

# UNDERSTANDING THE BRAND VISIBILITY OF PROCTOR & GAMBLE: RETAILER'S PERSPECTIVE

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## Abstract

*This study investigates the brand visibility of Procter & Gamble (P&G) in small-scale business-to-business (B2B) channels, focusing on retailers in Ahmedabad and Gandhinagar. Utilizing a descriptive research design, the research examines how retailers perceive and manage the visibility of P&G products in their stores. A sample of 50 respondents was selected through judgmental sampling, ensuring a comprehensive understanding of the brand's visibility. Primary data was collected using a structured questionnaire, complemented by secondary data from research papers and websites. The findings reveal that brand visibility plays a crucial role in shaping the perception of P&G among retailers, with a significant majority benefiting from its products. The study highlights the importance of sustainability, authenticity, and digital marketing in enhancing brand visibility, thereby contributing to the overall strength of P&G's market presence. The results suggest that effective visibility strategies are essential for strengthening the brand's image and driving business growth in small retail channels.*

## INTRODUCTION

The fast-moving consumer goods (FMCG) industry in India is characterized by its extensive and complex distribution network, which ensures that products reach millions of consumers across both urban and rural regions. Small retail channels, including Kirana stores, pharmacies, and beauty outlets, form the backbone of this network and play a pivotal role in bridging the gap between manufacturers and end consumers (A.T. Kearney, 2020). Urban centers like Ahmedabad and Gandhinagar provide a unique environment for studying the factors that influence brand visibility, particularly for multinational corporations like Procter & Gamble (P&G). According to A.T. Kearney (2020), the Indian FMCG market is expected to grow at a compound annual growth rate (CAGR) of 15%, driven by increasing urbanization, shifting consumer preferences, and evolving lifestyles. Within this rapidly expanding market, P&G's iconic brands, such as Gillette and Vicks, have achieved significant recognition, making them suitable for exploring the dynamics of brand perception and strategic positioning.

Retailers' perceptions and the fundamentals of sales strategies are critical to understanding the competitive landscape of the FMCG sector. Retailers act as intermediaries who directly influence consumers' purchasing decisions, and their insights can reveal how a brand like P&G is perceived in terms of trust, loyalty, and market positioning (Kotler & Keller, 2016). This study aims to evaluate how retailers perceive P&G and its brand image in the market while analyzing the sales strategies implemented to enhance product visibility. By focusing on the experiences and viewpoints of small retail partners, this research examines the effectiveness of P&G's strategies in building strong relationships with retailers and ensuring consistent market presence.

Marketing strategies—both traditional and digital—are crucial in driving brand visibility, especially in a market as diverse and fragmented as India. Additionally, consumer behavior is constantly evolving due to socio-economic changes and the growing influence of digital platforms (Gupta, 2021). This research investigates how P&G adapts to these shifts by employing innovative marketing techniques and optimizing product placement within small retail

channels. Methods such as photo audits and the analysis of product displays provide valuable insights into how the company enhances visibility and performance in both business-to-business (B2B) and consumer-facing interactions.

By exploring the intricacies of small retail channels and their impact on brand perception, this study contributes to a deeper understanding of the strategies employed by global corporations like P&G to sustain growth and maintain brand prominence in the competitive FMCG market. Furthermore, the findings provide practical recommendations for enhancing brand visibility and retailer engagement in small retail environments, which remain critical to the success of the Indian FMCG industry.

## LITERATURE REVIEW

The literature on brand visibility and consumer behavior highlights various studies that explore how visual merchandising, marketing strategies, and branding influence consumer preferences across different sectors. Neetu Singh & Gargi Mhatre (2016) investigated the impact of visual merchandising on consumer behavior in Delhi malls, using structured questionnaires for retail and luxury brand customers to assess demographic data and shopping inclinations. Their findings underscored that visual merchandising significantly influences consumer purchase intentions, particularly among younger consumers in retail settings, and older consumers in luxury settings. This aligns with the broader understanding that visual elements play a crucial role in shaping consumer perceptions and behaviors.

Similarly, Dr. Rambabu Gopiseti and G. Linganna (2017) examined consumer buying behavior towards fast-moving consumer goods (FMCG) in the Nizamabad District of Telangana. Their study focused on the impact of demographics and socio-economic profiles on consumer satisfaction with personal care products. The findings indicated a strong influence of brand loyalty and advertising, with television identified as the most effective medium for increasing brand visibility and driving consumer engagement.

Additionally, Shaikh et al. (2018) explored Social Network Brand Visibility (SNBV), emphasizing the importance of social media in enhancing brand visibility through real-time interactions between businesses and consumers. This underscores the expanding role of digital platforms in shaping consumer perceptions and visibility of brands.

