

A MINI PROJECT REPORT
ON
“ACCESSING DEMAND TRENDS OF NEWLY
LAUNCHED FMCG WITH SPECIFIC REFERENCE
TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

*MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF*

MASTER OF BUSINESS ADMINISTRATION
FROM
BENGALURU CITY UNIVERSITY



SUBMITTED BY
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UNDER THE GUIDANCE OF
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FACULTY OF MANAGEMENT, AIMS



AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY
(2021-2022)

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled **Accessing Demand Trends of Newly Launched FMCG With Specific Reference to Himalaya Products, Bangalore South** has been successfully completed by **Syed Nayab Hussaini** of Reg. No. **MB206256** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Ravish B.A.**

Place: Bangalore

Date:

Dr. B.A. ANURADHA

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CERTIFICATE OF GUIDE

This is to certify that this Project entitled **Accessing Demand Trends of Newly Launched FMCG With Specific Reference to Himalaya Products, Bangalore South** Submitted by **Syed Nayab Hussaini** bearing Reg. No. **MB206256** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Ravish B.A.** This report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

Place: Bangalore

Date:

Guide's Signature

Prof. RAVISH B.A

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **Syed Nayab Hussaini** is an original work of students and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Ravish B.A.** This report has not submitted earlier either to this university/institution for the fulfilment of the requirement of the course study.

Place: Bangalore

Date:

Prof. DEEPAK SINGH M.C

Associate Prof. & HOD



CERTIFICATE OF ORIGINALITY PLAGIARISM

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Title of the Project: **Accessing Demand Trends of Newly Launched FMCG
With Specific Reference to Himalaya Products, Bangalore South.**

Name of the Guide: **Prof. Ravish B.A**

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STUDENT DECLARATION

I hereby declare that the Project Report entitled **Accessing Demand Trends of Newly Launched FMCG With Specific Reference to Himalaya Products, Bangalore South** has been prepared by me under the supervision and guidance of **Prof. Ravish B.A**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

Date:

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ACKNOWLEDGEMENT

This Project has been a great learning experience in valuable source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

I like to thank the principal **Dr. B.A. Anuradha**, other faculty members and the institution itself without whom this experience would have been a distant reality.

I am really thankful to **Prof. Ravish B.A** Faculty of Management, **Al-Ameen Institute of Management Studies**, for his valuable guidelines and suggestion which helped me to structure my Mini Project.

Here by, I express, my deepest thanks to **HOD Prof. Deepak Singh M.C** for his support and guidance to carry on with the Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well wishers for their help and support.

SYED NAYAB HUSSAINI

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	PAGE NO.
CHAPTER 1	INTRODUCTION	1 - 8
CHAPTER 2	METHODOLOGY	9 - 12
CHAPTER 3	SWOC ANALYSIS	13 – 15
CHAPTER 4	OUTCOMES OF THE STUDY	16 – 20
CHAPTER 5	LEARNING EXPERIENCES AND CONCLUSION	21 – 23
BIBLIOGRAPGY		24 – 25

CHAPTER: 1

INTRODUCTION



**“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG
WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS,
BANGALORE SOUTH”**

CHAPTER 1: INTRODUCTION

INTRODUCTION ABOUT TOPIC:

➤ **INTRODUCTION TO FMCG INDUSTRY:**

The Fast-moving consumer goods (FMCG) sector is the 4th largest sector of the Indian economy. It is characterised by high turnover consumer packaged goods, i.e. goods that are produced, distributed, marketed and consumed within a short span of time. FMCG products that dominate the market today are detergents, toiletries, tooth cleaning products, cosmetics, etc. The FMCG sector in India also includes pharmaceuticals, consumer electronics, soft drinks packaged food products and chocolates. Since the sector encompasses a diverse range of products, different companies dominate the market in various sub-sectors. However, some of the top FMCG companies in India are- Dabur (60%), Colgate (54.7%), Hindustan Unilever (54%).

Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. They are the small-scale consumer purchases we make at the produce stand, grocery store, supermarket, and warehouse outlet. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter drugs like aspirin. FMCGs account for more than half of all consumer spending, but they tend to be low-involvement purchases. Consumers are more likely to show off a durable good such as a new car or beautifully designed smartphone than a new energy drink they picked up for \$2.50 at the convenience store.

➤ **RURAL AND URBAN TRENDS:**

The FMCG industry in India is divided into the demographics of rural and urban India. The urban market contributes 60% of the consumption revenue of the FMCG market in India. In 2017, this sector recorded a market size of \$ 29.4 bn. While urban areas have spearheaded the growth of the FMCG industry in India, semi-urban and rural segments are growing at a rate that cannot be ignored. Semi-urban and rural segments contribute over 40% of the overall revenues of the FMCG sector in India.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

FMCG companies in India have witnessed higher growth in rural areas compared to urban ones. And with 12.2% of the world's population living in the villages of India, the Indian rural FMCG market cannot be ignored by investors. Dabur, one of the top FMCG companies in India, generates over 45% of its domestic revenue through the sale of packaged consumer goods in rural India. Hindustan Unilever, another name that has consistently dominated the list of top FMCG companies in India, earns over 35% of its revenue from rural areas. Rural India accounts for more than 40% of consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category- including skin care, household care, and feminine hygiene- will continue to grow at attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas.

➤ DEMOGRAPHIC SUPPORT:

An FMCG industry overview indicated that India's demographic profile plays a major role in the growth of this sector. Not only is India's demographic young, but this segment is also characterised by increased urbanisation and higher expenditure. Urban development initiatives by the government, as well as the increasing middle class of India, has led to an increase in the number of attractive markets in the country. Ernst & Young's research on the cities of India highlights the emergence of 30 'new wave' cities such as Jaipur and Surat. Consumption in these cities is growing at a faster rate than that of many of India's metros. India's young population is also characterised by a high degree of technological awareness. Growing penetration of smartphones and better internet connectivity in India has led to a burgeoning E-Commerce sector, which has, in turn, helped formalise large sections of the unorganised retail sector. The E-Commerce segment is projected to contribute 11% of overall Indian FMCG companies' sales in 2030. The online FMCG market is projected to reach \$ 45 bn in 2020.

➤ FMCG MARKET IN INDIA:

The FMCG sector is one of the largest sectors of the Indian economy. According to an FMCG industry overview, revenues of the FMCG sector reached \$ 52.75 bn in FY18, and are estimated to reach \$ 103.7 bn in 2020.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

As consumption in India grows at an unprecedented rate, the FMCG industry remains a key sector for investors. Acknowledging these trends in the FMCG industry profile, the Government of India has undertaken various initiatives to promote the sector. For instance, 100% FDI is permitted in SBRT and cash-and-carry models of retail, and the minimum capitalisation for foreign FMCG companies to invest in India is \$ 100 mn. Even the implementation of GST in India has had far-reaching consequences for the sector, as the highest selling FMCG products such as soap, toothpaste and hair oil now come under the 18% tax bracket (as opposed to the previous 24%).

➤ INVESTMENTS IN FMCG INDUSTRY IN INDIA:

Favorable demand drivers such as rising income levels and growing urbanisation, among others, have recently encouraged major and diverse investments in the FMCG sector. While top FMCG companies are expanding their capacity to feed the growing domestic demand, homegrown brands have ventured into international markets. Some of these include:

1. Patanjali- Their success has encouraged the brand to look at the international stage, with plans to set up a 100% export-oriented manufacturing unit in Milan SEZ, Nagpur
2. RP-Sanjiv Goenka Group- They have created a venture capital fund of \$ 14.74 mn to invest in FMCG startups. This move was made taking into account the capital appreciation in the FMCG sector

