



Comparing and Contrasting the Marketing Strategies of the Detergent Industry: Ariel, Sure, Persil, and Nirma

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Abstract

The laundry detergent business has been a booming success due to their innovative solutions and updating technology and making success even with environmental responsibility. They have been value for money, technologically advanced, global standard, and premiumness in the industry with an uncompromising performance since the introduction. They have been consumer sensitive with demographic data and have understood consumers expectations and difficulties and continue on an improving effective marketing strategy which have established as future trends. They have understood each and every sector of economy and bringing in different products on the standing family and budget cards facing the new challenges of the era of digital marketing. Many forms have succeeded in keeping up with technology and a few companies and brands have not be able to keep up with the technology and have yet made and emotional deep rooted connection with their consumers. Surf and Nirma have made a cultural and emotional story telling connection with consumers as other brands primary focused on premiumness and advanced technology stain removal formula.

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I. Introduction

Innovation has always kept businesses to aim for higher but many brands hostel stuck by without updating technology due to their emotional and deep rotate connections. Smart technologies has yet become very essential as the industry is blooming with nanotechnology. Many future trends have changed due to different consumer taste and expectations reformulation of marketing strategies has been crucial to keep the traction with evolving innovations and chemical components. Their has been a comparative analysis of marketing strategies that has been chosen by 4 giants of detergent industry namely Ariel, Surf, Nirma and Persil all different and evolving brands revolutionising the detergent industry preparing for brilliance and power.

Ariel: Revolutionizing washing with its innovation

Ariel brought in a revolution in the detergent industry in 1967 with uncompromised technology and power cleansing and pushing the boundaries of white. The image that the brand has focused on is clean quotes and prioritizing recycling and responsible environmental practices carrying about the future environmental world that many youngsters have started to adopt. P&G have won people on their side being a scientific leader with Ariel.

Marketing Magic: Winning People Over to Your Side

P&G is a marketing virtuoso in addition to being a scientific leader. Its success is derived from first comprehending the feelings and needs of the consumer and then creating deeply felt advertisements.

4P's of P&G Ariel

1. Product:

Ariel has become one of the growing legends with their choices of formula and environmental friendly packaging and a demonstration of commitments towards a better environmental world introducing innovated advancements with powerful cleaning agents.

2. Price:

To maintain the premium image in the detergent industry and keeping in mind about the budget conscious customers they have offered a value oriented products in the diverse demographics.

3. Place:

Their premium position comes with a higher income population focusing on the urban market and optimising resources

4. Promotion:

They have made a booming social media presence with customised and personalised experienced the different online community is targeting higher income and youngsters around the brand also having interactive campaigns.

Surf: Riding the Tide of Success - Unveiling its Marketing Strategies

With an Indian consumer market Surf prioritizing value affordability and cultural significance with various consumer preferences and expectations and hence they have been well known.

Goods:

- They have a wide range of a variety when it comes to needs wants and pricing, with their bars powders and liquids giving every customer there perfect fit to remove stubborn difficult stains for first washes.
- One of the main pros for this brand has been affordability which covers a wide range of people from different segments and hence setting themselves apart from premium competitors.
- Even with innovation they have not sacrificed the value for money strategy and hence becoming the main balance between technology advancement and affordability.
- They have shifted their formulas and chemicals which are recyclable including their packaging which has a environmental friendly option increasing the number of consumers in the youngsters segment.

Cost:

- They have been position mid range when it comes to affordability and clever pricing competing them with premium and low cost companies.
- They have a customized price with different package sizes catering the purchase of power wash.
- From discounts to bundled offering some they have drew new clients with targeted promotions and have kept the brand fresh and loyalty with their old consumers.

Location:

- Widespread Distribution: Surf has strong distribution networks that allow it to get to even the most remote areas of India through grocery shops, supermarkets, and rural kiosks. This guarantees a wide range of customers convenient access.
- Emphasis on Rural Markets: Surf uses its well-established distribution network and awareness of local needs to provide substantial services to rural families. Success has been largely attributed to its focus on a market that has hitherto received less attention.
- Direct-to-consumer efforts: Surf investigates direct-to-consumer efforts via its website and collaborations with e-commerce platforms, acknowledging the surge in popularity of online purchasing. This broadens its appeal and serves tech-savvy customers.

