

## A Launch of a Safe Mosquito Repellent Tablet in a Tested Market

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**Abstract.** The aim of the paper is to come out with a marketing proposal, launch proposal and an appropriate name for the product (mosquito repellent tablet), the product is of Reckitt Benckiser (India) Limited. The launch of this product is being done by IB&W communications (P) Ltd, an advertising agency placed in Bangalore, where the teams have taken up the investigation. Reckitt Benckiser (India) Limited, has now come up with an idea to introduce naphtha based product with an inbuilt mosquito repellent. Unlike coils, liquids, sprays & creams which could be harmful to health in the long run, this product does not emit any smoke or vapour. Neither is it harmful to the sensitive skin. As this is a new product, IB&W will test market in the city of Bangalore before a national roll out.

The paper will come out with various marketing proposals and different launching methods before introducing the product in to the market. This will help to understand the measures taken by the organization before launching the new product and will also understand the criteria that the customers are looking out before accepting a new product. With various analysis and survey done in the test market, the company will come out with an appropriate name for the safe mosquito repellent. In order to launch the product successfully in the market the study will help to understand the perception of the customers and will lead to come out with an apt marketing proposal.

**Keywords:** product launch, repellent

### 1. Introduction

In 1980s, quality was the competitive priority that won orders in the marketplace. More recently, time-based competition has emerged as the winning strategy, especially in fast-cycle industries. Being the first to introduce a product into the market can bring significant benefits like higher price premiums or greater market share. This paper reports on the reasons for delays in the introduction of new products in the computer industry. The analysis of the data suggests that quality should be built into the new product development process as a first step to accelerate the market introduction. The use of quality function deployment is suggested as a useful tool for reengineering the new product development process.

IB&W [In Black and White] is an agency which is run by body of professionals who has diverse knowledge in fields like finance, marketing and advertising. The core management team headed by Mr. Mukesh Gupta comprises of ten members. Each of the members in the team had an average experience of 18 years with advertising agencies like O&M, JWT, Lintas and satchi & satchi etc both in India and abroad. This experience has enabled them in building the brands of their clients. Over a period of 9years it became 13<sup>th</sup> largest advertising agency in India. Gross billing grew from Rs.5crores in 1992 to over Rs.400crores in 2007. The corporate office of the agency is located in Mumbai, Bangalore, Chandigarh, Cochin, Coimbatore, Chennai, Hyderabad and UAE. It also has its representative offices at Jaipur, Bhopal, Ahmadabad, Kolkata and Chennai. Reckitt Benckiser (India) Limited Is a Company with principal activities like manufacturing

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and distributing a wide range of household and personal products. The Products of the Company include antiseptics, toilet care products, shoe care products, mosquito repellants and personal health care products. Reckitt Benckiser (India) Limited. Products of the Company include antiseptics, toilet care products, shoe care products, mosquito repellants and personal health care products. The Company manufactures the Dettol branded antiseptics, soaps, talc, medicated creams and medicated plasters, Disprin analgesic tablets, Lizol floor cleaner, Mortein mosquito repellants and rat killer, Robin power, Harpic lavatory care product, Cherry shoe polish and Collin glass cleaner. Health and personal care products accounted for 58% of 2002 gross revenues; Household products, 41% and Food products, 1%. Health and personal care products accounted for 58% of 2002 gross revenues; Household products, 41% and Food products, 1% .

Welcome to the 2010 International Conference on Chemical Engineering and Applications (CCEA 2010). The Conference is a primary international forum for scientists and technicians working on topics relating to Chemical Engineering and Applications. It will provide an excellent environment for participants to meet fellow academic professionals, to enhance communication, exchange and cooperation of most recent research, education and application on relevant fields. It will bring you new like-minded researchers, fresh idea. It also provides a friendly platform for academic and application professionals from crossing fields to communication together.

### **1.1. Need for the study**

The study will give us a brief idea about the market and the customer's perception in accepting a new product available to them by the organization. It will also help us to know the various research and strategies adopted by the organization before making the product available to the public.

### **1.2. Description of the problem**

With the increase in competitions and the availability of the mosquito repellent in different varieties like coils, sprays, cream & liquid which already has attracted different segment of people . It is a challenge for the organization to place the product in the minds of consumers with a unique strategy such that the product sustains in the market for a long run and provides a great competition for the new entrants.

