

A
Project Report
On
“Sales & Marketing”

at
“UNIVERSAL TRIBES”

Submitted in the partial fulfillment of the degree of

Master of Business Administration

at
School of Commerce and Management



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2020-22

CERTIFICATE OF PARTICIPATION

Aarambh 5.0



Sales & Marketing Internship

This Certificate is awarded to

Avisheck Prasad

For successful participation of this **Sales & Marketing Internship Program** at Universal Tribes.
The internship was conducted from 1st September to 30th September, 2021.

(UTARVRASMP025)

23.10.2021
Awarded on




Rajat Raghatwan
CEO



School of Commerce and Management

Declaration by the Student

I, Avisheck Prasad, hereby declare that the Project titled, “**Sales and Marketing**”, has been carried out by me during my ‘Corporate Internship Project Training’ at **UNIVERSAL TRIBES** during 1 September 2021 to 30 September 2021 and is hereby submitted for the partial fulfillment of the requirement for the award of degree of *Master of Business Administration*. To the best of my knowledge, the project undertaken, has been carried out by me, and is my own work. The contents of this report are original and this report has been submitted to the said organization and to the ‘ARKA JAIN University’, Jharkhand and it has not been submitted elsewhere, for the award of any Certificate/Diploma/Degree etc.

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Estd. Under Jharkhand State Private University Act

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Certificate by the Faculty Mentor

This is to certify that **Mr. Avisheck Prasad**, Enrollment Number. **AJU/200067**, a student of Master of Business Administration (*M.B.A.*) (2020-22), has undertaken the ‘Corporate Internship Project titled “**SALES AND MARKETING**”, from the Organization UNIVERSAL TRIBES. The Project report is hereby submitted by the student for the partial fulfillment of requirement for the award of *Master of Business Administration*, under my supervision. To the best of my knowledge, this project is the record of authentic work carried out during the academic year (2020-21) and has not been submitted anywhere else for the award of any Certificate/Degree/Diploma, etc.

Prof. Mukul Pandey

ACKNOWLEDGEMENT

I would like to express my utmost gratitude to the AJU for providing an opportunity to pursue the MBA in Marketing and H.R. The internship opportunity I had with **UNIVERSAL TRIBE** was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to H.R. Mrs. Amisha Sharma(Universal Tribes) who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to H.R. Mrs. Amisha Sharma(Universal Tribes) for taking part in useful decision & giving necessary advice and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

I express my deepest thanks to all staffs and employees of **UNIVERSAL TRIBES** for taking part in useful decision & giving necessary advice and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge their contribution gratefully. I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

ABSTRACT

I joined the company as trainee for one month training. In this report, I have highlighted the challenges that I encountered and the actions taken or solutions to problems during training.

It was a rewarding opportunity for me to learn the work culture of UNIVERSAL TRIBES as; how the organization work for the entire project, was structured, its hierarchy, how various departments work in coordination with one another inside the system to achieve a common target and predetermined goals, how the superior officers interact with the clients and contractors, how the information is being delivered from the top to the bottom level employees etc.

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CHAPTER-1

INTRODUCTION

Perception is a person's understanding, an impression or a viewpoint about things around him, which ultimately results in positive or negative satisfaction. Satisfaction is a person's feeling or disappointment, resulting from comparison of a product that is perceived and actual performance in relation to his expectations. Satisfaction depends on the consumer's state of mind both at the time of purchase and at the time of consumption. Many companies are aiming at higher satisfaction because customers who are just satisfied, find it easy to switch when a better offer come along. Those who are highly satisfied are much less ready to switch. In fact, emphasis has shifted from mere satisfaction to delight of customers. High satisfaction results in high customer loyalty.

II. OBJECTIVES OF THE INTERNSHIP

- To understand 'universal tribes' company.
- To know the various types of Universal Tribes products preferred by select customers.
- To examine the customer's spending patterns, buying behavior and factors affecting their purchase in relation to UNIVERSAL TRIBES products.
- To find out the post purchase behavior of the customer in relation to UNIVERSAL TRIBES product range.
- To analyze the overall satisfaction level of Universal Tribes Customers.