In the FMCG sector, effective brand management has been shown to be critical for maintaining visibility and driving business success. Studies like those by Ozdemir et al. (2020) highlight the importance of corporate branding in B2B markets, suggesting that integrated systems and advanced technology is essential for improving visibility and fostering strong relationships between businesses and consumers.

Overall, the literature reveals that brand visibility is multifaceted, influenced by visual merchandising, marketing strategies, and evolving digital platforms. These factors collectively contribute to shaping consumer behaviour, driving brand loyalty, and ensuring sustained market presence in competitive environments.

## RESEARCH METHODOLOGY

The research methodology adopted in this study involves a descriptive research design and quantitative approach to collect and analyze data systematically. The target population includes B2B retailers who are aware of Procter & Gamble (P&G) products and have the potential to engage in buying or selling these products. A sample size of 50 respondents is selected using judgemental sampling, where the researcher applies expertise to choose participants who meet the specific criteria. Primary data is collected through a structured questionnaire, while secondary data is sourced from various academic research papers and online resources to provide a comprehensive understanding of the research problem. The data is analyzed and presented graphically using MS Excel to derive meaningful insights and facilitate decision-making.

## DATA ANALYSIS

The data analysis section focuses on interpreting the findings collected through field research, including photo audits, retailer interviews, and observations of product display strategies within small retail channels.

Table 1: Demographic details of retailers

Gender	Male	44
	Female	6
Age (years)	20-30 years	6
	30-40 years	20

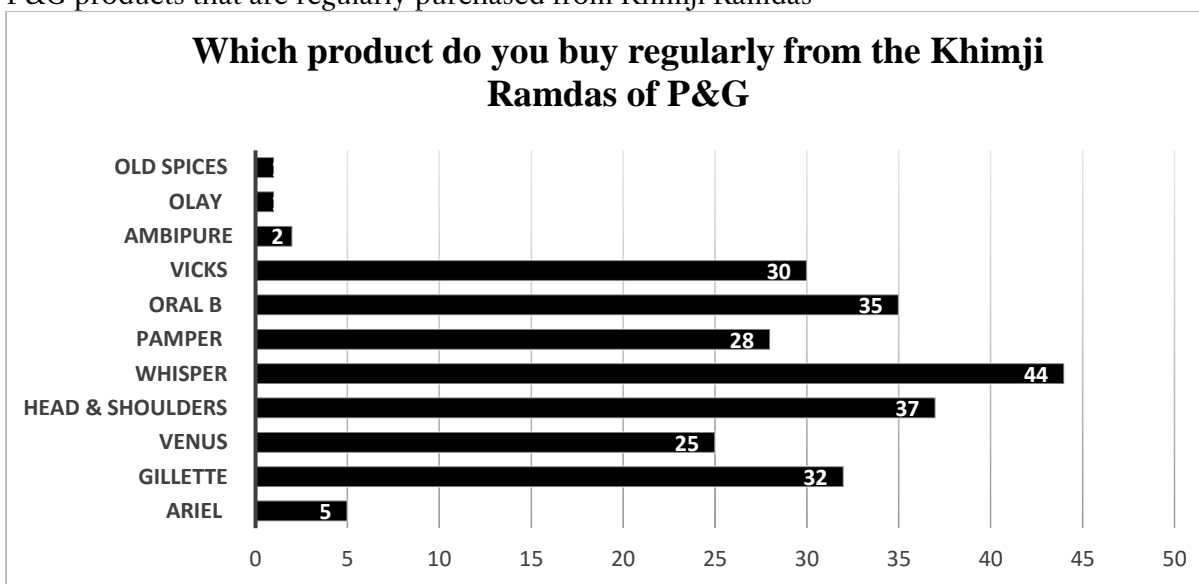
	40-50 years	20
	50 years and more	4
Annual Income	Less than 5 lakh	2
	5-10 lakh	15
	10-15 lakh	17
	15-20 lakh	9
	More than 20 lakh	7

The demographic analysis of the retailers reveals that the majority are male (88%), with females comprising a smaller proportion of 12%. In terms of age, most retailers fall within the 30-40 years and 40-50 years categories, each representing 40% of the total, while younger retailers aged 20-30 years account for 12%, and those aged 50 years and above make up 8%. Regarding annual income, a significant proportion of retailers earn between ₹10-15 lakh (34%) and ₹5-10 lakh (30%) annually. Higher income brackets, including ₹15-20 lakh and more than ₹20 lakh, collectively represent 32%, while only 4% of retailers earn less than ₹5 lakh annually. This demographic profile suggests that the retailer base primarily consists of middle-aged, middle-to-high-income males, reflecting a key segment within the distribution network of the FMCG sector.

