

Internship report on Reckitt Bangladesh PLC

By,

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An internship report submitted to Brac Business School in partial fulfillment of the requirements
for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at Brac University.
2. The report does not have material previously published or written by a third party, except where this is appropriately cited through full and correct referencing.
3. The report does not have material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Md. Muhtasim Al Morsalin

Supervisor's Full Name & Signature:

Ms. Nusrat Hafiz

Lecturer

BRAC Business School

Letter of Transmittal

Ms. Nusrat Hafiz

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: **Submission of internship report**

Dear Mam,

As per your instruction, I have completed and now submitting my internship report on Reckitt Bangladesh PLC. I have successfully identified the drivers of brand polarizations. To prepare this report, I needed to take interviews and perform analysis. I have followed all your instructions and BBS guidelines.

I have tried my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible.

Sincerely yours,

Md. Muhtasim Al Morsalin

18104191

BRAC Business School

BRAC University

Confidentiality Agreement:

1. The internship report, whether in draft or final form, is not secret and may be shared by students, employers, and teachers. The faculty supervisor may destroy the internship report after one year (during a grade review).
2. All materials provided by the employer to the student during the internship remain the employer's property, unless requested by the employer. Professor, supervisor, and student won't keep this knowledge hidden.
3. Information gained during the internship cannot be kept secret by any of the persons involved. And the undersigned student at Brac University.

Md. Muhtasim Al Morsalin
Student
BRAC University

Ms. Nusrat Hafiz
Lecturer
BRAC Business School
BRAC University

Acknowledgement:

I would want to express my gratitude to Ms. Nusrat Hafiz, my internship academic supervisor, without whom this research work would not have been possible to prepare with almost zero margin of error. Mr. A. K. M Rahadul Islam, my line manager and on-site supervisors, have offered unwavering support and direction throughout the study process. I would also like to thank the primary interviewees in this study. Without their valuable time and opinions, I would have been more tough for me to accurately show the drivers and reach towards my goal.

Executive Summary

The goal of this research project is to gain a deeper understanding of corporate initiatives towards brand polarizations. It also explores the marketplace initiatives being implemented in order to achieve brand goal. The research will also focus on thoughts on customer's mind about the Reckitt Bangladesh products. To collect the proper data, a primary quantitative research method technique is used. To obtain primary research data, a series of interviews with detailed questions is used. The secondary quantitative research data is sourced from questionnaire data conducted by Reckitt Bangladesh. To analyze the data, a narrative analysis will be used for our study. The study and research will focus on understanding the thoughts and opinions of customers. The study revealed several problem areas that brand should address. Areas such as negative thoughts on brands and demotivating factors. The study intends to inform marketers and private sector businesses in identifying drivers for development when it comes to brand polarization. This is how a brand can think big and be farsighted as well, the brand will be sustaining in the business for a long term.

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Chapter 01:

1.1 Student Information:

I, Md. Muhtasim Al Morsalin, a BBA student of Brac University majoring in Marketing and Human Resource Management. My Student ID Is: 18104191. I admitted myself into Brac University during the spring 2018 session. Currently I am working at Reckitt Bangladesh PLC. As Territory Sales Manager in its Sales department.

1.2 Internship Information:

Period: 1st March and onwards (Full time Job)

Company: Reckitt Bangladesh PLC.

Department: Sales

Address: THE GLASS HOUSE (9th & 10th floor S1), Plot-2, Block-SE(B), 38 Gulshan Avenue, Gulshan-1, Dhaka-1212

1.2.2 Internship Supervisor's Information:

My internship supervisor is Mr. A K M Rahadul Islam, Regional Sales Manager of Reckitt Bangladesh PLC. He is known as my Line manager as well at work who directs and helps me achieve the organizational goals and job responsibilities.

1.2.3 Job Description:

1. Achieve month-wise sales target of the territory for entire product range of Reckitt Bangladesh.
2. Lead a team to ensure sales throughout the assigned territory
2. To ensure merchandising activities through distributors field force as per standards
3. Drive KPI Trackers, Route Plans, Distributor Stock Statements, Damage Return Books, DSR Logbooks, Daily Sales Reports and more to empower yourself

5. To structure and implement the sales routes along with the sales representatives perfecting infrastructure deployment

1.3 Internship Outcomes:

1.3.1 Contribution to the company:

Throughout the three months, I engaged in a variety of Reckitt sales activities and gained firsthand experience in all of the company's major tasks. Within one month of becoming a TSM, I had the satisfaction of seeing my distribution expand in sales. For two months in a row, I had the biggest order and sales in the market on those days. My daily routines also included having a lucrative distribution relationship with my distributors and ensuring that all of their claims were fulfilled. My attempts in completing certain remaining work left by the former TSM functioning in this region were completed in a fairly brief period. Beside that I was able to help the distributor to solve some of its local level issues that was hampering penetrating the market, create chaos both for the company and distributor, this actually helped to make growth further.

1.3.2 Benefits to the student:

During my job era, I gained various fresh experiences that I had not yet experienced in my life. Maintaining correct work ethics under the direction and supervision of my employer, following the line of command, and working to meet his demands. Reckitt helped me to grow and develop myself in terms improving the soft skills and technical skills. The most important and crucial skill is people management, during my tenure I was able to successfully manage a team of twelve people and led them. Being one of the most important skills, to improve the people management, I needed to develop my communication, negotiation skills as well. Aside from that, I received firsthand exposure of how a multinational functions in Bangladesh and became familiar with their structure and culture, which helped me improve my adaptability to various work contexts.

1.3.3 Problem or Limitation:

As I was staying in a territory without any friends and family members, it was hard for me to adopt with the situation. The sad part was there was no one to talk or share feelings at home after

coming from office. Also, managing my home and going for daily groceries was very unfamiliar to me. So, initially I faced such issues, but I adopted again.

1.3.4 Recommendations:

During my period, I have experienced several issues while working manually that the field force is still working with handwritten memos then there is someone to summarize the whole report of order then process the delivery, though the company has already started the process of automation but the it demands to educate the field force as well as most of them are unknown using such tools and software to take orders from a retailer. Beside that, many distributions points are running through manual process that is making the process delay and hard. So, my recommendation will be to educate the field force first then bringing under automation.

Chapter 2:

2.1 Introduction:

Reckitt Bangladesh is one of fastest growing MNC of the world and in Bangladesh; currently it is running in Bangladesh with the following brand: Finish, Lysol, Veet, Dettol, Air Wick, Durex, Mortein, Strepsils, Woolite, Vanish and Harpic. If you look into the brand profiles, it mostly works with health and hygiene products.

2.2 Overview of the company:

Reckitt Benckiser Plc has operations in sixty countries, including Bangladesh. Reckitt Benckiser Bangladesh Ltd is the local subsidiary name in Bangladesh (RBBL). Mr. Visal Gupta is the organization's corporate managing director. Reckitt Benckiser Bangladesh Ltd (RBBL) is a company that sells health and hygiene goods in Bangladesh. Surface care, dishwashing, homecare, health, and personal care products are all available from RBBL.

