

SUMMER TRAINING REPORT
ON
Understanding the Consumer Buying Behavior and Communication of
HBC (Hard Boiled Candy) Brands in India
&
Confectionary Digital advertising landscape analysis & POA for Pulse

AT

DS GROUP



Submitted in partial fulfilment of the requirement for the award of the
degree of BACHELOR OF BUSINESS ADMINISTRATION

TO

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
(BATCH 2016-2019)



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ACKNOWLEDGEMENT

As I write this acknowledgement, I must mention that this is not just a formal acknowledgement but also a sincere note of thanks and also regards from my side. I feel a deep sense of gratitude and affection for those who helped and guided me in this project.

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I also owe my thanks to all other staff members of New Delhi Institute of Management who helped me in my research work.

In the end, I dedicate this effort of mine to those persons who are light of our life: my Family and my friends who have been behind every successful endeavor in my life.

MOHAK SEHGAL



08th August, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mohak Sehgal** has undertaken Training in **Marketing Department** of our organization and has submitted a project report on "**Understanding the Consumer buying behavior and Communication of top 5 Hard Boiled Candy (HBC) brands in India & Confectionary Digital advertising landscape analysis & POA for Pulse**".

During his association with **DS Group (07th June' 2018 – 07th August' 2018)**, **Mohak** has shown a high degree of sincerity, commitment and hardwork. His project performance is good and the report generated is a value addition to the Organisation.

We wish him good luck for all his future endeavors.

Regards


Pranay Purohit

Deputy General Manager - Corporate HR

DHARAMPAL SATYAPAL LTD.
DS HEADQUARTERS

CERTIFICATE

This is to certify that the project report entitled “**Understanding the Consumer Buying Behavior and Communication of HBC (Hard Boiled Candy) Brands in Delhi & Confectionary Digital advertising landscape analysis & POA for Pulse**” submitted by **MOHAK SEHGAL** is a bonafide piece of work conducted under my direct supervision and guidance.

No part of this work has been submitted for any other degree of any other university. The data sources have been duly acknowledging. It may be considered for evaluation in partial fulfillment of the requirement for the award of degree of Bachelors of Business Administration.

Mr. Ankur Budhiraja

Assistant professor in management
(New Delhi Institute of Management)

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Chapter 1

Introduction and Nature of job assigned

The project is a summer internship report undertaken by me under in the Marketing of DS Group located at C6-10, Dharampal Satyapal (DS) Road, Sector - 67, Noida – 201309. This internship was pertaining to the areas of Digital Marketing & Offline Marketing both related to the marketing strategy of ‘Pulse Candy’ offered by DS group, where I interned as a Marketing trainee.

This report includes the complete profile of the company, a detailed description of responsibilities which were assigned to me as a trainee. It also talks about the future growth prospects of the company and the difficulties faced during the summer training program followed by recommendations and suggestions. The tenure of this internship was 9 weeks starting from 7th June’18 to 7st August’18.

1.1 Objectives of the Study

This study tries to cover all the following objectives as a part of the summer training: -

Objectives for “Understanding the Consumer Buying Behavior and Communication of HBC (Hard Boiled Candy) Industry in Delhi-NCR”

- To understand and analyze brand awareness, recall and buying behavior amongst candy consumers.
- To analyze the brand perception and associations of top 5 HBC brands among consumer.
- To check the effectiveness of communication and mediums used by top 5 HBC brands.

Objectives for “Confectionary Digital advertising landscape analysis & POA for Pulse”

- To understand and analyze the social media strategies adopted by the brands to engage with consumers.
- To understand the target group for different brands basis content on social handles.

1.2 Nature of Job

As a part of my summer training internship under the stream of marketing, I completed my internship under DS Group in the category of confectionary of the brand “Pulse”, which is well established company in India. During the course of around nine weeks, I underwent the education of marketing strategies of DS Group and I learned about the different policies of the company regarding the customers. As a part of my summer training I learned about major brands around in India and the different policies regarding the same. My job inculcated studying the policies of the market. I had to study about the various opportunities for DS Group in Delhi and NCR. I also give suggestions to introduce new flavors for the Brand Pulse, for the future growth of the brand. This summer training helped me gain a lot of experience on how the real market works and how we can survive in it.

Chapter 2

Review of literature

The term ‘consumer behavior’ refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (time, money, efforts) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it.

Definitions

According to Hoyer, Macinnis (2008), “Consumer behavior reflects the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time).”

Peter F. Drucker (1988) was apt in saying, “it is the consumer who determines what business is.... What the consumer thinks he is buying, what he considers ‘value’ is decisive – it determines what a business is, what it produces and whether it will prosper”. The importance of consumption was recognized even in early periods when Adam Smith (1776) stated that “consumption is the sole end-purpose of all production”.

The Study of Consumer Behavior and Consumption Behavior

In studying human behavior social scientists generally have relied on two basic approaches. On one hand, they have attempted to understand the behavior of single individuals - micro behavior, and on the other hand they have been concerned with the behavior of mass or aggregate of individuals - macro behavior.

The study of ‘consumer behavior’ always focuses on the decision processes of the individual’s consumer or consuming unit, such as family.

It includes all the efforts to describe and explain one or more acts of choice either at a given time or over a period of time.

It concerns the consumer's investment of money and personal labor in goods, services and leisure pursuits, or his decisions with respect to saving and assets or his "purchase" of ideas. In contrast, the study of 'consumption behavior' is concerned with the description and explanation of the behavior of aggregates of consumers or consuming units, again at a given time or over a period of time. The subject matter of consumption behavior parallels at the aggregate level that of consumer behavior at the individual level.

One of such studies of consumer buying behavior has been conducted by Acebron et al (2000). The aim of the study was to analyze the impact of previous experience on buying behavior of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Another study conducted by Variawa (2010) analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status.

The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

Chapter 3

Research methodology

Research methodology is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting a research. “marketing research is the systematic design, collection, analysis and reporting of data and finding relevant solution to a specific marketing situation or problem”.

D. Slesinger and M. Stephenson in the cyclopedia of social sciences define research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art”.

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. The project has a specific framework is called “Research Design”. The research process followed by us consist of following steps:

3.1 Universe/ Population

The universe consists of all survey elements that qualify for inclusion in the research study. The population or universe represents the entire group of units which is the focus of study. The universe in my research was the respondents who eat “Pulse Candy” in Delhi-NCR.

3.2 Research Design

- **Conclusion oriented research:** - the research was conclusion oriented because it was a research where our own views about the research were given.
- **Exploratory research:** - Exploratory research is research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design. Exploratory research helps determine the best research design, data-collection method and selection of subjects. It should draw definitive conclusions only with extreme caution.

3.3 Sampling Design

- **Sample Size:** - Sample size is the number of elements to be included in a study. Keeping in mind all the constraints 50 respondents were selected.
- **Sampling techniques:** - The selection of components of the sample that will give a representative view of the whole is known as sampling technique. The sampling techniques used are convenience sampling technique and simple random sampling technique.
- **Sample unit:** - Sampling unit is the basic unit containing the elements of the universe to be sampled. It is a single section selected to research and gather statistic of the whole. The sampling unit of my study was respondents who eat “Pulse Candy” in Delhi-NCR.

3.4 Data Collection Source

Research work is exploratory in nature. Information has been collected only from primary source.

- **Primary source:** - Primary data are those, which are collected afresh and for the first time, and thus happen to be original in character. Primary data has been collected by conducting surveys through questionnaire, which includes Likert scale questions and both open-ended and close-ended questions.
- **Secondary source:** - secondary data are those which have already been collected by someone else which already has been passed through the statistical process. In this research project, secondary source used were books and websites.

3.5 Presentation Tools Used

It aimed at presenting the data in the meaning full way so that it become easily understandable. In this project tables and graphs are used to present the data.

Tools of presentation: it means what tools were used to present the data in a meaningful so that it becomes easily understandable. In this research tools used were table and graphs.

Chapter 4

Industry Overview

4.1 Past, Present and Future trends

4.1.1 Overview

The confectionery industry of India, which was **ranked 25th** in the world in **2009**, has now emerged as one of the largest and well-developed food processing sectors of the country. The credit goes to liberalization along with growing Indian economy, which have led several multinational companies to invest in India's confectionery market, further changing the face of this industry.

The Indian confectionery market is going through rapid changes in terms of trends and consumer behavior pattern. The industry is being benefitted from the country's economic boom, and growth in consumer spending. This higher consumer spending is also driven by the new-found mall culture and changing lifestyle.

Besides, the entry of various multinational companies in the Indian confectionery market has not only increased the competition but also the per-capita consumption, by launching new products at affordable prices, and creating awareness among the buyers through advertisements and promotional campaigns. During the research, we found that emerging trend of gifting confectionery products and untapped rural market are among the key factors that are expected to fuel growth in Indian confectionery market in the near future.

The confectionery market of India is divided into three segments:

Chocolate, Sugar Confectionery and **Gum Market**, which is further divided into sub-segments.

4.1.2 Past Trends

Hard-boiled candy segment in India was earlier considered as an **impulse-driven** purchase where consumers normally bought them in exchange of loose cash.

Over the past three years, Mondelez India relaunched Halls from 50 paise earlier to Rs 1 and doubled its price of Choclairs to Rs 2 while Perfetti Van Melle India launched most of its candies including Alpenliebe at Rs 1 and upwards. Parle Products, however, kept their product prices unchanged. “Post demonetization, lot of lower denomination currency came back into circulation that had helped sales for a 50 paise product.

The Indian confectionery market in comparison to other developed markets, is in the initial phase of growth, and will continue to evolve. **It is expected to touch Rs 55,720.0 million in 2015 and Rs 60,188.6 million in 2016.**

As per Euromonitor, in 2013 the value sales of **sugar confectionery** grew by **20 percent** to reach Rs 47,140.4 million and is estimated to reach Rs 51,458.8 million in 2014. Perfetti Van Melle (PVM) India continued to lead with a value share of 23 percent in 2013 and continued to enjoy a wide portfolio of sugar confectionery brands such as Alpenliebe, Chlor-Mint, Mentos, Fruit-tella, and Cofitos. Of all, Alpenliebe was the most preferred by adults and children, and accounted for a significant value share.

