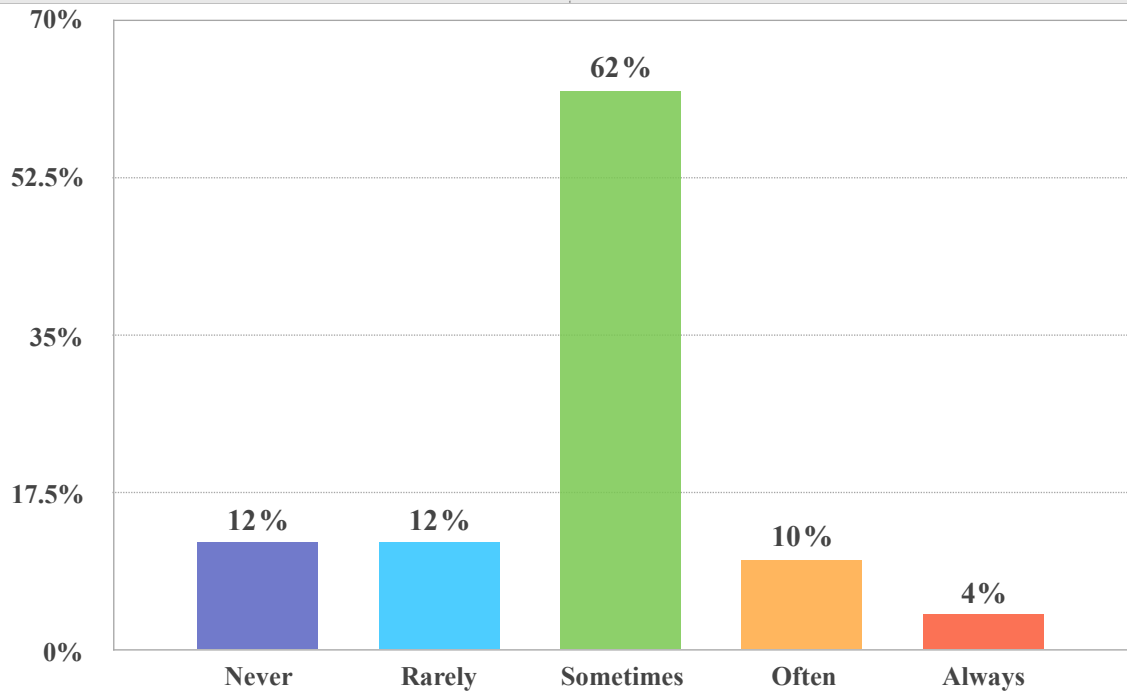


**From the above graph**

96% of the consumers are satisfied with Vaseline body lotion due to its good quality whereas only 4% of the consumers are not satisfied with Vaseline body lotion.

