



GALGOTIAS
UNIVERSITY

A PROJECT ON
**"COMPARATIVE STUDY OF DETTOL AND
LIFEBUOY WITH REFERENCE TO SOAPS AND
SANITIZERS."**

SCHOOL OF FINANCE & COMMERCE
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DECLARATION

I, RAHUL VERMA Roll No.17gsfc101033 student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on "COMPARATIVE STUDY OF DETTOL AND LIFEBOUY WITH REFERENCE TO SOAPS AND SANITIZERS. " is an original and Authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student:

RAHUL VERMA

CERTIFICATE

This is to certify that the project report "COMPARATIVE STUDY OF DETTOL AND LIFEBOUY WITH REFERENCE TO SOAPS AND SANITIZERS" has been prepared by RAHUL VERMA under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, full time BACHALOR OF COMMERCE.

Name & Signature of Faculty:

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ABSTRACT

The Indian soaps and sanitizer market has a large number of players that use different appeals to connect with their consumers. The market can be classified in to about ten different appeals such as Beauty, Health, Fairness, Herbal etc.

Health platform constitutes approximately 23% of the total market while beauty constitutes the most with 53%.The stronghold and dominance of the brands and their distribution, varies across regions and urban and rural market brands are strongly across the market, others have their strongholds in only some of the regions of the country.

Brands like DETTOL AND LIFEBOUY are giving a tough competition to each other. In the pandemic of coronavirus to maintain self - hygiene is the need in the society. In school we are taught to maintain self - hygiene from a very small age. Different possible modes of transmission and the ways to avoid them. Not only in the school but we are also told by our parents to keep our hands clean and maintain hygiene. Centre of Disease Control and Prevention has also singled out washing hands as the most important way to fight different kinds of infections.

Cleaning our hands with water is the most common way to disinfect hands. But cleaning hands only with water is not safe as it does not disinfect our hands. Therefore different types of soaps and sanitizers have been introduced to rectify the risk of germs and infections. Both alcohol based and non - alcohol based sanitizers are available in the market which claims to kill 99.9% of germs by just one use. The hand sanitizers are available in the form of liquid, foam or easy flowing gel formulations, which can be applied on palms. Then rub the product on all the surfaces of hands and fingers until the hands are dry. This product is widely used by the doctors, surgeons, pathology researchers and at other various places.

The research was undertaken to find out the usage of soaps and sanitizers among the consumers. For this project the respondents were from DELHI NCR. For this research the scaling technique used in this is ranking of variables. The questionnaire was pre tested among the respondents and on the basis of those responses the questionnaire was altered.

INTRODUCTION

Dettol – Dettol is one of the most trusted brands for hygienic products in India. Dettol comes from the company named Reckitt Benckiser Limited which is the fastest consumer goods growing company. Currently Dettol has its operation in 60 countries with a wide number of employees around the globe. Reckitt Benckiser owns a wide range of household products required in the day to day functioning of various works.

Dettol is considered as the most iconic brand in India and is accepted by a large no of families because it protects them from various diseases, illness, and other harmful germs. In 2008 the brand celebrated its platinum jubilee and because of its consistency it was accepted that it is the most popular and used brand than any other brands in the market. Dettol has also gained its trust from millions of INDIAN families due to its approval of products from Indian Medical Association.

Lifebuoy - Lifebuoy is a popular and distinctive brand of soap that was created by the LEVER BROTHERS soap factory in 1894. Lifebuoy became the first soap that used carbolic acid which gave it a red color and strong medicinal scent. Lifebuoy is still manufactured today and is one of popular brands in many developing countries.

As soon as the Lever Brothers business grew they built a larger factory as well as an employee village for its workers and begun the production of soap thus Lifebuoy was born. And today it is one of the known brands in the market.

HISTORY

Lifebuoy - In 1885 WILLIAM HESKETH and his sibling started a little manufacturing plant in Warrington, England, where they utilized palm and vegetable oil rather than fat to create cleanser. The principal cleanser they delivered was called daylight soap, which was utilized essentially for family cleaning.

The brand went worldwide in 1911 and started dispersing to nations, for example, the US, Germany, Switzerland, and Canada. The unique Lifebuoy cleanser was made in the UK in 1987 when the creation and appropriation was halted. The brand was shortly overtaken by UNILEVER and is underway today with its operations.

Lifebuoy cleanser is as yet driving brand of cleanser in a few countries, worldwide specifically in India and parts of Southern Asia. Unilever produces a wide scope of items under the lifebuoy umbrella, for example, bodywash, fluid cleanser, and skin breakout battling arrangements.

Dettol – The brand first started in hospitals over 80 years ago, where Dettol antiseptic liquid was first used for the cleaning and disinfection of skin during surgical procedures. As a trusted brand Dettol was also used to protect mothers from illness after childbirth.

Dettol was launched in India in 1933, and ever since has been the gold standard of protection, Dettol has been the trusted partner of health, for millions of mothers across the country, to protect their family by preventing illnesses and infections.

OBJECTIVES OF THE STUDY

- To study the perception level of consumers towards Dettol and Lifebuoy antiseptic soap and sanitizer.
- To study the usage pattern of the consumers towards Dettol and Lifebuoy soap.
- To have comparative study of different attributes of sanitizers of Dettol and Lifebuoy

LITERATURE REVIEW

The hand plays an important role in transmission of infectious agents as suggested by semmelweis particularly when people live in close contact with each other. The contagious agents can be spread through contact in schools, colleges. In close contact the infectious agents are not only transferred by hands to hand but also indirectly by lifeless objects like door knobs, sitting around etc. In 2007, a study was conducted to review the effectiveness of hand sanitizer in reducing the respiratory infections.

Organizations are using branding as a strategy tool in today's environment. The traditional role for brands is also experiencing rejuvenated interest. It is clearly visible that the Indian retail sector consists of opportunities which can be tapped now. Currently, the Indian retail sector is estimated as a US\$200 billion industry, of which the organized retail makes up 3%. However it is projected that by 2020, the organized retail sector will reach a worth of \$23 billion. But at the same time, it is to be kept in mind that opportunities also carry some challenges along with it. It is feared that this situation will result in commoditization.

RESEARCH DESIGN

Success of any formal research project is a sound research design. A good research has characteristics like problem satisfaction, research objectives, developing the research plan, sourcing data, collection of data, analyzing of data.

Research Type: Descriptive

Research Approach: Qualitative & Quantitative

Population: DELHI NCR

Sample Frame: Two different soap or sanitizer buyers in Delhi NCR.

Sample Size: 30 different soap or sanitizer buyers in Delhi NCR.

DATA COLLECTION METHOD

1. Primary data will be collected by structured questionnaire, interview, and observation made during the visit on field.
2. Secondary data will be collected from the literature survey and internet.

LIMITATIONS

The only limitation in this survey was that I could not conduct a survey on a big scale, due to the time constraint.

COMPETITORS STRATEGY

Dettol is one of the major competitors of Lifebuoy, is the first brand that comes to mind when anyone mentions about Reckitt Benckiser. Dettol was launched in India in 1933 as a treatment for cuts and wounds. For almost first 50 years, Dettol was present only as an antiseptic liquid. While it started its journey as an antiseptic liquid, it has been extended to number of product categories like toilet soaps, liquid handwash, liquid bodywash, shaving cream and plaster strips. Dettol's segmentation is based on psychographic, geographic, socio economic and demographic. Due to continuous research and repositioning, Dettol soap's share has grown to 7.7%. Whereas Lifebuoy was able to achieve a market share of 18% in the bath soap category.