CHAPTER-2

RESEARCH METHODOLOGY

This study is based on both primary and secondary data. The primary data used for the study have been collected through questionnaire and discussions held with respondents/customers of UNIVERSAL TRIBES products. The required data was collected from 150 respondents from India. Secondary data have been collected through books from the college library and official website of universal tribes.

CHAPTER-3

INDUSTRY PROFILE

The consumer goods industry is a flourishing, enchanting place. Consider these facts:

- Ninety-four percent of people the world over recognize Coca-Cola's red-and-white logo.
- Wal-Mart records a profit of \$1.8 million every hour on an average.
- The economy of McDonald's would make it the 68th largest country in the world, just ahead of Sri Lanka.

Be it their quality or price, taste or flavor, or packaging or ease of use, or even the celebrities promoting them, there's something about our favorite brands that make us love them, sometimes beyond reason.

They are our daily must-haves, and we are almost always well-stocked for a week or month or more. But we could still go out for some retail therapy.

What really are these things that we call "consumer goods"? Here's a concise definition:

Consumer goods are products that are manufactured for use by individuals and sold through retail outlets.

They include not only processed food and beverages, toiletries, cosmetics, and household cleaning products, but also home appliances, and electronic goods. The list could go on and on, of course.

Moving on to their classification: there are two types of consumer goods—durable goods and non-durable goods. While durable goods last, and buyers can use them over a long period, non-durable goods are consumed over a much shorter period.

Non-durable goods are better known as "fast-moving consumer goods" (FMCGs), or consumer-packaged goods (CPGs). FMCGs move off shop shelves faster than other goods, either because there is a huge demand for them or because they have a shorter shelf-life and deteriorate rapidly.

Examples of FMCG products are processed food and beverages, toiletries, cosmetics, household cleaning products, pet-care products, footwear, and over-the-counter drugs.

On the other hand, consumer durable goods usually have lifespans ranging from one to three years or more. Examples are electronic goods, kitchen appliances, and leisure equipment. They have a longer utility value than FMCG goods, and consumers require fewer repeat purchases of durables.

Consumer durable goods can be further categorized into white goods (such as air-conditioners, washing machines, refrigerators, and other domestic appliances), brown goods (microwave ovens, electrical chimneys, mixers, grinders, irons, and fans), and consumer electronics (such as PCs, mobile phones, TVs, camcorders, and digital cameras). Often, home décor products and furniture are also called consumer durables.

The consumer goods industry is closely connected with other industries such as manufacturing and technology. For its survival and progress, it depends a great deal on advertising through various media and on retail outlets, such as shops, malls, franchise stores, discount stores, and online platforms.

Consumer goods companies find themselves jostling with one another for market share, and they take brand-building and product differentiation seriously. Many of the top players are big conglomerates with wide portfolios of products.

History of the consumer goods industry

During the Second Industrial Revolution in the mid-19th century, goods began to be manufactured on a large scale (see the post on the [manufacturing industry](#)).

Machines helped make goods, particularly those targeted at individuals and households, available in large numbers at affordable prices. Gradually, the “consumer goods industry” became well-established, first in the industrialised world and later in all parts of the world.

Looking back at recent history, from the mid-1967 to 2012, consumer goods companies did better than their counterparts in other sectors.

A McKinsey Insights global report on the industry divides these 45 years into four eras: the golden age of growth (1967 to 1985), when revenue soared; the era of expansion (1985-2000), when margins broadened, thanks mainly to low input prices; the M&A (mergers and acquisition) wave (2000-2007), when revenue increased but the total return to shareholders (TRS) decreased; and the Great Recession (2007-2012), when revenue growth was limited.

The industry's future

Today, the consumer goods industry is the favorite child of every nation's economy. But what about its future? Companies in the sector, be they global conglomerates or local wannabes, can grow if they identify markets where they have the most potential, be they in the developing or the developed world, and build effective strategies.

