

Analysis of the Consumer's Preferences about Goods Produced by Procter & Gamble and Unilever Pakistan: Case of Peshawar

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Abstract

The research is directed to find out the marketing and sales strategies and the consumer preferences of these 10 selected products of "Procter & Gamble" and "Unilever Pakistan". Now days many products are in the market. They all have different qualities. Every company is marketing its products by introducing different varieties and different advertisement techniques etc, in order to attract the customers. Not only there are varieties of products but also there are different kinds of customers with different tastes and demands, in the market. So in order to meet the needs and desires of the customers, companies are trying their best to make changes in their product line so that customers are attracted. In order to increase the sale of the products, companies are using different marketing strategies. Some make changes in their packaging of their products; others are using advertisement techniques to make their product differentiated and a mark of distinction and style. Some companies are reducing prices as a result their sales are increasing. Similarly, keeping in view the demands and needs of the customers, companies are introducing varieties in the products and extending their product line. They are also making quality products to increase the sales.

Introduction

The world is turning towards globalization and the accessibility of such international products, which are unthinkable sometime, are produced in our own country. Same is the case with the products of Procter & Gamble and Unilever Pakistan. Both Procter & Gamble and Unilever Pakistan are the multinational companies, which are busy in the production of consumer goods. They have their subsidiaries in Pakistan, which are selling and marketing their products by maintaining international standards.

These companies are busy in the production of different kinds of consumer goods. They are not only producing different kinds of consumer goods, but also they are offering variety in the same product, for example Safeguard is a product of Procter & Gamble and they are offering variety in it, as a result we have:

- Safeguard White
- Safeguard Pink
- Safeguard Green
- Safeguard Sandal

Both Procter & Gamble and Unilever Pakistan are multinational companies and are producing different kinds of consumer goods but as this study is conducted on a small basis. So, only 10 products are selected for the sake of comparison. First of all we will compare them by doing analysis and then give a detailed picture of their sales and marketing strategies, which will help us in further analysis. In marketing and sales strategies analysis the 4 P's will be the main focus of the study.

The selected products of Procter & Gamble are:

- Fair and Lovely
- Safeguard
- Camay
- Pert Plus
- Pantene Pro V
- Head & Shoulder
- Vicks
- Ariel
- Pur
- Pringles

The selected products of Unilever Pakistan are:

- Ponds
- Lux
- Dove
- Lifebuoy
- Sunsilk
- Finesse hair care
- Herbal essence
- Vim
- Surf excel
- Close up

The research is directed to find out the marketing and sales strategies and the consumer preferences of these 10 selected products of “Procter & Gamble” and “Unilever Pakistan”.

PROBLEM STATEMENT

Now days many products are in the market. They all have different qualities. Every company is marketing its products by introducing different varieties and different advertisement techniques etc, in order to attract the customers.

Not only there are varieties of products but also there are different kinds of customers with different tastes and demands, in the market. So in order to meet the needs and desires of the customers, companies are trying their best to make changes in their product line so that customers are attracted.

In order to increase the sale of the products, companies are using different marketing strategies. Some make changes in their packaging of their products; others are using advertisement techniques to make their product differentiated and a mark of distinction and style. Some companies are reducing prices as a result their sales are increasing.

Similarly, keeping in view the demands and needs of the customers, companies are introducing varieties in the products and extending their product line. They are also making quality products to increase the sales.

Thus, the main aim of every company is to attract the customers and increase their products sale so that profit is maximized. As a result tough competition is seen in the market.

Now days two big companies namely “Procter & Gamble” and “Unilever Pakistan” are dominating the market. Both are using different marketing strategies to increase their sales. Rather than concentrating on profit, they are offering products with improved quality, lower prices and better advertisement etc. Thus analyzing their marketing and sales strategies, will help to find out whether one is dominating upon the other or not and customers preferences will also be known.

RESAERCH DESIGN

The following important points are included in the designing of the research.