Point of parity(Dettol and Lifebuoy)	Point of difference(Lifebuoy)
Antiseptic product	Focus on health at economic pricing strategy
Focus on family and quality	Strong supply chain network
Personal care product	Lifebuoy's unique formations and anti- bacterial ingredients making it doctors default preference Specifically target rural market

PRICES OF DETTOL AND LIFEBOUY

DETTOL	PRICE	LIFEBUOY	PRICE
Dettol deo fresh soap 75 gm	27	Lifebuoy deo fresh 75 gm	10
Dettol soap original 125 gm	51	Lifebuoy care bath 120 gm	15
Dettol skin care soap 75 gm	27	Lifebuoy skin guard 75 gm	15

Dettol soap original 75 gm	32	Lifebuoy total 80 gm	12
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CONCEPT OF BRANDING IN THE GENERAL TERM

A brand is a symbol created by a marketer to represent a collection of information about a product or group of products. It carries the reputation of a product or company. The image will hence influence the perceived worth of the product and will increase the brand's value to the customer, leading to brand loyalty. Organizations develop brands as a way to attract and keep customers by promoting value, image, prestige, or lifestyle. Another important feature of brand is that it may reduce the risk consumer's face when buying something about which they have little or no knowledge.

However Branding should not be considered the answer to all the problems which business faces today. There are substantial negatives to branding that must be considered. However, if branding is carried out correctly, the advantages outweigh the problems. A good brand will give the customer value for the dollar and give employees the satisfaction and confidence in their products. Strong branding can also accelerate market awareness and acceptance of new products entering the market. Hence few elements that need to be considered while formulating a branding strategy are mentioned: The current position of the company and its competitors in the minds of the consumer.

1. Existing perception of the product category by the target audience
2. Competition from the substitutes of the product
3. The most attractive product attribute
4. Product differentials whether actual or perceived by the target audience

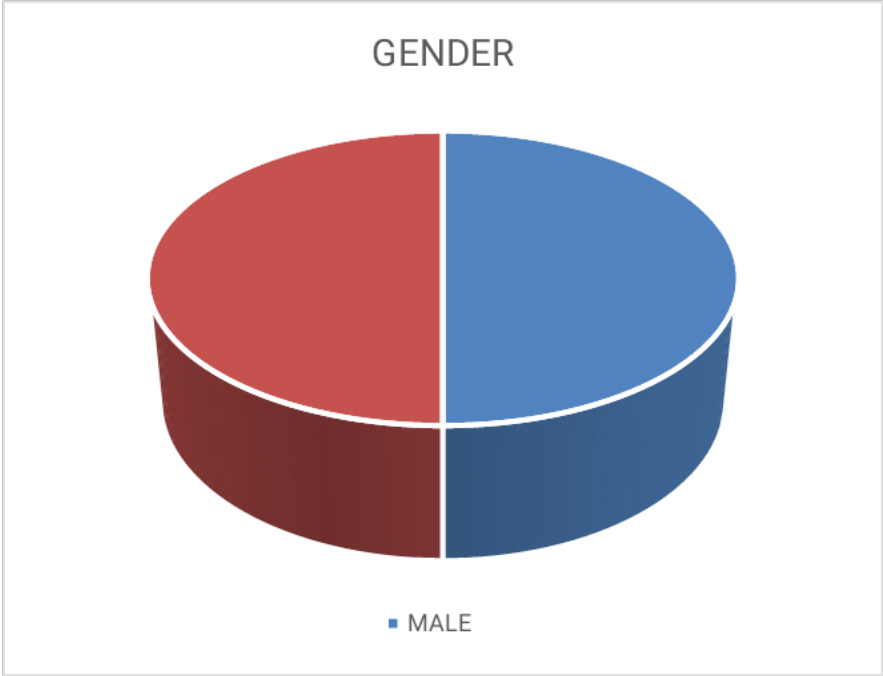
5. Expectations of the buyers

6. The programs and activities in support of the company, financial constraints and budget consideration.

RESULT ANALYSIS

1) ON BASIS OF GENDER

GENDER	NO. OF RESPONDENT
MALE	15
FEMALE	15
TOTAL	30

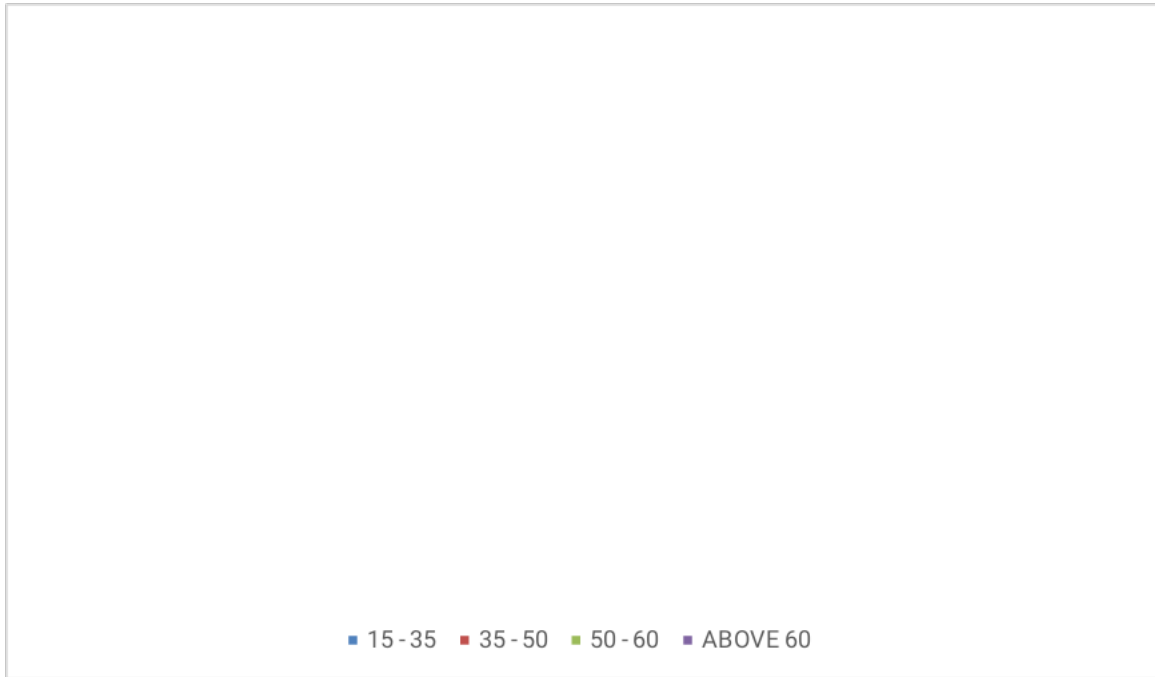


HENCE THERE ARE

MALE = 50%
 FEMALES = 50%

2) AGE GROUP

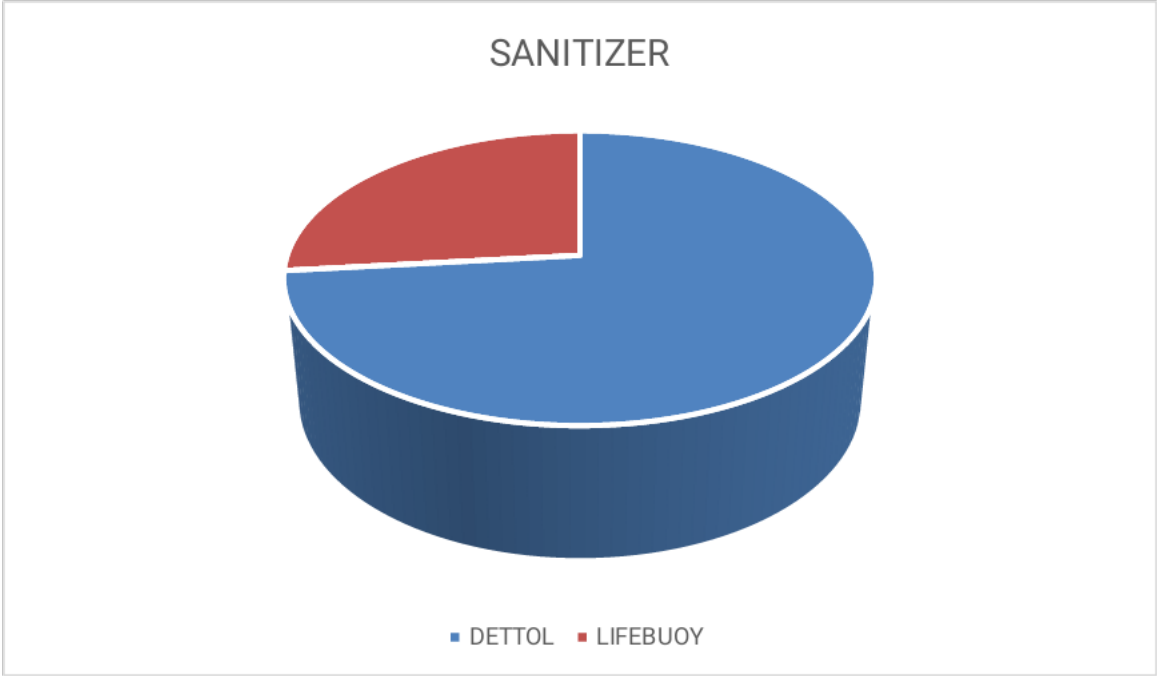
<i>AGE</i>	<i>NO. OF RESPONDENT</i>
<i>15 - 35</i>	<i>30</i>
<i>35 - 50</i>	<i>0</i>
<i>50 - 60</i>	<i>0</i>
<i>ABOVE 60</i>	<i>0</i>
<i>TOTAL</i>	<i>30</i>