➤ TYPES OF FAST-MOVING CONSUMER GOODS:

As mentioned above, fast-moving consumer goods are nondurable goods, or goods that have a short lifespan, and are consumed at a rapid or fast pace. FMCGs can be divided into several different categories including:

- **Processed foods:** Cheese products, cereals, and boxed pasta
- **Prepared meals:** Ready-to-eat meals
- **Beverages:** Bottled water, energy drinks, and juices
- **Baked goods:** Cookies, croissants, and bagels



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

- **Fresh, frozen foods, and dry goods:** Fruits, vegetables, frozen peas and carrots, and raisins and nuts
- **Medicines:** Aspirin, pain relievers, and other medication that can be purchased without a prescription
- **Cleaning products:** Baking soda, oven cleaner, and window and glass cleaner
- **Cosmetics and toiletries:** Hair care products, concealers, toothpaste, and soap
- **Office supplies:** Pens, pencils, and markers

➤ THE HIMALAYA DRUG COMPANY:

HIMALAYA WELLNESS COMPANY



Type	Private limited
Industry	Pharmaceuticals
Founded	1930; 91 years ago
Founder	Mohammed Manal
Headquarters	Bengaluru, Karnataka, India
Area served	Worldwide
Key people	• Shailendra Malhotra (Global CEO),^[1] • Jayashree Ullal (CFO / COO, India)

“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

Products	• Consumer goods • Herbal • ayurvedic medicine • Nutrition • Personal Care • Child Care
Number of employees	10,000
Website	www.himalayawellness.com

➤ **INTRODUCTION:**

Himalaya Drug Company is an Indian multinational pharmaceutical company established by Mohammed Manal in 1930 and based in Bengaluru, Karnataka, India. It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients. It is spread across locations in India, United States, Middle East, Asia, Europe and Oceania, while its products are sold in 106 countries across the world. The company has more than 290 researchers that utilise ayurvedic herbs and minerals. A hepatic drug, named Liv.52, is its flagship product, first introduced in 1955. **Himalaya Global Holdings Ltd. (HGH)**, is the parent of The Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries.

➤ **HISTORY:**

Founded by Mohammad Manal, the company was founded to commercialise the roots and herbs products being used in natural form earlier. Today, the company has offices across the globe, including India, USA, South Africa and other countries in Europe, middle east, and Asia.

➤ **GLOBAL MARKETS:**

As of 2015, the company sold its products in 91 countries with about 50% of its revenue from outside India.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

➤ PRODUCTS:

Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products." The Neem Face Wash is one of their most popular and well-known products. Mother care products have been launched in 2016 with foray into extensive research and development in systems of ancient Ayurveda medicines of India. The company has a presence in 106 countries.

➤ NEWLY LAUNCHED HIMALAYA PRODUCTS:

- Himalaya Drug Company has announced the launch of Shahicoool Herbal Sharbat and Gripe Water. The recent launch extends the portfolio of the consumer health division to six products, the others being, Pure Herbs, Forest Honey, Throat Lozenges and Chyvanaprasha.
- An all-natural cooling drink, Himalaya Shahicoool contains a unique blend of herbs. Apart from being positioned as a refreshing summer drink the product highlights medicinal benefits such as being a blood purifier and curing heat illnesses. It is priced at Rs 70 for a 700-ml bottle. Himalaya Gripe Water is positioned as safe and natural. The product in a 120-ml bottle is priced at Rs 25.
- Speaking on the launch, Ravi Prasad, President and CEO, Himalaya Drug Company said, "Launched in April 2003, the Consumer Health Division of Himalaya has shown a significant growth since its launch and is poised for expansion in the years to come. Given the prospects of the FMHG sector, this division is strategic to the growth of Himalaya."
- RV Raman, Business Head, Consumer Health Division, Himalaya Drug Company, added, "We have made a concerted effort to extend our range of offerings by launching Himalaya Herbal Sharbat and Himalaya Gripe Water. We have chalked out a comprehensive roadmap in launching these products in keeping with the vision of the company of spreading wellness in every home."
- Himalaya's Consumer Health Division consists of soft therapeutic products that promote general healthcare, wellness for the entire family in over 50 countries. Since



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

its inception in 1930, Himalaya Drug Company has pioneered the use of modern science to rediscover and validate ayurveda.