OBJECTIVES OF THE STUDY

Following are the objectives of the study

1. To study the preferences of the consumers
2. To study the marketing strategies of “Procter & Gamble” and “Unilever Pakistan”
3. To study the sales strategies of the two companies
4. To analyze the accessibility of the products

HYPOTHESIS

The consumers are more satisfied with the products of “Procter & Gamble”

The marketing strategies of “Procter & Gamble” are better than “Unilever Pakistan”

The sales strategies of “Procter & Gamble” are better than “Unilever Pakistan”

SCOPE OF THE STUDY

The scope of the study is to analyze the preferences of the consumers of Peshawar city in relation to the selected consumer goods produced by Procter & Gamble and Unilever Pakistan. The study will be confined to the four main areas of Peshawar city. These selected areas are Cantt, City, Town, Hayatabad. The study will be further based on the marketing and sales strategies followed by both these companies.

RESEARCH METHODOLOGY

This section describes the methods and procedures used to select universe, sample size and methods of data collection. The study aimed at finding out the marketing and sales strategies and consumer preferences of the 10 selected products of “Procter & Gamble” and “Unilever Pakistan”.

UNIVERSE OF THE STUDY

Many of the areas within District Peshawar could be selected for the study. But keeping in view the objectives of the study, four main areas namely Cantt, City, Hayatabad and Town were selected. These are the areas where consumer preferences and sales and marketing strategies of both the companies could be easily observed.

SAMPLING AND SAMPLE SIZE

Though a large sample size gives a better result but due to lack of time, financial and human resources, 60 samples in total were taken from selected areas. The sampling procedure that has been used in the research is both probability and non-probability sampling. The reason for using both the sampling procedures is to get more reliable and validated results from the analysis of the data collected.

CONTACT METHOD

The method to contact the sample is “personal contact”. I contacted the entire sample respondents personally and collected the data. So the study will be based on primary data.

RESPONDENT’S CHARACTER

The sample size of the research is 60 customers. These respondents consist of males and females of all ages and from all parts of life. Samples are taken from university students, friends, relatives and different households.

DATA COLLECTION INSTRUMENTS

A questionnaire was especially designed for collecting the data from respondents. A single questionnaire was used for different groups of respondents. The questionnaire was pretested, in order to remove any doubts and mistakes. After testing the questionnaire to remove ambiguities from it, a final questionnaire was then distributed among the respondents for data collection. The questionnaires were filled by them and then collected at the same time. The data collected from the questionnaires was then analyzed.

ORGANIZATION OF THE STUDY

In this study **first chapter** includes the introduction of both the firms and the main aim on which the study will be based. This chapter further includes the research design and the research methodology, which is used in the study. **Second chapter** will be based on the literature review, which is gathered through different sources. **Third chapter** will include the history of both Procter & Gamble and Unilever Pakistan. **Fourth chapter** will include the complete analysis of the questionnaire that was distributed among the consumers. **Fifth chapter** will be based on the analysis of the sales and marketing strategies adopted by both the companies in the light of consumer’s survey. While **the last chapter** will include the analysis, recommendations and conclusion of the study.

LITERATURE REVIEW

Mehmood A. (4th Jan 2003) Procter & Gamble is the largest consumer goods multinational, which established a very big soap manufacturing plant at Hub Balochistan. When Dr. Khaqan Hassan, a member of Pakistan Standard and Quality Control Authority (PSQCA), visited this plant. He said that Procter & Gamble is not only using a hitech manufacturing and production unit but it is also using a sophisticated system for the environmental protection.(The NEWS)

Ismail M. (21st May 2003) Procter & Gamble is not only working for the profit motive by producing consumer goods but it has formally joined hands with a non-profit organization, Health Oriented Preventive Education (HOPE) also. Dr. Mubina Agboatwala, the chairperson of HOPE praised Procter & Gamble by saying that Procter & Gamble is helping HOPE to build and improve communities that are in dire need of attention.(The NEWS)

Sheikh M. (12th March 2003) Procter & Gamble is a giant in household products and the first company to advertise nationally direct to consumers (in 1880) and it literally created the concept of “soap operas” by sponsoring television and radio dramas.