5. Do you use any other body lotion than Vaseline?

	Percentage
Never	12%
Rarely	12%
Sometimes	62%
Often	10%
Always	4%



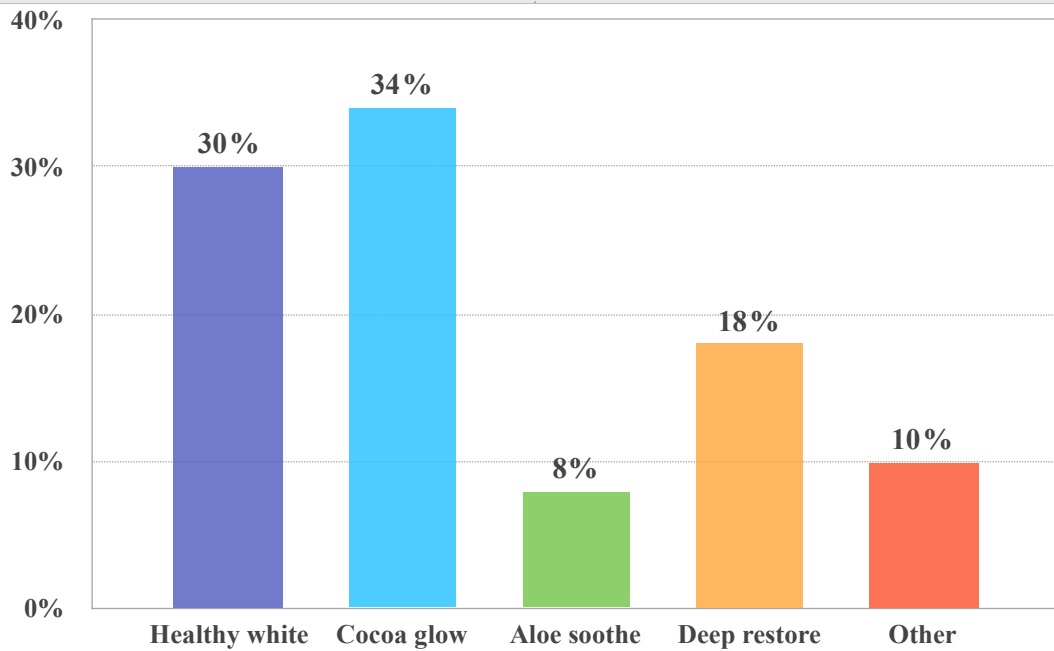
**From the above graph**

12% consumers never purchase any other body lotion than Vaseline and the same percentage of consumers rarely purchase any other body lotion than Vaseline, these consumers are brand loyal and mostly prefer Vaseline body lotion only. 62% of the consumers purchase other body lotions only sometimes. 10% of the consumers very often purchase other brands and 4% always purchase another body lotion.

