

**THE IMPACT OF PRODUCT DIFFERENTIATION STRATEGY ON SALES PERFORMANCE TOWARDS PROCTER & GAMBLE PRODUCTS WITH SPECIAL REFERENCE IN COIMBATORE CITY****SOUNDHARYA P, Ms. D. MAHESWARI****ABSTRACT**

This abstract explores the impact of product differentiation strategy on the sales performance of Procter & Gamble (P&G) products. Product differentiation refers to the unique features, branding, or marketing strategies that distinguish a product from its competitors. P&G, a multinational consumer goods company, employs various product differentiation techniques to stand out in the market. This study examines the relationship between these strategies and the sales performance of P&G products. In this research highlights the positive impact of product differentiation strategies on the sales performance of P&G products. It emphasizes the importance of innovation, branding, and targeted marketing in achieving market success. The study provides valuable insights for P&G and other organizations seeking to enhance their sales performance through effective product differentiation strategies.

Keywords: Marketing Strategy, Product Differentiation, Sales performance

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**1. Introduction of the study**

The impact of product differentiation strategies on sales performance is a crucial area of study in the realm of marketing and business strategy. In an increasingly competitive marketplace, companies strive to differentiate their products from those of their competitors to gain a competitive edge and attract customers. Procter & Gamble (P&G), a multinational consumer goods company, is recognized for its extensive product portfolio and successful brand management. P&G's ability to differentiate its products and create a unique market presence has contributed to its success in the industry.

Product differentiation refers to the process of developing and promoting unique features, attributes, or benefits that set a product apart from its rivals. It involves creating a perceived value proposition that resonates with the target market and influences consumer decision-making. By employing product differentiation strategies, companies aim to position their offerings as superior, innovative, and better suited to meet customer needs and preferences.

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**2. Statement of the problem**

Many P&G goods are now accessible on the market. To attract customers, Procter & Gamble Company markets its products by introducing new variations and diverse advertising strategies. Similarly, Procter & Gamble Company is developing new items and expanding its product line in response to customer wants and needs. They are also producing high-quality goods in order to boost sales. Thus, the primary goal of P&G Company is to attract customers and grow product sales in order to maximize profit. As a result, the market is seeing intense competition. There are several popular items in the Procter & Gamble Company, such as Vicks, Ariel, Head & Shoulders, and so on, but there are some that are not. Which are popular, but there are certain products that are not popular in the market such as Always, Cover Girl, Boss, and so on.

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**3. Objectives of the study**

- The purpose of this study is to investigate the marketing tactics used by P&G in India
- To find out the current problems faced by P&G and to suggest methods to overcome the problems
- To create awareness among consumers about P&G branded products and services, of superior quality and value

#### 4. Scope of the study

The purpose of the study is to determine which Procter & Gamble-branded consumer goods consumers in Coimbatore prefer. Procter and Gamble is a Parent organization on the world. P&G has a number of brands, some of which are products well-known in the market but others products are not. Find a brand that is not well-known in the market and offer consumers a way to make it well-known in the market

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#### 5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

##### 5.1 Area of Research

The area of the study is about Coimbatore.

##### 5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

##### 5.3 Sources of Data

To accomplish the goals of the observe, the facts required has been gathered using the primary data and secondary data

- Primary data  
Primary data are the data gathered for the first time by an investigator for a particular purpose. Primary data are 'pure' in the experience that no statistical operations were done on them and they're original. Primary research is studies undertaken by the researcher and generally includes direct observations, questionnaires, or interview surveys. All of those might generate primary data. The study is primarily based totally on primary data. A questionnaire approach is used in the study. A questionnaire is a sequence of questions that are requested from customers who look at academics. The questionnaire is gathered via GOOGLE Form
- Secondary data

The theoretical historical past of the existing study has been collected from numerous reasserts which consist of books, magazines, journals, websites and different associated studies work.

##### 5.4 Sample Size

Information has been collected from 120 respondents of Coimbatore city comprising both male and female

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#### 6. Review of Literature

**Kim et al. (2022)** investigated the impact of product differentiation on sales performance of P&G's Crest toothpaste brand in the US market. The study found that product differentiation positively affects sales performance, and the effect is stronger for products with unique features and targeted towards a specific segment of consumers.

**Amit Banerji & Tarun Jain Vicks Vaporub (2021)** has been the market leader in Vaporub industry in India for long. It has ensured that competition does not creep up by considerably reducing its cost of marketing and distribution. However there is still a considerable share of

the market that needs to be tapped by Vicks Vaporub. This study analyses the scope and viability for Vicks Vaporub to acquire this untapped segment. Due emphasis has also been laid to study those factors which exist in this segment and the strategy needed to be devised to deal with the potential competition which they pose.

**Gupta and Agrawal (2021)** examined the impact of product differentiation on sales performance of P&G's Pantene haircare brand in India. The study found that product differentiation positively affects sales performance, and the effect is stronger for products with higher levels of differentiation and for products targeted towards a specific segment of consumer.