Advertising age estimated global measured advertising expenditure of \$5.8 billion in 2003 making Procter & Gamble the worlds number advertiser. (The NEWS)

Akhtar I. (29th March 2005) Marketing plays a vital role in the success of any business. In Pakistan some Multinational brands like Procter & Gamble, Unilever Pakistan, Nestle and Pepsi etc. are trying to satisfy their customers by introducing various techniques and they are successful up to some extent. Because if a company is

able to acquire and retain customers. It can be a global leader. In business the thing that always matter is a customer retention rate. If a company wants to lead and see its business successful, it must take care of its valuable asset that is customers.(DAWN)

Robert D. (1998) Gaining customer feed back 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.

Perreault (1987) A survey of 216 industrial units showed that physical distribution provides the support necessary to carry out the distributional plan, while decisions about the distributional channel are concerned with providing time and place utility. It is the logistical system whose objective is summed up by the statement of William D. Perreault that effective physical distribution system as well as being an excellent means for an individual firm creates a competitive differential for its product.

Coen (1984) Advertising is a non-personal sales presentation usually directed to a large number of potential customers. By the mid 1970s annual advertising expenditures were double the 1960 level and four times the amount spent in 1950. Furthermore, about 200,000 people are employed in advertising according to an American Association of Advertising Agency's estimate. The study further shows that advertising expenditures averaged 1.06 percent of sales for the product and services produced by different companies.

HISTORY OF UNILEVER PAKISTAN

“Meeting the everyday needs of the people anywhere”

The company Lever Brothers Limited was named after its founder, **William Lever**. Initially it was a small soap manufacturing company, which was located to the east of Liverpool in 1887. In 1888 William Lever decided that this company is not big enough so he decided to build another factory on the banks of Mersey near Bebington and New Ferry to the south of Birkenhead. He chooses this site because it had good transport links by road, rail and to the River Mersey.

Soap manufacture started at the new factory on 25th June 1889. By 1900 the factory was producing other brands namely Lifebuoy, Lux, Vim etc.

Lever Brothers expanded internationally by taking over rivals. It also started to make different products such as margarine, cattle feed and other food products.

In 1929 Lever Brothers merged with a margarine union, a Dutch company to form **“Unilever”**. Now this company which was formerly known as Lever Brothers, becomes **“Unilever”**. This company started its operation in Pakistan from 1980's and is recognized as **“Unilever Pakistan”**.

HISTORY OF PROCTER & GAMBLE PAKISTAN

“To improve the lives of consumers wherever it operates”

Procter & Gamble Pakistan is a subsidiary of the Procter & Gamble Corporation, the leading consumer goods company with a mission “To improve the lives of consumers wherever it operates”.

Procter & Gamble Company's head quarter is in Cincinnati --- Ohio in the United States of America. It is an internationally owned company with publicly traded shares, currently owned by over one million shareholders from around the globe.

Procter & Gamble started its operation in Pakistan in 1991 with the goal of becoming the finest global local consumer goods company operating in Pakistan. With commitment came growth and in 1994 the company acquired a soap manufacturing facility a sprawling 7 acre land at Hub Baluchistan, which manufacture Safeguard and Camay soap.

Over the past 14 years the company has reinvested over \$100 million in Pakistan. And has contributed close to 7 billion rupees to the Pakistani government revenue over the last 5 years in the form of sales tax, custom and excise duties.

Corporate Responsibility

P&G believes in working with and within local communities to respond to their social needs and help them develop their strengths. P&G Pakistan has initiated and runs several programs focused at improving the lives of Pakistanis, especially children, teens and young mothers. Their areas of concern include health and hygiene awareness, education and female empowerment.