Lastly, the Surf's strategic marketing mix—which combines affordability, innovation, and a thorough awareness of its target audience—is responsible for its success. Its status as a everyday name in India has been cemented by its vast distribution, value offer, diversity of products, and culturally appropriate marketing.

Recall that this is only a small sample of Surf's promotional tactics. Every component provides a clearer knowledge of the positioning, target market, and strategy for attracting customers of the brand.

Persil: Uncompromising Performance, Premium Positioning, and A Premium Approach

Persil has been a legendary product in the detergent industry having a premium image and a crucial part of Henkel operating worldwide and becoming an international legend in the laundry sector with an booming tale of creativity and clever marketing strategies.

Examining the multifaceted factors that led to their success:

- They have understood regional demands and expectations and a custom to evolving products and marketing strategies. The huge advantage to them is the appeal to consumers all around the world.
- They have made a significant investment with research and development being a front year to better chemicals and advanced nanotechnology.

- They have made an uncompromised effort with quality and performance and have primarily focused on their formulation and marketing.
- They have not adapted to only one culture but have tried to be culturally resonate understanding different peoples different expectations while becoming a reliable home guidance.
- They have made an incredible journey with smart technology and customer data while up holding there moral principles and shifting according to the market trend.

Nirma: Affordability Pioneer and Grassroots Innovation

Nirma has become a recognisable brand from their blue packet to a simple yet significant jingle and have become a symbol of trust, significance and accessibility. Nirma has made an incredible journey being one of the oldest players in the detergent industry.

- One of their fundamental principles is affordability and have been a Pioneer for value for money product being introduced in 1969 becoming a basic requirement from luxury in millions of households.
- Their pricing strategy has set them apart in detergent industry being readily available in local markets and have conquered a large section in Indian consumer markets.
- Their marketing strategies have prioritised value perception and long lasting effects for their consumers receiving the best value.
- They have made a cultural connection and has become a local Hero come to drink the requirements of a household with tight budget and under privileged community.
- Their cultural icon the dancing girl has been a memorable Jingle for the Indian society enhanced due to their cultural connection.
- Their primary focus has been the rural market building in robust marketing strategy and distribution network cementing a huge impact in the detergent industry historically.

One of the biggest challenges has been the digital marketing modification that they yet need to explore the E-Commerce platforms and social media options to meet their changing consumer taste while keeping affordability that priority.

They have done a clever marketing strategy with culture and accessibility their priority and becoming a hero to all households embracing the digital world should not be top as the represent advancement and independence.

The Detergent Industry

Target Audience:

Ariel has been marketing the urban and the middle class customers with its superior and premium quality and technology innovation

Surf has been a wide range segmented product folk sink mostly on family and conscious buyers across many social classes emphasizing on powerful cleaning

Nirma has targeted mostly rural and semi urban areas having a deep rooted loyalty with value conscious consumers

Persil on the other hand has been technologically advanced and superior cleaning in the high social class internationally.

Marketing Mix:

Product:

- Ariel has different products from powder to liquid with tough stains to soft baby clothes.
- Source has been mostly catering with many budgets with a wide range of products from fabrics of nurse to bars to powder to liquid and most successfully laundry boosters.
- Nirma has offered only one product which is the Powder product but in various sizes looking at consumers tight budget and value affordable
- Persil has been innovative and technology advanced premium liquid detergent with many fighting characteristics.