**6. Which variant of Vaseline body lotion do you use?**

	Percentage
Healthy white	30%
Cocoa glow	34%
Aloe soothe	8%

Deep restore	18%
Other	10%

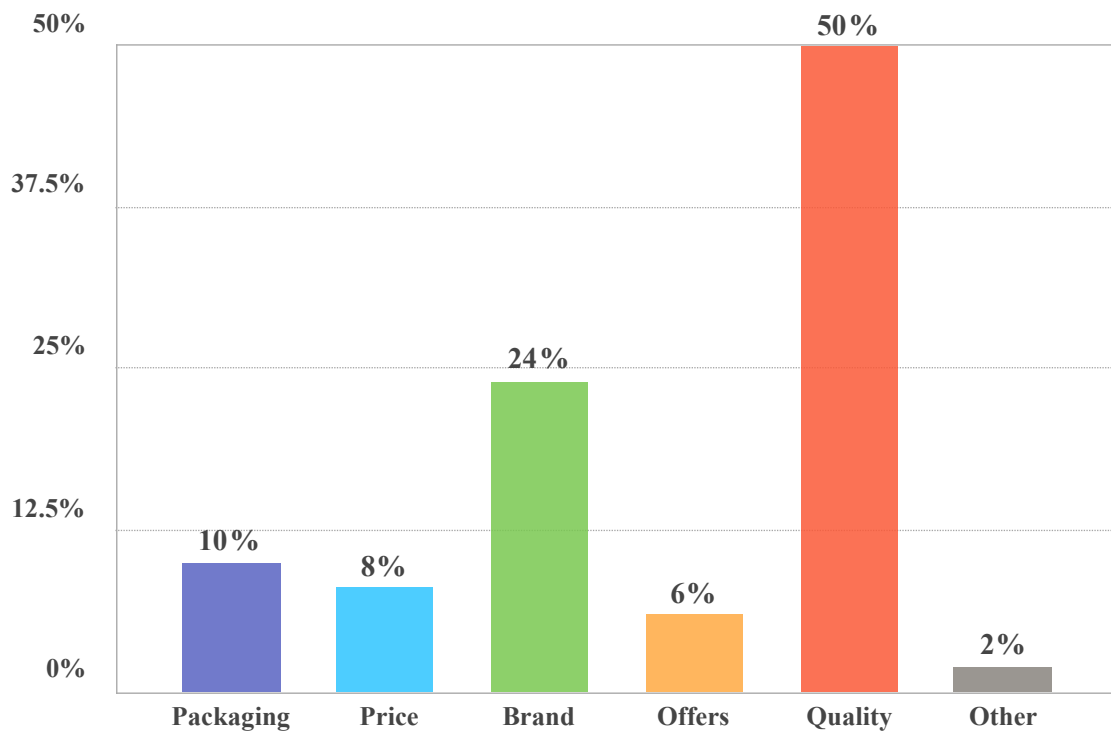


**From the above graph**

30% of the consumers use Healthy white variant and majority of the consumers that is 34% like to use cocoa glow variant. 8% consumers prefer Aloe soothe variant in Vaseline body lotion. 18% consumers use Vaseline deep restore variant on their body. Whereas the remaining 10% of the consumers use other variants of Vaseline body lotion.