Table 2: P&G products that are regularly purchased from Khimji Ramdas

P&G products that are regularly purchased from Khimji Ramdas.	Count	Percentage
Ariel	5	2.1
Gillette	32	13.3
Venus	25	10.4
head & shoulders	37	15.4
Whisper	44	18.3
Pamper	28	11.7
Oral B	35	14.6
Vicks	30	12.5
Ambipur	2	0.8
Olay	1	0.4
Old spices	1	0.4
Total	240	100

Figure 1: P&G products that are regularly purchased from Khimji Ramdas



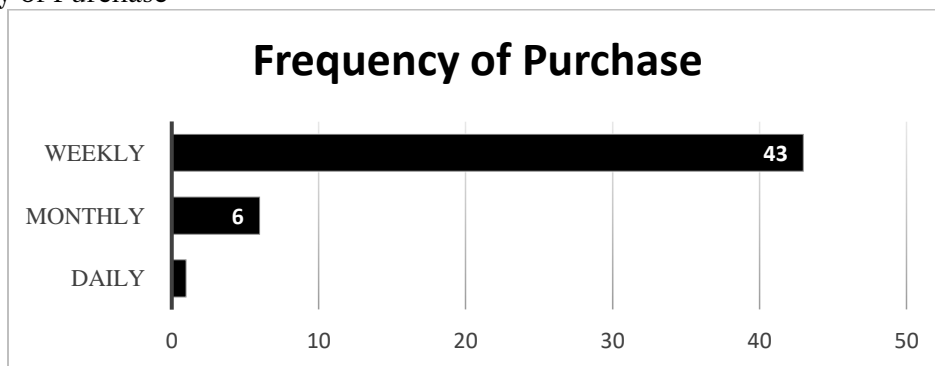
Whisper emerged as the most purchased P&G product in the survey, with 44 purchases (18.3%), followed by Head & Shoulders at 37 purchases (15.4%) and Oral B at 35 purchases (14.6%). Gillette (32 purchases, 13.3%) and Pampers (28 purchases, 11.7%) were less frequently purchased. Other P&G products, including Ariel, Venus, Vicks, Ambipur,

Olay, and Old Spice, were bought by fewer than 15% of respondents. The survey, based on a small sample size of 240, may not accurately represent the broader population, as product preferences could vary by region.

Table 3: Frequency of Purchase

Frequency of Purchase	Count	Percentage
Daily	1	2
Monthly	6	12
Weekly	43	86
Total	50	100

Figure 2: Frequency of Purchase

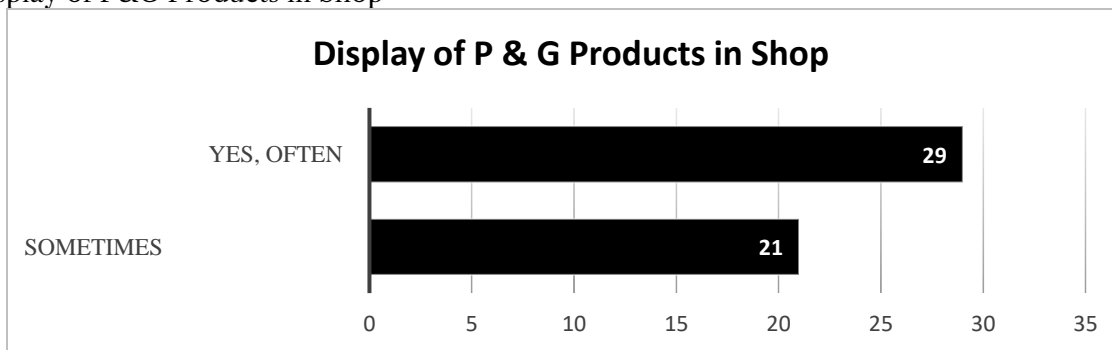


The table shows the frequency of buying P&G products based on the respondents to the survey. The very vast majority of 86 percent, equivalent to 43, responded that they buy P&G products on a weekly basis. Only a few said that they did so on a monthly at 12 percent with 6, and daily at 2 percent with only 1 respondent.

Table 4: Display of P&G Products in Shop

Display of P & G Products in Shop	Count	Percentage
Sometimes	21	42
Yes, often	29	58
Total	50	100

Figure 3: Display of P&G Products in Shop



The survey shows that 58% of respondents (29 out of 50) often display Procter & Gamble products at the front of their shops, while 42% showcase them only sometimes. This indicates that P&G products are prominently visible in most shops in Ahmedabad/Gandhinagar. However, with a small sample size of 50 stores, these findings may not be representative of the entire population of shops in the region.