ITC Ltd recorded the largest increase in share to touch 15 percent of the market share in 2013. The company’s strong retail sales include through small cigarette shops located in rural areas and tier II cities, helped the company strengthen its value share. Other leading brands with considerable presence are Ravalgaon Sugar Farms, Wrigley India, and Parle Products.

Past Demand:

Year	Rs (Billion)
2000-01	16.5
2001-02	17.6
2002-03	18.9
2003-04	20.15
2004-05	21.7
2005-06	23
2006-07	23.75
2007-08	25.4
2008-09	26.8
2009-10	28.2
2014-15	36

Source:

<https://www.niir.org/information/content.phtml?content=178>

4.1.3 Present Trends

Sugar confectionery, such as boiled sweets, mints and toffees, caramels and nougat, **were used in monetary transactions as substitutes for lower denominations of currency** in many places. This has contributed to the growth in sales of sugar confectionery in India. Retail outlets have started to **issue sugar confectionery priced at INR1.00-5.00** during transactions, in lieu of change for example, to cover for the dearth of lower denominations of currency.

While the overall sweet candy market is growing at **14% Y-o-Y**, the **HBC segment**, pegged at around **Rs 2,100 crore**, is **growing at 24%**, revealed data from Nielsen. **“Udasi said Pulse Candy, a kaccha Aam (raw mango) hard boiled candy with a tangy salt filled center, was one such innovation. We launched it at Re 1 other companies followed suit. Before that, everybody was selling 4gm hard boiled candies for 50 paise”**. The HBC segment is growing fast due to marketing push and innovations.

Candy sales are on the fast track presently; all credit goes to the dominant market leaders that are pushing the Rs. 6000 crore sweet candy markets to grow at 1.5 times the FMCG industry growth in India. Despite constituting a third of the total candy market, the hard-boiled segment is witnessing heightened traction due to the entry of new players and product innovation in terms of formulation, processing & packaging.

The chocolate éclair & soft toffee category are apparently struggling with lower margins due to the premium nature of the product. As a matter of fact, any HBC maker will easily make more money by selling a candy for Rs. 1 than a chocolate éclair company. This mirrors a trend of hard-boiled candies driving the Rs. 8,500 crore (\$ 1.3 billion) Indian confectionery market with other categories such as eclairs and gums showing sluggish growth due to lack of innovation. New launches of brands, innovation & product variants are driving the candies segment to a 15 % level, almost double the rate at which confectionery market was earlier growing at. From being just a third of the overall confectionery market last year, HBCs currently account for nearly half of the total confectionery market, according to Nielson.

The present transformation has drastically revived the ideology & unleashed a lucrative market for the confectioners to penetrate & proliferate.

4.1.4 Future Trends

According to candy market in India is anticipated to **grow at a CAGR of over 9% during 2016 - 2021**, on account of rising middle-class households, coupled with increasing working as well as youth population. The growth will be driven by the increasing consumption of sugar confectionery facilitated by the launch of **new flavors by leading companies**.

Besides, the entry of various multinational companies in the Indian confectionery market has not only increased the competition but also the per-capita consumption, by launching new products at affordable prices, and creating awareness among the buyers through advertisements and promotional campaigns. During the research, it was founded that emerging trend of gifting confectionery products and untapped rural market are among the key factors that are expected to fuel growth in Indian confectionery market in the near future.

The most dominant segment in the country's candy market is sugar candy. The sugar candy segment is expected to maintain its dominance due to continuing launch of innovative products as well as aggressive branding initiatives undertaken by leading market players.

As the Indian confectionery market continues to evolve, strong trends have come to the fore, which are expected to drive and propel the growth potential of the confectionery market and the categories within it. “One of the major trends is towards sugar-free, healthy products, and manufacturers are launching innovative products in the segment,”

Health consciousness has certainly caught the attention of manufacturers, as a result of which, the market is seeing cereal bars being introduced, which are currently amongst the fastest growing category in the Indian confectionery market, even while toffees, candies, caramels and nougat continued to record the fastest growth.

A 5% retail value CAGR at constant 2017 prices are expected over the forecast period to reach INR120 billion in 2022. Boiled sweets and toffees, caramels and nougat remain popular among consumers of all ages. Other types of snacks are unlikely to hamper the demand for sugar confectionery.

The per capita consumption should continue to increase for the category on the back of relevant innovations. “Going forward we might see a shift within the category, with higher price points becoming more prevalent within the segment. We also expect the Jellies segment to continue to be a growth driver, given the recent success of Perfetti’s Juzt Jelly, which has become the fastest growing brand in the confectionery space.”

The entry of multinational companies in the Indian confectionery space has not only increased competition, but also the per-capita consumption, by launching new products at affordable prices, and creating awareness among buyers through advertisements and promotional campaigns.

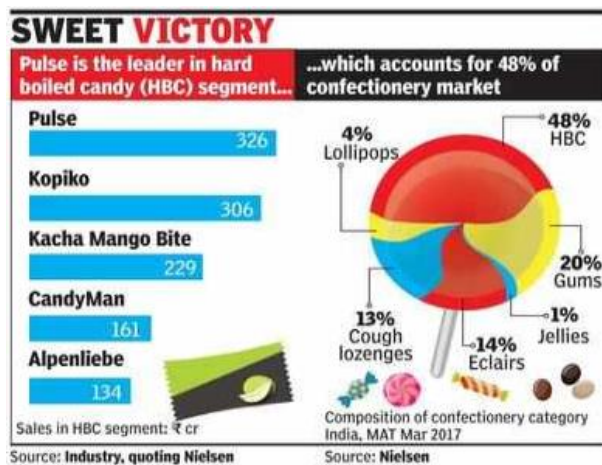
Another visible trend, that of adult consumers’ demand for premium chocolates continued to grow in 2013. To tap this segment of consumers, manufacturers of premium chocolates, such as Springily, expanded their brand presence in premium stores such as Brown Tree and other modern stores in urban areas.

The candy market is fostering confectionery boom in India by growing at the never before annual rate of 12-14%.

4.2 Major players and their respective market share

Major players

- Cadbury India
- Perfetti Van Melle
- Nestle India
- Parle



Chapter 5

Company profile

5.1 History

In the early 20th century, when trade and commerce had not witnessed the advent of brands and marketing warfare in India, Shri Dharampal ji — the founder of DS Group, set up a small perfumery shop in Chandni Chowk, Delhi in the year 1929. The urge to create a business around consumer tastes and preferences led Dharampal ji to innovate quality products. His sagacity revolutionized the market of chewing tobacco and the shop in Chandni Chowk became renowned not only in Delhi but even amongst the connoisseurs of tobacco in other parts of India and the world. Blending modernity, technology and tradition, Dharampal ji's son Satyapal ji brought the dawn of a new era - an era that saw a revolution. Satyapal ji inherited qualities of high virtues, innovation and aspiration for being the best in the business. His in-depth knowledge of perfumes honored him the title of "Sugandhi" (Perfumer). He is credited with blending tobacco with various exquisite fragrances. He is also known for bringing the element of quality and research hitherto unknown in this category. Under the able stewardship of Satyapal ji, the nation's first ever-branded chewing tobacco BABA was launched in 1964 which became an instant success and widely popular in its category. And what followed later was an array of premium brands like Tulsi and a host of others which have established their leadership in their own category and created new markets in its wake. Continuing the fervor of innovation and quality, the Group set new benchmarks in Foods & Beverages. Innovative tabletop sprinklers changed the way Indian households had been enjoying salt and spices. Be it Catch Spices or Catch Beverages, today Catch stands for international quality and convenience. Mouth fresheners like Rajnigandha and Pass Pass created new offerings and established new categories. The Group has also ventured into a rapidly growing hospitality sector with extensive five-star properties in the larger cities and boutique & heritage properties at tourist destinations.

The Group has also successfully ventured into Packaging, Rubber Thread, Steel in the last few years. Since the launch of BABA, the Group has never looked back, reaching for milestones year after year. Thus, evolving from a single product to multiple brands, DS has successfully woven over eight decades legend of innovation and enterprise. And the quest for innovation continues.....

5.2 Vision & Mission of the company

5.2.1 Vision

To be a leading quality & innovation driven global conglomerate.

- Innovation: Creative, out of box thinking, doing things in newer, better, cost effective & efficient way.

5.2.2 Mission

We are constantly striving to achieve excellence in all our endeavor to create sustainable value for our stakeholders and the community at large.

- Excellence: State of Superiority in virtue with respect to Product or Service quantity and Touch Point Management.
- Value: Creating tangible benefits, both financial & non-financial
- Stakeholders: Investors, Bankers & Financial Institutions, Consumers, Channel Partners, Supplier & Business Partners, Employees, Regulatory Bodies and government.

5.3 Products and Services offered

There are 8 categories in the organization which are: -

Confectionary, Mouth Fresheners, Food & Beverages, Dairy, Hospitality, Packaging, Agro Forestry, Tobacco.

Confectionary

- Pass Pass
- Pass Pass Chingles
- Pass Pass Pulse
- Rajnigandha Pearls
- BABA Elaichi & Supari

Mouth Fresheners

- Rajnigandha
- Rajnigandha Clove
- Meetha Mazaa
- Tansen Supreme

Food & Beverages

- Catch Spices
- Catch Beverages
- Catch Foils

Dairy

- Ksheer
- DairyMax

Hospitality

- The Manu Maharani
- Namah, Jim Corbett National Park
- Radisson Blu Hotel, Guwahati
- Crowne Plaza Hotel, Jaipur

Agro Forestry

- Agro Forestry
- Hydroponics

Packaging

- Canpac
- Flexible Packaging

Tobacco

- Tulsi Royal
- Tulsi Mix
- Tulsi Sada
- BABA

Chapter 6

Job Description

6.1 Job description statement

DS Group

Job Title: Summer Trainee

Job Location: C6-10, Dharampal Satyapal (DS) Road, Sector - 67, Noida - 201309

Department –Marketing

Immediate supervisor –Mr. Arvind Kumar

Job Summary

The Summer internship was done at DS Group under the guidance of Mr. Arvind Kumar. As a marketing trainee, we were supposed to understand and analyze the consumer behavior and their presence on different social media platform for the Confectionary Categories as “Pulse” is selected as one of their products.