HENCE THERE ARE ALL PERSONS WHO BELONG TO 15 – 35 AGE GROUP

3) WHICH SANITIZER DO YOU USE?

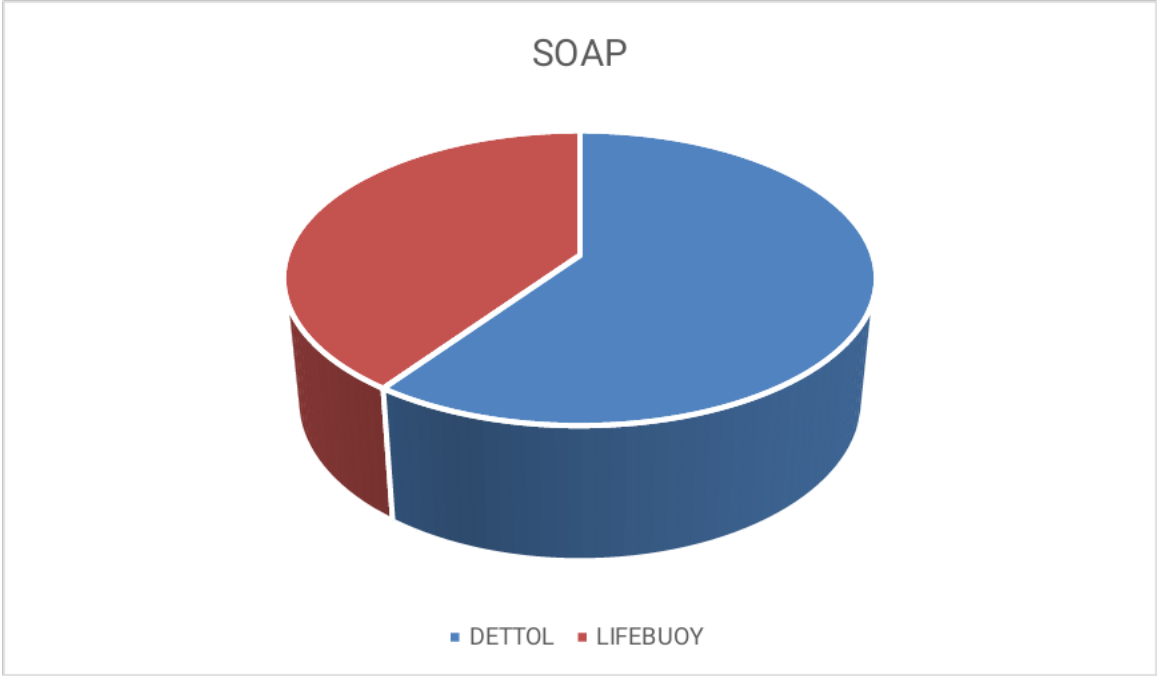
BRAND	NO. OF RESPONDENT
DETTOL	22
LIFEBUOY	8
TOTAL	30



HENCE MORE NO.OF PEOPLE PREFER DETTOL SANITIZER OVER LIFEBOUY

4) WHICH SOAP DO YOU USE?

BRAND	NO. OF RESPONDENTS
DETTOL	18
LIFEBOUY	12
TOTAL	30

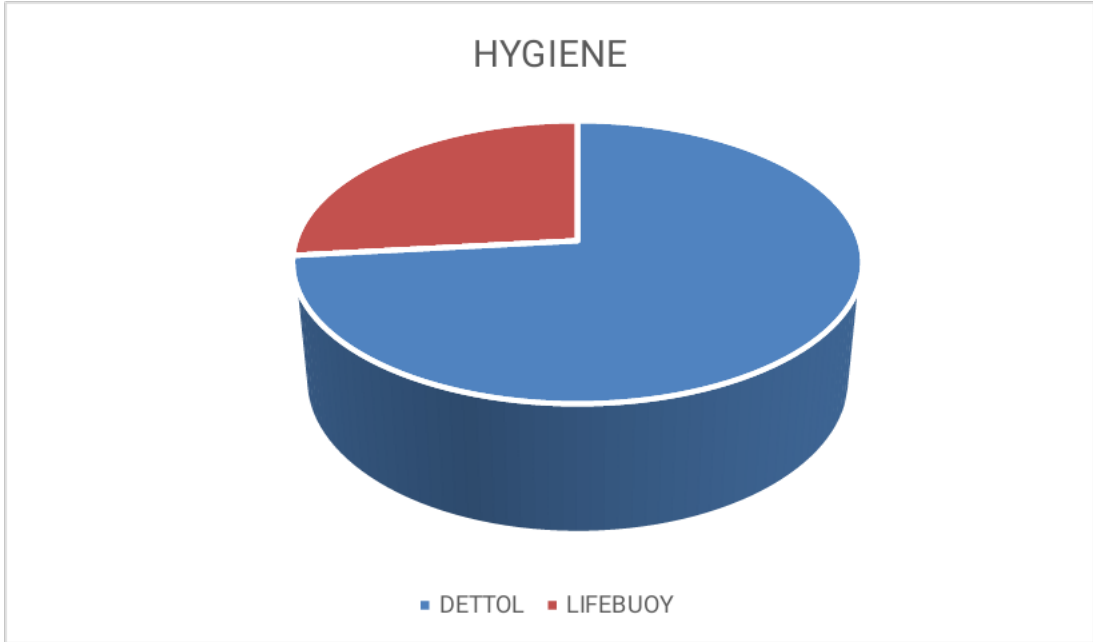


HENCE THERE ARE MAJORITY USERS OF DETTOL SOAP, ONLY 40% PEOPLE USE LIFEBUOY.

5) WHICH SANITIZER IS MORE HYGIENIC?