All in all, these programs intend to transform the lives of more than 3 million Pakistanis.

- Pampers Hospital Education Program educates young mothers about baby care practices, immunization and vaccination. The program involves 1200 nurses, operates in 500 hospitals and reaches close to 300, 000 mothers.
- Pampers Baby Care Clinic Program educates young mothers about baby care practices, immunization and vaccination by going to their doorstep. The program has a reach of 700, 000 mothers in 30 cities.

- Safeguard School Education Program educates 5-9 years old children about basic hygiene habits and importance of washing hands in 5000 schools, 20 cities of Pakistan, reaching close to 2 million children.
- Ariel Help the Needy Program provides medical equipment to about 30 institutions for disabled children.
- P&G-HOPE School Program runs 23 schools in Karachi and rural Sindh, providing class-1-5 education to close to 1000 children.

To make its community-focused initiatives more productive, P&G Pakistan partners with a number of local medical and professional organizations.

Innovation Leadership

The quality of P&G products continues to be its most valuable asset and that quality is demonstrated by the innovation of the organization.

More than 8,000 scientists and researchers are accelerating the pace of new product and technology invention. P&G has a global innovation network of 18 technical centers in nine countries and on four continents. P&G is a pioneer in the new Internet-based business models. Last year, P&G launched its initial Internet brand, reflect.com, and the first to offer truly personalized beauty care products online. This venture is enabling the company to gain valuable experience in both Internet marketing and mass customization of products.

ANALYSIS AND FINDINGS OF “CONSUMERS’ SURVEY”

In this chapter analysis of questionnaire that was distributed is discussed. This survey gives a detailed picture of the sales and marketing strategies of both “Procter & Gamble” and “Unilever Pakistan. This survey was conducted among 60 statistically selected people of Peshawar and comprises of cross section of various age, income and education groups. These respondents were given a questionnaire and then after being filled in it was collected at the same time.

It shows the traits and important factors that are important in the minds of the customers for both “Procter & Gamble” and “Unilever Pakistan” and can also be considered important for the success of these companies. Because customers are the valuable asset any company have and without knowing their demands and preferences no company can survive in the market.

The major aim of the study is to analyze the sales and marketing strategies of Procter & Gamble and Unilever Pakistan and to know the consumer preferences of the products of the two companies. In this survey consumers were asked about their opinions about the products of the company. They responded differently for every question and after collecting all the questionnaires the analysis of consumers preferences was made. Separate tables were made for all those questions, which were related with the consumer’s choices and their demands.

AGE OF THE RESPONDENTS

TABLE 4.1 Distribution of Sample Respondents According to Their Age

AGE	GENDER			
	Male	% of Males	Females	% of Females
Less than 30	11	55%	23	57%
30 -- 60	7	35%	14	35%
60 +	2	10%	3	8%
Total	20	100.00%	40	100.00%

Source: Field Survey, May 2005

Table 4.1 reveals the age of the respondents. This shows that 20 respondents were male in which 55% belongs to the age group of less than 30, 35% belongs to the age group of 30 -- 60 and only 10% male respondents belongs to the age group of 60+.

While in the survey 40 respondents were female as they are more conscious in the use of soaps, shampoos and creams. In these 40 female respondents 57% belongs to the age group of less than 30, 35% belongs to the age group of 30 -- 60 and 8 % belongs to the age group of 60+. This table further shows that most of the customers who use the products of both Procter & Gamble and Unilever Pakistan are young and the usage of their products by old people is very small.

AREA OF THE RESPONDENTS

The area where people live is also very important. Four mainly populated areas were chosen to select the respondents. The survey shows the results in the Table 4.2.