RB runs a facility in Chittagong, and another is Dhaka and has been headquartered in Gulshan, Dhaka, since 2001. The company's earlier headquarters were at Agrabad, Chittagong. The items that are sold in Bangladesh are manufactured in Chittagong, and then shipped to a warehouse in the Tongi industrial area. The company runs with various department including marketing, sales,

supply chain, IT, HR & admin, Finance, Commercial, Modern trade, and trade marketing. It has more than two hundred employees.

2.3 Marketing Practices:

Reckitt is one of the renowned multinational corporations in the country. The marketing strategy allows extraordinarily strong position in all channels, and it engages with the customer. The marketing department follows the global guidelines to run any communication that is why it always keeps a standard.

2.3.1 Target market:

The targeted customers are:

- Income group: Middle to higher income class
- Gender: Both Male and female
- SEC: A1, A2, B1, B2, C1 & C2
- Demography: Customers found in Urban and Semi-urban area
- Psychology: Customers who are concern about health, hygiene, and home care.

2.3.2 Position:

Reckitt products gets remind to customer when they want to buy products for their health and hygiene.

2.3.3 Branding activities:

Brands can be visible in all form of media platforms, recently reckitt has increased its marketing and branding in digital channels as it is easy to accurately target the customer and due to COVID-19 situation people are more into digital platforms and offline ones.

2.3.4 Promotional activities:

The company runs its promotional program in two ways:

1. Customer promotion (CP)
2. Trade offerings (TO)

Company offers its customer various products, discounts such as BDT 10 off or less price if they buy 03 packets of soaps, for brands like Harpic and Lizol, company offers Mug or sanitizer with handwash.

Beside this, company gives some trade offers to the retailers so that they keep the products and influences the customer about the brands as retailers are the strongest influencers while making any purchase decision.

Among this, Customer promotional offers can be seen in any media, but trade offers are mostly communicated by the field forces.

2.4 Financial Performance:

The financial reports says that the company has good hold in the market, and it has a huge amount of profit from the market. This was possible because one of the best effective employees and the COVID-19 situation in the country gave reckitt a good growth. Recently, Reckitt published that each of its shareholder earned BDT 165 dividend in its first quarter of 2022.

Reckitt Benckiser (Bangladesh) Limited

Statement of profit or loss and other comprehensive income

For the year ended 31 December			
<i>In Taka</i>	<i>Note</i>	2020	2019
Revenue	6	5,333,883,576	4,126,150,222
Cost of sales	7	(2,317,707,737)	(1,878,203,439)
Gross profit		3,016,175,839	2,247,946,783
Other income	8	562,867	982,886
Operating expenses	9	(1,934,646,047)	(1,370,180,346)
Impairment loss reversal on trade receivables	17(A)(i)	112,604	551,118
Operating profit		1,082,205,263	879,300,441
Finance income	10	60,607,204	46,405,986
Finance costs	11	(11,078,255)	(2,165,338)
Profit before contribution to WPPF		1,131,734,212	923,541,089
Contribution to WPPF	12	(53,892,105)	(43,978,147)
Profit before tax		1,077,842,107	879,562,942
Income tax expense	13(A)	(338,954,483)	(260,301,685)
Profit for the year		738,887,624	619,261,257
Other comprehensive income			
Remeasurement of defined benefit liability	21(A)	(19,342,960)	(300,000)
Related tax	13(B)	4,835,740	75,000
Other comprehensive income/(loss) for the year, net of tax		(14,507,220)	(225,000)
Total comprehensive income for the year		724,380,404	619,036,257
Earnings per share			
Basic earnings per share (Taka)	14(A)	156.38	131.06

The notes on pages 88 to 132 are an integral part of these financial statements.

Figure 1 Financial performance annual report

The hierarchy of the finance department is given below:

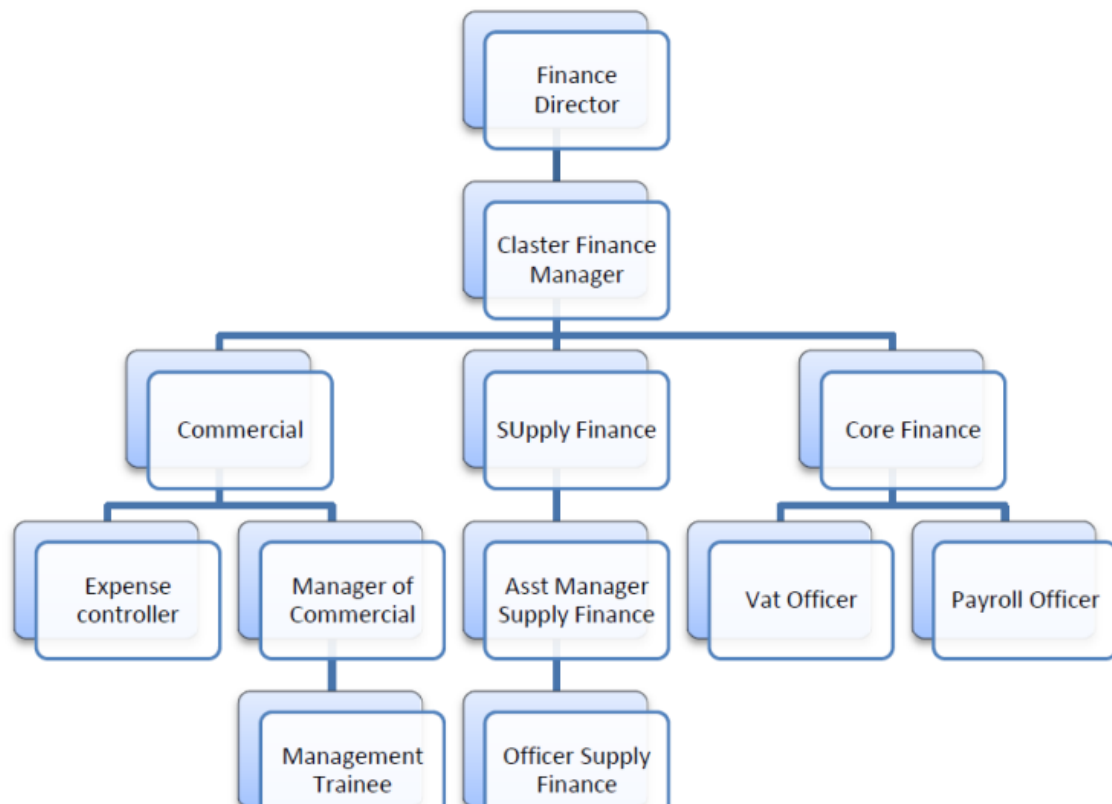


Figure 2 Hierarchy of finance department

2.5 Operations Management and Information System Practices:

One of the major teams in responsible of RBBL's day-to-day business is the operation management structure. To guarantee greater work, the unit collaborates with other departments on a routine basis. The activities top management at RB has several unique responsibilities and expectations that are critical to the business's future. Information system activities are an important aspect of RB's day-to-day operation. The system that RB uses is a system that RB Global use as well. This multinational strategic position all sorts of transport, information, and documents for all of RB's stakeholders. Outsiders cannot access RB's information through the software because it has an intricate entry process. Under RB, no activities take place in any way. The program named NEWS PAGE allows execute everyday sales reports collection from stocking to business invoicing and accomplishments of multiple distributes and outlets there under umbrella of RB. Fraud operations are not allowed in any way by the RB IT team, thus identifiable information is periodically updated.