BRAND	NO. OF RESPONDENT
DETTOL	22
LIFEBUOY	8

TOTAL	30
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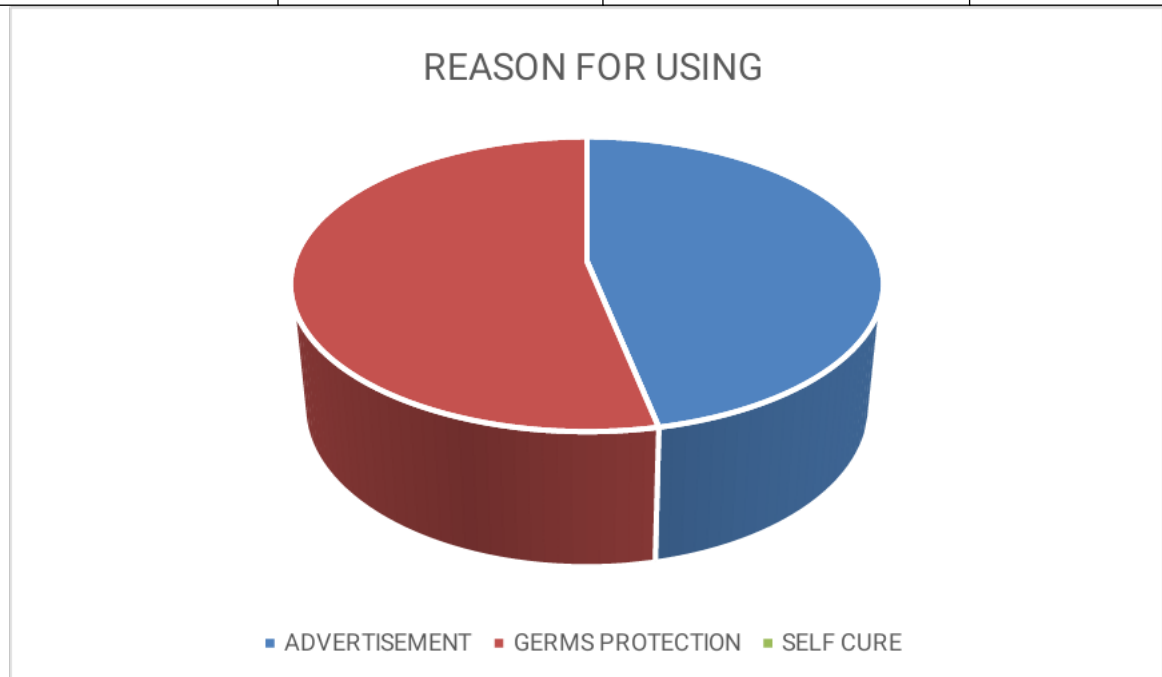


HENCE IT IS CLEAR THAT 73% PEOPLE BELIEVE THAT DETTOL SANITIZER IS MORE HYGIENIC.

6) WHY DO YOU USE ABOVE SANITIZER?

<i>DETTOL</i>	<i>NO. OF RESPONDENTS</i>	<i>LIFEBUOY</i>	<i>NO. OF RESPONDENTS</i>
<i>INFLUENCE FROM</i>	<i>10</i>	<i>INFLUENCE FROM</i>	<i>4</i>

<i>ADVERTISEMENT</i>		<i>ADVERTISEMENT</i>	
<i>GERMS PROTECTION</i>	<i>12</i>	<i>GERMS PROTECTION</i>	<i>4</i>
<i>SELF CURE</i>	<i>0</i>	<i>SELF CURE</i>	<i>0</i>

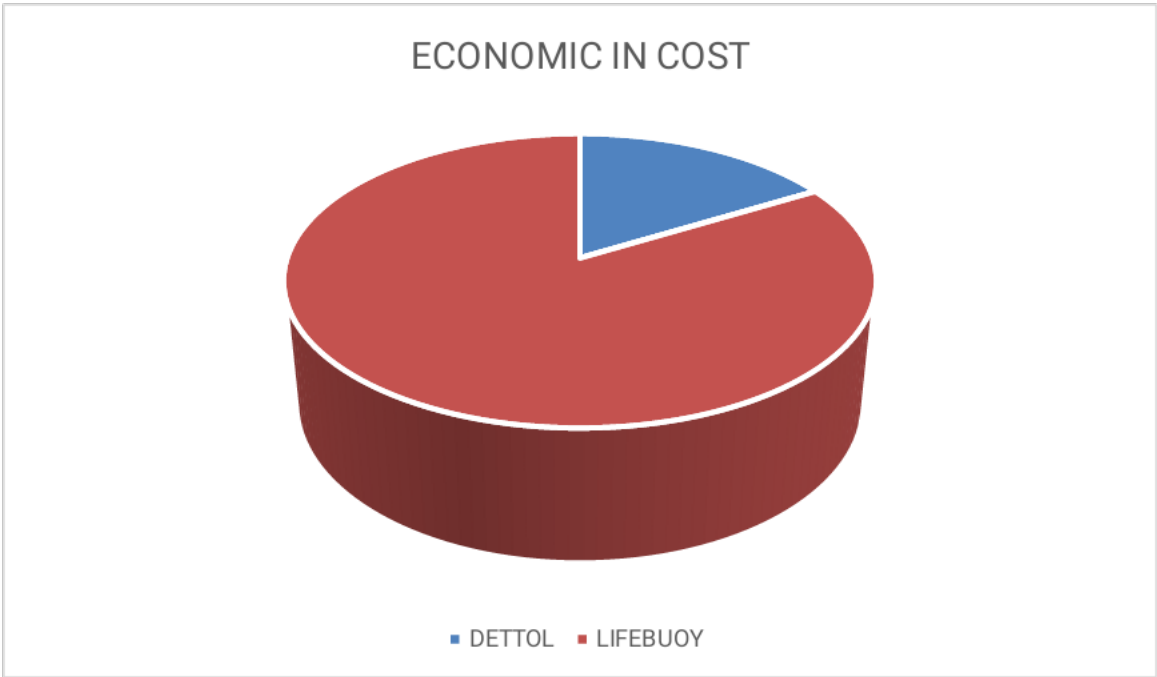


FROM THE ABOVE ANALYSIS IT IS CLEAR THAT 46% PEOPLE USE THE ABOVE BRAND BECAUSE OF ADVERTISEMENT AND 54% PEOPLE USE THEIR BRAND OF SANITIZER FOR ITS GERM PROTECTION QUALITY.

7) WHICH SANITIZER DO YOU THINK IS MORE ECONOMIC?

BRAND	NO. OF RESPONDENTS
DETTOL	5

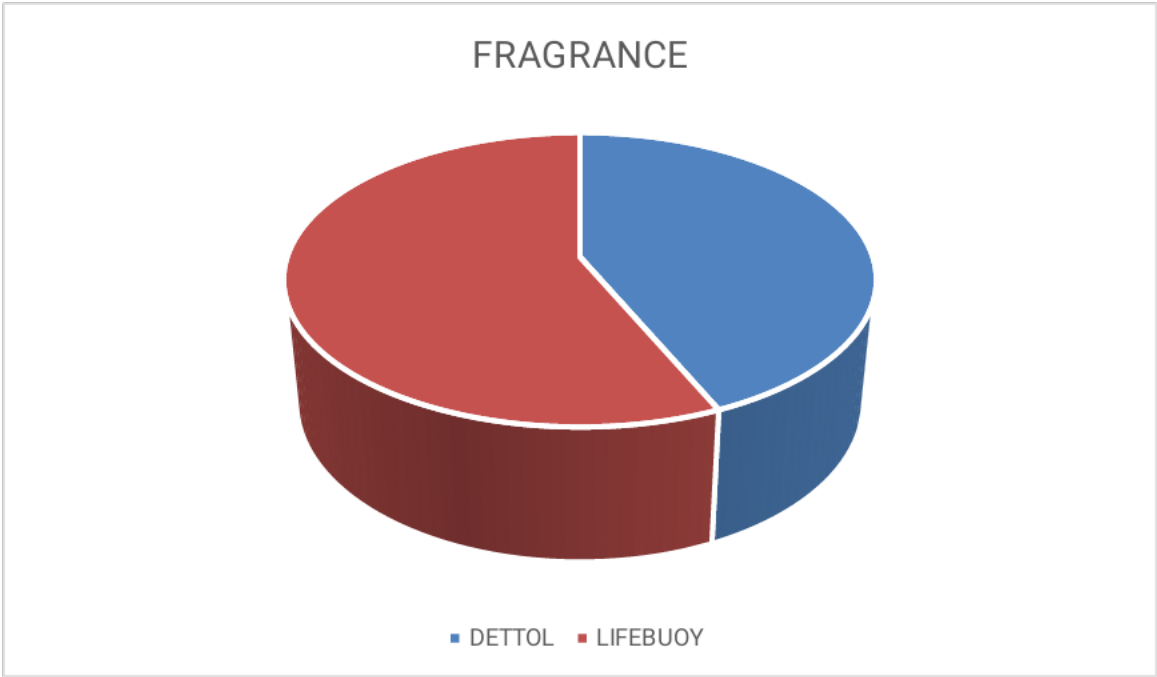
LIFEBUOY	25
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MAJORITY OF PEOPLE THINK THAT LIFEBUOY SANITIZER IS MORE ECONOMIC THAN THAT OF DETTOL.

8) WHICH SOAP FRAGRANCE DO YOU LIKE?