### **1.3. Justification**

Depending on the tastes and preferences of the consumers the organizations introduces their product with some unique quality/advantage in them. This becomes the competitive advantage of the product as well the organization. Unless the organization comes out with a unique strategy it is difficult to attract the consumers, hence the organization has to undergo various research before launching its product.

## **2. Objectives**

- To know whether market is ready to accept safe Mosquito repellent tablets.
- To identify the target place for the product Launch.
- To determine the opinion of the target consumers about the product.
- To come up with an innovative name that suits the features of the product.

## **3. Methodology**

- **Primary Data:** Interaction with the consumer of test market tabulation and classification Graphical method, percentages
- **Secondary Data:** Articles, Books ,Internet
- **Sample Size:** 150 were selected randomly with the direction of the organization. Tools applied to analyze are graphical method, tables, classification and Percentages

## **4. Review of literature**

The best way to reduce mosquito-borne diseases is through mosquito control and personal protection. You can do a few things to reduce the number of mosquito bites that we get while enjoying the outdoors. First, wear clothing that covers most of your body, if temperatures permit. Second, use a mosquito repellent that contains NN-diethyl-meta-toluamide (DEET) at a concentration of 7.5 percent to 100 percent.

Permethrin, an effective pesticide, is for use on clothing only. Mosquito Myths several natural or man-made products have been touted as mosquito repellents or effective in mosquito control. Citronella oil, which is a product of several types of plants that can be made into candles or burned directly, is an effective mosquito repellent in high concentrations, but individual citronella-producing plants do not make enough oil to effectively repel mosquitoes.

Ultraviolet lights (as used in bug zappers) and ultrasonic devices are not effective. There are many commercial pesticides available to kill mosquito larvae and mosquito adults. Many communities conduct large-scale spraying of pesticides containing mallothione to control mosquito populations during the spring and summer, The teasing question why does a mosquito bite only in the night? The answer was still interesting. *“You please go and ask the mosquitoes!”* Mosquito undoubtedly is a mood spoiler for anyone. Top 5 Five products of mosquito control are mosquito Dunks, Lotion, Outdoor, Trap, Off! Avoiding mosquitoes and Mosquito Bites, Using Insect Repellents Safely, Choosing Insect Repellents, Using Insect Repellents Safely. Natural Mosquito Repellents Natural products will effectively repel mosquitoes, but they require more frequent reapplication. Because of the differences between types of mosquitoes, products that contain multiple repellents tend to be more effective than those containing a single ingredient. As you can see, natural repellents tend to be volatile plant oils.

Lemon Eucalyptus Oil	Lemongrass Oil
Cinnamon Oil	Cedar Oil
Castor Oil	Peppermint Oil
Rosemary Oil	Clove Oil

Possibly Oils from Verbena, Pennyroyal, Lavender, Pine, Cajuputs, Basil, Thyme, Allspice, Soybean, and Garlic. Another plant-derived substance, pyrethrum, is an insecticide. Pyrethrum comes from the flowers of the daisy and things that lower Repellent Effectiveness; Many Sunscreens, Dilution from Rain, Perspiration, or Swimming ,Absorption into the Skin Evaporation from Wind or High Temperatures Marketing Tips for Launching a New Product, seven important steps that will help them successfully bring their new products and services to market. ,study your competition, target the ideal customer, create a unique value proposition, define your marketing strategy and tactics, test your concept and marketing approach, roll out your campaign, know your product's lifecycle. The perfect way to branding Launch a business or company flourishes with the correct creation of the product, distribution, marketing and pricing. Eg. L'Oreal, Nike etc. it is their image that helps in the sale of its products.

Launching a company as a brand and highlighting the kind of products that you specialize in a branding launch is presenting the company as a brand to the consumer and making them aware of your specialties. But before you launch yourself as a brand, you will be needed to build yourself as a brand. Wondering how is it possible? Develop catchy name of your company, a logo and a tagline. All of these must be patented; this will make it your company's copyright that no other company would replicate. The biggest product launch is a result of proper planning; the biggest product launch is a dream of all the companies. But you can realize this dream only if you carry out proper preparations. The secret is just one word 'research'. Research is the first part of planning process. Importance of public awareness and innovation, the latest index was published in March 2009. Outputs included patents, technology transfer, and other R&D results; business performance, such as labor productivity and total shareholder returns; and the impact of innovation on business migration and economic growth. Accelerating New Product development and successful market: introduction.