Job Duties

- Go through every social media platform (Facebook, Twitter, YouTube, Instagram).
- Interact with consumers and take their valuable feedback.
- Giving Suggestions for the brand “Pulse”.
- Database management
- Report generation

The work was related to Online & Offline Marketing which is a part of Marketing Department of the organization.

Relationship with other jobs

The job was primarily related to marketing department.

Nature of Supervision

Flexible but intensive and continuous. The supervisors were really cooperative and helpful.

Working Conditions

- Timings: 10:00 am to 6:00 pm (Flexi Time Schedule)
- Number of Days Working per week: 5 Days

Working Environment

The trainees were allowed to work from within the office and to use the resources of the company. The working environment was very comfortable.

6.2 Detailed Job Profile for Offline & Online Marketing

Detailed Job Profile for Offline marketing: -

Making questionnaire for the research which is divided into three parts: -

- Brand Awareness
- Perception
- Brand Communication and its effectiveness

And then Analyzing the Questionnaire and presenting the conclusion for the brand (Pulse).

Detailed Job Profile for Online marketing: -

Obtaining data by going through the social media pages of various confectionary brands and try to understand the type of content mix they are using to engage with the audience.

6.3 Area assigned for Offline & Online Marketing

Area assigned in Offline marketing: -

Consumer buying behavior and Communication of all the brands: -

- Pass Pass Pulse
- Alpenliebe
- Parle kaccha Aam
- Kopiko
- Candyman

Area assigned in Online marketing: -

Analyzing all the social platform used by the brands (Facebook, Twitter, Instagram, YouTube).

The Brands are: -

- Pass Pass Pulse
- Alpenliebe Juzt Jelly
- Chupa Chups

6.4 Target assigned for Offline & Online Marketing

Target assigned in Offline marketing: -

Understand the journey of Candy consumer and scope to improve/ strengthen the same for Pulse candy.

Target assigned in Online marketing: -

To analyze and give suggestion to the brand Pass Pass Pulse for their improvements.

6.5 Week to week on job experience

There was a lot of learning involved in the summer training assignment given to me. The work culture was very positive and value- based and offered rigorous understanding of the product, market and other business function. My summer assignment was divided into 2 phases (A)- Online (B)- Offline. The week by week learning summary presented as follows:

Week 1 (7th June 2018 to 14th June)

[overview of pulse candy, basics of 4P's, an understanding of Digital platform, Paved the way to move ahead.]

During the initial week of our summer internship, the interns were exposed to the basic understanding of Pulse candy and its marketing strategies revolving around the 4 P's- Product, Price, Place and Promotion.

In the same week we were explained the working of digital platform used by DS group for Pulse candy. Also, an understating of the competitors with market was given to us.

By the end of this week a plan of action was charted to given future direction as to how the summer training project will move ahead.

The company also made us understand about the close competitors, their strategies & their market operations in details.

Week 2 (15th June 2018 to 21st June)

[Facebook, Instagram, YouTube]

During this week, the focus was on usage of Social media platform including Facebook, Instagram, YouTube to promote Pulse candy brand and their advantages and disadvantage. Greater emphasis during this week was working on Facebook to create and strengthen the positioning of Pulse candy as a brand in the market.

Week 3 (22st June 2018 to 28th June)

During this week as a phase of online assignment, the interns were exposed to working on YouTube, Instagram, twitter for promotion and positioning of Pulse candy brand.

This phase got over at this stage paving the way for the second phase of the summer internship which was the offline phase.

Week 4 (29th June 2018 to 5th July)

In this week the concept of offline marketing was derailed to us along with the offline strategies of marketing that are used in general.

In addition to this, we were explained the art of making a full-fledged questionnaire in context of our respective project topics.

After the lot of efforts, the questionnaire was finalized.

Week 5 (6th July to 12th July)

This while week was dedicated to data collection on the field. The questionnaire so created was dedicated to 70 respondents, out of which 50 were correctly and completely filled and were therefore, used for final analysis.

Week 6 (13th July to 19th July)

In this week the responses of the questionnaire were tabulated and analyzed to know the prevailing trends related to “Pulse”, “Alpenliebe”, “Parle Kaccha Aam”.

Week 7 (20th July to 26th July)

Further, conclusion was drawn and data was presented by the way of pie-chart and bar diagrams.

At last, relevant recommendations were given to DS Group for further betterment and improvement of business.

Week 8 & 9 (27th July to 7th August)

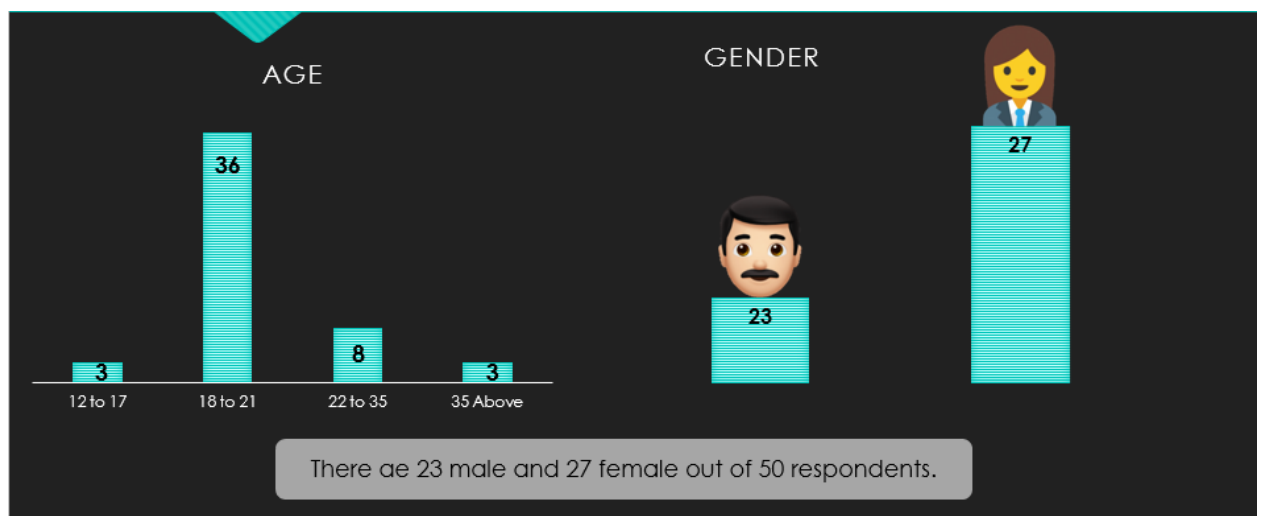
In the last week we were explained the Past, Present and Future Trends of confectionary market of India and minor improvements were made in the project.

