

**"Analyzing the Consumer Behavior of Dunkin  
Donuts for the formulation of an IMC  
campaign"**



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## **ABSTRACT**

This research report has been formulated for Dunkin Donuts by carrying out a research. The research is aimed at two main aspects, firstly to study the consumer behavior of Dunkin Donuts and secondly formulate an Integrated Marketing Communication Model using that research.

The research is both exploratory and descriptive in nature. The management was interviewed which lead to an insight of the present marketing mix of Dunkin Donuts and its general awareness among people. On the basis of exploratory research a descriptive research was formulated. Dunkin Donuts has low brand awareness and the promotional activities are not fruitful. On the basis of this a descriptive research was planned and conducted which is aimed at the consumer behavior, satisfaction and consumption patterns.

An action plan has been devised after a thorough research for the improvement of in-house store layout and a managed promotional tool model.

The research instruments used were questionnaire, including both open as well as closed ended questions. Primary data was collected from the Dunkin Donuts outlets and sample size of 100 was taken from the overall population of the Dunkin Donuts customers.

The key of findings of the research are explained in this report. It shows that the consumer behavioral study can be utilized to formulate a promotional strategy so as to increase brand awareness and retaining customers.

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