**Robert D. (2020)** Gaining customer feedback on product quality and services goes far beyond formal surveys and sophisticated statistical research. Now companies concentrate on gathering first hand data. This data is gathered with the help of employees who mingle with the customers by remaining anonymous and knowing their preferences another way of knowing consumer preferences or needs is to employ such a staff who provide door to door services as a sales person and collect consumers opinion.

## 7. Analysis and Interpretation of Data

- Simple Percentage method

**Table no 1**

Table shows the how frequently buy P&G Products

S.NO	CRITERIA	NO. OF RESPONDENTS	PERCENTAGE
1	Sometimes	43	35.8
2	Frequently	42	35
3	Rarely	35	29.2
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

### Interpretation:

From the above table which shows the how frequently buying P&G brand of respondents, 36% of respondents are buying sometimes, 36% of respondents are buying frequently, and 29% of respondents are buying rarely. So the majority of the respondents are buying frequently under this study.

**Table no 2**

Table shows the how you feel about the Packaging

S.NO	CRITERIA	NO. OF RESPONDENTS	PERCENTAGE
1	Very Satisfied	35	29.2
2	Satisfied	71	59.2
3	Unsatisfied	14	11.7
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

### INTERPRETATION

From the above table 29% of respondents are Very satisfied with the Packaging, 59% of respondents are satisfied with the packaging and 12% of respondents are Unsatisfied with the packaging.

**Table no 3**

Table shows the Main- Competitors of P&G Products

S.NO	CRITERIA	NO. OF RESPONDENTS	PERCENTAGE
1	Palmolive- Colgate	27	22.5
2	Hindustan Unilever Limited	60	50
3	Johnson& Johnson	18	15
4	L'Oréal	15	12.5
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

### INTERPRETATION

From the above table which shows the main competitors of P&G Product of respondents, 22% of respondents identified a Palmolive-Colgate as a key competitor of P &G Product, 50% of respondents identified a Hindustan Unilever Limited as a key competitor of P&G Product, 15% of respondents identified a Johnson & Johnson as a key competitors of P&G product, and remaining 13% respondents are identified a L'Oréal. So the majority of the respondents are choose a Hindustan Unilever Limited under this study.

**Table no 4**

Table shows the P&G Products

Particulars	Vicks Vaporub		Oral-B		Haircare(H&S), Pantene		Beauty care(Olay)		Baby care(Pampers)	
Rating		%		%		%		%		%
5	45	37.5	21	17.5	26	21.6	25	20.8	41	34.2
4	38	31.6	53	44.1	40	33.3	36	30	33	27.5
3	22	18.3	33	27.5	40	33.3	32	27	28	23.3
2	8	6.6	9	7.5	9	7.5	23	19.1	8	6.7
1	7	5.8	4	3.3	5	4.1	4	3.3	10	8
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>

### INTERPRETATION:

- From the above table the respondents are rate the P&G Products. For Vicks Vaporub, 37.5% of respondents are rate 5, 31.6% of respondents are rate 4, 18.3% of respondents were rate 3, 6.6% of respondents are rate 2 and 5.8% of respondents are rate 1. The majority of the respondents are rate 5 for Vicks Vaporub.
- From the above table the respondents are rate the P&G Products. For Oral- B, 17.5% of respondents are rate 5, 44.1% of respondents are rate 4, 27.5% of respondents are rate 3, 7.5% of respondents are rate 2 and 3.3% of respondents are rate 1. The majority of the respondents are rate 4 for Oral- B.

- From the above table the respondents are rate the P&G Products. For Hair Care- H&S, Pantene. 21.6% of respondents are rate 5, 33.3% of respondents are rate 4, 33.3% of respondents are rate 3, 7.5% of respondents are rate 2 and 4.1% of respondents are rate 1. The majority of the respondents are rate 4 and 3 for Hair care- H&S, Pantene.
- From the above table the respondents are rate the P&G Products. For Beauty care- Olay, 20.8% of respondents are rate 5, 30% of respondents are rate 4, 27% of respondents are rate 3, 19.1% of respondents are rate 2 and 3.3% of respondents are rate 1. The majority of the respondents are rate 4 for Beauty care- Olay.
- From the above table the respondents were rate the P&G Products. For Baby care- Pampers, 34.2% of respondents are rate 5, 27.5% of respondents are rate 4, 23.3% of respondents are rate 3, 6.7% of respondents are rate 2 and 8% of respondents are rate 1. The majority of the respondents are rate 5 for Baby care- Pampers

The majority of the respondents are rate 5 & 4 for Vicks Vaporub, Oral-B, Hair care- H&S, Pantene, Beauty care- Olay, Baby care- Pampers.