Table 5: P&G products in display

The P&G product displays that are most commonly used in your store or shop are....	Count	Percentage
Gillette (6 pack)	27	54
Vicks CTU	23	46
Total	50	

Figure 4: Type of P&G products in display

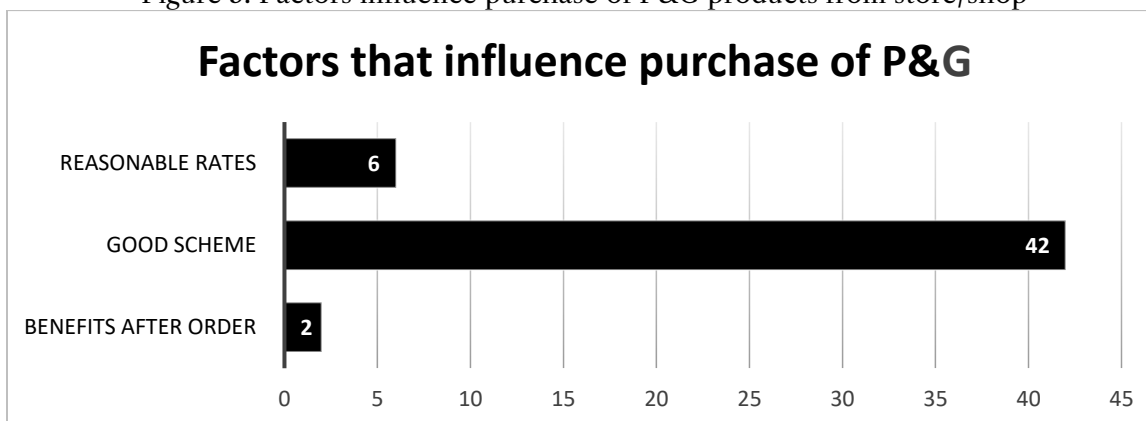


The survey found that Gillette (6 pack) was the most utilized in-store P&G product display, used in 27 out of 50 shops (54%), followed by Vicks CTU, displayed in 23 shops (46%). These results highlight that Gillette (6 pack) and Vicks CTU are the most prominently used P&G displays across the surveyed stores.

Table 6: Factors influence purchase of P&G products from store/shop

Factors influence purchase of P&G products from store/shop	Count	Percentage
Benefits after Order	2	4
Good Scheme	42	84
Reasonable Rates	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

Figure 5: Factors influence purchase of P&G products from store/shop

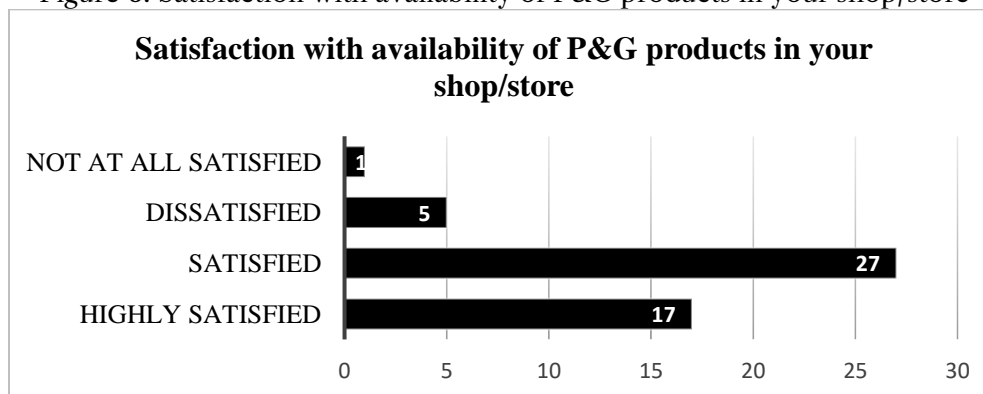


According to 84% of respondents, good schemes are the primary factor influencing the purchase of P&G products for shops, highlighting the importance of promotional offers and incentives in retailer decisions. While 12% consider reasonable rates significant, they are less critical compared to schemes. Post-purchase rewards have minimal impact, with only 4% citing them as a deciding factor.

Table 7: Satisfaction with availability of P&G products in your shop/store

Satisfaction with availability of P&G products in your shop/store	Count	Percentage
Highly Satisfied	17	34
Satisfied	27	54
Dissatisfied	5	10
Not at all satisfied	1	2
<b>Total</b>	<b>50</b>	<b>100</b>

Figure 6: Satisfaction with availability of P&G products in your shop/store



57.45% of shop owners in Ahmedabad/Gandhinagar are highly satisfied with P&G product availability, reflecting an effective distribution network. However, 38.3% expressed lower satisfaction (ratings of 3 and 4), highlighting the need for further analysis to understand and address the reasons behind this dissatisfaction to improve product availability in the region.