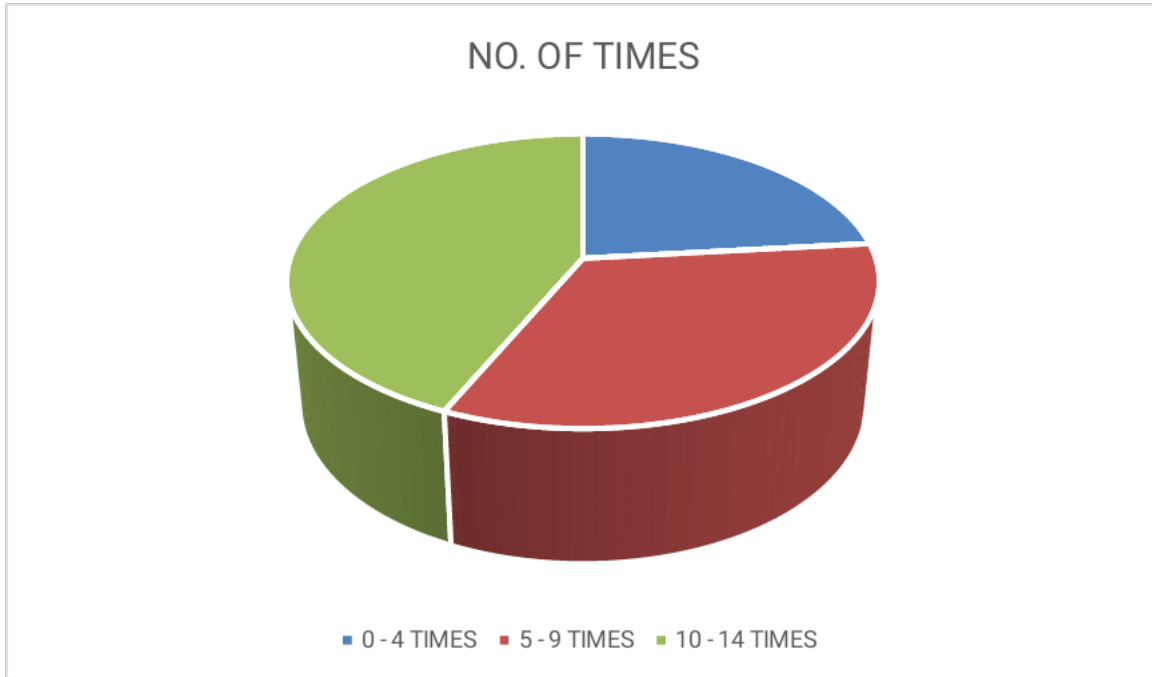
BRAND	NO. OF RESPONDENTS
DETTOL	13



HENCE 56% OF PEOPLE TEND TO LIKE THE FRAGRANCE OF LIFEBUOY SOAP.WHILE 44% PEOPLE LIKE DETTOL SOAP FRAGRANCE.

9) HOW MANY TIMES DO YOU WASH HANDS IN A DAY?

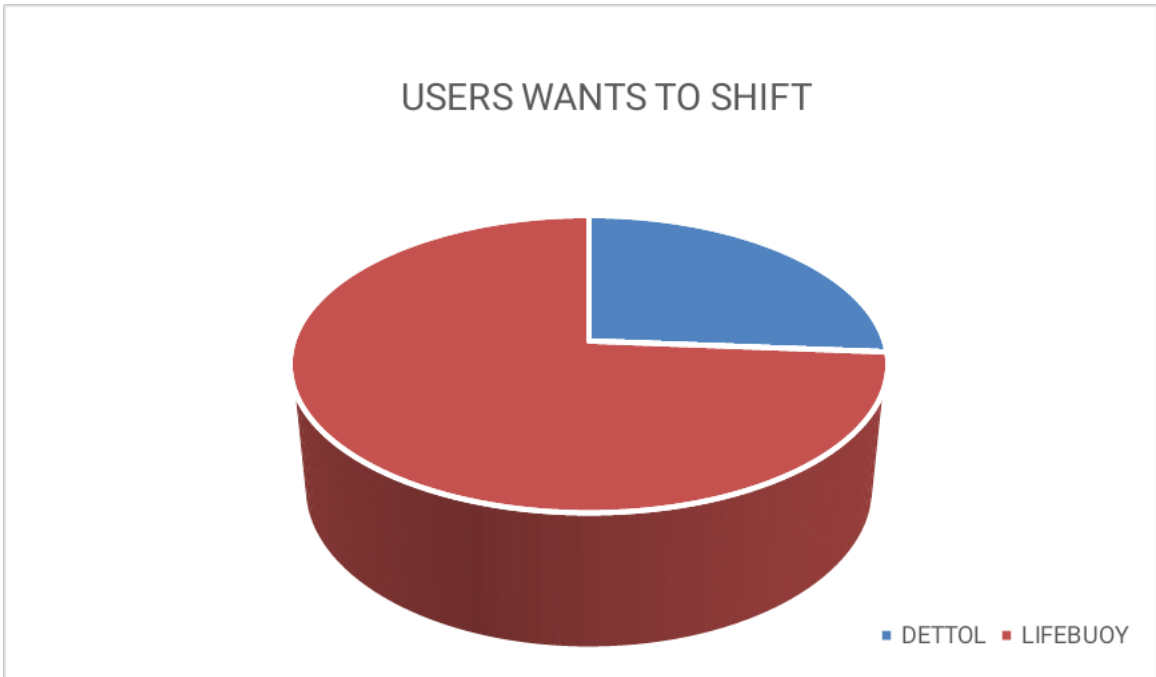
NO. OF TIMES	NO. OF RESPONDENT
0 – 4 TIMES	7
5 – 9 TIMES	10
10 – 14 TIMES	13



HENCE 43% PEOPLE WASH THEIR HANDS 10 – 14 TIMES IN A DAY, WHICH IS THE HIGHEST. WHEREAS 33% PEOPLE WASH THEIR HANDS 5 – 9 TIMES AND 23% PEOPLE WASH THEIR HANDS 0 – 4 TIMES.

10) WILL THE TWO BRAND USERS SWITCH ONE ANOTHER

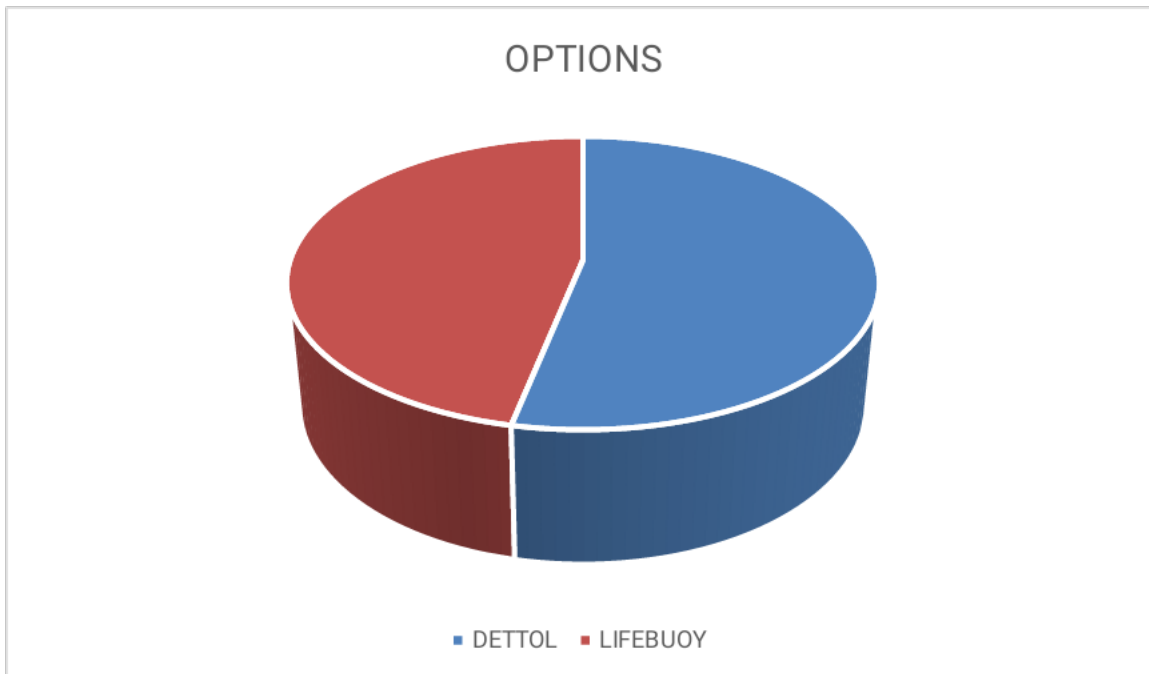
BRAND	TOTAL NO. OF USERS	USERS WHO WANT TO SHIFT TO OTHER BRAND
DETTOL	22	5
LIFEBUOY	8	3



ONLY 22% OF THE CURRENT DETTOL USERS WOULD LIKE TO SWITCH TO LIFEBUOY, WHILE 62% OF THE LIFEBUOY USERS WOULD LIKE TO SWITCH TO DETTOL IN THE FUTURE.