They could follow the example of a few local companies that have dared to venture out of their comfort zones to explore new markets and are now reaping rich rewards.

One challenge is to evolve strategies of managing the prices of their inputs.

Technology advances, which have made possible online sales, 3D printing technology, and radio-frequency ID (that helps improve supply-chain efficiency), present companies with opportunities for growth.

Social media allows them to reach out to customers, and companies need to increasingly, and more seriously, use these channels for brand-building.

Government regulations are likely to become stricter under pressure from consumers, who are now more aware of health and safety, and companies will need to have an eye on this situation as well.

In today's marketplace, it is no longer enough for consumer goods companies to achieve "product differentiation" (that is, make their products stand out in a crowd of competitors).

They need to create brands interesting. As Saatchi and Saatchi CEO Kevin Roberts says, products should leave "*love marks*" — that is, build brand loyalty that goes "*beyond reason.*"

Quick facts and statistics

The largest market for the consumer goods industry is the US, followed by China. India, Indonesia, Brazil, Mexico, and other developing countries are expected to be the new growth engines for the sector.

In 2014, the global FMCG sector was worth \$8 trillion, which is nearly the GDP of Japan and Germany combined (India's GDP is \$2.05 trillion).

The top ten global FMCG companies, based on net sales in 2014, are Nestlé (\$100 billion), Procter and Gamble (\$83 billion), PepsiCo (\$66.6 billion), Unilever (\$66.1 billion), JBS (\$49 billion), AB Inbev (\$ 47 billion), Coca-Cola Company (\$45 billion), Tyson Foods (\$37 billion), Mondelez (\$34 billion), and Archer Daniel Midlands (\$31 billion). The ten most purchased brands globally are Coca-Cola (Coca-Cola Company), Colgate (Colgate-UTMolive), Maggi (Nestlé), Lifebuoy (Unilever), Nescafé (Nestlé), Pepsi (PepsiCo), Lay's (PepsiCo), Knorr (Unilever), Dove (Unilever), and Tide (P&G), according to online sources.

The global consumer durables goods industry, on the other hand, was estimated to be worth \$13 trillion in 2013.

Consumer Goods industry in India

FMCG sector

India's FMCG sector is worth \$35 billion and is the fourth largest of its economy. India continues to top the Nielsen's global consumer confidence index (a measure of how people feel about their own finances and their country's current and future financial positions).

FMCGs were sold through 8.5 million outlets all over the country. Among the top companies are ITC (\$ 7 billion), Hindustan Unilever and Godrej (turnover \$4 billion), Amul (\$2.15 billion), Parle Agro (\$1 billion), Marico (\$850 million), Britannia Industries (\$730 million), Procter and Gamble (\$83 billion), Nestlé (\$87 billion), and Colgate UTMolive (global turnover \$17 billion). Dabur, Cadbury India, and Asian Paints are also included in the toppers' list by some sources.

The most loved brands in the country are Colgate, Parle, Wheel, Clinic Plus, Fair and Lovely, Lifebuoy, Tata Salt, Lux, Rin, Britannia, Kwality Walls, and Nestlé.

Food and beverages have a more than 50 percent share of the FMCG market in India. Personal care products (20 percent), tobacco products (15 percent), and household care products (10 percent) come next.

FMCG companies reach their customers through retail stores, department stores, malls, and franchisee outlets. Among the biggest names in the retail business are Shoppers Stop, Reliance Retail, ITC-LRBD, Westside, Pantaloons Retail, Big Bazaar, and Aditya Birla Retail.

The growth of rural markets has been a major factor in the improving fortunes of FMCG companies. Nielsen predicts that the rural FMCG market alone will increase to \$100 billion by 2025. Companies have been quick to target it by creating specific products.

In urban areas, double-income couples and bigger disposal incomes have made consumers switch from value products to high-quality goods. The quantity of foods purchased has also increased.