Chapter 7

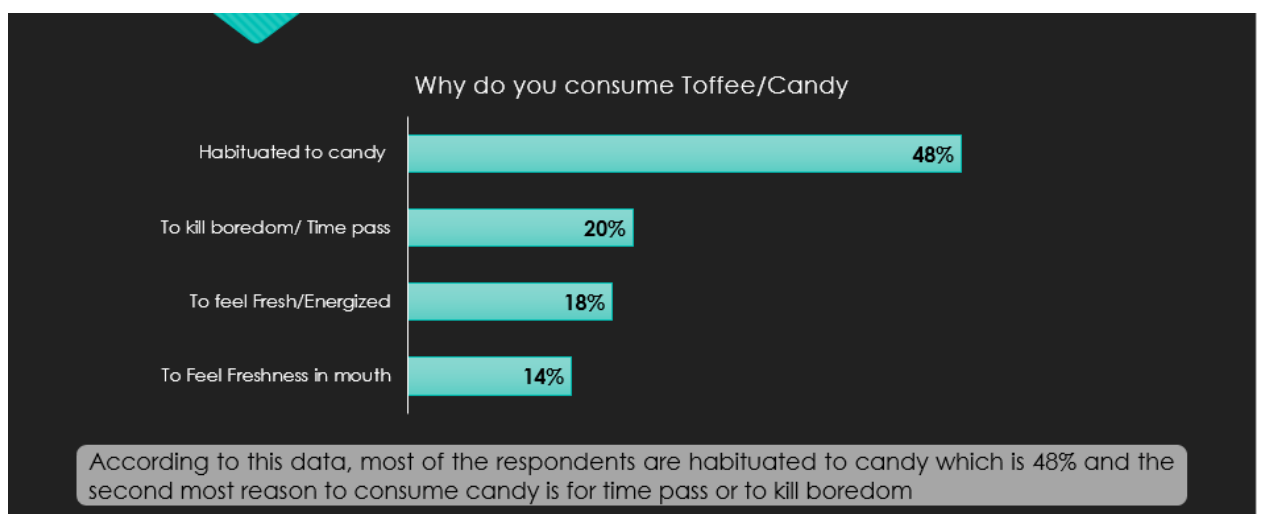
Findings about the company and analysis

7.1 Major Findings

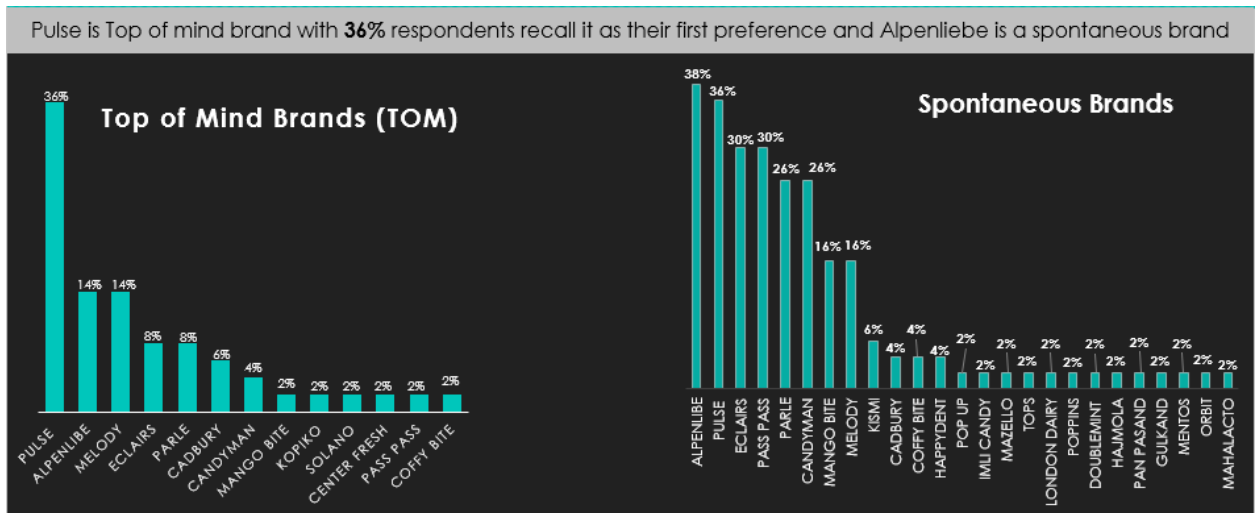
1)- Respondent Profile Snapshot



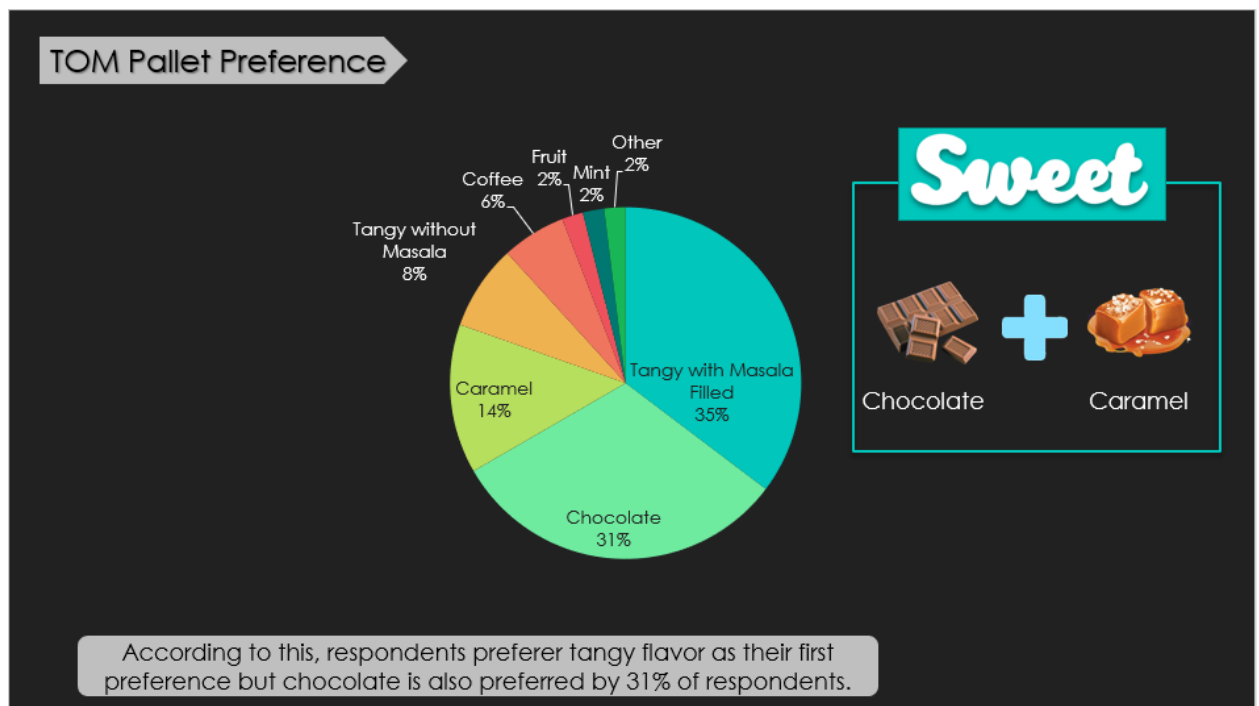
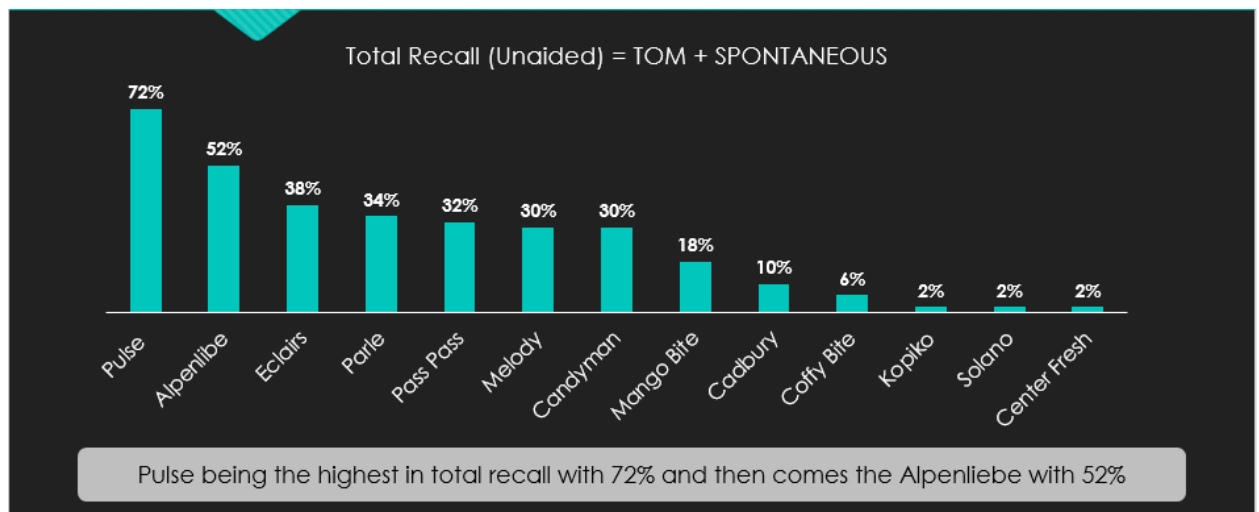
2)- Why do you consume Toffee/Candy?



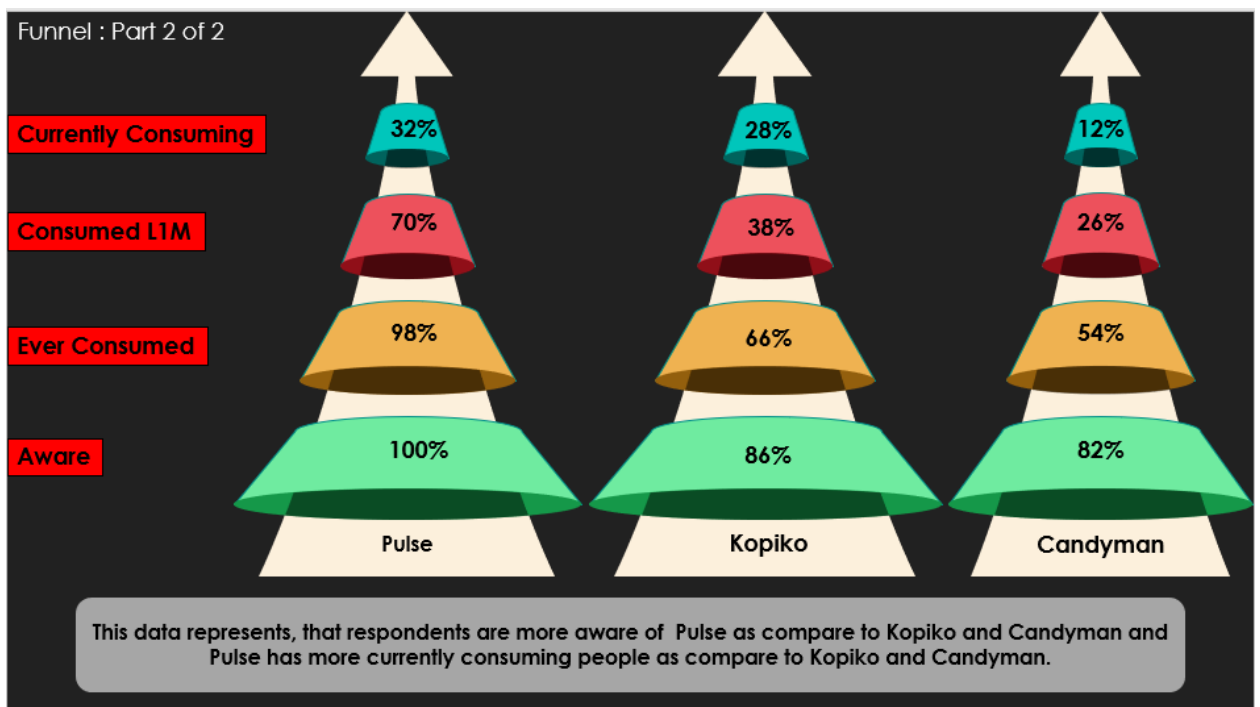
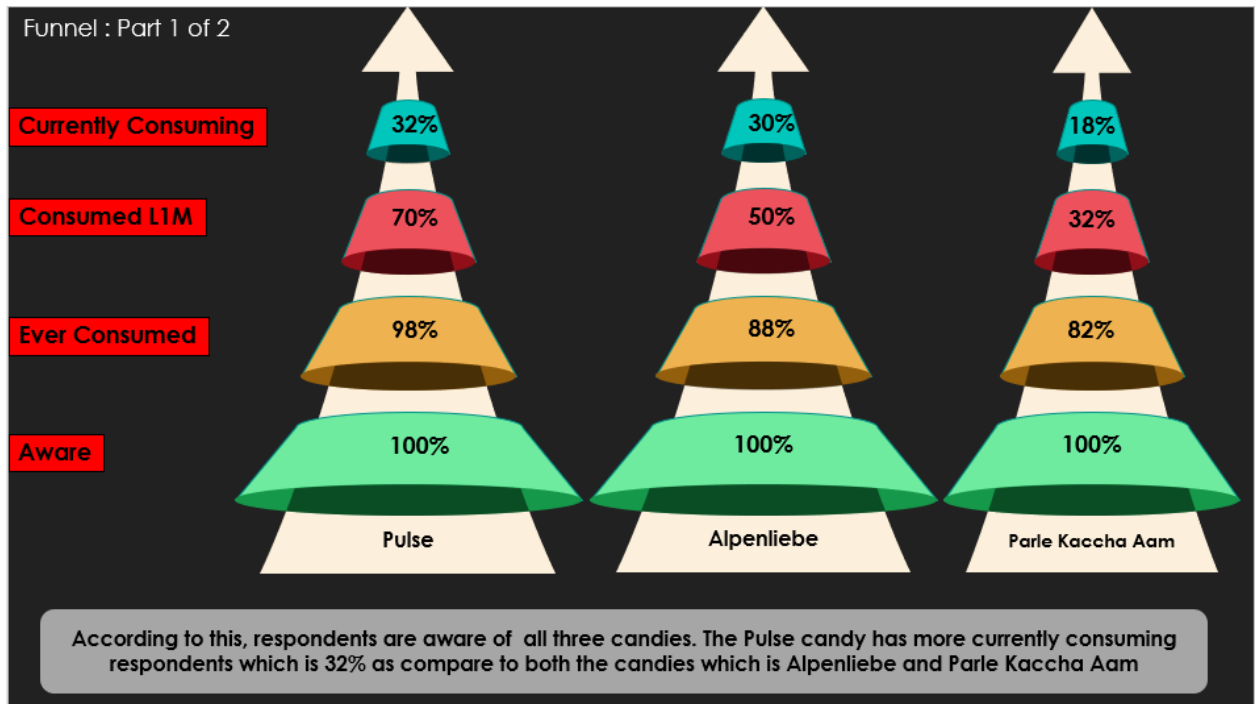
3)- Which all brands come to your mind if you think a word
 “Toffee/Candy”?