11) Which Brand Offers More Options To Its Customers?

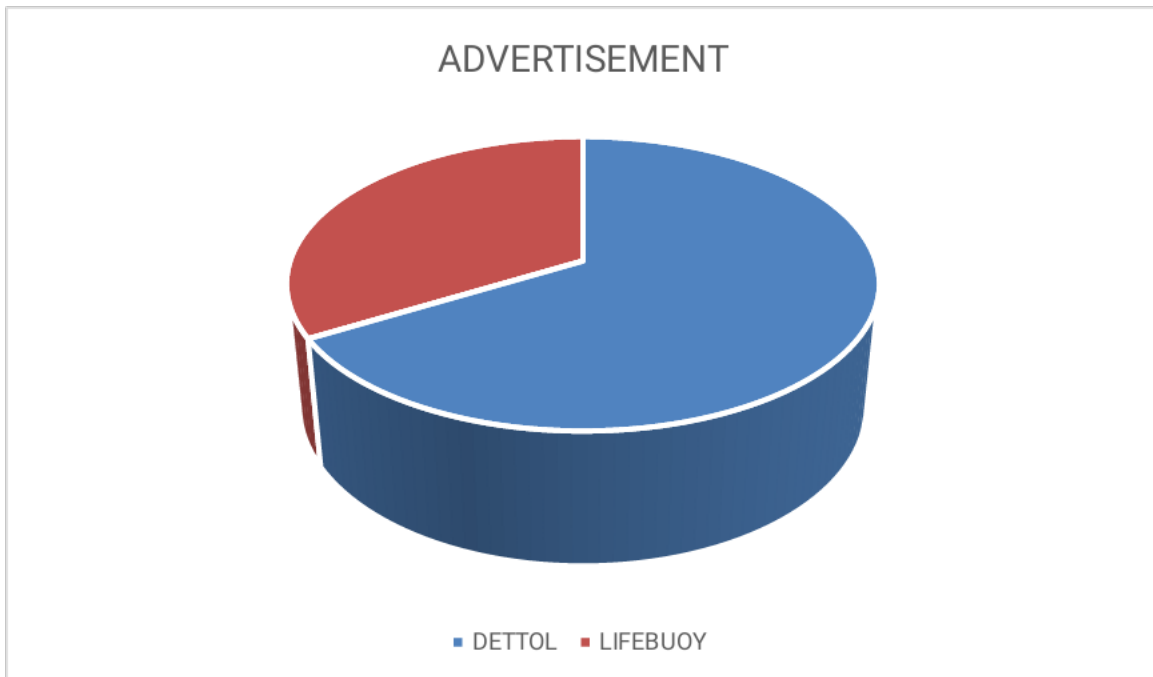
BRAND	NO. OF RESPONDENTS
DETTOL	16
LIFEBUOY	14



HENCE IT IS CLEAR THAT 53%PEOPLE AGREE THAT DETTOL PROVIDES MORE OPTIONS IN SOAPS AND SANITIZERS , WHILE 47% BELIEVES THAT LIFEBUOY PROVIDES THEM WITH MORE OPTIONS

12) *WHICH BRAND DOES MORE ADVERTISEMENTS?*

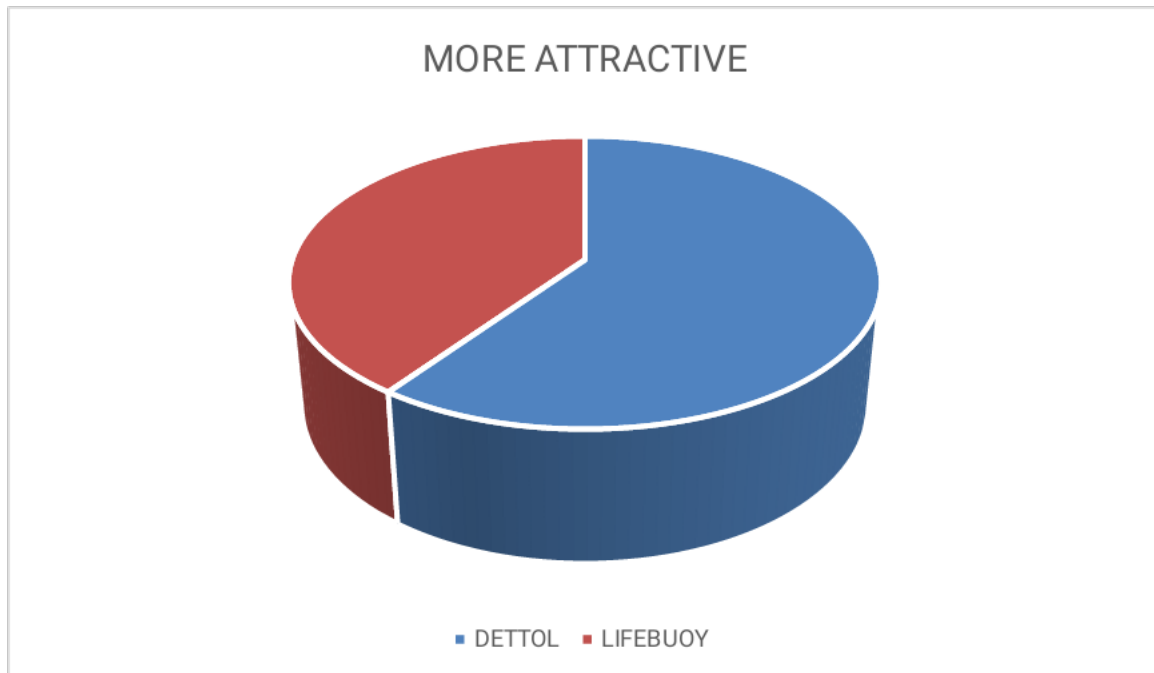
BRAND	NO, OF RESPONDENTS
DETTOL	20
LIFEBUOY	10



MOST NUMBER OF PEOPLE THINK THAT DETTOL DO MORE ADVERTISEMRNTS THAN LIFEBUOY

13) WHICH BRAND ADVERTISEMENT IS MORE PERSUASIVE OR ATTRACTIVE?