- Read more news about (internet advertising India, internet advertising, advertising India, digital advertising India, media advertising India)

STATEMENT OF THE PROBLEM:

The statement of the problem is to study the accessing demand trends of newly FMCG with specific reference to Himalaya products. Himalayan is a worldwide pioneer in the field of scientifically validated herbal healthcare. Its reputation is for clinically studied, pure, and safe herbal healthcare products that are based on extensive scientific validation and stringent quality controls. we believe that there nurturing work environment brings out the best in their team and allows Himalaya to develop the best products. Therefore, in this research an attempt has been made to study the accessing demand trends of newly FMCG with specific reference to Himalaya products.

NEED AND RELEVANCE OF THE STUDY:

Himalaya is the present portfolio of pharmaceuticals, personal care, baby care, well-being and animal health products; Himalaya has evolved into a ‘head-to-heel’ herbal wellness company. To observe how Himalaya’s most important asset and investing in them is vital to Himalaya. From giving them the creative freedom to push the boundaries of research to fostering a culture of open communication and diversity, Each and every Himalaya employee is unique and contributes to the success of the organization. Pioneering research by Himalaya’s Research center has converted Ayurveda’s herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Today, worldwide, the Himalaya brand is synonymous with safe and efficacious herbal healthcare. Science and research lie at the heart of product development at Himalaya.



CHAPTER: 2

METHODOLOGY



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

CHAPTER 2: METHODOLOGY

REVIEW OF LITERATURE:

Acikgöz (2018) stated that deciding on the right products to offer to the target market is a demanding and crucial task that requires comprehension and knowledge into the customer's needs, wants and demands. Thusly, the continuous development of new product strategies can be a significant determinant of sustained company performance. Product strategies include - apart from product mix decisions - product life-cycle strategies & market introduction of new-product developments (NPD). Since product strategies are a basic part of companies' marketing mix, there has been attempted a lot of conceptual and empirical research to recognize the proper product strategies for critical success of industrial products. This paper analyses the discoveries of empirical work into the strategies developed for and by industrial FMCG companies for their products.

Chakraborty et.al (2015) stated that Indian Fast-Moving Consumer Goods (FMCG) sector with a market share of \$13.1 bn has currently proved itself as the 4th largest sector in the Indian economy. Actually, rural India with more than 70 per cent share of the total Indian populace has developed as the most significant FMCG market. During the last 2 decades, deregulation, globalization and liberalization measures approved by the central government have made a worldview change in the FMCG sector. Both the foreign direct & portfolio investments in Indian FMCG sector in the post-reform period have remarkably impacted the financial performance of the companies belonging to this sector. In addition, the expanding presence of MNCs in the Indian market has constrained the existing domestic companies in the FMCG sector to reorient their financial strategies so as to endure. Against this backdrop, the present investigation seeks to measure the changing status of the overall financial performance of sixteen selected companies in the Indian FMCG sector during the period 1993-94 to 2012-13.

Qasim, et.al (2015) stated that the aim of this research work is to study the consumers' attitude towards Non Alcoholic Beverages. The data for the investigation has been gathered by performing face-to-face interview with the respondents with the help of questionnaire. This



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

study gathers data from 400 consumers across Delhi NCR. This study is begun with objectives of examining socio-economic background of respondents, inspecting the factors influencing consumer preferences towards selected FMCG products that are Non- Alcoholic Beverages, checking the degree of satisfaction of consumers and knowing expectancy of the consumers. This investigation uncovers that consumer preferences are generally influenced by age, place, sex, product, price, psychological, availability, people and brand influences.