It is important to acquire market share and establish industry leadership, quick innovation and product introduction also increase a company's ability to respond to a fast changing marketplace. AT&T reduced the time required to develop a cordless telephone to meet global demand for the product. Similarly, Hewlett Packard cut its computer printer development cycle from 60 months down to 22, thus responding to the need for higher quality and speed in its printers. Speedy new product development (SNPD) and timely introduction have other crucial implications for successful competition in today's markets. The article focuses on the managerial practices that enhance SNPD and timely market introduction, first reviewing the

role of SNPD in determining a company's competitive advantage, and next relating it to breakthrough and incremental innovation patterns. Third, the article identifies effective approaches for redesigning innovation and managerial decision-making processes to promote SNPD. These three approaches stress the importance of cohesive, cross-functional approaches to SNPD. Finally, the article concludes with several recommendations for leveraging the advantages of SNPD.

## 5. Analysis and Findings

- The study based on gender 59.34% of Males have responded and 40.66% of females have responded. Mostly the study was conducted in central trading centres, in main factory with employees and also with others.
- Survey reveals about 76.66% of age group falls under 20-29, 20% of the age group falls under 30-39, 3.33% of the age group falls under 40-49 finally 6.66% of age group are more than 50 years old. And Analysis indicates that the survey is taken with 32.66% of students, 43.33% of employees, 12.66% of business men, 9.33% of house wives and 2% of other respondents.
- Study found that 17.33 % of respondent's do come under the annual income group of 1-2lakhs, 28% of the respondent's are within 2-3lakhs, and 37% of the respondent's with more than 3lakh.of income per annum.
- In the analysis the study has found that 52.66% of the response consist of 3-4 members in a family, 28% of response consists of 5-6members in the family, 7% of the response consists of 2members in the family, 6.66% of the response consists of 7-8 members in the family, and 5.33% of the response consists of more than 8members in the family.
- Nearly 87.33% of the respondents use mosquito repellent and the rest 12.66% of the respondents do not use mosquito repellent.(Ref-Table&Chart1)
- Respondents does not use a mosquito repellent. The other alternative products like 31.57% use net, 5.26% of the respondents use coil and fan, and 57.89% of the respondents use some other product. .(Ref-Table&Chart2)
- Nearly 31.33% of respondents are aware of All-out, 10.66% of respondents are aware of Mortien, 8.66% of respondents are aware of Baygon,33.33% of respondents are aware of GoodNight, 16% of respondents are aware of all the above mentioned brands. .(Ref-Table&Chart3)
- Respondents are satisfied with their current brands where about 86% of the of respondents are satisfied with their current brand 1.33% of the respondents are not satisfied with their current brands and the rest 12.66% of the respondents do not use mosquito repellent. .(Ref-Table&Chart4)
- Type of repellent that the respondents are using, 17.33% of the respondents use coil, 6.66% of the respondents use spray, 64% of the respondents use liquid,4% of the respondents use cream, 4% of the respondents use a mix of all the above mentioned options.(Ref-Table&Chart5)
- 80% of the respondents are not allergic to the mosquito repellent and the rest 20% of the respondent are allergic to the mosquito repellent.
- Alternative precautions that the respondents use when they are allergic to mosquito repellent 11.33% of the respondents use Mosquito net ,2.66% respondent use Mesh,3.33% of the respondent use traditional method, 2.66% of the respondent take other precautions.
- Expectation of the respondents in a mosquito repellent 18% of the respondents are expecting the mosquito repellent to be of less cost,31.33% of the respondents are expecting for a good aroma in a mosquito repellent,42.66% of the respondents are looking out for a mosquito repellent that are suitable for all age groups,4.66% of the respondents are expecting all the three mentioned above. .(Ref-Table&Chart6)
- Importance of price while choosing a mosquito repellent about 34% of the respondents feel that price is very important, 42.66% of the respondents feel price is important and 23.33% of the respondents feel that the price is not that very important.
- Investigation about launch of new product like tablet,respondants said that they would prefer to buy a new mosquito repellent that assures safety and is available at a lesser price or buy during a

promotion/discount/offer, and said that they would try that brand. 86% of the respondents would prefer to buy and about 14% of the respondent would not prefer to buy.