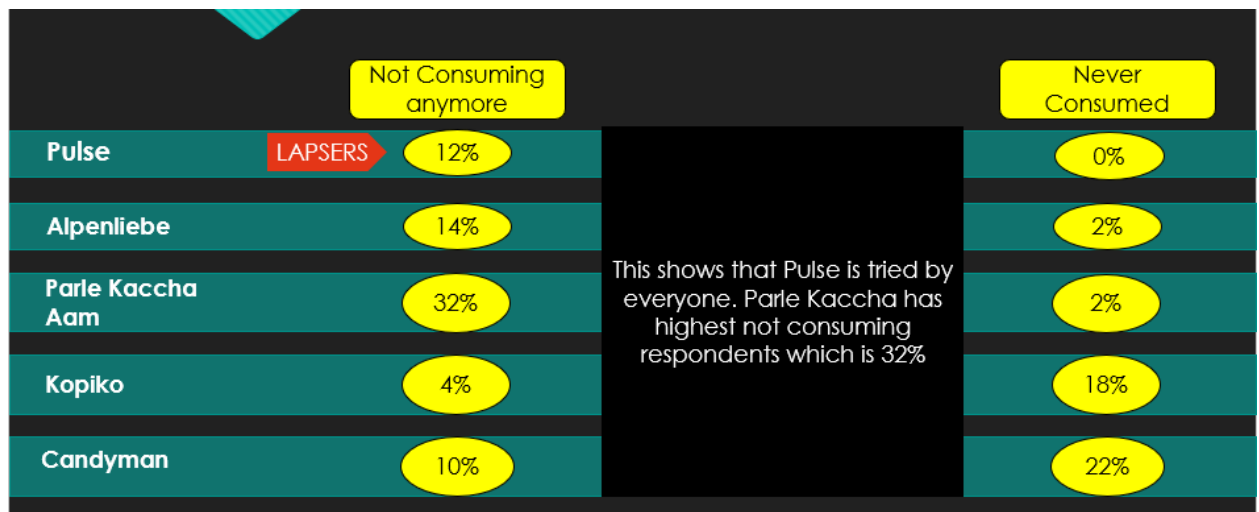
4)- Total recall (Unaided)



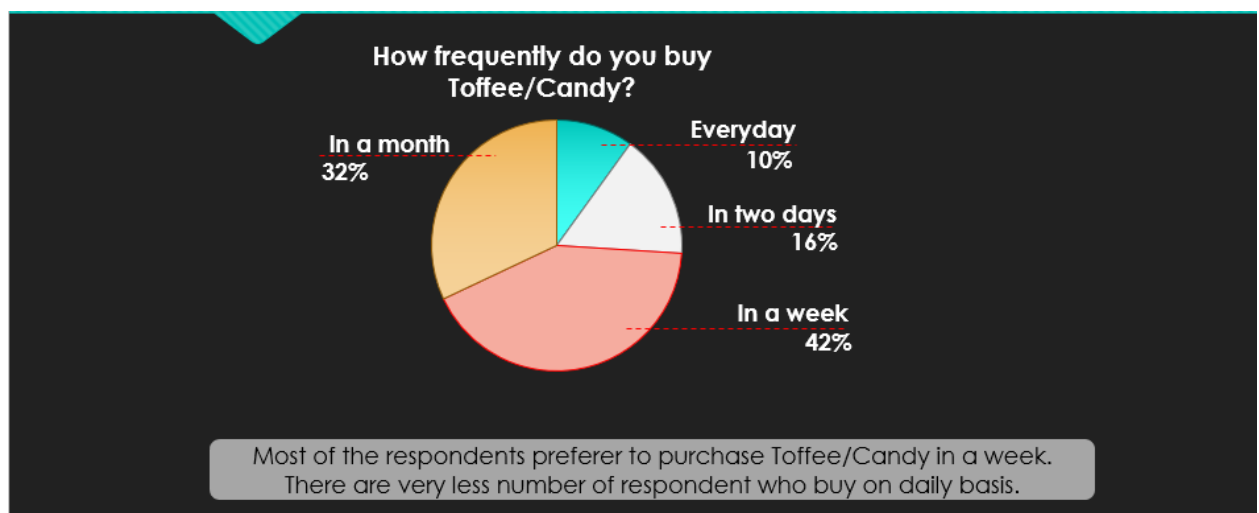
5)- Brand Usage Funnel



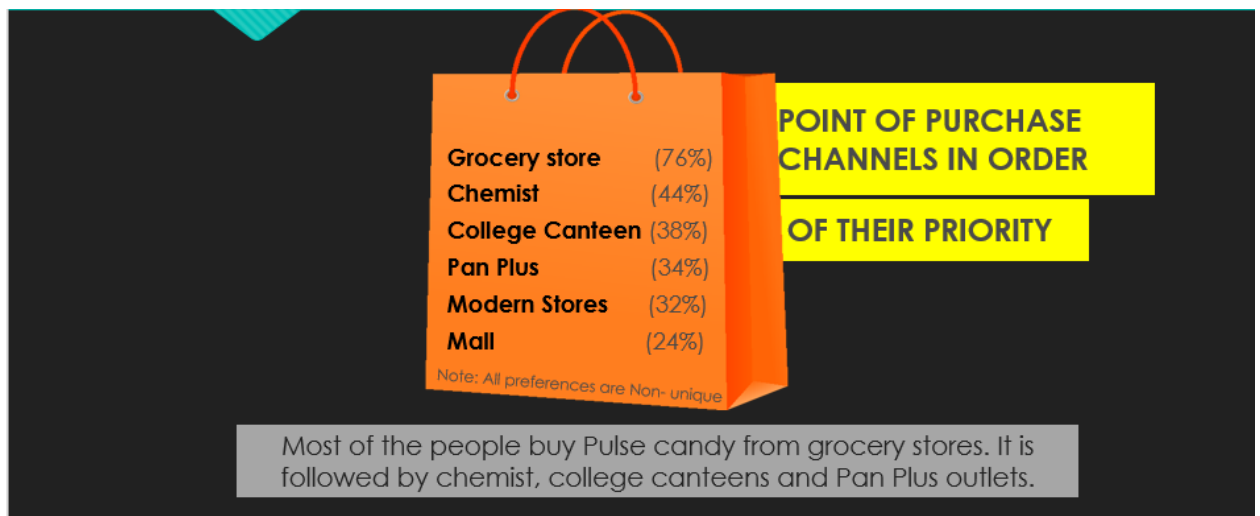
6)- Consumption Pattern



7)- How frequently do you buy Toffee/Candy?



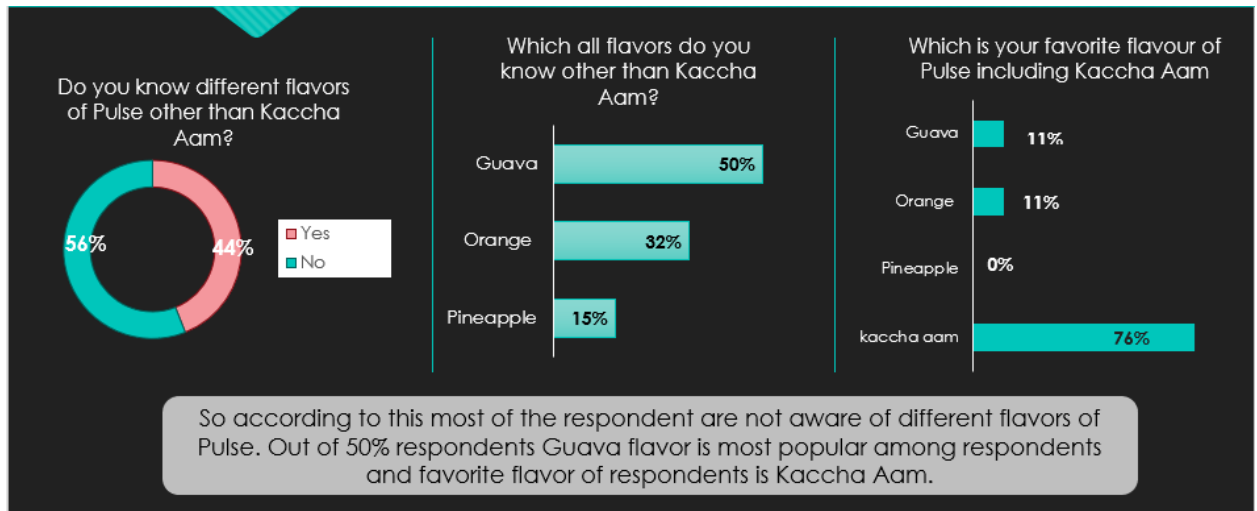
8)- From where do you purchase Toffee/Candy? (Not unique)