Malhotra (2014) stated that the paper focuses on marketing of fast moving consumer goods. FMCG are generally low profit margin products and therefore sold in large quantities. Subsequently, it is imperative to concentrate on how to improve brand value for the customers as many brands are accessible for the same categories of products. Another area focussed in the paper is how recession influences the demand for fast moving Consumer Goods and what are the causes for these changes. In such a circumstance, it becomes necessary for the producers or the companies to expand the investments in these brands and items so that consumers are attracted towards them. In order to support these observations Dove’s Real Beauty Campaign has been intricately discussed and the points which lead to the achievement of this campaign have been highlighted. Unilever was able to make a brand value for Dove by roping in regular consumers in its advertisements rather than professionals or celebrities.

Agarwal (2014) suggested that consumer behaviour research is the scientific investigations of the processes consumers use to select, secure, utilize and dispose of products and services that fulfil their needs. Firms can satisfy those requirements only to the extent they comprehend their customers. The main objective of this article was to study the demographic differences in the consumers buying behaviour of people living in Madhya Pradesh and when they purchase FMCG products. To attain this objective a survey was developed and directed over some part of Madhya Pradesh. The discoveries affirm the components impacting consumer buying behaviour for tooth paste brands accessible in the market.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

OBJECTIVES OF THE STUDY:

- To study the FMCG Industry in Bangalore South.
- To study the customer perception towards the newly launched FMCG products.
- To know the demand trends of newly launched FMCG products in Bangalore South.

SCOPE OF THE STUDY:

The research of the present study covers the scope which is limited to the demand trends of newly launched FMCG with reference to Himalaya products in Bangalore South. The study enables the students to develop independent critical thinking skills and it can be utilized by the juniors as reference material for their relevant research study.

METHODOLOGY OF THE STUDY:

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports.

SOURCES OF DATA:

➤ SECONDARY DATA:

Secondary data is a data which is readily available. The data for the present study covers the secondary sources such as magazines, websites, journals, newspapers, various books related to the topics and other references were made.

LIMITATIONS OF THE STUDY:

- Time constraint is one of the major limitation.
- In depth research was not made.
- There might be bias in the secondary information.



CHAPTER: 3

SWOC ANALYSIS



**“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG
WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS,
BANGALORE SOUTH”**

CHAPTER 3: SWOC ANALYSIS

STRENGTHS:

- Location is a big positive for the business: The location brings an added advantage to the business as it is located in the foothills of the Himalayas which sends an altogether a different message to the customers of being organic in nature.
- Customer Perception is positive: The name of the brand creates a positive perception in the minds of the customer and again the products are manufactured in the foothills which further enhances the trust in the brand.
- First Mover Advantage: The brand leapfrogged the competition by being the number in the industry to serve frozen foods.

WEAKNESSES:

- Big Working Capital: The business needs big capital for its operations and hence there is a continuous need of cash flow which is required to deliver end products to the customer.
- High Dependence on Raw Materials: There is a high dependence on the raw materials which are seasonal in nature and hence the non-availability of raw materials adds to the hindrance in the manufacturing of goods and also it adds to the cost of the food as the raw materials need to be over cultivated and kept in storage to be preserved.
- High Sensitivity of Crops: The crops are highly sensitive to the preservatives and pesticides which are used to enhance the cultivation and hence there is a high cost involved in the production of raw materials as there are potential losses to the crop.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

OPPORTUNITIES:

- Global markets: The business should expand globally as there is a ready market for organic produce. The preferences of the customers are changing and hence a proper marketing can lead to great benefits to the business.
- Changing Demographics and Segmentation Variables: The business can be beneficial because of the changing lifestyle of the consumers who are inclining towards the organic products and hence the industry is increasing.
- Marketing and promotion: The industry is nascent in nature and hence with proper marketing and promotions of the products the industry can be developed and positioning of the products can be done with positives of using the organic products.