Price:

- Ariel has the highest price being a premium brand
- Surf has offered value for money and have always been a middle range price
- Nirma being the oldest player in the detergent industry has been the most affordable choice looking at consumers who are price sensitive
- Persil similar to Ariel a premium pricing

Place:

- All brands are available at different convenience markets and stores yet Ariel and Persil have urban market as their higher priority with modern retailed outlets. Nirma and sauce have strong presence leveraging emotional and cultural networks with urban and rural markets

Promotion:

- Ariel has been dependent on celebrity endorsements with primary focus on their premium image and powerful cleaning on television
- Surf has been dependent on the emotional connection and cultural story telling with A pinch of humour appealing to family who are looking for its value for money
- Persil have been blooming through digital marketing and many TV commercials with their technical superiority and updating innovations
- Nirma has used one of its strongest characteristics that is regional language advertising making a root connection with rural consumers who are sensitive

Unique Selling Propositions

- Ariel with advance technology and premium quality
- Surf with trusted brand and various product range
- Persil with powerful cleaning and premium experience and advanced formulas
- Nirma with effectiveness and deep rooted trust with affordable rural markets

A Comparative Analysis of Ariel, Surf, Persil, and Nirma's Marketing Strategies

This is an analysis of how their methods compare:

Ariel:

Ariel has put a strong emphasis on environment protection innovation and diversity with various applicative products and bringing in innovations like enzymes.

They have tailored solutions ranging from mid to high having exceptional capabilities.

They have located themselves from rural markets to earn markets yet conquering urban consumers largely with online sellers.

There promotion has been about brand trust and memorable slogans and mainly celebrity endorsements evoking strong feelings towards the brand.

Surf:

Surf has been Christ themselves with all kinds of washing requirements giving focus to value and easy accessibility.

Their cost has been mid ranged and competing with high end and low and products winning in each segment.

Their promotions faster cultural significance and emotional bond to relatable family circumstances and hence becoming a symbol of trust for many families in different segmented households.

Persil:

Product: Premium detergent for discriminating customers, with high-performance ingredients that remove stubborn stains and provide long-lasting brightness.

Price: Premium range, aimed at customers who value quality and effective cleaning.

Location: Mostly in developed nations and metropolitan marketplaces, supermarkets and internet retailers carry it.

Nirma:

Nirma has always been a concentrated solution and a reasonable choice being a primary cleaning power focus for consumers with value for money to a broad accessibility. It has been one of the most cost effective leader especially when comes to India. There promotions have been with catchy jingles local relevance and a memorable packaging even after years has left a cultural connection and brand loyalty with many of the consumers on a fixed budget. Nirma has been a symbol of culture and emotions.

Important Distinctives:

Value proposition has been one of the important difference between surf Nirma aerial and Persil. Nirma and surf have been a symbol for affordability and deep rooted consumer trust where as aerial has performed better with their technology innovation.

The target market for surf and their mom have been avoid range of consumers mainly based in the rural areas whereas for Ariel and Persil it has been urban and metropolitan customers.

With the shifting consumer expectations Nirma and surf have been successfully modified their products according to the ethical sourcing and consumer expectations with different customization from powder to liquid.

Surf has made a better digital transformation compared to nirmam as surf has conquered the younger generation and millennials with nirmam having a loyalty from their rural areas. Nirma needs to embrace the E-Commerce platforms like Twitter and Instagram.

Marketing strategies have been cutting edge when it comes to digital marketing and advertising with Ariel and Persil where as surf and Nirma have been an emotional narrative and a cultural significance to their customers

II. Conclusion

The detergent business or the industry is a wide industry and this paper consists of 4 big gains in the detergent industry which make them distinctive due to their advantages and marketing strategies and the

knowledge that those industries have gained through years. From there launchers to promotion to advertising they have understood the dynamics of the laundry business and have been excellent with targeted efforts and are position in the best way in a competitive industry. These joints have not only conquered the digital transformation but the consumer expectations and value proposition. The characteristics that have made them different from any other detergent company is there robust distribution network segmentation and reasonable priced products. They have understood the consumer psychology and have evoked strong emotional feelings towards brand and hands conquered loyalty from the consumers and have become a made to high end detergents due to there exceptional marketing strategies. Source has made one of the biggest accomplishments by conquering from mid range to high end detergent with their wide product range and even with less premiumness than Ariel they have been a strong brand in rural as well as urban areas making a strong presence in the industry. Nirma lacking the digital marketing department they have had a strong presence in the rural market with the brand recall and trust which is deep rooted.

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