

# A STUDY ON THE IMPACT OF MARKETING STRATEGIES ADOPTED BY THE LAUNDRY PRODUCTS MANUFACTURES WITH REFERENCE TO HOME MAKERS IN THANJAVUR DISTRICTS

## 1.AUTHOR

**P.INDIRA GANDHI**  
Department of Commerce  
Research Scholar  
Rajah Serfoji Government  
College (Autonomous)  
Thanjavur

## 2.CO-AUTHOR

**Dr. S. Adaikala Charles,**  
Assistant professor  
Department of Commerce  
Rajah Serfoji Government  
College(Autonomous)  
Thanjavur.

## ABSTRACT

In this paper proposed in Laundry detergent, or washing powder, is a type of detergent (cleaning agent) that is added for cleaning laundry. This laundry detergent is an essential part of our lives for cleaning laundry goods. Laundry care has achieved a high level of saturation in India, with hand washing remaining the most common form of washing clothes. Indeed, hand wash detergents and bar detergents dominated laundry care in 2018 find hidden opportunities in the most current research data available, understand competitive threats with our detailed market analysis, and plan your corporate strategy with our expert qualitative analysis and growth projections. The purpose of this paper is to investigate the influence of rural consumer based on different age group.

**Key words:** *laundry care, market analysis, qualitative analysis, corporate strategy*

## INTRODUCTION

Introduction now a day's rural marketing is gaining significant importance. Rural marketing rapidly gaining momentum because its high market potential. Most of the FMCG and consumer durable firms are focusing heavily on rural marketing. These firms have realized that the rural markets are more attractive in terms of the revenue and profitability. In recent times the economic levels of rural consumers have gone up substantially. The consumption pattern and life style have also changed drastically. Hence, the buying behavior of rural consumers has become a hotcake because rural consumers in recent days are consuming everything from detergent powder to sophisticated electronic gadgets. This is the main reason behind the analysis of rural consumers buying behavior. The Indian market demographic report-1988(NCAER) had estimated that rural India's market is growing significantly. The number of households has increased 111 million. Govt. policies, corporate strategies, better communication infrastructure facilities are the factors responsible for the development of rural marketing. Brand name

plays an important role in determining the success/ failure of the product. Hence an attempt has been made to study the brand preference of detergent powder consumers. In 1959 – Introduced surf with the promise of “superlative witness”. Became the first national detergent brand to be advertised on TV. In 1990- surf ultra was launched to establish a new standard of washing performance. In 1996- surf was redefined into surf excel, which offered three C“s- complete, cleaning and care. In 2003- surf excel quick wash was launched as an eco-friendly product as it saved two buckets of water. In 2005- surf excel matic was introduced to satisfy the needs of fast growing washing machines users. They target market

### **Market Range**

- Surf excel detergent bar
- Surf excel blue
- Surf excel quick wash
- Surf excel automatic
- Surf excel top-load and front load

### **TARGET MARKET**

Sachet packet (Rs 2/-) – mass market, convenient & affordable

Detergent bar, Surf excel blue, surf excel automatic– middle class & upper middle class

### **SURF EXCEL: THE BRAND**

Launched in 1959 as „Surf“, it was the first detergent powder in India

- Surf Excel underwent various changes in its Brand Communication
- In 1990, following the launch of Ariel, Surf became, Surf Ultra
- In 1996, Surf redefined itself by launching Surf Excel
- In 2003, the base variant Surf was re-launched as, Surf Excel Blue"
- In 2006, it added RIN Supreme Bar as, Surf Excel Bar into its portfolio

### **MEDIA STRATEGY (TRADITIONAL)**

Various categories of communication systems like broadcasting, print media, etc. are used for Surf Excel

- Billboards and posters
- In the Print Media, such as newspapers, magazines, direct mails, out doors, etc. are used
- In the broadcasting media, television and radio (FM channels) are the major tools
- The frequency of ads is higher during the time slots 1.00 pm to 3.00 pm and 9.00pm to 11.00 pm for stronger impact on target population
- Word of mouth publicity Surf Excel : Daag Acche Hain

### **PRICE**

The pricing strategy for Surf excel have always been in accordance with its competitors

## MARKETING STRATEGY/OBJECTIVES

- Surf has been in the market for a long time and has effectively managed its product life cycle with the help of product innovations and great marketing strategies.
- Unilever markets detergent products internationally and uses individual sub-brands to segment those markets.
- Formulation of the detergent and the market targeted vary by region.
- Launching variants in the washing machine category.
- Effective Ad campaign.
- Approaching new market.