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## 7. 8. Findings and Suggestions

- Number of female respondents was higher than the male respondents in the population under study
- 55% of the respondents fall under the category of 21-30 years.
- The majority of the respondents were Under Graduate under this study.
- The majority of the respondents were Students under this study
- The majority of the respondents' in this study buying P&G Products in Sometimes
- The majority of the respondents prefer Head & Shoulder for Hair
- The majority of the respondents are believing that Olay prevents aging.
- 59.2% of respondents are satisfied with packaging product under this study
- The majority of the respondents are select a improve a products
- 75% of respondents are happy with P&G brand under this study
- 50% of respondents are prefer a Tide and 50% of respondents are prefer an Ariel for Fabric. So, respondents are equally prefer a Fabric in Tide and Ariel
- The majority of respondents are choose a Hindustan Unilever Limited as a key competitors of P&G product under this study.
- The majority of respondents are select an improving Education Infrastructure in campaign of P&G Shiksha under this study
- The majority of respondents are choose an Advertisement under this study
- 48% of respondents are specifically bought a P&G Products in Comfort under this study
- The majority of respondents choose a Diaper in Pampers under this study
- The majority of respondents are select the Surf Excel are main competitors of Tide in the market under this study
- 49% of respondents are choose a Hindustan Unilever Limited products while shifting their P&G Brand
- The majority of respondents are suggesting a improve a Quantity in P&G Products under this study
- The majority of respondents are satisfied a quality of Oral- B under this study
- 59% of respondents are didn't encountered any difficulties under this study
- The majority of the respondents were rate 4 for Vicks Vaporub, Oral-B, Hair care- [H&S, Pantene], Beauty care- [Olay], and Baby care- [Pampers]. 23. 53% of respondents were rate 4 for Oral- B

## Suggestions

- Create a competitive advantage through technology and innovation;
- Expand e-commerce operations to take advantage of the growing online market;
- Concentrate on a cheap price approach.
- Diversify by entering new industries to reduce exposure to market-based risk
- Continue to enhance product quality

## Conclusion

In conclusion, while product differentiation could be a critical factor in driving sales performance for Procter & Gamble, it is not the only one. A comprehensive marketing strategy that addresses pricing, distribution, marketing, and customer service could help the company achieve its sales goals

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## 8. Annexure

1. Name
2. Gender
  - Male
  - Female
3. Age:
  - Below 20
  - 20-30 years
  - 30- 40 years
  - Above 40 years
4. Educational Qualification
  - Student
  - Under Graduate
  - Post Graduate
  - Others
5. Occupation
  - Student
  - Self Employed
  - Business
  - Government Employee
6. How frequently do you buy P&G Product?
  - Sometimes
  - Frequently
  - Rarely
7. Which product do you prefer for your Hair?
  - Head & Shoulder
  - Pantene
  - Herbal Essence
  - Natural Instincts
8. Do you believe that Olay aids in preventing aging?

- Yes
  - No
9. How do you feel about the Packaging?
- Very Good
  - Satisfied
  - Unsatisfied
10. Do you believe that the product needs to be improved?
- Yes
  - No
11. While shifting P&G Brand which brand do you prefer for the home use?
- Cavin- kare
  - Unilever products
  - Palmolive- Colgate
12. What we things will you suggest to improve products?
- Quality
  - Quantity
  - Packaging
  - Availability
  - Utility
13. Are you happy with P&G Brand?
- Yes
  - No
14. What kind of care do you prefer for your Fabric?
- Tide
  - Ariel
15. Who are the main competitors of P&G Product?
- Palmolive- Colgate
  - Hindustan Unilever Limited
  - Johnson& Johnson
  - L'Oréal
16. What is the focus of the campaign under the P&G Shiksha well- known?
- Improving Education Infrastructure
  - Empowering Marginalized Girls through Education
  - Improving Learning Outcomes
17. How you attract the P&G Product?
- Advertisement
  - Words of Mouth
  - Offers & Discount
  - Due to Goodwill
18. What was the specific reason you bought P&G Products?
- Necessity
  - Comfort

- Luxury
19. What are the brand of disposable Diaper do you currently use?
- Pampers
  - Huggies
  - Parent choice
  - Hello Bello
  - Others
20. Who are the main competitors of Tide Detergent in the market?
- Nirma
  - Rin
  - Surf Excel
  - Active wheel
21. How satisfied are you with the quality of Oral- B Product?
- High satisfied
  - Satisfied
  - Neutral
  - Non satisfied
22. Rate of the below P&G Products?
- |                            | 5 | 4 | 3 | 2 | 1 |
|----------------------------|---|---|---|---|---|
| • Vicks Vaporub            |   |   |   |   |   |
| • Oral- B                  |   |   |   |   |   |
| • Hair care( H&S), Pantene |   |   |   |   |   |
| • Beauty care( Olay)       |   |   |   |   |   |
| • Baby care( Pampers)      |   |   |   |   |   |
23. Have you encountered any difficulties when using P&G Product
- Yes
  - No