2.6 Industry and Competitive Analysis:

The proud moment for the company is customs recalls most of reckitt brands with its name. Customers do not know the general names or terms rather they are comfortable with the brand names of the company. For example, People do not call toilet cleaners, rather they ask Harpic, no one says, hair removal cream rather everyone knows veet, if one asks about an anti-bacterial soap then the first name will be Dettol. Also brands like lizol, Dettol handwash, Dettol liquid has very less or no significance competitor in the market. Products from ACI and Square, such as Septex, Savlon, and Sepnil, are also doing well in the local market and pose a threat to the company's growth.

2.6.1 SWOT:

Here is the SWOT analysis of the Company:

Strength:

- Established brands which are globally recognized
- Efficient and strong employee pool
- Strong financial investment or backup to capture any market

Weakness:

- Less automated process
- Less eagerness to accept changes
- Less combination of marketing and sales department

Opportunity:

- Reckitt brands has need outside its defined targeted customer base
- There are many areas in Bangladesh to penetrate
- The demand of each of its brands is increasing and no chance to decrease further

Threats:

- There are few market players who has strong hold in the market and potential to develop related products
- Fighting competitor keeping global hygiene
- Competitors with less product prices

2.7 Summary and Conclusions

Reckitt Benckiser, as a brand running in Bangladesh, has just already gained a prominent off and is seeing incredible rise. In compared with the previous year's statistics, the upcoming yearly revenues is forecast to treble. The items given by RBBL are of the top class, and no one in the market contests their functionality. Companies are growing significantly, but RB is gaining in scale every day; the business is expanding in volume, and the administration is strengthening. Sales in RB have also altered in recent years, becoming more done digitally and dependent on performance than ever before.

2.8 Recommendations/Implications:

After working in Reckitt Bangladesh, I have experienced the core sales, how I market function with so many stakeholders that includes distributors, field force, whole sales, retailers, employees and most importantly customers. The summation of all their effort brought where the company is today. Still, there are scopes to improve. I have a pointed out a few of it.

- The marketing department should be more aggressive and punctual with its message to the customer and there are few products which has very less support of marketing.
- Reckitt should a bit more careful about its company hygiene and policies.
- The automation process of field force should be done at once, and the company should focus on paper less system.

Chapter 3

Topic: Identifying the drivers of Brand polarization from consumer perspective of Reckitt Bangladesh PLC

3.1 Introduction:

Reckitt is among a few of the fastest growing MNCs Bangladesh. Reckitt as a company care for its customer and prioritize them. However, the customers have both positive and negative perspective about the brands they use. Targeted customers often purchase products but do not actually know the motivations of choosing a specific brand. Sometimes they often get demotivated to purchase a specific brand. This is where the brand polarization comes in discussion. Brand polarization talks about the critical thinking of customers while choosing a brand and about customer positive and negative feelings about the brand. In my opinion, if the marketers and manager find out the drivers of brand polarization, they can easily identify the solution and offer more accurate message to the customer pool.

Reckitt Bangladesh has diversified products in its health and hygiene category. Even though all the brands are well established and market leaders still a few of them such as Dettol Soap has some positive and negative thoughts in its customers minds which I believe should be identified and address solutions in the market.

With the objective to find out the drivers of such brand polarization of Dettol soap, managers can more effectively offer solutions and penetrate markets.

3.1.1 Background:

The creation of internship reports is a requirement of the BBA degree's internship program. Reckitt Bangladesh Plc is working tirelessly to provide people all around the world with the greatest domestic consumer goods in the health and hygiene industry. Limited authority Reckitt (Bangladesh) assigned me to Gaibandha area in the North Region. There are two types of distribution points: one includes the Gaibandha Metro and a few nearby places, while the other is the Gaibandha Super Distribution Point, which has seven sub distribution sites. Working in Gaibandha Territory as a sales representative gave me the opportunity to get actual sales ability and experience.

As a marketing and human resource management major working at Reckitt Bangladesh's sales department, I believe this subject should be addressed because there are so many opportunities in the market to learn, solve, and produce better results. Reckitt Bangladesh is trying to have a long-term influence on people's lives, thus as a member of its sales department, I see it as my obligation to investigate and learn about such a topic.

Problem Statement:

According to the World Health Organization, 60 percent of variables affecting person health and quality of life are linked to one's behavior. According to my experience and opinion, Health and hygiene are one of the most sensitive issues in our nation since most people are not well-informed about these issues and do not include such items into their everyday lives. Aside from that, there are local enterprises claiming to have the greatest health and hygiene goods but not delivering on their claims, which has a negative influence on other brands. Working in a semi-urban location, I am aware of the unfavorable feelings of health and hygiene brands among consumers, as well as the need of understanding the drivers of brand polarization. As a salesperson, I understand by understanding the drivers, I will be able to make a meaningful impact to our target market.

Literature Review:

The phenomena of brand polarization are poorly understood, and its consequences are unknown. Analyzing customers' relationships with companies that elicit powerful emotions is an intriguing

research topic. According to academics, managers should pay more attention to brand polarization since it allows for more targeted marketing programs and initiatives. Despite the strategic and commercial benefits, brand polarization can have negative consequences, such as causing tension or provoking opponents. Because businesses' reputations may be shattered in an instant, it is critical to consider how divided customer feelings can be managed.

3.1.2 Research goals:

Brand polarization is one of the underrated topics that a brand manager concern about. Brand managers do not actually investigate the positive and negative pools of thoughts. This research will be eye opening for all the brand managers who are not concerned about the brand polarization thing. They will be able to know the impactful result of controlling brand polarization, also they will be able to know the pros and cons of brand polarization.

Objectives:

- Knowing the drivers of brand polarization can be an effective tool to change and challenge market scenarios
- Knowing the drivers of polarization will help to control it and will help to address the negative thoughts
- Cutting the negative factors and focusing on positive ones an impactful and sustainable health and hygiene brand can be offered in the market

3.1.3 Significance of the study:

Theoretical benefits:

Reading this report, Relevant manager and people from branding and marketing industry will understand the importance and impact of different drivers of brand. They will be able to successfully open up to new dimension and have chances to look into their consumer pool in a unique way. As the drivers of brand polarization has significant impact on brand building and creating a sustainable brand communication, it is necessary for the brand practioners to keep all the drivers on regular monitor and nurture them.