## POSITIONING

Positioning of surf excel is due to:

- Brand name
- High quality
- Attractive packing
- Removes stains 10/10
- Dirt is good (every child has the right to play and discover his own world)



## SUCCESS STRATEGIES

Surf Excel, as a brand, defines its own winning strategies, as:-

- Winning with brands & innovation.
- Winning in the marketplace.
- Winning through continuous improvement.
- Winning with people.

## SURF EXCEL MARKET SHARE IN INDIA

- The synthetic detergent in India is characterized into:-
- Premium (Surf, Aerial)
- Medium (Rin, Tide)
- Economical (Nirma)

## RESEARCH PROBLEMS

To fulfill the objective of this study, the research was done by answering the main question:

- How is the electrical laundry care product market situation in India at present? Such as market demand, market size, consumers buying behavior etc.
- How is surf excel competence in the Finnish market?
- Does surf excel have any potential market in India?

- How is the competitive situation in this market?
- How will the company meet the customer needs with better products than their competitors?
- If the company is going to enter into the market, what kind of the marketing entry mode should be used? And what kinds of distribution channels can be considered for surf excel in India?

### OBJECTIVES OF THE STUDY

- To understand the market size of Laundry Care in India
- To study about surf excel brands in India
- To study performance of concentrated liquid detergents.
- To find out main new products developments in the laundry aids area.

### REVIEW OF LITERATURE

**Sadia Afreen(2011)**The problem faced in this sector is, some of the chemicals are not available in the local market throughout the year. Big companies like Unilever, Square are used to import chemicals independently rather buying them from the local market. This is also a cause for the high selling price of detergent here. If the proposed formula is used commercially, it can offer new scope of work as well as change the present scenario.

(Aaker, 2000) he analyze of the study “Brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness”.

**(Kumar et al. 1987)** they concluded from this study “Brand of the product is the most important factor since consumers more attracted toward brand”. Income, age and awareness are dependant factors.

**Hsieh & Liljander (2009)** he also describes brand image as the mental perception based on its associations toward a brand. Brand image is determined by prior experience, brand familiarity, and awareness.

**(Koubaa, 2007)** to analysis and learn from this study “The origin of product such as country produced and manufacturer affect consumers” brand image perception This suggests that the process of recalling is prior experience on the company, brand reputation and product attributes that may exert some influences on consumers” reaction and purchasing behavior.

**Moore et al. (2003)** years of research concerned with price show both positive and negative perceptions serve as marketplace cues.

### RESEARCH METHODOLOGY

In this report, the research was implemented by using both qualitative and quantitative research methods and using theoretical ideas to analyze the practical case study.

The theoretical part contains information gathered from literature and text books dealing with marketing planning, marketing environment and market research. In addition, the case studies research

is from the existing company information to the analysis of macro and micro environment of the target market to evaluate the company's strengths, weakness, opportunities and threats.

The open questionnaire included various types of questions such as simple yes & no answers, multiple choice and sliding scale which were designed for the potential users by answering on internet and paper handing out. The personal interviews were deducted at public places and companies visits for the potential target group and staff from other relevant organizations.

The market research included primary and secondary data. The primary data was collected with qualitative methods by interviewing the potential users and retailers, especially the competitor's information from retailers and other organizations. The quantitative research was conducted by survey research for understanding the customer buying behaviors regarding the Finnish laundry care products.

### **RESEARCH DESIGN**

The primary data was collected through questionnaires served to 200 rural consumers from varied age group. Out of 200 customers only 132 people responded, which is 81.6%. The sample consists of 63 between age group of 20-44, 69 were in the age group of 35-49.

### **DATA COLLECTION METHOD**

For conducting this research, I have used primary data. To collect primary data I have followed questionnaire method. Firstly, I did an exploratory research. I made a questionnaire and distribute it online over a group of people (who use detergent powder as well as have ideas such as- house wives, purchasing person, house maid, bachelor and others) from where I collected the data. Besides the primary source, I also gathered information from secondary sources like internet, periodicals, journals and others. After collecting the data I have a subjective analysis.