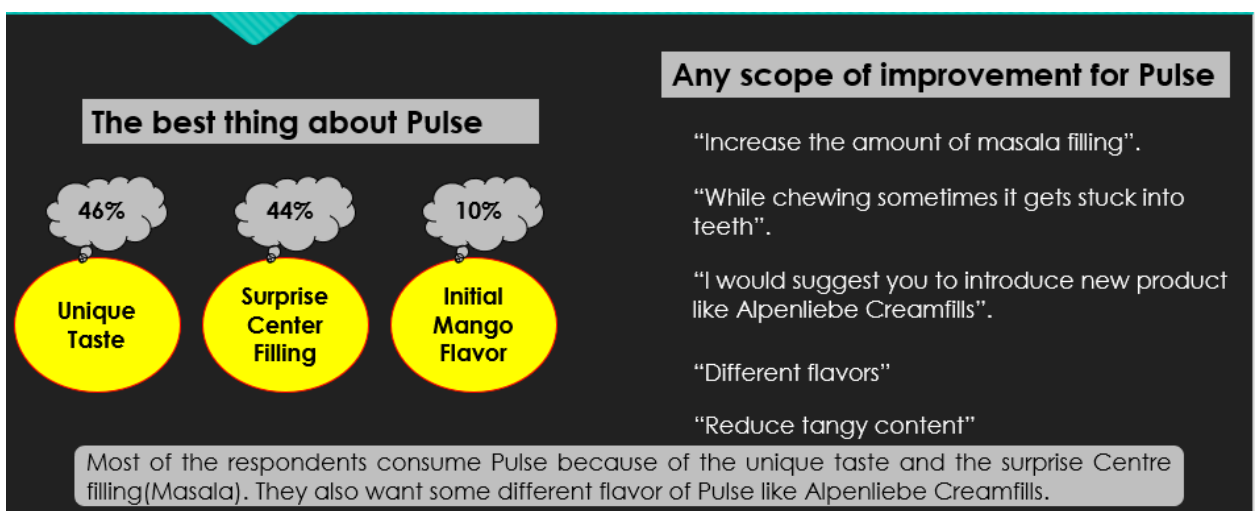
9)- For whom you buy Toffee/Candy?



10)- Do you know different flavors of Pulse?



11)- The best thing and scope of improvement for Pulse



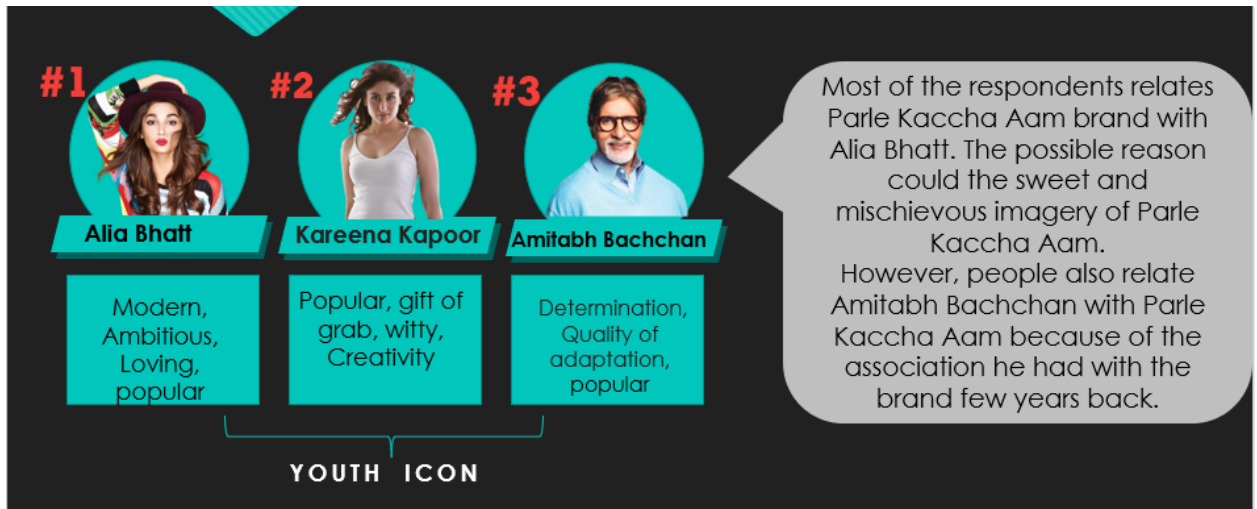
12)- Which celebrity name comes to your mind for the Brand Pulse?



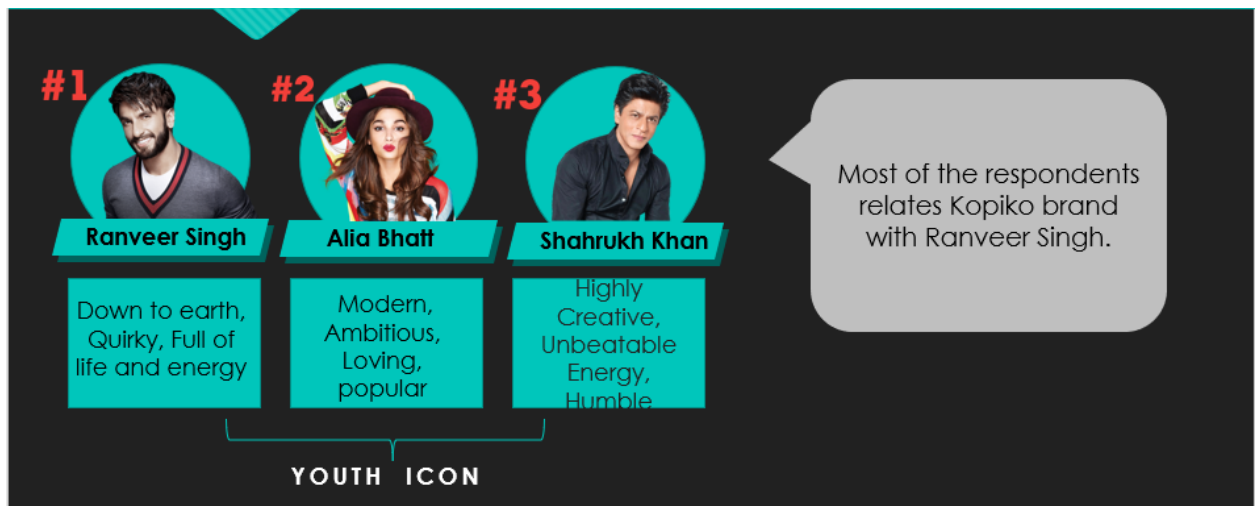
13)- Which celebrity name comes to your mind for the Brand Alpenliebe?



14)- Which celebrity name comes to your mind for the Brand Parle Kaccha Aam?



15)- Which celebrity name comes to your mind for the Brand Kopiko?



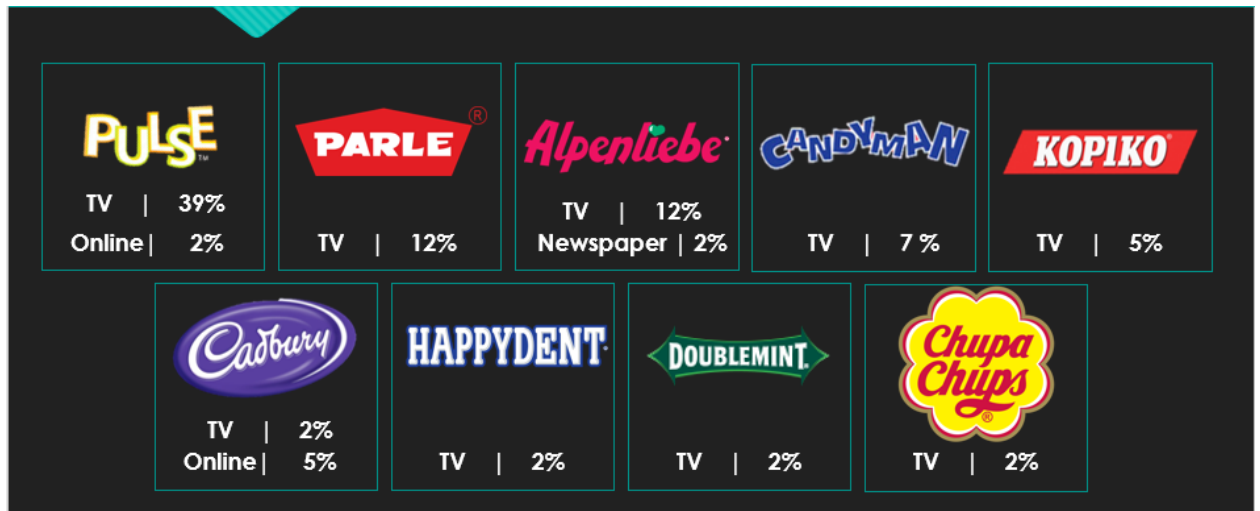
16)- Which celebrity name comes to your mind for the Brand Candyman?