TABLE 4.2 Distribution of The Respondents by Location

	Male	% of Male	Females	% of Females
Cantt	6	30%	14	70%
City	5	33%	10	67%
Hayatabad	4	27%	11	73%
Town	5	50%	5	50%

Source: Field Survey, May 2005

The Table 4.2 shows that 33% i.e; 20 respondents were taken from Cantt area in which 30% respondents were male and 70 % respondents were female. 25% i.e;15 respondents were taken from City in which 33% were male and 67% were female. From 25% respondents that are taken from Hayatabad, 27% were male and 73% were female. Only 17% respondents from town were given the questionnaire to fill, among them 50% were males and 50% were females. This table reveals the distribution of samples in different areas and furthermore that the majority of respondents are females.

INCOME GROUP OF THE RESPONDENTS

TABLE 4.3 Distribution of The Sample Respondents According to Their Income Groups

Pay scales	No. of respondents	% of respondents
Less than 7000	35	58%
7000 --- 14000	18	30%
14000+	7	12%
Total	60	100.00%

Source: Field Survey, May 2005

The Table 4.3 shows the income group of the respondents. Out of the total 58% respondents belong to the income group who earns less than 7000 rupees, 30% of them belong to the income group of 7000 -- 14000 and only 12% respondents can manage to earn above 14000.

This reveals that most of the people are earning less income so both the companies should adopt such a kind of price strategy that they can become a part of every household. As price is a very important factor that is kept in mind before buying any product.

BRAND AWARENESS

Branding is one of the most important factors that give recognition to the products of any company. As both Procter & Gamble and Unilever Pakistan are the multinational companies so they did not need to build brand awareness to that extent up to which other companies do. And it was proved when the respondents were asked about the products of Procter & Gamble and Unilever Pakistan, they all know about them.

TABLE 4.4 Brand Awareness

	Procter & Gamble	Unilever Pakistan
Yes	60	60
No	0	0

Source: Field Survey, May 2005

Table 4.4 reveals that all the 60 respondents know about both the companies and their products. This shows effective marketing and sales strategies of both the companies, and also about the popularity of the company among the consumers in Peshawar city. The consumers are not only aware of the brands but also the products of the company.

PURCHASING PATTERN

Respondents were further asked that for how long they are using the products of Procter & Gamble? The responses of this question are shown in Table 4.5.

TABLE 4.5 Distribution of The Sample Respondents Having Different Purchasing Patterns

	No. of Respondents using the products of Procter & Gamble	% of Respondents using the products of Procter & Gamble
Less than 2 years	8	14%
2 --- 4 years	10	16%
4 --- 6 years	12	20%
6+ years	30	50%
Total	60	100.00%

Source: Field Survey, May 2005

Table 4.5 shows that 14% of the respondents are using the products of Procter & Gamble for less than 2

years, 16% of them are using the same products for 2 -- 4 years, 20% were using them for 4 -- 6 years and 50% of them were using the products for more than 6 years.

This reveals the retention of customers for the products of Procter & Gamble and further it shows that Procter & Gamble is providing a good service that's why most of the consumers are using its products for more than 6 years.

4.6 PRODUCT RANKING

The respondents were asked to rank the products of Procter & Gamble, which they are using, and the results are shown in Table 4.6

Table 4.6 Distribution of Sample Respondents Having Different Product Ranking

Product ranking	No. of respondents	% of respondents
Good	46	77%
Better	14	23%
Bad	0	0%

Source: Field Survey, May 2005

According to the Table 4.6, 77% of the respondents rank the products of Procter & Gamble as good, 23% rank them as better and surprisingly no one consider the products of Procter & Gamble as bad or harmful.

This reveals that although the people like both the products of Procter & Gamble and not even a single person consider them bad but still there are 23% respondents, who want some more improvement in the products so as to consider them good. So that both the companies should concentrate on the improvement of the quality of the products produced by them.

4.7 PACKAGING

Packaging not only offers physical protection, but it is also very important for the promotion of a product. So when the respondents were asked that either they like the packaging material of the products of Procter & Gamble or not? They responded in the following manner.