CHALLENGES:

- Inventory costs are high: The business has a high increasing cost because the manufacturing cost is high as it involves a huge investment to cultivate the crops and hence the inventory costs are high.
- Threat of new entrants: As the industry is developing and lot of research has happened in this domain has attracted a lot of established global players which are entering the market and hence can pose a challenge to the business
- High Cost of Products: There is a financial crisis in the world and with products being costly the consumers need a lot of push to understand the importance of the products so that they can use it.



CHAPTER: 4

OUTCOMES OF THE STUDY



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

CHAPTER 4: OUTCOMES OF THE STUDY

OUTCOMES:

The Himalaya Drug Company was founded in 1930 by Mr. M. Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5000 year old system of medicine. It offers a wide range of pharmaceutical, personal care, consumer and animal health products. Over 300,000 doctors around the globe have endorsed Himalaya's products and consumers in over 70 countries rely on Himalaya for their health and personal care needs. Skin care now a day in the world, turn towards the use of herbal products and to adopt more natural way of life. People prefer natural food, herbal medicine and natural curing practices for healthy life. The usage of herbal cosmetics has been increased to many folds in personal care system and there is a great demand for the herbal cosmetics. Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face and hands. The aim of such products is to maintain the body in good condition and protect from the harmful effects of the environment. Skincare products include cleanness facial masks, moisturizers, sunscreen, tanning sets and lotions, skin lighteners and exfoliate.

- Mahaboob Basha (2020) This article highlights “A Study on Consumer Behaviour towards Fmcg Goods An Empirical Study with Special Reference to Nellore District of Andhra Pradesh. The author finds that creating awareness regarding products is essential to grab the market in the competitive world. The researcher evaluates that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer behaviour towards fast moving consumer goods in Nellore District of Andhra Pradesh.
- Ganesh (2019) In his article titled Consumers’ Perception towards Brand Loyalty of FMCG Products -An Analysis. The author analysed that the consumers’ perception towards +brand loyalty of the FMCG product is awareness, knowledge, attitude of the



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers.

- Singh and Sharma (2019) analyzed the customers' perception towards brands of cosmetic products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers.
- Vibhuti, et.al (2019) In their article titled “A study on Consumer Buying Behavior towards Selected FMCG Products” The consumer behaviour plays an important role in marketing of fast moving consumer goods. The authors highlighted that the present era of globalisation needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. The study reveals examines the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The study found that consumer behaviour is largely effected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differ from product to product.
- Thanigachalam (2019) In his article highlights “the consumer behaviour towards fast moving consumer goods in Puducherry.” The importance promotional offers, availability of brands are important that companies must give it sufficient consideration before they plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumer and their target markets more effectively and efficiently.
- Thanisorn and Byaporn (2018) investigated the factors that influence perception of Thai consumers on facial herbal cosmetic products in Thailand. They revealed that most of the interviewees were female with age between 26-30 years, casual worker, bachelor degree being the highest education and salary from 10,000 -15,000 baht (\$285-430) per month.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