3.1.3.1 Practical benefits:

Managers and relevant parties will be help to able to address the negative divers of brand polarization. To be more correct they can response to the negative drivers' diverse ways such as: one. Not considering or addressing the driver two. Promptly addressing the drivers, 3. Looking into the root cause and making it a positive tool for the brand.

For the positive pools of drivers, Managers will be able to connect with the consumers more accurately, they will be able to offer more customized brand message that is more correct and more niche. They can target the exact consumers and lastly, they will not be chasing the consumers rather knowing the positive drivers, Customers will be chasing the brand.

3.2 Methodology:

To complete the study, I followed the interview system as data collection process.

To conduct the interview, A questionnaires were being prepared. As my work is directly with the consumer and their thoughts process, two crucial factors that can be help are, 1. The customer pool itself, 2. The people who are collaborating with the same consumer for years that their experience will be one of the valuable assets for the research.

The knowledge and understanding needed for the study were acquired from those few works in this discipline. Interactions with the academic adviser, Regional Sales Manager, Territory Sales Managers, and Distributors were necessary. Oftentimes, to achieve route-level information, a chat with customers was needed.

Questions are set considering the factors and environment that a regular consider goes through on day-to-day basis. Beside all this a few questions that are not included should be asked just to know better and have better understandings. According to my opinion, asking different but related questions will be more flexible from consumers end to give researcher a proper pool of answers.

3.3 Findings and Analysis:

3.3.1 Data analysis procedures:

Following measurements will be kept analyzing the data. Following are the given procedures:

- Asking the right question to right customer
- Collecting the data
- Cleaning and removing the unnecessary information
- Analyzing the data and deciding

3.3.2 Research Hypothesis:

If you know the drivers of brand polarization, you can control & enrich the consumer's perspective.

Variables:

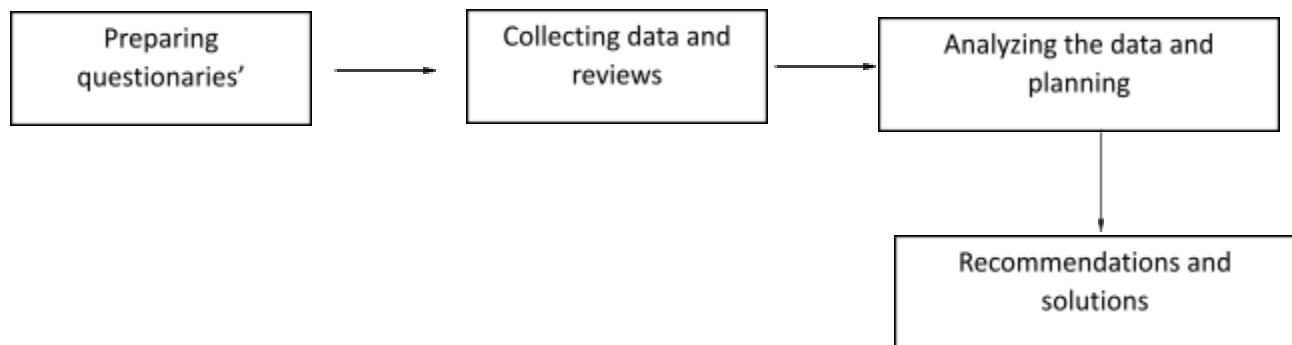
Dependent Variables: Marketing activities

Independent Variables: Drivers of Brand polarization

Justification:

If the marketer can find and know the drivers that is creating the brand polarization, then they will be able to create strong marketing activities to attract more consumers. The consumer's perspective depends mostly on the marketing activities which depends on the drivers of brand polarization.

Research Framework:



3.3.3 Justification:

Initially, I will gather data from the population and sample of my study topic. Aside from that, I will be doing surveys and then evaluating and interpreting the results to fully understand and interpret the consumer's thoughts so that I can explain and draw the correct conclusions from the market.

3.3.4 Ethical standard:

While preparing the internship report and doing the data collection survey, I will not involve myself in any irregular activities that hampers the university policies, company hygiene and my integrity. I will be following the internship guidelines and strictly keep the ethics in my work and ensure highest purity.

3.3.5 Data analysis Method:

Narrative Method:

For this research I needed to take interviews from customers, they shared their opinions and thoughts with me in details. I engaged them with questions and showed curiosity to know more about their thoughts. To transcript all the interviews I chose the narrative method.

Researchers are using narrative analysis to study how people in the study generate narratives and storylines through their own individual opinions. In qualitative data, this signifies there is a

sublayer of meaning. Firstly, the study participants use narrative to analyze their individual life. The analyst then evaluates the narrative's composition.

For example, Diaries, emails, dialogues, biographies, transcripts of in-depth interviews, participant observations, and other kinds of narrative qualitative data can all be designed to make narratives for narrative research. For this research, as I had dialogue with the participants that is why narrative method was best suited for the research.

3.3.6 Data analysis:

Variations:

Number of customers expects Dettol soap to be in different variant. In their family, their female members expect a soap that will take care of the skin and beauty, but the male members expects that the soap should have the quality to fight with seasonal barriers such as in summer season they want a soap that will refresh and reenergize their daily activity. They want soap with good fragrance as well.

Safety:

All the customers praised and expected the soap to keep their health bacteria and germs free. Just like the tagline of Dettol soap, they want to be “100% Sure” with their safety. In this case, the anti-bacterial positioning of the soap is really helping to increase the growth. During the COVID period, the customers realized the importance of being safe from germs and bacteria.

Price:

As the Dettol soap ensures highest quality in the market, undoubtedly the price is higher than other soap in the market. In some cases, the price of a SKU is higher than larger SKU of other competitor brand. So, the price has become a core point of concern for the customers as most of them are from middle class family and there are brands in the market with less price and same offerings. They have also mentioned the frequent change at an increasing rate of the price is not something that they like.

Unavailability:

A few of the customer said that sometimes they do not get all the Dettol soap in the market, even if they have seen the advertisement but they did not get any in the market.

Similarities:

As mentioned above, almost all the customer wants the soap to keep them safe from germs and bacteria. With that, almost everyone recommended the company to reduce the price of the soap. It shows that they have the brand love, but they also want the brand to think about the price concern of their customer. Beside all this, there are the group of people who showed interest in variations as well that they love different variations of Dettol soap. The variation in the Dettol soap should be seasonal and variations for all the members of a family so that even if the level of interest becomes different, they should be able to buy the same brand of soap.

3.3.7 Categories:

As per the discussion mentioned above, following categories can be entertained as per customers thoughts and can be consider as the drivers of brand polarization.

Factors that motivate them:

1. Variation
2. Safety
3. Quality

Factors that demotivate them:

1. Price
2. Frequent change of price
3. Less availability

3.3.8 Connections:

It clearly shows that the customer base wants to buy the Dettol soap and they expect it to work for their health safety issues and it should offer variations in the market as well. Beside this, as the customers are mostly from lower to middle class segment their expectations of reduced price with same quality should be entertained as well. The availability of the product is necessary, and customers complains about the unavailability shows that the brand has demand in the market.