### Inferential Statistics

This section elaborates about the hypotheses tested to understand clearly retailer's perspective on Brand Visibility of Proctor & Gamble.

H1: There is an association between satisfaction with P&G products and frequency of product display

Table 8: Correlation between satisfaction with P&G products and frequency of product display

	Satisfaction	Frequency of product display
Satisfaction	1	
Frequency of product display	0.806	1

A correlation coefficient of 0.806 indicates a strong positive correlation between satisfaction with P&G products and the frequency of product display in retail stores.

H2: There is a significant correlation between the type of P&G product and its display preference in retail stores.

Table 9: Correlation between type of P&G products and display preference in retail stores.

	Type of P&G product	Display preference in retail stores
Type of P&G product	1	
Display preference in retail stores	0.927	1

There is a significant positive correlation between the type of P&G product and its display preference in retail stores. This indicates that certain product types are more likely to be prominently displayed than others.

## DISCUSSION

The findings of the study underscore the pivotal role that brand visibility plays in shaping consumer perception and driving engagement in the FMCG market. Retailers highlighted that effective brand visibility strategies are essential for attracting the target audience and fostering a positive brand image. This aligns with existing research that suggests visibility is a critical factor in capturing consumer attention and influencing purchasing decisions (Chandon et al., 2009). A well-executed visibility strategy not only enhances brand awareness but also strengthens the overall brand image, benefiting both buyers and sellers. Retailers' emphasis on visibility strategies reflects the broader trend in the FMCG sector, where companies are increasingly focusing on effective in-store displays, promotions, and product placement to differentiate themselves in a crowded market (Kotler & Keller, 2016).

In addition to visibility, brand awareness is another key factor influencing consumer behavior. The study finds that retailers and salespeople who possess strong product knowledge are more capable of addressing customer queries and promoting brand awareness effectively. This suggests that empowering retailers with deeper insights into a brand's features and benefits can lead to better customer engagement and stronger sales performance (Keller, 2013).

Furthermore, 86% of store owners reported significant benefits from P&G's brand visibility initiatives, demonstrating the positive impact of these strategies on both retailer satisfaction and consumer engagement. These findings also reflect broader FMCG industry trends, such as the increasing importance of sustainability, authenticity, digital marketing, and adaptability, all of which shape a brand's visibility and market strength in the modern retail landscape (A.T. Kearney, 2020; Gupta, 2021).

The study highlights that frequent product displays significantly enhance retailer satisfaction by improving product visibility, consumer engagement, and sales performance. Products like Gillette and Vicks are prioritized for display, reflecting their high demand and strategic importance. These findings emphasize the need for tailored visibility strategies that align with retailer and consumer preferences, reinforcing the role of strategic product placement in enhancing brand presence and competitiveness (Chandon et al., 2009; Kotler & Keller, 2016). In conclusion, the study highlights that a strong focus on visibility and brand education is crucial for FMCG companies to succeed in an increasingly competitive market.

## LIMITATIONS

It is important to acknowledge the limitations of this study. Firstly, the findings are based on a relatively small sample size, which may not be fully representative of the entire population of retailers in Ahmedabad and Gandhinagar. As a result, the insights derived from the sample might not reflect the broader trends or behaviors observed across the larger retail landscape. Additionally, the study focuses primarily on two P&G brands, namely Gillette and Vicks. While these brands are significant, a more comprehensive analysis of other P&G products could provide a more complete understanding of the company's brand visibility and market dynamics. Lastly, the study predominantly relies on quantitative data, which, while useful for identifying patterns and trends, may not fully capture the nuances of retailer perceptions and experiences. Incorporating qualitative data, such as in-depth interviews with retailers, could offer richer insights into their views, motivations, and challenges, enhancing the depth and scope of the study's findings.

## CONCLUSION

In this study, it was observed that brand visibility plays a crucial role in managing a company's image in the B2B sector. Effective brand visibility ensures that customers are easily attracted to products through display, which influences their purchasing decisions. As retail shopping evolves, consumers engage in both rational and impulsive purchasing behaviors, largely driven by brand visibility. Through this research, insights were gathered from retailers on how they perceive and utilize visibility strategies to enhance brand promotion and store management. Successful implementation of visibility tactics results in better outcomes, fostering stronger relationships with customers and boosting overall brand presence in the market.

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