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A CASE STUDY ON DABUR HONEY-SOCIO-CULTURAL AND ENVIRONMENTAL ASPECT OF MARKETING

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ABSTRACT

Marketing is the key to survive any business. With overall volumes continue to grow; there are too many players into the market. It is that any business, should understand the changing attitudes, behavior and values of the society. Marketing is the total system of business, an ongoing process. Like discovering and translating the consumer needs and desires to the products, creating demand for these products and services, and also serving the consumer demand, and also expand the market. This article throws light on the role of Dabur Honey is capturing the market through its effective communication by connecting with the consumers with their lifestyles, problems, and social values.

KEY WORDS: *Marketing, life styles, social values, consumer.*