- Influence of advertisement in buying a mosquito repellent, nearly 61.33% of respondents are influenced by advertisement and 38.66% of respondents are not much influenced by advertisement
- 14% of the respondents can recall advertisement about Mortien, 25.33% of respondents were able to recall about All-Out, 6% of the respondent were able to recall about Hit, 7.33% of respondents were able to recall about Baygon, 24.66% of respondents were able to recall GoodNight, 20.66% of the respondents were able to recall the advertisement of all the above mentioned brands and 2% of the respondents were able to recall the advertisements of other brands.
- Importance of brand ambassador in launching new product, 20.66% of the respondents say brand ambassador is very important, 40.66% of the respondents feel brand ambassador is important and 38.66% of the respondents feel brand ambassador is not very important.

## 6. Suggestions and Conclusion

The organization should come out with a mosquito repellent that is user friendly and is affordable to all the people in different classes. Suitable for children of all age group. Packaging should be effective and fragrances should not be harmful. To conclude, from the survey done in a test market it is clear that customers are looking out for a mosquito repellent that has a brand name and it is clear that they don't prefer any new brand unless their satisfaction is less in their current brand. If they have to shift from their current mosquito repellent then the new mosquito repellent has to have something unique in it. The new mosquito repellent should have some certification that ensures quality of the product and guarantees safety to the customers.. As there is a huge competition in the market the product initially has to be available in a sample packet with different fragrances which promises best quality at an affordable price and it is easy to use.

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## 8. Tables and Charts

Table /Chart 1

Use Mosquito Repellent	Noof respondent	Percentage
Yes	131	87.33
No	19	12.66

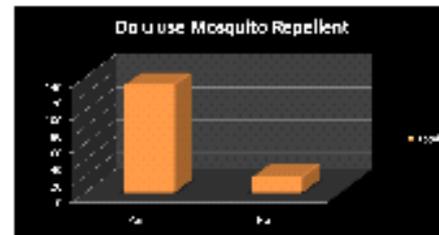


Table /chart 2

Alternatives	Noof respondent	Percentage
Fan	1	5.26
Net	6	31.57
Coil	1	5.26
Others	11	57.89

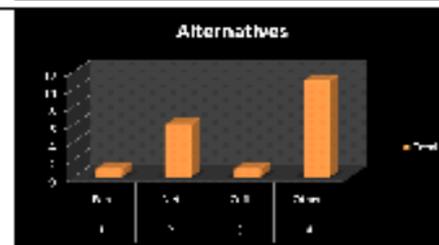


Table / Chart 3

Name the brand that you use	No of respondents	Percentage
All-out	47	31.33
Mortien	16	10.66
Baygon	13	8.666
Goodnight	50	33.33
Others	24	16

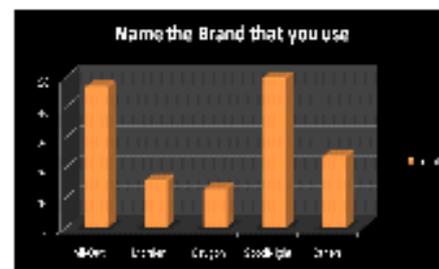


Table /chart 4

Are you satisfied with your current brand	No of respondents	Percentage
Yes	129	86
No	2	1.33
Don't use repellent	19	12.66

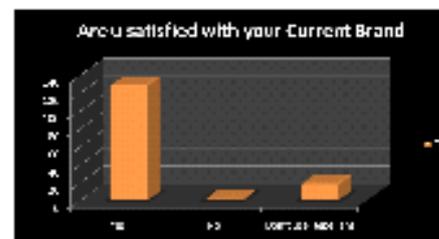


Table /chart 5

Type repellent being used	No. respondent	Percentage
Coil	26	17.33
Spray	10	6.66
Liquid	96	64
Cream	6	4
Others	6	4
Multiple	6	4

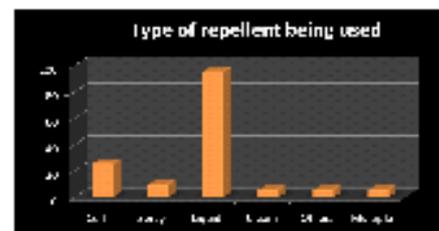


Table /chart 6

Expectation in mosq.rep	No of respondents	Percentage
Less price	27	18
Aroma	47	31.33
Suitable-all age groups	64	42.66
Multiple choice	7	4.66
Others	5	3.33