3.3.9 Analysis:

Summary of the concepts mentioned above:

- All the customers are known to Dettol brand and a few of them are not known to the variations the Dettol offers
- Dettol's protection from germs and bacteria is the factor that customer buys and wants to buy Dettol soap, beside this the variations has a significant impact
- As the price of Dettol soap is higher than its competitors in the market, Customers has shown their frustration for higher price, Price is the key factor to discourage
- Beside this, frequent increasing of price demotivates the customer a lot and a factor for less brand love
- Customers has good associations with the product, they got support during the COVID-19 situations, Dettol's social campaigns and the quality of the product
- Customers expects to reduce the price of the soap and expects more social campaigns from Dettol that will create positive change in the society

3.3.10 Break down analysis:

1. Variations: Dettol should offer more variations of soap in the market so that people with different level of interest and choices come under the potential target customer group.
2. Safety: The soap should never lose its image and brand positioning from being a 100% sure anti-bacterial soap in the market.
3. Price: The Price of the products must be reduced, or the value proposition should be increase at a rate that justifies the price over any other alternatives.

4. Availability: The product must be available in all the outlets and market. This is fully mandatory if the company is running media communications.

3.4 Discussion:

As I was doing the internship in a multinational company which basically offers health and hygiene products in the market, and it also ensures the high quality in all its products. Brands like Dettol, Harpic, Veet, Lysol has great hold in the market, and it has fantastic opportunity to expand the market as well.

Talking about new market opportunities, the marketer needs to know why the customer are buying and what are factors that is demotivating them to ignore buying that product. If we can potentially bring out the factors that will maximize the sales and growth to the company eventually. Keeping that in mind, with the aim to find out the drivers that affects brand polarization, creates positive and negative thoughts on customer mind.

To successfully reach the goal of my aim, firstly gather all the necessary information related to the product and related to the company. Knew about the target segmentation, business practices, company policies and its mission, vision. I needed to know about the company hierarchy and other relevant information from both primary and secondary sources. Then I prepared sample questions which will be asked to the customer during the interviews and their demographic conditions to match the target segmentation clearly. On the next step, I run the survey, took interviews from the customers in the market. I asked them for their precious time and cleared my intention. Then after having their verbal approval, I started each interview. Interestingly all the interviewees were very friendly shared their views and thoughts about Dettol soap. After all the interviews were done, I transcribed all the data and analyzed them. I have found the drivers that motivates and demotivates them to buy Dettol soap on a regular basis and why choose alternative brands.

3.4.1 Research contributions:

This research will help the marketeers to know the importance of the drivers of brand polarizations and its impact in the society. They will know that there is something more than only demand, even after having the demand in the market, they should know the drivers as well.

Furthermore, Knowing the drivers they will be able to explore more about the customers and they will be able to penetrate more in the market and will be able to grow with the business. As mentioned, Reckitt will know that their pricing is considered as the highest concern for the customers in the market. Also, Reckitt will understand that customer want Dettol soap in different variations and as Dettol has 06 variations, it can be considered as their strength. Similarly, the germs' killing positioning is the reason of brand love. This will help the company.

I believe, I have reached my goal and this information, the drivers will help the company to grow its business and the sales team will be able to increase the consumption and penetrate more markets. Eventually, knowing customers thoughts company will offer better to the customer and it will help the customers to potentially select the best brands from the market which cares for their health and home hygiene. I also believe that the research will help the society as it will help the people with the most concerning factor, their safety with health and hygiene.

3.5 Conclusion:

Reckitt Benckiser (Bangladesh) Limited is one of the most well-known global firms in Bangladesh. Its favorable image and brand equity have aided it in fostering development over the years since its start. By consistently developing current goods, launching added items, focusing on new media opportunities, and enhancing the communication system, growing distribution networks, and creating new concepts, the firm continues to focus on supplying better answers to consumers' concerns. All of these tasks are conducted by a group of highly skilled and talented professionals that run with an initiative-taking attitude. Reckitt Benckiser (Bangladesh) Limited relies heavily on distributors for its sales.

The company has some specific customer base as the company targets mainly on health and hygiene products. My goal was to potentially find out the factors behind the brand polarization.

That mainly defines that there are many drivers or factors that influences the potential customer to buy a specific product or demotivates to do so. After talking to the customers in the market and analyzing their answers I have found the potential drivers. I believe, the drivers will surely help the company to know its customer segmentation better. The marketer will understand the core points and drivers that changes customer mind. Overall, my experience with the internship was very practical and it abled me to learn many new things such as how a market works, how to potentially find out specific reasons or cause through research and surveys.

Interview Questions:

Demographic Information:

Age range:

- 18 – 25
- 26 – 32
- 33 – 40
- 41 – 50
- 50+

Salary Range:

- 5000 – 20,000
- 21,000 – 35,000
- 36,000 – 50,000
- 51,000 – 1,00,000
- 1,00,00+

Education level:

- SSC
- HSC
- Graduate
- Post – Graduation

Occupation:

- Student
- Part – time job holder
- Private job holder
- Government job holder
- Businessman
- Freelancer

Family orientation:

- Joint family
- Single Family

Questions:

1. What health products do you consider keeping yourself and your family safe and clean?
2. As long as health is the concerned, how often you bought Dettol soap?
3. Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.
4. Please explain if there is any factor that is stopping you from buying Dettol soap?
5. Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?
6. Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?
7. What recommendation you have so that we can improve our service?

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Appendix:

Interview No. 01:

Demographic Information:

Age range:

- 41 – 50

Salary Range:

- 51,000 – 1,00,000

Education level:

- Post – Graduation

Occupation:

- Businessman

Family orientation:

- Single Family

Questions:

- 1. What health products do you consider keeping yourself and your family safe and clean?**

So basically I am a person who is actually too much from San with meaning and measuring the hygiene and a person who is actually too much into the health related products to keep myself and my family members clean and safe so for washing hands I use the hand wash mostly and for washing my face and for other body parts I use the face wash and the soap is basically for the bathing and cleaning the body parts in the samples for the years and I also use this site is who is when I come outside from outside and I used this most of the time to keep myself clean and safe from bacteria and germs.

- 2. As long as health is the concerned, how often you bought Dettol soap?**

Most of the time we use Dettol soap in our family so we use it also as our regular cleaning or bathing soap and we can say that we are one of the loyal customers of Dettol soap that is why we buy Dettol soap most of the time. Even today I again bought a few of the Dettol shops for me and for the family members in a large amount. Basically, I do not usually come to market but when I come, I take in grossers for one or two months.

3. Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.

First of all, there are the other soaps in the market, such as lux, dove and sandelina. These are mainly for the beauty purposes. But in my family as I said we are more into the health issues that is why it is highly likely that we buy soaps that matches our concerns. As you see the air pollution is increasing at a higher rate, lots of germs in our air and everywhere you go. We believe that Dettol actually protects us from those germs. My father used to buy Dettol for us, now I am buying for us. Most importantly, it has the ability to protect us from germs. So, I have both logical and emotional ground to buy the Dettol soap.