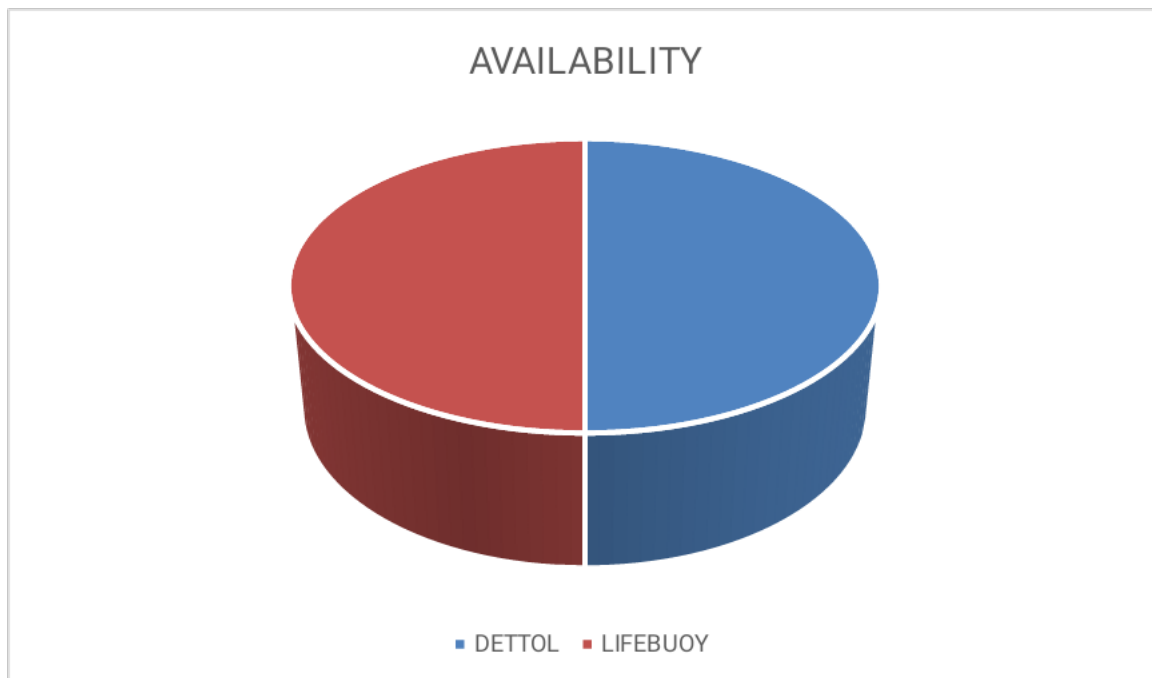
BRAND	NO. OF RESPONDENT
DETTOL	18
LIFEBUOY	12



HENCE 60% OF PEOPLE THINK THAT ADVERTISEMENT OF DETTOL ARE MORE PERSUASIVE AND ATTRACTIVE.

14) WHICH PRODUCT IS EASILY AVAILABLE?

BRAND	NO. OF RESPONDENTS
DETTOL	15
LIFEBUOY	15
TOTAL	30



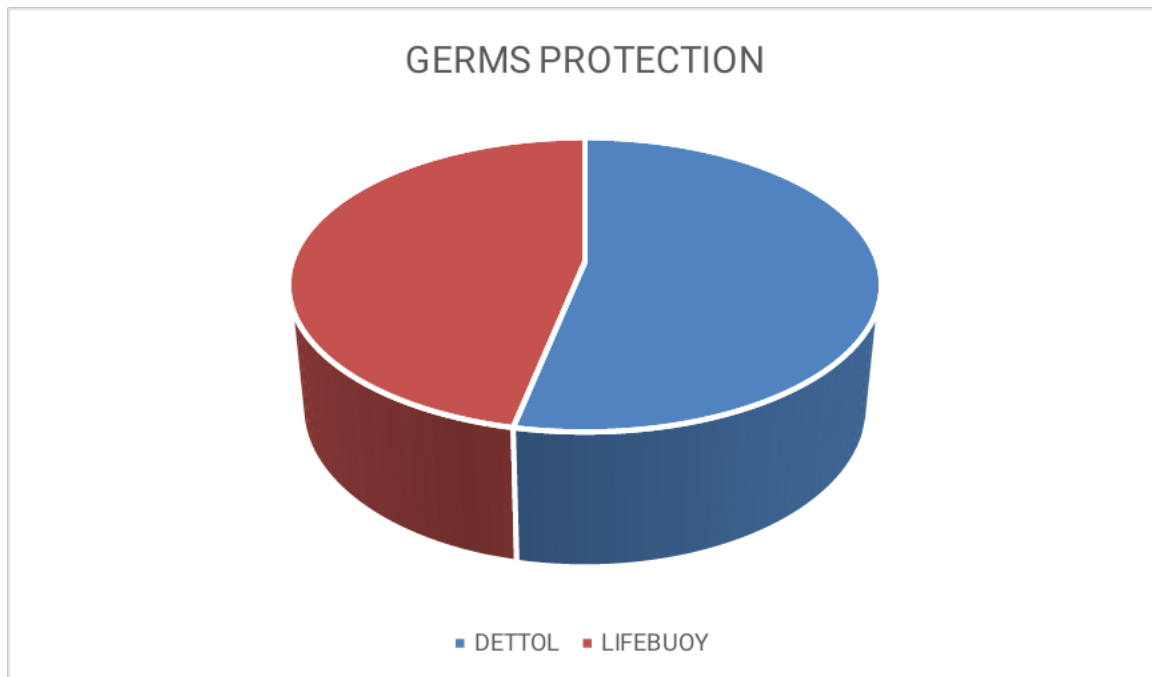
HENCE ON THE BASIS OF AVAILABILITY BOTH THE BRANDS ARE EQUALLY RATED BY THE CUSTOMERS.

DETTOL = 50%

LIFEBUOY = 50%

15) WHICH PRODUCT OFFERS BETTER GERM PROTECTION?

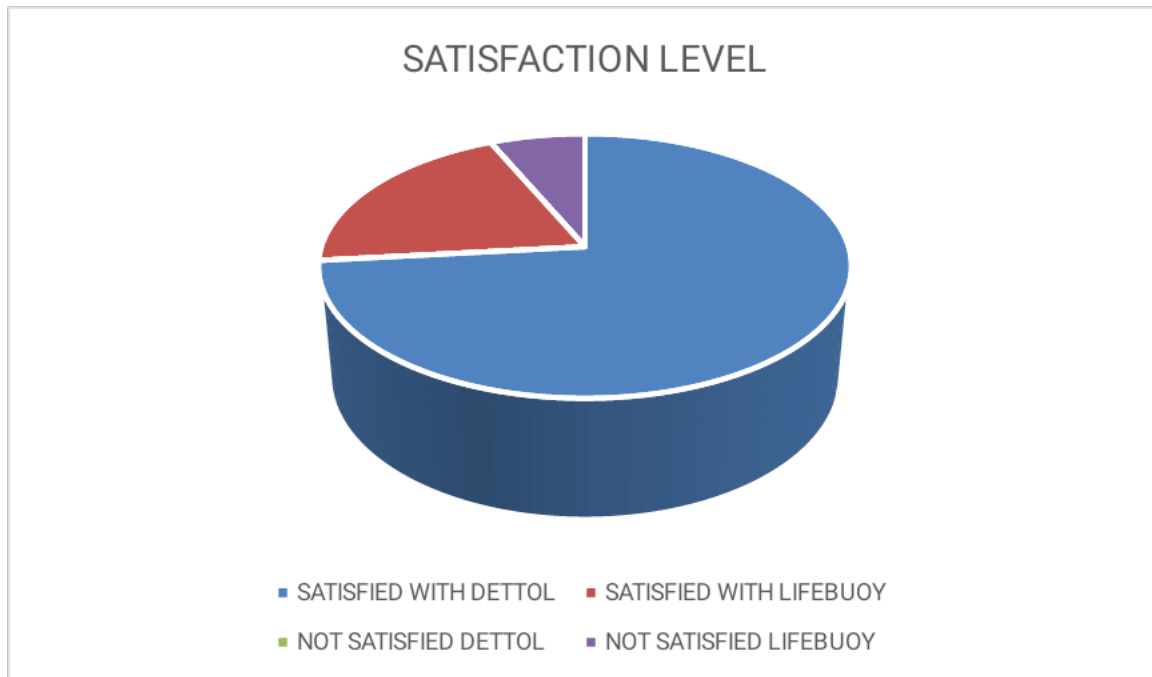
BRAND	NO. OF RESPONDENTS
DETTOL	16
LIFEBUOY	14
TOTAL	30



HENCE 53% PEOPLE BELIEVE THAT DETTOL OFFERS BETTER GERM PROTECTION TO ITS USERS ,WHILE 47% PEOPLE BELIEVE THAT LIFEBUOY OFFERS BETTER GERM PROTECTION.

16) ARE YOU SATISFIED WITH THE BRAND YOU ARE USING?