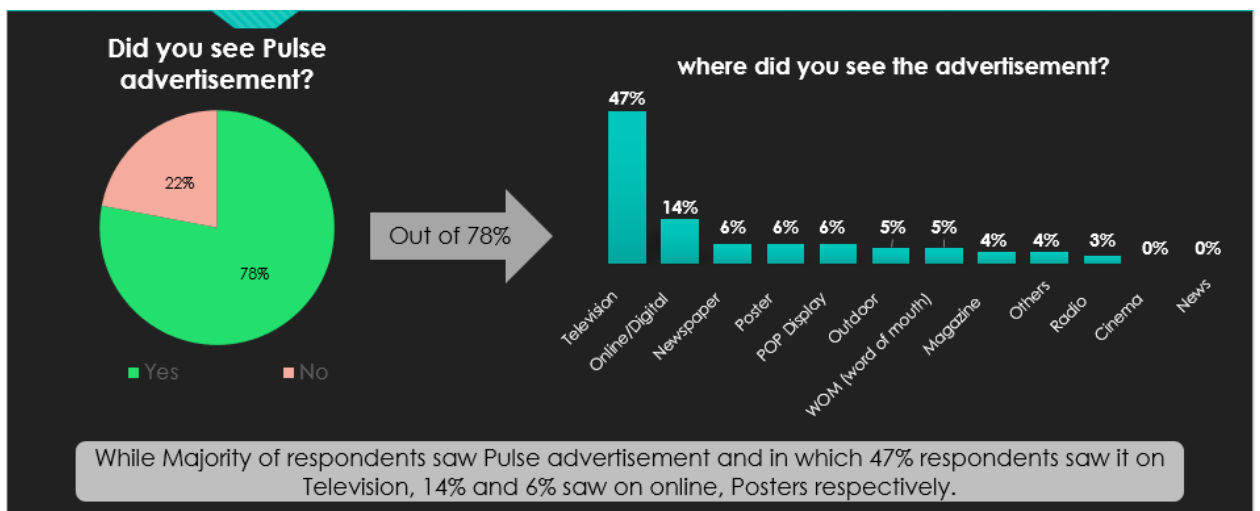
17)- Rank of each brands on the scale of 1-10 against each statement

					
High quality candy brand	8.8	8	6.9	8	7.1
Distinct from other candy brands	8.9	6.3	6.6	7.9	6.1
Brand I desire	8.3	7.6	6.3	7.6	6.8
Reminds me of my childhood	6.5	8.5	7.2	7.1	7.1
Fun and Quirky	8.3	7	6.6	7.9	6.8
Is appropriate to have on the go	8.2	7.8	6.7	8.1	7
Has a unique taste	9	6.6	6.7	8.3	6.1
Is consumed after eating	6.8	7.6	6.2	8	6.5
Is easily available	9	8.9	8.1	8.2	8.1
Symbolize friendship	7.5	7.3	6.4	7.2	6.9
Irresistible	8.3	7	6.2	8.2	6.2
Loved by everyone	9.1	8.4	7	8.4	7.7
Young and Modern	9	6.2	6.4	8.4	5.7
*These No. are shown in average *These no are in ranking 1 being lowest and 10 being highest					

18)- Which Toffee/Candy Commercial did you see last and where?



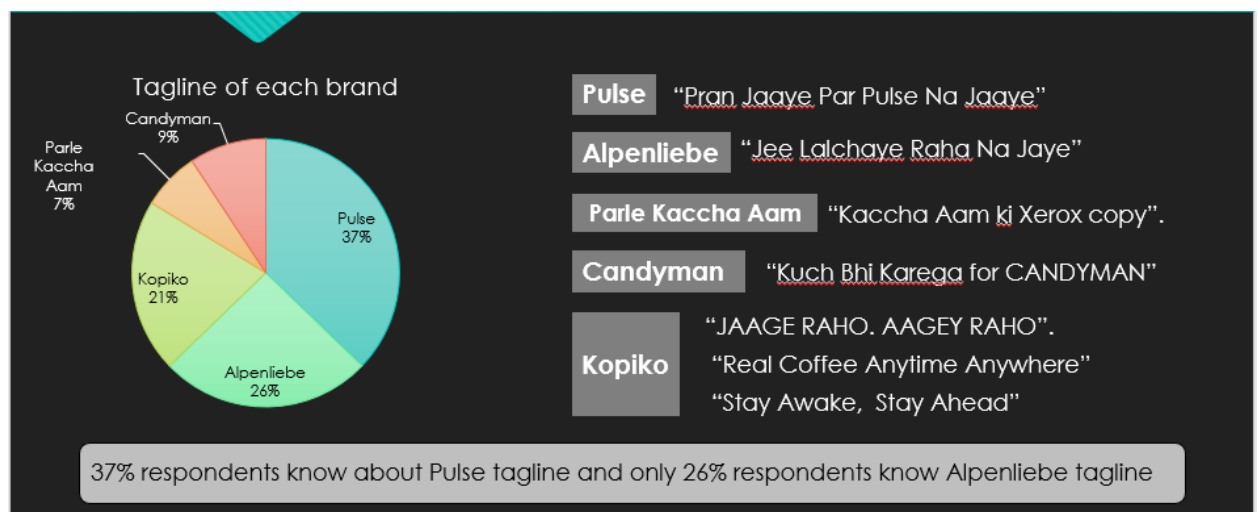
19)- Did you see Pulse advertisement and where?



20)- What was Pulse ad about?



21)- Tagline of each brand



7.2 Future growth prospects

“According to candy market in India is anticipated to grow at a CAGR of over 9% during 2016 – 2021”. So according to this consumption for candies/HBC (Hard Boiled Candy) will increase and as of now “Pulse” is a 300-crore brand and in coming future it will surely grow. The innovation of center- filling candy helps them to survive in the market for a very long time. According to the data the “pulse” brand has a very big market share, so in coming future they can modify their candy in flavor, taste etc. and capture more market share. Thus, the brand has a very positive future ahead.

Chapter 8

Difficulties faced and major limitations

Difficulties Faced

- Since I was new to the organization, I had to understand the company's policies, strategies, objectives etc. which was a time taking process.
- The supervisor was generally busy with his work and therefore did not spend much time with the interns.
- The time period of training was very limited, thus not much could be learned and understand.
- It was very hard to collect data on social media platform as some of the companies are not very active on social media.
- Respondents were not cooperative in filling the questionnaire so out 70 only 50 were selected.
- The trainees are not treated equal just because the sake that they were not the permanent employee of the organization.
- Many – a-times due to lack of authority, we were not allowed to have an access to confidential information of the company.
- Also, it used to happen that our seniors were not around due to which we could not take some relevant decisions about certain issues faced.

Chapter 9

Suggestions & Implemented Suggestions

9.1 Suggestions

9.1.1 Suggestions for Offline Marketing

- **Flavor Awareness**
The brand can focus on tactical communication with respect to flavors. May create more TVCs, Point of Sales Material (POS), Outdoor visibility can be worked out.
- **Product improvement**
It was observed that 15% of the respondents know Pineapple flavor but pineapple is not liked by anyone of the respondent. So, this suggests that pineapple flavor can be improved based on further detailed market research.
- **Sweet spot**
Sweet is one of the major preferred flavor profiles but with Pulse DS group only caters to consumers who love tangy. DS Group can work on caramel /chocolate-based candy under a different brand name.
- **Recruit Lapsed**
There are 12% of respondents which are not consuming Pulse any more. Brand should work towards recruiting them again may be by creating the emotional bond again or working on product basis their feedback.
- **Weekly Consumption**
Study also suggests that people generally buy Toffee/Candy in a week. So, Pulse can come up with a multipack of 5-10 candies.
- **A face to the brand**
In order to generate salience after a certain period, Pulse also can appoint Ranveer Singh as its brand ambassador.
- **Ticking Social calendar**
Pulse can increase their relevance in consumer life by becoming more active on digital space like Cadbury is doing.

9.1.2 Suggestions for Online Marketing

9.1.2.1 Facebook Suggestions

- Pulse Candy can widen up their target audience and focus on kids and mature individual as well as they also consume the product.
- Pass Pass Pulse can select days like National Youth Day (12th Jan), International Day of Happiness (20th March), World Creativity and Innovation Day (21st Apr), National Sports Day (29th Aug) which are less know in India and promote heavily so as to break the clutter which happens on more topical days like Diwali, Holi etc.
- As pulse has their presence on different e-com platforms like Amazon, they can make post with “Shop Now” button and take the audience to the website and increase their transactions there.
- Pulse candy can focus more on their masala part and create more such posts on that just like Alpenliebe Juzt Jelly shows that their product ingredients have 25% fruit content.
- Pulse is using post format like images, videos etc. for their social media communication but they can also look other available formats like 360-degree, carousel and canvas ad as they are very creative and engaging.
- Pulse can link with some famous celebrities which is liked/ followed by their target audience like Chupa Chups did with “Baba Sehgal” and make more content and viral videos. This will also help in brand recall.
- Pass Pass Pulse can add a shop tab button in the Facebook page itself just to showcase their presence on different e-commerce platforms like the way Alpenliebe Juzt Jelly and Chupa Chups have done.
- Pulse can make more smaller videos of 10 to 20 sec to seek the consumer attention just like the other brands because now a day’s consumer doesn’t have time to see long videos.

9.1.2.2 Instagram Suggestions

- Pass Pass Pulse should make different content for different social platforms because every social platform has different type core strength and user base as explained earlier.
- As Pulse Instagram followers are low. They can pump more money here in order to increase their reach and engagement which they are not doing now.
- Pulse also can use Instagram Influencers “Bhuvam Bam, Manjima Dutta” as to promote the Brand. By doing this they can improve their brand awareness, get more reach and can also get good return on investment.
- Pass Pass Pulse can also add a shopify button in the post itself to promote their sales.
- Pulse in order to increase their followers can try influencer marketing activities (explained in next slides)
- The brand should make more of #MorningMantra post as it garnered organic engagement.
- Pass Pass Pulse should also include their tagline in the introduction section of Instagram page as done by Chupa Chups.

9.1.2.3 Twitter Suggestions

- Twitter strategy should be different as compared to Facebook or any other social media platform as twitter is a more real time platform in which current topics are discussed.
- Twitter poll can be used by the brand to gain insights about the product “quality, flavor etc.” from the consumers. This would help to take consumer feedback as well.
- Pulse can use more @replies/ direct reply to thank audience in case there is any UGC content uploaded by the consumers.
- Twitter promotions can be done to increase reach and followers
- Re-share/ re-tweet brand PR articles.
- Twitter influencer activity to increase followers

- Pulse can make a character/ caricature like Juzt Jelly did it with Juzt Jelly Boy
- Pulse can also provide their link of YouTube Videos in the tweets.
- They should post regularly using trending hashtags

9.1.2.4 YouTube Suggestions

- Both the brands Chupa Chups and Juzt Jelly promote their brand with some celebrities which Pulse is not doing. They should also use Indian celebrity to promote their product to have a brand recall.
- Pass Pass Pulse can make some videos for their different flavors like “Litchi, Orange, Guava, Pineapple” similar to what Juzt Jelly who came up with new TVCs for every flavor like “strawberry, Mango” and for every product like “Bottles, Bears”.
- Pass Pass Pulse can also upload videos of their on-ground activities like “Nucleya, Diljit Dosanjh etc.” which they were associated with.
- Apart from just doing video ads, Pulse can also look into different banner ads on YouTube to take audience to e-com platforms for transactions.