### **AREA OF STUDY**

The study is undertaken with reference to villages of Thanjavur districts.

### **SAMPLING METHOD**

The sample consists of people such as housewives, students, traders and senior people of the village under the study. The study is undertaken with reference to villages of Thanjavur district. To analyze the data and derive results from it percentage method is used. This method is easy to use and taken as suitable method to compare, keeping in view the objective of the study.

### **MEASUREMENT SCALE**

To find out a significant finale of this study I summed up the respondents' response in subjective analysis where I showed the data, agree or disagreements and other awareness supported belongings in proportion form.

### **RELIABILITY AND VALIDITY OF THE STUDY**

It is not easy to define the reliability and validity in the qualitative research, because the qualitative research is hard to replace the same research methods to get the same results. In the case of this report,

the personal interviews by using qualitative research method could not be repeated until the records of interviews provided. For this time, although some useful conversation was written down in a paper during the interview time by me, it was lack of the interviewers' original sound records.

However, the survey research can be repeated by the similar ways. The questionnaires were conducted by sending emails and papers to various potential consumers. The answers were collected randomly after respondents finished the questionnaires. And each of respondents answered individually without any pressures. All the results can present a social fact and the respondent's point of view in a certain period which cannot be changed quickly. Therefore, the results of the market research are generally reliable and valid in this report.

### DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF RESULTS

Surf Excel Laundry Care in India has 8 campaigns in Thanjavur district. The campaign reports to the company that on an average at least 132 respondents or customer per month has been buying out by each of the product. The number of surf excels products by 8 campaign reports in has been given below:

**Null Hypothesis  $H_0$ :** There is no significant difference between the laundry products and the number of campaign reports surveyed by the branches of the Thanjavur districts dealer.

**Alternative Hypothesis  $H_1$ :** There is significant difference between the laundry products and the number of campaign reports surveyed by the branches of the Thanjavur districts dealer.

#### One-Sample Statistics laundry products and the number of campaign reports surveyed by the branches of the Thanjavur districts

	N	Mean	Std. Deviation	Std. Error Mean
Packaging	132	3.4773	1.00735	.08768
Anti-agent formula	132	3.4924	.90373	.07866
Dirt Cleaner	132	3.5076	.95307	.08295
Washes the clothes in minimum time	132	3.5303	.86879	.07562
Gives shining to clothes	132	3.3864	.85290	.07424
Maintain the color and elegance of clothes	132	3.5909	.79073	.06882
Fragrance after washing clothes	132	3.4773	1.00735	.08768
Available sizes	132	3.4924	.90373	.07866
Lather (Jhaag)	132	3.5076	.95307	.08295
TV media	132	3.5303	.86879	.07562
Internet	132	3.3864	.85290	.07424
Print & Billboards	132	3.5909	.79073	.06882
Door to door selling	132	3.4318	.85777	.07466
Prize contest	132	3.4015	.78982	.06874
Attractive Packaging	132	3.5455	.81366	.07082
Slogan	132	3.5682	.85777	.07466
Word of mouth	132	3.5606	.84037	.07314

Table No -2

#### One-Sample Test laundry care products aw

	Test Value = 132				
	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
				Mean Difference	Lower

Packaging	39.659	131	.000	3.47727	3.3038	3.6507
Anti-agent formula	44.399	131	.000	3.49242	3.3368	3.6480
Dirt Cleaner	42.283	131	.000	3.50758	3.3435	3.6717
Washes the clothes in minimum time	46.686	131	.000	3.53030	3.3807	3.6799
Gives shining to clothes	45.616	131	.000	3.38636	3.2395	3.5332
Maintain the color and elegance of clothes	52.175	131	.000	3.59091	3.4548	3.7271
Fragrance after washing clothes	39.659	131	.000	3.47727	3.3038	3.6507
Available sizes	44.399	131	.000	3.49242	3.3368	3.6480
Lather (Jhaag)	42.283	131	.000	3.50758	3.3435	3.6717
TV media	46.686	131	.000	3.53030	3.3807	3.6799
Internet	45.616	131	.000	3.38636	3.2395	3.5332
Print & Billboards	52.175	131	.000	3.59091	3.4548	3.7271
Door to door selling	45.966	131	.000	3.43182	3.2841	3.5795
Prize contest	49.480	131	.000	3.40152	3.2655	3.5375
Attractive Packaging	50.063	131	.000	3.54545	3.4054	3.6856
Slogan	47.793	131	.000	3.56818	3.4205	3.7159
Word of mouth	48.679	131	.000	3.56061	3.4159	3.7053

Since the p value 0.00 is less than 0.05 ( $p < 0.05$ ), there is a significant difference the laundry products and the number of campaign reports surveyed by the branches of the Thanjavur districts dealer. It is concluded that the campaign of laundry products dealers at least 132 customer per month per branch.