The other drivers of the FMCG market are changing lifestyles, advertising, and foreign investment. The government's decision to relax licensing rules and allow 100 per cent foreign direct investment (FDI) in single-brand retail and 51 per cent FDI in multi-brand retain have helped the sector to no small extent.

The reduction in customs duty on machinery used by food units and the cut in excise duty on food mixes have been a blessing.

However, the sector also faces some challenges, including relaxation of import restrictions, and thereby greater availability of foreign brands, which might result in customers shifting to these brands in place of domestic ones. The problems of the farming sector will affect sale in rural areas.

Consumer durables sector

The Indian consumer durables sector was worth about \$10 billion in the 2014-15 financial year and is expected to grow to \$12.5 billion in 2015-16. The sector is seeing tough competition, as a result of which prices are coming down.

Among the top brands are Sony, Samsung, Whirlpool, LG, Godrej, Sony, Hitachi, Haier, Blue Star, Carrier, Khaitan, Kelvinator, Videocon, Titan, TTK Prestige,

Bajaj Electricals, HP, Philips, VIP, and Siemens. Although domestic demand is growing, high-end products continue to be imported. Similarly, there is high reliance on imports for components, such as semiconductors.

Urban areas account for 65 percent of the consumer durables market. In cities, the demand for LED TVs, split ACs, and laptops are increasing, whereas, in rural areas, more households are purchasing refrigerators and mobile phones.

The government's initiatives, such as the National Electronics Mission and digitisation of television broadcasting and the setting up of electronic hardware technology parks, are likely to facilitate the growth of the sector.

The challenges for the durables sector include the complex taxation system (the central and state governments both levy taxes on goods), the availability and quality of raw materials (only about 35 percent of electronic components can be sourced in India), the competition from China and South Asian countries (which have specific advantages such as availability of raw materials), and the high cost of finance.

CHAPTER-4

COMPANY PROFILE

Universal tribes was established in the year 2017 by the CEO of the company Mr. Rajat Raghtwan for the betterment of tribal communities of India. And as the brand name reflects the meaning as "they are here to work for all the tribes", and now we better dive into their journey & this specially designed program for Tribals of India.

As we know, tribal communities are the aboriginals of this country & as time did pass, other dynasties & clans came to this land. Some of them grew as time travelled & upgraded themselves with the respective time frame. But the same thing did not happen with Tribal Communities & do you want to know why?

Tribals have always been kept away from & by mainstream society & then tribes had to move ahead with the same pattern of their lives. And this what kept bothering the founder of this company Mr. Rajat Raghtwan, that made him more aware of the fact that even being part of this society, we as a society are not working for the betterment of tribals & since then he did not look back & for sure he didn't see any "but why to work for them?" and instead he focused on "why not to work for them?". There began the journey of Universal Tribes & he took this pledge of empowerment & upliftment of Tribals with their vast variety of organic products & original artwork.

But that is not it, Universal Tribes wanted to generate more employment for these tribes while preserving their traditional artwork. And yes they did, along with bringing the best quality organic staples. Further, they went on educating them about online marketing & making them realize the power of the digital world.

We are sure that you'll find the uniqueness & originality of each product at Universal Tribes. These tribal farmers live in dense forest areas where there is no adulteration in even water & soil, it's as raw & pure as it used to be in the time of agricultural evolution. And the tribal artists are the ones who have learned the art from their parents & received it in heritage as a brilliant skill.

Indeed, every business has to face obstacles & so do us. We do come across many difficulties every now & then but that doesn't stop us from working for Tribals of

India. Tribes we work with, their passion for their work & also their kindness, all of these teaches us to tackle down every obstacle that comes our way- says Mr. Rajat Raghtwan founder of the company.

MISSION

to enhance the lifestyle of our customers, tribal artists & tribal farmers. We keep encouraging our tribal artists & tribal farmers to create beautiful artwork & healthy staple foods.

VISION

to make every tribal artist & tribal farmer of India empowered. Uplifting them for all the socio-economic activities of this society, we ensure that artists are indulging in art, keeping it alive & getting proper value in exchange for the hard work they put into making it. Creating economic opportunities for hardworking tribal farmers as well.