**7. What attracts you the most to buy Vaseline body lotion?**

	Percentage
Packaging	10%
Price	8%
Brand	24%
Offers	6%
Quality	50%
Other	2%



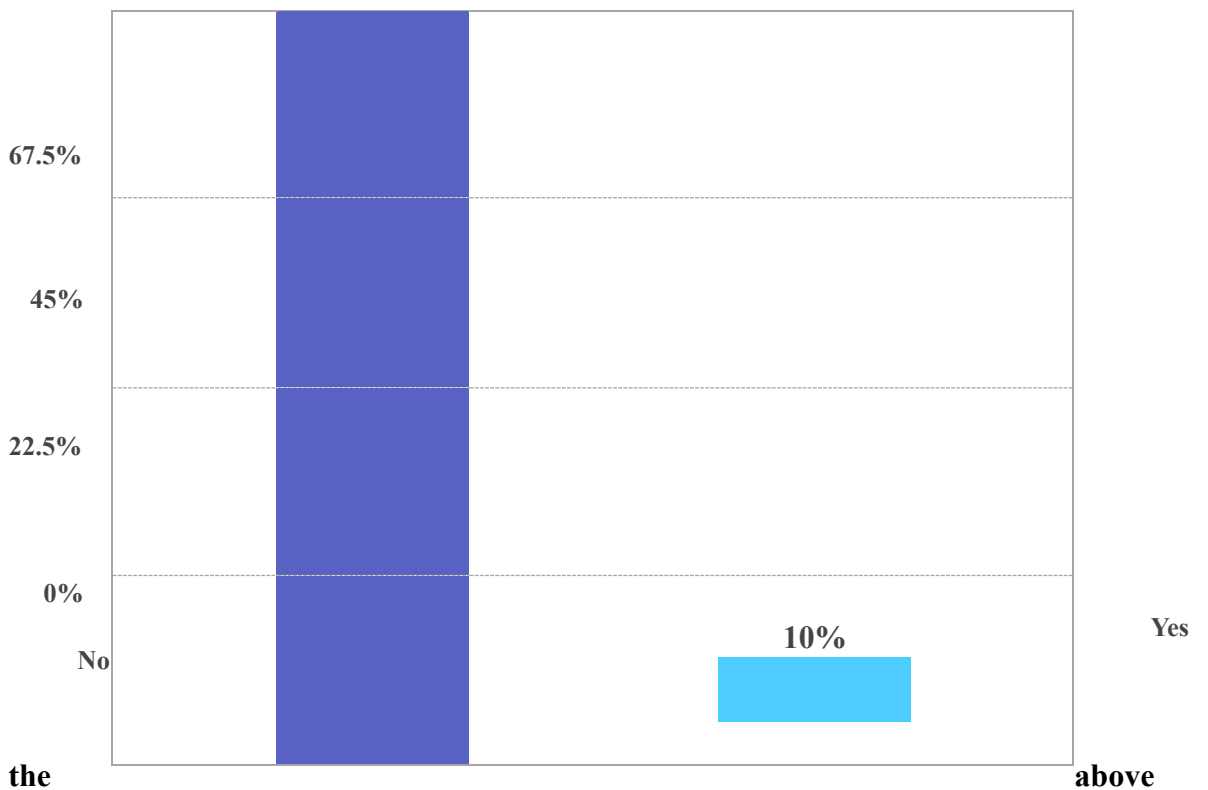
**From the above graph**

10% of the consumers like the packaging of Vaseline body lotion. 8% of the consumers are attracted towards Vaseline because of its price. 24% of the prefer Vaseline because of its brand and brand image. 6% of the consumers are attracted by the offers provided by Vaseline. 50% of the consumers like Vaseline because of its amazing quality which keeps skin moisturised and soft for long. 2% of the consumers have other reasons that attracts them towards Vaseline body lotion.

**8. Do you recommend Vaseline to a friend or colleague?**

	Percentage
Yes	90%
No	10%

**90%**

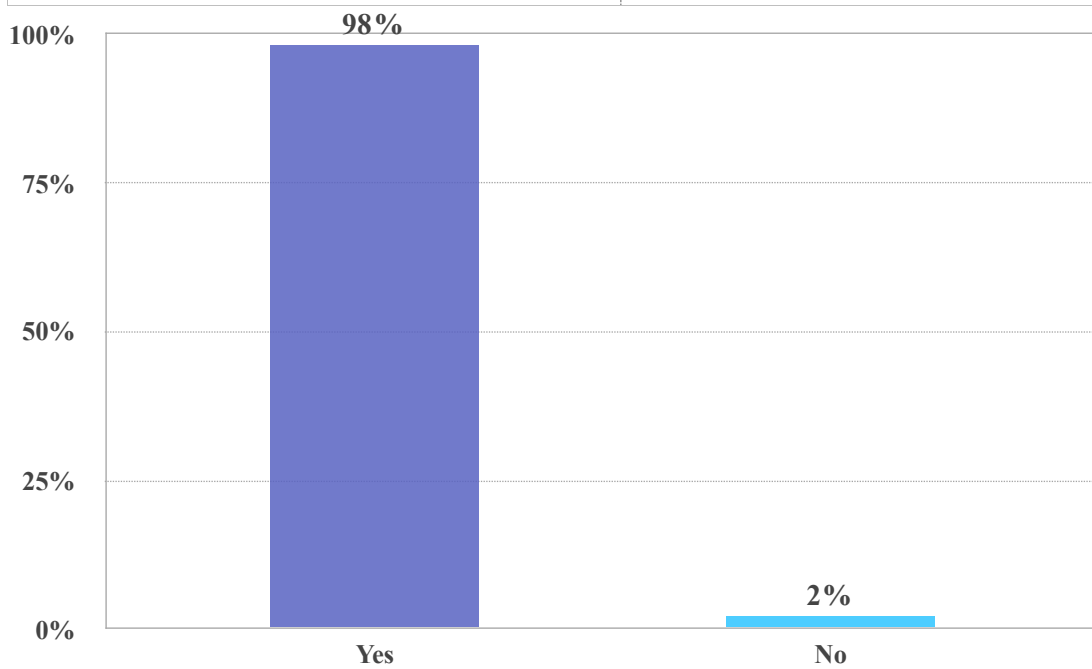


**From the graph**

90% of the consumers would recommend Vaseline body lotion to their friends or colleagues whereas 10% would not recommend Vaseline body lotion to anyone.