BRAND USERS	SATISFIED	NOT SATISFIED
DETTOL	22	0
LIFEBUOY	6	2

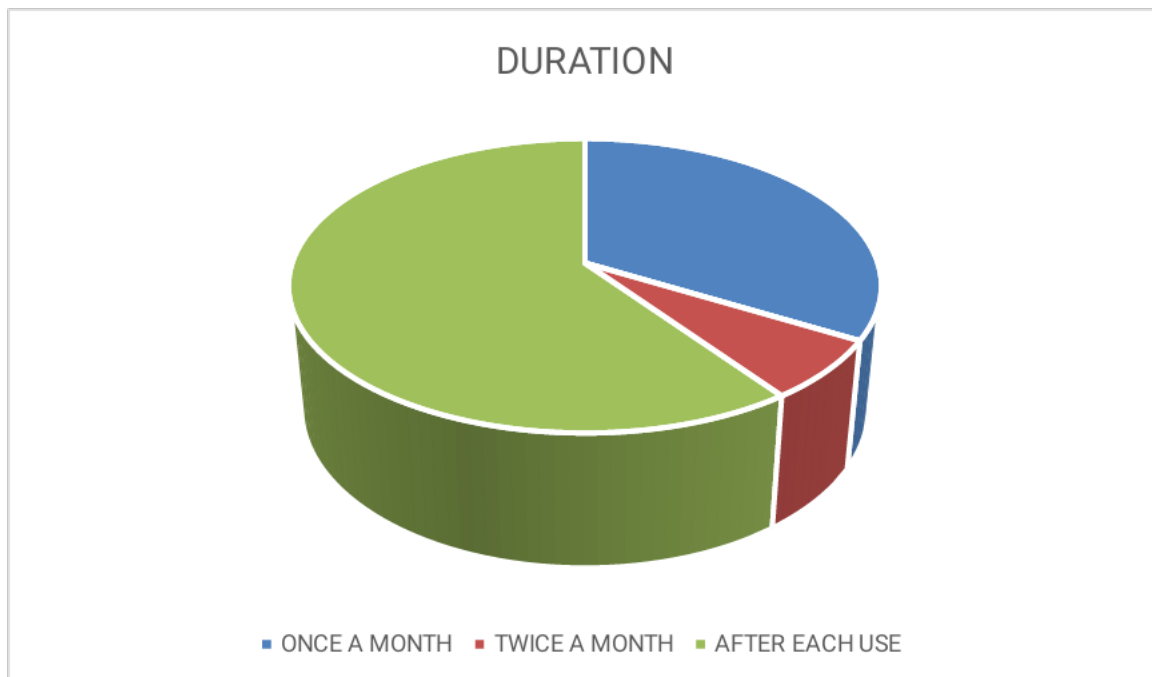


HENCE 100% OF THE DETTOL USERS ARE SATISFIED WITH THEIR PRODUCT.

WHEREAS 75% OF THE LIFEBUOY USERS ARE SATISFIED WITH THEIR PRODUCT WHILE 25% ARE NOT SATISFIED.

17) HOW OFTEN DO YOU BUY HAND SANITIZER OR SOAP AND HOW MANY DO YOU BUY DURING EACH PURCHASE?

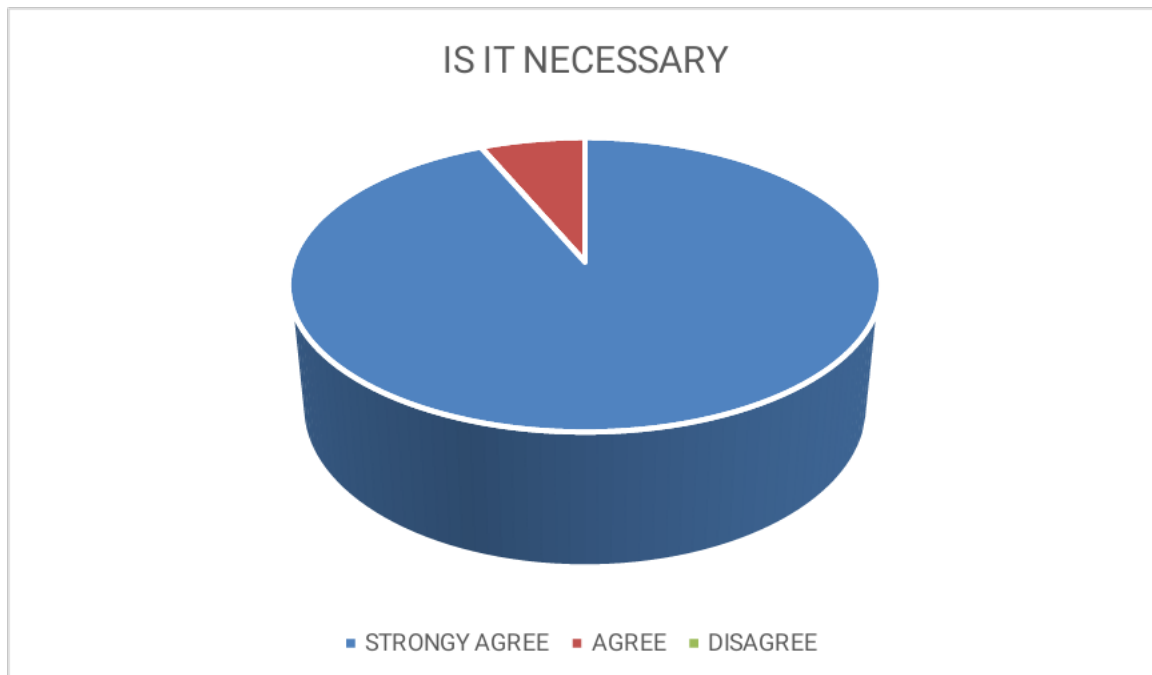
DURATION	NO. OF RESPONDENTS
ONCE IN A MONTH	10
TWICE A MONTH	2
AFTER EACH USE	18



HENCE 33% OF THE PEOPLE BUY SOAP ONCE A MONTH, AND 7 % OF THE PEOPLE BUY SOAP TWICE IN A MONTH BUT 60% OF THE PEOPLE BUY SOAP AFTER EACH USE

18) IS HAND HYGIENE REALLY NECESSARY IN DAY TO DAY LIFE?

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



HENCE 93% OF THE PEOPLE THINK THAT HAND HYGIENE IS REALLY NECESSARY IN DAY TO DAY LIFE, WHILE 7% JUST AGREE TO It.

FINDINGS

CUSTOMERS ABOUT THEIR BRANDS:

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

DETTOL – BE 100% SURE.

LIFEBUOY - AAJ LIFEBUOY SE NHAYA KYA?

SUGGESTIONS AND RECOMMENDATIONS

This report gives a complete of the hand cleanliness advertise in India. Generally the regular strategies incorporate washing hands with soil, debris and water, yet these techniques were not demonstrated as they just clean the hands yet they did not sanitize them. With influencing time individuals began utilizing the cleansers for washing hands, however they were additionally not sterile because of the incessant contacting. In addition was likewise confronting the flare – ups of transmittable maladies, for example, small pox, swine flu, Ebola virus and the ongoing coronavirus.

It became important to keep our wellbeing and cleanliness to beat infections. Henceforth the need of hand cleanliness items, for example, fluid handwash, and sanitizers developed in the advanced world. The hand sanitizers comes in different structures, for example, fluid gel, spray, and foam based. They are likewise available in non – alcohol based or natural herbal based for the individuals who are concious about the unsafe synthetics

IMPLEMENTING MEASURES

While the worldwide pattern will drive the market, the endeavors from the Indian Government, for example, Swatch Bharat Abhiyan, Swastha Bharat and so on will urge the individuals to utilize hand cleanliness items. The Indian hand cleanliness advertise is required to arrive at 2159 cores constantly within 2025 enrolling an aggravated yearly growth of 9%.

Both Dettol and Lifebuoy with the companies of RECKITT BENCKISER and HINDUSTAN UNILEVER LIMITED are the top two brands of hand hygiene in India currently.

CONCLUSION

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

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

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

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