9.1.3 Recommendations on Brand Strategy

- Alpenliebe Juzt Jelly came up with “Amazing Spiderman, Chhota Bheem” limited edition product packing for which they launched a video also. Pulse being a Number 1 hard boiled candy can also come up with such limited-edition product or packing to increase brand awareness/ loyalty.
- Chupa Chups and Juzt Jelly focuses on TVC content and produce about 4-5 TVCs per year and share them on their channel. In the similar way Pass Pass Pulse can also work upon their TVCs and come up with different TVCs/ short videos for their channel. Both the Brands Chupa Chups and Juzt Jelly promote their brand with some celebrity which Pulse is not doing. They should also use Indian celebrity to promote their product.

9.2 Implemented Suggestions

9.2.1 Implemented Suggestion for Offline Marketing

- They also made a dedicate video/advertisement for the Pineapple flavor as per the suggestion.
- Changed the color of Pulse from Black to yellow which is the color of Pineapple flavor of Pulse.

B.E.F.O.R.E



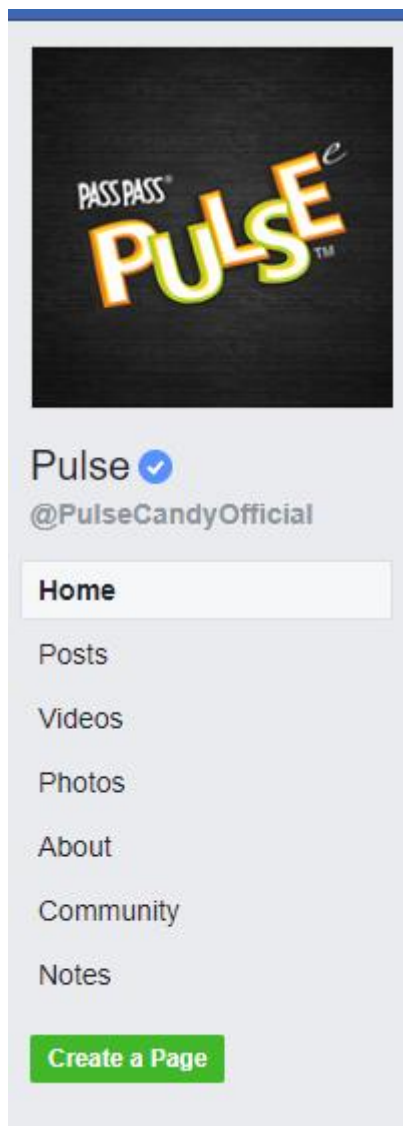
A.F.T.E.R



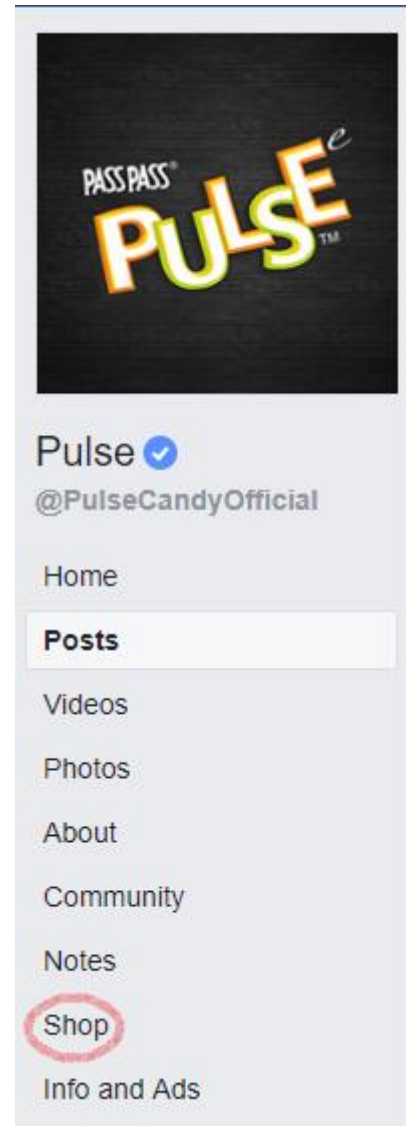
9.2.2 Implemented suggestions for online marketing

- Shop Tab Bottom is added in Facebook which was not there before.

B.E.F.O.R.E



A.F.T.E.R

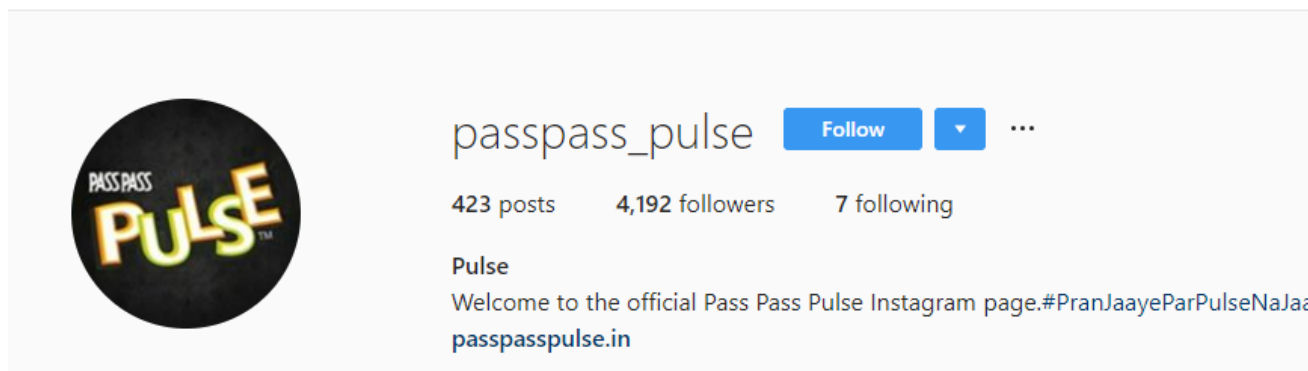


- Instagram page of Pulse in which Info section got changed with added tag of their brand.

B.E.F.O.R.E



A.F.T.E.R



- They were not showing masala content or the masala filling in their post but after my suggestion they started posting/showing masala filling in their post.



Annexures

Questionnaire

I **MOHAK SEHGAL**, a student of BBA 5th semester from New Delhi Institute of Management, affiliated to Guru Gobind Singh Indraprastha University Delhi, is Undertaking a summer internship project on “**HBC (Hard Boiled Candy) Industry in India**” as a part of my course curriculum.

Please spare your valuable time to fill in the following questionnaire and enable me to conduct this project.

Context of Confectionary- We consume a lot of things in day to day life and confectionary items are one of them like Toffee/Candy, gums & Chocolates.

Name- _____ Age- _____ Gender- _____

1)- Brand Awareness and Buying behavior

1.1- Do you consume Toffee/Candies? (If No, do not proceed further)

1)- Yes 2)- No

1.2- Why do you consume Toffee/Candy?

1.3- Which all brands come to your mind if you think a word “Toffee/Candy”? (Minimum 5)

1.4- Please fill this table: -

	Aware	Ever Consumed	consumed in last one month	Currently Consuming	Not consuming anymore	Never Consumed
Pulse						
Alpenliebe						
Parle Kaccha Aam						
Kopiko						
Candyman						
Other						

1.5- How frequently do you buy Toffee/Candy?

1)- Everyday 2)- In two days 3)- In a week 4)- In a month

1.6- From where do you purchase Toffee/Candy?

- 1)- Mall 2)- Modern stores 3)- Office canteen 4)- College canteen
5)- Pan shops 6)- Grocery shops 7)- Chemist Store 8)- Others

1.7- For whom you buy Toffee/Candy?

- 1)- For Self 2)- For Relatives/friends 3)- For Children 4)- Others

1.8- Do you know different flavors of Pulse?

- 1)- Yes 2)- No

1.9- Which all flavors do you know? (Minimum 2)

1.10- Which is your favorite flavor of Pulse?

1.11- The best thing about Pulse.

1.12- Any scope of improvement for Pulse (If any).

2)- Perception

**2.1- Which word first comes to your mind for these Brands: -
(Minimum 3 words)**

- **Pulse-**

- **Alpenliebe-**

- **Parle Kaccha Aam-**

- **Kopiko-**

- **Candyman-**

2.2- Which celebrity name comes to your mind for the Brands: -
(Minimum 2)

- **Pulse-**

- **Alpenliebe-**

- **Parle Kaccha Aam-**

- **Kopiko-**

- **Candyman-**

2.3- Rank these brands on the scale of 1-10. (1 is lowest & 10 is highest in terms of ranking)

	Pulse	Alpenliebe	Parle Kaccha Aam	Kopiko	Candyman
High Quality Candy brand					
Distinct from other candy brand					
Brand I desire					
Reminds me of my childhood					
Fun and Quirky					
Is appropriate to have on the go					
Has a unique taste					
Is consumed after eating					
Is easily available					
Symbolize friendship					
Irresistible					
Loved by everyone					

Young and modern					
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3)- Brand Communication and its Effectiveness

3.1- Which Toffee/Candy Commercial did you see last and where?

3.2- Did you see Pulse ad?

1)- Yes 2)- No

3.3- What was Pulse ad about (Try & define with some cues)?

3.4- Where did you see the ad?

1)- Online/Digital 2)- Television 3)- Newspaper 4)- Outdoor 5)- Radio
6)- Cinema 7)- WOM (word of mouth) 8)- Poster 9)- Magazine
10)- News 11)- POP Display 12)- Others

3.5- Tagline of each brand.

- **Pulse-**

- **Alpenliebe-**

- **Parle Kaccha Aam-**

- **Kopiko-**

- **Candyman-**

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