CHAPTER-5

CUSTOMER PERCEPTION& CUSTOMER SATISFACTION

Customer perception is what your customers and potential customers think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers. Customer perception plays a vital role in a company's ability to attract new customers and to retain existing customers. The good news is that companies have the ability to control many of the factors that build an individual's perception of the company/brand. Customer Perception is a buyer's observation and viewpoint about the product he bought and used. It is his post-purchase psychological repercussion which may result in positive or negative state of mind. It drives customer towards satisfaction or dissatisfaction. Buyer's satisfaction is influenced by service quality, product quality and price. Satisfied customers lead to word of mouth publicity. It can spread faster than advertising. Product should have ability to deliver value satisfaction to consumer. This satisfaction may be both real and psychological. A product is often referred as bundle of utilities or a bundle of value satisfaction. Therefore, company must think of itself not as producing products but as providing customer creating value satisfaction. Higher consumer satisfaction level is important for company as it will lead to higher sales value and higher profits. Satisfaction can be derived by marketers by understanding the customers' perception.

CHAPTER-6

DATA PRESENTATION AND ANALYSIS

RESPONSES OF CUSTOMERS' PERCEPTION OVER UNIVERSAL TRIBES PRODUCTS

Age Groups of the Respondents

<i>AgeGroups</i>	<i>No of Respondents</i>
15yrs. to 24 yrs.	43 (29%)
25 yrs. to 34 yrs.	44 (30%)
35 yrs.to 44 yrs.	35 (24%)
45 yrs.to 54 yrs.	18 (12%)
55 yrs.& above	08 (5%)

Source: Primary Data

From this, we can say that, more of youngsters prefer UNIVERSAL TRIBES products. 10.2.

Gender of the Respondents

<i>Gender</i>	<i>No. of Respondents</i>
Male	85(57%)
Female	65(43%)

Source: Primary Data

An equal majority of both the genders use UNIVERSAL TRIBES products.

Income of the Respondents

<i>Income(per Month)</i>	<i>No. of the Respondents</i>
Below Rs.10000/-	26 (25%)
Rs.10,000/- to Rs.25,000/-	56 (54%)
Rs.25,000/- to Rs.50,000/-	19 (19%)
Rs.50,000/- to Rs.75000/-	01 (1%)
Rs.75,000/- & above	01 (1%)

Source: Primary Data

Most of the UNIVERSAL TRIBES consumers are earning income below Rs. 25,000/- Very few customers fall under high income group.

Awareness of UNIVERSAL TRIBES Products

<i>Knowledge about UNIVERSAL TRIBES Products' existence</i>	<i>No. of Respondents</i>
Yes	148 (99%)
No	002 (1%)

Source: Primary Data

UNIVERSAL TRIBES products are widely known to the general population at large. This may be due to the effective advertising and distribution system of UT.

= Usage/ Consumption of any UNIVERSAL TRIBES Products

<i>Do you use any UNIVERSAL TRIBES Products?</i>	<i>No. of Respondents</i>
Yes	107(71%)
No	043(29%)

Source: Primary Data

A large number of consumer population use UNIVERSAL TRIBES products and services. UNIVERSAL TRIBES has been successful in tapping a large section of market.

Category of UNIVERSAL TRIBES Products used by Customers

<i>Products Categories</i>	<i>No. of Respondents</i>
Skin Care	86
Hair Care	72
Dental care	102
Nature health care	34
Nature food products	44
UNIVERSAL TRIBES publications	07
Organic medicines	35

Source: Primary Data

UNIVERSAL TRIBES dental range is most popular and successfully sold products.

Knowledge Source of UNIVERSAL TRIBES Products

<i>Sources of Knowledge</i>	<i>No of Respondents</i>
Television	96
Radio	00
Newspaper	25
Internet	29

Source: Primary Data

UT has been advertising their products more through television and radio media is not used for consumer awareness campaigns.