- The marketing mix (4Ps: product, price, place and promotion) were the key factors influencing Thai consumers' perception on facial herbal cosmetic products. The result found that Thai consumers were satisfied with physical appearance of products; texture, odor, penetration characteristic and viscosity. Thai consumers trust in the safety of the Thai and imported products. The imported products have new manufacturing technologies of production compare with the Thai products but imported products are more expensive than Thai products. Thai consumers were satisfied with packaging design and pump bottle shape of imported products. The imported products had more interesting marketing promotion than the Thai products. The marketing promotions are new product premium, promotion campaign eg. Cash discount, gift premium, fortune, tarot horoscope, makes up and massage workshop.
- Eze et al. (2018) examined the influence of brand image, product knowledge, product quality, and price promotion on consumers' purchase intention for cosmetic products. They used a survey questionnaire to collect 204 responses from Generation Y female consumers in Malacca, Malaysia. Data collected were analyzed using multiple linear regression. The findings revealed that product image, product knowledge and brand image emerged with a significant influence on intention to purchase cosmetics. However, price promotion was not significant.
- Sarfaraz and Pratik (2018) examined the consumer's perception towards the private label and feeling associated with the purchase of private label brand with special focus on Anand and Vadodara region. The study aimed to uncover current consumer perceptions and attitudes towards, private label brands in the FMCG sector. The results of the study indicated that the private label brands can be positioned as premium quality products with price levels ranging from marginally below to the prices of category-leading manufacturer brands. On the other hand, retailers can position their private label brands based on pure value for money. This equates to average quality products at very affordable prices. Unfortunately, private label brand packaging was considered, for the most part, to be unattractive and failed to convey a sense of high product quality. A key limitation of this study was the sampling frame.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

SUGGESTIONS:

- The price of the Himalaya Ayurvedic products may be reduced to create more demand.
- Making awareness of Himalaya Ayurvedic products is fully herbal, sample pouches can be given to the public and it may help in increasing the products popularity and it may also promote its sales.
- The company has to participate in exhibitions and trade fairs to attract more consumers yet.
- Try to cover small towns and villages to attract the new customers.
- The company has to focus on advertisement in the existing position to get more attention on consumers.
- Advertisements to be required for Himalaya products.
- Most of the respondents feel the Himalaya products price is very high. So the company can reduce the price.
- Demonstration of Himalaya products may be improved.
- Some of the respondents feel door delivery is the best promotional measures. So the company can concentrate by the above factor.
- The company provides more discount for their product. This should be increasing the customer the company can provide more discount for their product.
- Quantity of the Himalaya product to be increased with the prevailing price rate.
- Retail selling is required to increasing the sales.



CHAPTER: 5

LEARNING EXPERIENCES AND CONCLUSION



CHAPTER 5: LEARNING EXPERIENCES AND CONCLUSION

LEARNING EXPERIENCES:

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- learned about the methods and issues.
- Learned about the concept FMCG.
- Gave an insight on recent development in FMCG.
- Learned about newly launched Himalaya products.



“ACCESSING DEMAND TRENDS OF NEWLY LAUNCHED FMCG WITH SPECIFIC REFERENCE TO HIMALAYA PRODUCTS, BANGALORE SOUTH”

CONCLUSION:

Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. They are the small-scale consumer purchases we make at the produce stand, grocery store, supermarket, and warehouse outlet. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter drugs like aspirin. FMCGs account for more than half of all consumer spending, but they tend to be low-involvement purchases. Consumers are more likely to show off a durable good such as a new car or beautifully designed smartphone than a new energy drink they picked up for \$2.50 at the convenience store. The high growth rate of the FMCG industry in India goes beyond growth drivers such as income growth and urbanisation. The consumption habits of India's new age consumers have resulted in an attitudinal shift in the market. The India of 2030 will have 370 mn generation Z consumers, with changed priorities when it comes to purchasing goods. The new Indian consumer is characterised by high awareness, an affinity for health and nutrition and high expendable income. This has led to the emergence of new FMCG sub-sectors, such as the air and water purifier market and organic food staples. These trends will further lead the development of the FMCG industry profile. Foxconn-powered SHARP has released a range of innovative air purifiers cum humidifiers, targeted specifically at the Indian market. With the growth of the traditional FMCG sector- and the emergence of sub-sectors that were non-existent until a few years ago- the future of this industry looks good for investors.



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Submission ID: 1713153900

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08-Nov-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
16-Nov-2021	Discussion of FMCG, Himalaya products, demand trends of newly launched FMCG in Bangalore South, and SWOC analysis.	
28-Nov-2021	Discussion of outcomes of the study, learning experiences and conclusion.	