### FINDINGS, SUGGESTIONS AND CONCLUSIONS

- p value 0.00 is less than 0.05 ( $p < 0.05$ ), there is a significant difference the laundry products and the number of campaign reports surveyed by the branches of the Thanjavur districts dealer. It is concluded that the campaign of laundry products dealers at least 132 customer per month per branch.

### SUGGESTIONS

The pricing strategy of Surf Excel is with the end goal that it projects itself as a premium brand and subsequently is priced at a price on the higher side of the market. Therefore it is losing a portion of its piece of the overall industry to the minimal effort competitive products like Tide from P&G which is effectively engaged with promoting its product. once, HUL Should reexamine their pricing strategy. HUL ought to likewise hope to get a surf variation in to fight Tide on the price front. HUL Has confronted high stock expenses and should endeavor to lessen them by streamlining its dispersion organizes. The zero stock activity by HUL is toward this path however is still in its beginning stages and should be implemented the nation over to wind up financially savvy demographic groups conducting an overview by survey may not be practical

### RECOMMENDATIONS

Shampoo penetration is one of the lowest in Asia. Similarly fifty per cent of the population still uses laundry soap to wash their clothes which comprises mainly the low income group. Unilever has 40pc of the market for detergent powder (Surf Excel). A switch from laundry soap to detergent powder will be hugely beneficial to Surf Excel and ultimately for Unilever. Profitable growth will be sustained through

focused brand building, innovation and superior management of the supply chain to achieve cost competitiveness. Some consumer feel that price of Surf Excel is too high.

### CONCLUSION:

A stream of innovation and successful re launch of Surf Excel increased value of Unilever's propositions for consumers. The latest campaign of Surf as –"Dirt is good" has created a good ground for the success of marketing strategies of Surf Excel. Moreover, surf as being the product of Unilever has a plus point within itself, but still with an aggressive campaigning of –Dirt is good has bear increased profits along with market expansion status of the product as well as the company.

### REFERENCES

- [1] Sadia afreen "Developing a new combination and proportion of Chemicals for the production of laundry Detergent at low cost in context of Bangladesh" Journal of Chemical Engineering, IEB Vol. ChE. 26, No. 1, December 2011
- [2] Gilmore, H.L.: Product conformance Quality Progress, Vol. 7, No. 5, 1974, pp. 16-19.
- [3] Brigham, S.: 25 Snapshots of a Movement: Profiles of Campuses Implementing CQI, American Association of Higher Education, Washington, 1994, DC. 187.
- [4] Dorweiler, V.P., Yakhou, M.: Changes in professional degree programs in the USA: an environmental analysis of professional education requirements Vol. 13 No. 2, 1998, pp. 231-51.
- [5] Crosby, P.B.: Quality is Free, McGraw-Hill, New York, 1979.
- [6] Parasuraman, A., Zeithaml, V. A. and Berry, L.L.: A Conceptual Model of
- [7] Service Quality and its Implication for Future Research, Journal of Marketing, Vol. 49 (Fall), 1985, pp. 41-50.
- [8] Filippov, Vladimir: Defining the Principles of Cultural Heritage in the European Higher Education Area, 1 Higher Education in Europe, 2006, 31: 4, pp. 359— 361.
- [9] Sallis, E.: Total Quality Management in Education, Second Edition, Kogan Page, London, 1996.
- [10] Bannister, D., Fransella, F.: The inquiring man: the theory of personal constructs, Penguin Books Ltd, England, 1971.
- [11] Zeithaml, V. A., Parasuraman A., Berry L.: Delivering quality service: balancing customer perceptions and expectations, London, Macmillan, 1990.
- [12] Parasuraman A., Zeithaml V. BERRY, L. A.: Conceptual model of service quality and its implications for future research, Journal of Marketing, 1985, vol. 49, p. 41-50.