9. Do you like the offers given by Vaseline?

	Percentage
Yes	98%
No	2%

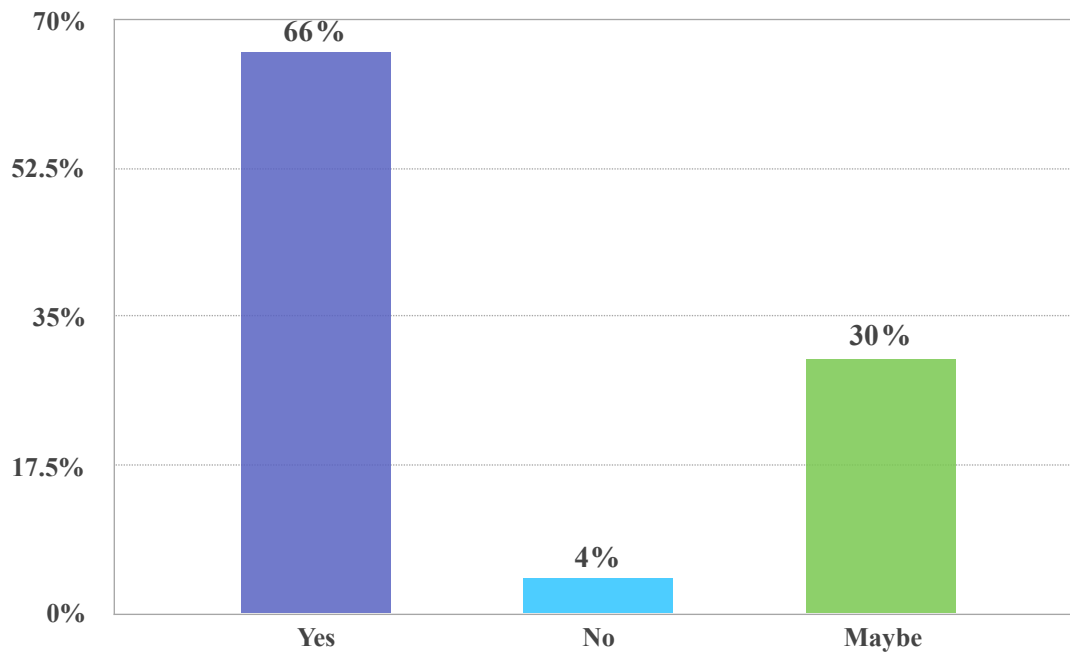


**From the above graph**

98% of the consumers are satisfied with the offers provided by Vaseline body lotion whereas only 2% of the consumers are not satisfied by the offers given to them by Vaseline.

10. Would you continue the use of Vaseline body lotion in the future?

	Percentage
Yes	66%
No	4%
Maybe	30%



**From the above graph**

66% of the consumers would continue the use of Vaseline body lotion in the future and 30% of the consumers are not exactly sure and would maybe continue the use of Vaseline body lotion.

Only 4% of the consumers would not be using this product in the future.

## **Findings:**

- Consumers from age 18 to 30 prefer Vaseline brand more than other brands.
- Vaseline body lotion works well for both youth as well as elders.
- Vaseline has similar impact on both males and females.
- Vaseline Advertising has a major impact on its users.
- Vaseline has created a very good image on the mind of the new users.
- Consumers prefer Vaseline because of its good quality and trust in the brand.
- Vaseline is successful in capturing the large market share.

## **Conclusion**

- Consumers first heard about Vaseline through their attractive television advertisements which showcases the “Healing Power of Vaseline”.
- Vaseline body lotion is effective in all seasons which ensures its usage regularly. Thus, there is demand of Vaseline all year round.
- 64% consumers use the variants Cocoa glow or Healthy white. These are most preferred by the consumers due to their unique features and effect that it gives on their body after its use
- . • Consumers are satisfied with the high quality that is provided by Vaseline body lotion and recommend it to their dear ones so they can experience the same level of quality and satisfaction.
- Consumers have years ultimate faith in Vaseline which keeps them loyal to the brand and thus use it for a longer period of time.
- Youth as well as aged consumers like the quality of Vaseline body lotion as it keeps young skin softer and aged skin moisturised and prevents loose skin.
- Vaseline provides offers to the consumers with attracts them to buy their product. They provide good quality product at a reasonable price which does not cut a hole in their pockets and saves their money.



### **Suggestions:**

- Vaseline needs to work consistently as the market is very competitive and there are various brands which provide body and skin care products.
- Vaseline should improve their Aloe soothe variant and develop variants which attracts the consumer.
- Vaseline should opt for innovative and unique packaging which differentiates it from other body lotions.
- Various promotional strategies should be used to persuade the consumers
- . • Outdoor advertisement should be improved in addition to advertising on different medias.

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