Monthly Spending on UNIVERSAL TRIBES Products

<i>Monthly Spending</i>	<i>No. of Respondents</i>
--------------------------------	----------------------------------

Less than Rs.500/-	67 (62%)
Rs.500/- to Rs.1,000/-	38 (35%)
Rs.1,000/- to Rs.2,000/-	03 (3%)
Rs.2,000/-& above	00

Source: Primary Data

Large number of selected customer sample comes from lower income groups; they commonly spend their income only in the range less than Rs. 1,000/- and rarely in the range of Rs. 2,000/-

10.9. Customer Opinion about UNIVERSAL TRIBES Product's Price

<i>Opinion about Price</i>	<i>No. of Respondents</i>
Costly	06 (6%)
Reasonable	88 (2%)
Cheap	13 (12%)

Source: Primary Data

UT has been reasonably pricing their product range to suit the pockets of customers.

10.10. Loyalty among Customer for UNIVERSAL TRIBES Products

<i>Loyalty towards UNIVERSAL TRIBES</i>	<i>No. of Respondents</i>
Yes	84 (79%)
No	23 (21%)

Source: Primary Data

Greater part of the customers is loyal to UNIVERSAL TRIBES Organic limited, and very few may switch to competitors' products in the event of price hike.

Benefits of Using UNIVERSAL TRIBES Products

<i>Benefits of using UNIVERSAL TRIBES Products</i>	<i>No. of Respondents</i>
Health-wise	47
Pricewise	12
Brand wise	09
Demand-wise	03
Quality-wise	61
Quantity-wise	11

Source: Primary Data

UT has been successful in manufacturing and marketing quality products which have successfully managed to meet the health needs of the customers.

Reasons for Preferring UNIVERSAL TRIBES over other Brands

<i>Preference Reasons</i>	<i>No. of Respondents</i>
Trustworthy	48
Fits My Budget	23
Status Issue	01
Quality	43
Brand Loyalty	10
Other Specify	00

Source: Primary Data

From the 107 respondents purchasing UNIVERSAL TRIBES products, it can be revealed that, trustworthiness of UNIVERSAL TRIBES products and their quality becomes major buying motive among customers. *10.13. Preferable Modifications*

in UNIVERSAL TRIBES products

<i>Suggestion for Product Modification</i>	<i>No. of Respondents</i>
Health	10
Price	16
Quantity	48
Quality	36
Demand	11

Source: Primary Data

People expect an increase in quantity of content per unit of product sold by UNIVERSAL TRIBES. 10.14. *Factors Affecting/ Influencing UNIVERSAL TRIBES Product Purchase*

<i>Factors affecting Purchase</i>	<i>No. of Respondents</i>
Advertisement	62
Suggestions from friends & relatives	25
Attractive display	04
Doctor's advice	14
Brand ambassadors	09
Ingredients	17

Source: Primary Data

Here, advertisements play an important role in influencing customer's buying behavior. 10.15. *Quality of UNIVERSAL TRIBES Products*

<i>Ratings on Quality</i>	<i>No. of Respondents</i>
Poor	01 (1%)
Fair	04 (4%)
Average	29 (27%)

Good	67 (63%)
Excellent	05 (5%)

Source: Primary Data

UNIVERSAL TRIBES products have above average good quality that is offered to the customers. 10.16.

Willingness to buy UNIVERSAL TRIBES's Substitutes

<i>Readiness to buy substitutes</i>	<i>No. of Respondents</i>
No, not at all	49 (46%)
I may consider	18 (17%)
Can't say	40 (37%)

Source: Primary Data

UT is fairly successful in gathering and maintaining loyalty from their customers towards their product and organization.

10.17. Recommendations of UNIVERSAL TRIBES Products to Others

<i>Recommending UNIVERSAL TRIBES to others</i>	<i>No. of Respondents</i>
Yes	103 (96%)
No	004 (4%)

Source: Primary Data

UNIVERSAL TRIBES customers are positive about UNIVERSAL TRIBES Organic Limited and they are confident to indorse the products to people around.