4. Please explain if there is any factor that is stopping you from buying Dettol soap?

Actually speaking, I have not faced such situation to talk about. Never faced any situation that would make me disappointed, and I would not buy Dettol. My Love for Dettol actually came from my father. As I said earlier that My father used to buy Dettol soap for us. Me and my family members are so satisfied with the soap as well. Actually, we do not think this much deep about a soap but as you are asking, the answer is negative. I do not certainly have any issues with Dettol soap and never faced such. But one point to mention that the price of this soap is higher than other. Maybe this is because the company wants to ensure the quality of the products.

5. Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?

My family members are using Dettol soap for an exceptionally lengthy period of time. One thing that we have seen is the price of the soap increase very often. Every time I see that even if there are no such economic issues going on in the country, the price of this soap increase and other brands follows Dettol and increase as well. Comparing to the other good soaps in the market, Dettol has higher price to offer. No other brands change the price with this pace. Also, the same Dettol soap is being sold in different prices in different stores. Which is a matter of confusion as a customer.

6. Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?

Yes, I mentioned that earlier as well. My father used to buy the Dettol soap for all of us. Then I started buying the soap. So, there is an emotional connection. I tried other few soaps but that did not suit me. So, End of the day, Dettol soaps comes to our preferences.

7. What recommendation you have so that we can improve our service?

One thing that should be addressed, if the company has no issues. There are so many customers like me who are buying Dettol for years. The company should offer us some sort of facilities so that we get encouraged and others will be influenced too.

Interview No. 02:

Demographic Information:

Age range:

- 41 – 50

Salary Range:

- 36,000 – 50,000

Education level:

- Post – Graduation

Occupation:

- Private Job holder

Family orientation:

- Single Family

Questions:

1. What health products do you consider keeping yourself and your family safe and clean?

To keep myself and my family safe and clean it has to take bath regularly I prefer to take shower on regular basis was therefore I do to keep myself 17 from bacteria and germs by doing this my family members are also become safe from bacteria and germs they also maintain this rule of regular bathing and besides if you are if you notice that our year is also polluted is checked or array index then it is not good enough it was full of carbon particles and jump so for me and my family it is necessary to wash our face and clean and our hands and legs and all the body parts should we use face wash to wash our face and to clean our hands and other parts of the body is we use soap and hand wash and sent to you sanitizers after coming from the outside during the pandemic situation we use this you have we had used the sanitizer and at random to keep ourselves and taste from germs so you can say that I use all the products

2. As long as health is the concerned, how often you bought Dettol soap?

Yes, I do use Dettol soap. During the pandemic, the usage of Dettol soap had increased a lot because Dettol soap is more effective in killing germs and has the ability to keep us hygiene. Before the pandemic, we also use other soaps but during and after the pandemic we choose Dettol soap as our daily soap and Dettol soap has many variations. So, all of my family members

can choose their own variant and fragrance. It is suitable for me, and my family and it also kills the germs so that is why I buy it for me and my family

3. Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.

The reason I am going to buy Dettol soap is because of its variations. Dettol soap has many options for its customers. As I was telling you my daughter uses the skin care variant and I use the fresh variant because it has a lemon fragrance, and my wife uses the Aloe vera variant because it has a unique fragrance of candy as she says and the qualities of Aloe Vera. Because of using Dettol soap. Everyone in my family can choose their own variant and it is an easy for me to buy these variants because I can find all of this is variant in one soap because of that it is less trouble to buy and more effective to stay safe and clean I can change the variant according to my needs so that is the reason why I am buying it and why I will be buying the Dettol soap.

4. Please explain if there is any factor that is stopping you from buying Dettol soap?

Yes, there is a factor that is stopping me from buying Dettol soap and that is the price of the Dettol soap whenever I go to a store to buy me a soap, I notice that with same variant as Dettol, there are some other soaps like Lifebuoy, savlon has lower price than Dettol. It is 3 to 5 takas less than Dettol. But they do not have many variations. So, I cannot buy those, then I have to buy Dettol soap. For me, the price really matters. If I found a soap with same variant with a lesser price, I am probably going to take that soap because it is money saving product for me. So yes, price is the thing or factor that is stopping me from buying Dettol soap.

5. Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?

A few months ago, when I went to buy a Dettol soap, I noticed that the price of the Dettol soap was forty-four taka which was forty-two takas before. After a month, when I again visited the market to buy me soap, the seller told me that it was forty-seven takas. When I asked the seller why the price of this soap is increasing. He told me that is because of the increasing of other

products in the market. But I was not satisfied with the price. Because within three months, the price had increased five takas. Price if Product like this does not increase so randomly. so for some few periods of time, I stopped buying soaps of Dettol. In that time, I bought other soaps like Lifebuoy, Savlon. When they increased the value of their product, I started to use Dettol again.

6. Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?

Pleasant experience in a sense is that Dettol has many variations because of that I buy Dettol soap. I never felt monotonous as I am using the same soap for a long time because I can change the fragrance of that with the same brand. Sometimes I use aloe vera sometimes I use fresh, skin care. In the summer, I mostly use the Dettol cool variant in the winter I use Dettol skincare variant I can change my variant while staying or using the same brand as that. The variations of this soap influenced me to take bath the cool variant motivates me to take bath in summer and the main thing that I like about the Dettol soap is their season-based variations. For every season it has its own variant this is the thing I like about Dettol soap

7. What recommendation you have so that we can improve our service?

If you want to know my recommendations about Dettol soap, I recommend lowering the price of the soap even if you need to reduce the weight or amount of the soap from seventy-five gram to seventy gram it really has an impact on me. whenever I bought soap for whole month, and I have to pay ten takas extra. If you can reduce the price of Dettol soap, then it will be extremely helpful for us. Because price is the really big concern for customers like us because we are middle class family. So, if they reduce the price then it will be extremely helpful.

Interview No. 03:**Demographic Information:**

Age range:

- 33 - 40

Salary Range:

- 36,000 – 50,000

Education level:

- Graduation

Occupation:

- Government Job holder

Family orientation:

- Single Family

Questions:

- 1) What health products do you consider keeping yourself and your family safe and clean?**

As we take bath regularly in this summer season, for cleaning purpose, we use hand wash jar and to be honest the usage of hand wash in our family is huge. This happened basically after the COVID situation. We also use shampoo to keep our hair cleans and soaps during bathing. So, you can actually say that we use health products on a regular basis in our home.

- 2) As long as health is the concerned, how often you bought Dettol soap?**

In our family and personally I like the Dettol soap because of its anti-bacterial functions. This is, I think Really important for use to know and to use the soap that should clean the. Germs. Even in our family all the members use Dettol. Even we use the Dettol hand wash and Liquid as well. As Dettol soap ensures the safety and ensures maximum killing to the bacteria and germs. Basically, my focus is on the anti-bacterial soaps such as Savlon, Life buoy and Dettol. Among this, I often by Dettol as I heard this name many times from many places and even in media channels, I see it almost every time.

3) Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.

I do not actually buy the same soap repeatedly. I try to change the soap on a frequent basis. You see, the price of all the soaps of same sizes is quite similar. That is why I also try to take the experience of using all the available soaps in the market. Likewise, you told me about the variations of Dettol soaps. I like this. I like the variations. But yes, I exactly do not know but for variation and safety issues I often buy Dettol and also try to balance and to experience the other soaps. Sometimes the seller pushes me to buy Dettol and that actually makes sense when the seller is influencing.

4) Please explain if there is any factor that is stopping you from buying Dettol soap?

Actually, there is no such specific factors that is stopping me to buy Dettol. Rather I have good experiences with Dettol. As I have mentioned you earlier that I try to take experience different soaps that are available in the market. That might be a reason for you, that My choices or wishes to try different soaps in the market is stopping me to buy Dettol. But there is no such terrible experience associated with Dettol that is stopping me. Hope you understand the issue I am explaining.

5) Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?

No, actually there is no such situation with me that you are looking for. But recently When I went to buy the summer pack of Dettol that is consisting of 03 different variations of Dettol soap including the fresh, cool, and Original. So, all the retailer of that marker told me that the summer pack is not available. I was astonished with this There is the TV advertisements going on regularly, but the soap is not available. I found it very unprofessional for the company. Even after a week of that I did not get the soap. Later I stopped looking for that specific soap pack of Dettol.

6) Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?

There is a pleasant experience that I think I should share with you. A few months ago, a group of people went to my son's school. They organized one campaign there about hand washing. They taught all the child the proper way of washing hands and the importance of washing hands. I always used to teach my son to use hand wash and to wash hand before eating but being small boy, he often used to forget that. But after the campaign at school the situation changed so dramatically. No, my son uses hand wash on a very frequent basis. I mean when he needs to use. Now I have less worry about his health and the credit goes to Dettol. Being a consumer, I think Dettol Just justified with me. Thanks to you.

7) What recommendation you have so that we can improve our service?

As mentioned earlier about the campaign, I would personally want Dettol company to organize such events on a regular basis. If you see younger people are so fast. They are advanced and they do not want to stop from learning. Right way of learning is very much important. The impact of learning with games is very impactful. I would ask Dettol, not recommend, I would rather request to organize such campaigns and events on social purpose that will help the society and Its people to grow positively.

Interview No. 04:**Demographic Information:**

Age range:

- 33 - 40

Salary Range:

- 36,000 – 50,000

Education level:

- Graduation

Occupation:

- Government Job holder

Family orientation:

- Joint Family

Questions:**1. What health products do you consider keeping yourself and your family safe and clean?**

I use many products to keep myself clean and safe. I use mainly hand wash, sanitizer, shampoo for hair etc. If I go out or any of my family members go out, we always carry a hand sanitizer with us whenever I returned to my home, I wash my face with face wash or beauty soap to clean my legs I use antibacterial soap for hands I use hand wash and soap. It is necessary to wash my hair, I use shampoo of assorted brands. During the pandemic time, the usage of hand sanitizer is increased. For bath I use various kinds of soap. I do not have any

specific requirements except antibacterial. I use those products regularly to keep my family safe

2. As long as health is the concerned, how often you bought Dettol soap?

It is not like that I always buy Dettol soap. I really do not have any specific choice for soap. But I usually buy Dettol soap but not regularly. I usually do not prefer the beauty soap om like Lux, Sandelina because there are always some beauty products at my home, so I do not need that kind of beauty soap. For me safety comes first. My first concern is about safety which I cannot get from beauty product like LUX, which is why I prefer Dettol soap more than any other beauty soap. So, for that reason I am interested in buying Dettol soap. It is not fixed that I always buy Dettol soap.

3. Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.

the reason I like that also is because of their safety concerns for their customers. my family members always tell me to buy Lux and Sandelina because they love the fragments of that soap, but I prefer Dettol, Savlon, Lifebuoy and there is also fragrance in Dettol. Safety is my main concern. so, for that I mainly by Dettol soaps, because it protects us from the germs. Soaps like Dettol, Lifebuoy ensures me the safety. For that reason, I am more interested in to buying Dettol or Lifebuoy. Beauty soaps like LUX and sandelina does not ensure me the safety as I mentioned before. My first concern is about the safety of my family. So, safety comes first. so that is why I buy Dettol soap

4. Please explain if there is any factor that is stopping you from buying Dettol soap?

The Dettol soap is one of the costliest products in the market. The price is little bit high so that is why I do not want to buy this soap regularly, cause with the same amount of money I can get a better amount of soap from savlon or Lifebuoy. Still, I buy Dettol soap sometimes because it ensures the safety and Savlon also ensures me the safety, so I buy Dettol sometimes and I buy Savlon sometimes. Because we are middle class family. so, family like us the price is really matters. But that does not mean that I do not buy Dettol soap.

5. Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?

I never ask for Dettol soap directly from the shopkeeper. So I go to the store, ask for soap, the shopkeeper shows me savlon or Dettol or Lifebuoy soaps, he insists me to buy one those soap. Then I buy one of those soaps and returned to my house. Most of the time, he tries to sell the savlon or Lifebuoy soaps. But as I mentioned before, I do not have any specific choice. Still now I did not find any situation where the seller tries to discourse me from buying Dettol soaps. But sometimes, the seller insists for a specific soap. The amount, I am paying for a Dettol 75grams soap with the same amount of money I can get a Lifebuoy 100-gram soap. A Lifebuoy 100 grams soap cost around 42-44 taka where a Dettol 75 grams soap costs around forty-seven takas. To buy Dettol soap, I need to add five takas, but I am getting less quantity. So, it feels bad that Dettol is telling us that they ensure the safety and they also charging extra money from us

6. Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?

It is safety. Even if I am going to buy Savlon or Lifebuoy, there is always a concern in my mind about their safety. But when I am using Dettol soap, Dettol ensures the safety. There is always a satisfaction that if I am paying a good amount of money then the product must be good. I did not hear any rumors about Dettol, but I heard rumors and many sad news about savlon and Lifebuoy.

So, in this perspective, I prefer Dettol. But the price of Dettol soap creates an issue. But whenever I buy Dettol, I do not need to worry about quality

7. What recommendation you have so that we can improve our service?

If the price being reduced a little bit, then it will be Very helpful for customers like us. Customers like me also want the best quality at reasonable price. It will be extremely helpful if there is soap for five taka which is for one time use. There are many bacteria and germs like corona, so in those situations a onetime use soap will be especially useful. Customers like me can also use it while travelling and use it whenever I feel necessary. If they launch a soap like this, then it will be extremely helpful. We can use urn while travelling, before eating our meal etc.