10.18. Overall Satisfaction Level of Customers towards UNIVERSAL TRIBES Range

<i>Satisfaction Level</i>	<i>No. of Respondents</i>
----------------------------------	----------------------------------

Very poor	00
Poor	01 (1%)
Satisfactory	33 (31%)
Good	66 (61%)
Excellent	08 (7%)

Almost 99% of the existing customers taken from the sample are happy and content about UNIVERSAL TRIBES Limited's product line.

FINDINGS AND SUGGESTIONS

- U.T. has a strong export portfolio which has helped the company to enter foreign markets like United States of America, Canada, Russia, Dubai and European markets.
- UNIVERSAL TRIBES offers widest range of products which no company (even listed companies) in India offers. It caters to different market segments ranging from health to medicines, and from cosmetics to clothing. It will soon enter other sectors also.
- Tribes, culture and organic are the three pillars of UNIVERSAL TRIBES, and aims to have a healthier India, with the use of natural and herbal ingredients in their merchandise.
- With the growth rate of 130%, UNIVERSAL TRIBES is expanding like never before capturing local, national and international markets, and shall officially surpass even the strongest FMCG giants. This is mainly due to ethical conduct of its founder. Use of Organica and technological migrations into its R&D cell has enabled it to gain trustworthiness, support and loyalty from its customers.
- U.T. is not in any way left behind when it comes to discharging social and environmental responsibility. In fact, following ethics and CSR culture is its core business practice. It has major thrust areas like education

Profits are for philanthropy, the founders say.

- UNIVERSALTRIBES products are catching attention of younger generations. Almost 50% of the chosen sample are below the age of 24 years.
- UNIVERSAL TRIBES products are bought and consumed by both the gender of consumers Also, these products are popular among people of low income group with earnings per month of Rs. 25,000/- and less.
- UNIVERSAL TRIBES company and its products have a very wide popularity. It can be said that UNIVERSAL TRIBES has been very successful in their consumer awareness programmes reaching wide target audience.
- UNIVERSAL TRIBES is able to capture more than 70% of the market in general.
- From the widest range of UNIVERSAL TRIBES, its dental care products are the most popular and frequently purchased products by customers.
- Television is the most widely used source to educate consumers; newspapers and Internet are used in reasonable amounts. Radio media is not used by UNIVERSAL TRIBES for consumer awareness programmes.
- UNIVERSAL TRIBES Organic Limited has been reasonably pricing their product range to suit the pockets of customers.
- Larger part of the customers is faithful and devoted to UNIVERSAL TRIBES Organific limited, and very few may shift themselves to competitors' products in case there is any price hike.
- UNIVERSAL TRIBES Organic Limited has been successful in developing and promoting quality in their products which have successfully managed to meet the health needs of the customers.
- Credibility and reliability of UNIVERSAL TRIBES products and their good quality becomes major buying motives among customers.
- Customers expect an increase in quantity of content per unit of product sold by UNIVERSAL TRIBES. Similarly, sufficient number of customers suggests improvement in quality.
- The Findings here show that there are many significant factors that together make up the buying decision of the product. Advertisements play an important role in influencing customer's buying behavior and attractive display is the least factor influencing customer behavior.
- The 'quality' ratings given for UNIVERSAL TRIBES range of products by customers is 'good' and 'average'. Very few customers consider them 'excellent' or 'very poor'.

- UNIVERSAL TRIBES Limited is objectively successful in gathering and maintaining loyalty and allegiance from their customers towards their product and organisation. Only few confess to go for UNIVERSAL TRIBES's substitutes, and more do not wish to purchase its standby products.
- Almost all customers of UNIVERSAL TRIBES shall recommend their products to others.

Almost 99% of the existing customers taken from the sample are pleased and gratified or satisfied about UNIVERSAL TRIBES's product line. Overall satisfaction of 66 customers is 'good' and 33 customers is 'satisfactory'.

CHAPTER-7

CONCLUSIONS

Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure their health problem. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may start up and take away the benefits of marketing through spirituality.

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