Interview No. 05:

Demographic Information:

Age range:

- 41 - 50

Salary Range:

- 36,000 – 50,000

Education level:

- Graduation

Occupation:

- Government Job holder

Family orientation:

- Joint Family

Questions:

- 1. What health products do you consider keeping yourself and your family safe and clean?**

I mainly use various kinds of products for daily purposes. Me and my family mainly use soap for washing hands, face, and bathing. We also use face wash, shampoo, and hand wash. We try to keep our house exceptionally clean and germs free. Cause we believe that to keep ourselves safe, we must keep our environment clean. To keep our house, we use products like Lysol. We use Lysol to clean our house most of the time

2. As long as health is the concerned, how often you bought Dettol soap?

Actually, I really do not use Dettol soap so much. The price of Dettol soap. Is higher than any other soaps in the market. We mainly use Dettol mini soap for washing our hands. Otherwise, we do not use Dettol soap that much. We mainly use Lux soap. My family also like this soap. Lux is also cost friendly. So, most of the time, I buy Lux soap.

3. Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.

I mainly buy Dettol soap for washing our hands. I buy Dettol mini soap for ten takas, so it is cost friendly for me. And Dettol soap also ensures the protection from germs and bacteria. That is why I buy Dettol mini soap to ensure my family's safety. For that reason, I buy the Dettol mini soap

4. Please explain if there is any factor that is stopping you from buying Dettol soap?

Because of the price, I do not want to buy Dettol soap. For family like us, we do not want to spend more money on products like these. So, I do not buy Dettol soap. If the price is decreased, then I am going to buy Dettol soap. Otherwise, I am going to buy other soaps like Lux, Savlon. The price of Dettol soap is unreasonable. With the price of seventy-five grams Dettol soap, I can easily get a one hundred grams Lifebuoy soap. Then why should I buy Dettol soap?

5. Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?

I will say the price. The price that I am paying for Dettol soap is higher than any other soap in the market. So, the price discourse me a lot. People are mainly trying to buy the best thing with

the lowest price. So, because if that reason I do not buy Dettol soap that much. If they reduce their price, then I am going to buy that soap

6. Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?

I mainly buy Dettol mini soap because of its price. The price of Dettol mini soap is ten takas. The price is never reduced or increased by the company. Sometimes I also use Lifebuoy. But Lifebuoy is not a label in every store. But Dettol soap is available in every store. If I asked a shopkeeper to give me a Dettol soap while travelling, I can find one. So, it is a good thing about Dettol soap. Before we were used to carry a large soap with us which eventually became a burden for us. But for mini soap, it is extremely easy to carry and use

7. What recommendation you have so that we can improve our service?

Dettol soap is particularly good for protection from germs and bacteria. But because of its price, people like us cannot afford it. I will recommend them to reduce the price if it is possible. Then it will be extremely helpful for us. I believe many customers will buy Dettol soap if they reduce the price of Dettol soap

Interview No. 06:

Demographic Information:

Age range:

- 50+

Salary Range:

- 100,000 +

Education level:

- Post - Graduation

Occupation:

- Government Job holder

Family orientation:

- Single Family

Questions:

- 1. What health products do you consider keeping yourself and your family safe and clean?**

I use many soaps and shampoos to keep myself safe and clean. I try to eat vegetables. I drink water regularly to keep myself hydrated. Sometimes I also use face wash, hand wash. I try to keep my foods always fresh. I try to eat healthy foods and obviously I always keep my house clean. To clean my house, sometimes I also use finial to clean my house

- 2. As long as health is the concerned, how often you bought Dettol soap?**

There is not so much usage of Dettol soap in my house. Because my daughters love to use the beauty soaps like Lux, Sandelina. So, for that reason, we use Lux or Sandelina soap more than Dettol soap. My thought is that for safety, all soaps are good enough to use. My first priority id Lux, cause most of my family members use Lux soap. But I also buy other soaps like Savlon, Dettol, Lifebuoy, I mainly buy them occasionally. So, I buy Lux, Sandelina, Dove for my daughters. So, you can say that we mainly use beauty soaps. But sometimes I also buy Dettol soap

3. Please talk about any factor for which you are and will be buying Dettol soap? We want to know the reason of your brand love for Dettol soap.

During the pandemic situation, my daughters told me about the safety. They are also overly concern about the safety, and I am also a very conscious person. We mostly use Lux or Sandelina as our daily soap. But during the pandemic, we used Dettol soap or Savlon soap and my daughters have also told me that we should use anti- bacterial soaps like Dettol, savlon. So, I bought more Dettol soaps during the pandemic situation. Because my daughters believe that soaps like these can protect us from germs and bacteria. For those reasons I had used, and I am using Dettol soap. But now the usage of Dettol soap is not that much as before.

4. Please explain if there is any factor that is stopping you from buying Dettol soap?

There is no special reason or factor to buy and use Dettol soap for me and my family. But my daughters told me to buy those soaps and I bought it for them. That is all. But most of the time, my family members are using Lux, Sandelina or Dove. So that is why I buy Lux and sandelina soap more than any other soap. You also mentioned that Dettol also has a skin care variant. But my daughters are not known to this product, even I also never heard of this product. It will be beneficial for us if there is a variant like skin care

5. Please elaborate any situation that discouraged you to buy Dettol soap and buy an alternative?

You are asking the same question again. It is not like that I do not buy Dettol soap at all. I buy Dettol soap sometimes. I never face any situation that discourse me from buying Dettol soap. I will say the same thing again that I am alone in my family, there is also my family members. So, I also. Have to listen their wish. Most of my family members prefer Lux or Sandelina. Of. hat reason, I also buy Lux or Sandelina. There is not any situation that discourse me to buy Dettol soap. I want to use Dettol soaps nor Savlon soaps, but my family members are insisting me to buy Lux or Sandelina soap. But during pandemic, they all agree with me that we should use Dettol soap. The advertisement of the Dettol skin care soap is not working, I guess. So that is why my family members do not know about it

6. Please elaborate any of your good experiences associated with Dettol soap which made you love the brand and bought again over an alternative?

During the pandemic, there was a shortage of hand sanitizer. At some point, there was no hand sanitizer available in the market. In that time, we saw many advertisements and posters of the Dettol soap that tried to tell us that washing hands with Dettol soaps can also protect us from germs when we could not find any hand sanitizer that moment, we bought and used Dettol soaps which were available in the market. It gave me a good support in corona situation. At first when we were not able to find and buy sanitizers, we used Dettol soap too much. After that we are still using Dettol soaps in our house. But the usage of Dettol soap is not same as before

7. What recommendation you have so that we can improve our service?

I think it will be great if they advertise the Dettol skin care soap increasingly. Then customers like us can know about this product. Then we can use Dettol soaps more than any other soaps. Because we are getting antibacterial ability with skin care formula in a soap. Then I can buy Dettol soap for everyone in my family. None of my family members are not known about this product. To solve this problem, they need to increase their advertisement for this product. I believe it will be great for everyone if they advertise about those products about which we do not know.