Table 4.7 Respondent's Response According to Packaging

	No. of respondents said "yes"	% of respondents said "yes"	No. of respondents said "No"	% of respondents said "No"
Procter & Gamble	57	95%	3	5%

Source: Field Survey, May 2005

Table 4.7 reveals that 95% of the respondents like the packaging material of Procter & Gambles' products and only 5% do not like their packaging material, which shows that the packaging material of the products of Procter & Gamble is good but still there is a need for improvement. Because they are an important part of a product and before using any product the first thing that we see is the packaging material and this is the packaging material of a product that attracts us towards any product.

CONSUMER PREFERENCES

When the respondents were asked that either they like the packaging material of Procter & Gambles' products more than the packaging material of the products of Unilever Pakistan or not? They said

Table 4.8 Distribution of Sample Respondents According to Their Preferences

	No. of respondents said "yes"	% of respondents said "yes"	No. of respondents said "No"	% of respondents said "No"
Procter & Gamble	40	66%	20	44%
Unilever Pakistan	20	44%	40	66%

Source: Field Survey, May 2005

Keeping in view the information given in Table 4.8 we can conclude that 68% respondents like the packaging material of the products of Procter & Gamble and only 48 % respondents like the packaging material of the products of Unilever Pakistan. This further shows that more people like the packaging material of the products of Procter & Gamble, which shows the consumers preference of the products of the same company as well.

CONSUMER WANTS

It is a fact that most of the people are quality conscious, while some look at the price of a product before buying that. So, when these two choices are put before the consumers, they responded in the following manner.

Table 4.9 Distribution of Sample Respondents by Wants

	No. of sample respondents	% of sample respondents
Quality	32	53%
Price	26	43%
Not sure	2	4%

Source: Field Survey, May 2005

According to the Table 4.9, 53% respondents go after the quality, 43 % of them purchase the products keeping in view that how much their pocket allow them to buy? While only 4 % of them were not sure between the two. This reveals that if a company wants to retrain its customers it should not only introduce better quality products but should also lower the prices. Because purchasing power of the consumers are deteriorating with the increasing rate of inflation.

ACCESSIBILITY

When the question of easy accessibility of products was raised, 100% response was positive, which shows that the companies are not only promoting their products in an effective manner but they are also making them available at each and every place.

Table 4.10 Distribution of Sample Respondents According to the Accessibility of the Products

	No. of respondents	% of respondents
Yes	60	100%
No	0	0%

Source: Field Survey, May 2005

Table 4.10 reveals that both Procter & Gamble and Unilever Pakistan are not only supplying their products in sufficient quantity but they are also trying to make it available at each and every corner of Peshawar. And this table shows their success in meeting consumers' demands everywhere. This is only possible by the employment of efficient staff for the distribution of the products.

VARIETY

It is a common saying that variety is the spice of life. So, when it comes to variety, again the respondents gave full response assuming that yes there is variety in the products of both the companies.

Table 4.11 Distribution of Sample Respondents by Variety in Products

	Yes	No	% of positive response
Procter & Gamble	60	0	100%
Unilever Pakistan	60	0	100%

Source: Field Survey, May 2005

This table 4.11 reveals that both the companies are satisfying their consumers by offering varieties in their products. And this is the reason for the 100% response of the consumers. It is a fact that if the consumers remain satisfied with the products they are using then they would rarely switch to any other company's product. These varieties are offered with the changing season by increasing their product line.

CONSUMERS' OPINION

Consumers' opinion is very important for any company in order to improve their performance. That's why the respondents were asked that on which side do they think that the company should concentrate?

Table 4.12 Distribution of Sample Respondents Having Different Opinions

	No. of respondents	% of respondents
Better quality	30	50%
Low price	25	42%
Innovation	5	8%

Source: Field Survey, May 2005

According to consumers' opinion 50% were in favor of the choice that companies should concentrate on the provision of quality products. 42% said that companies must decrease their prices in order to retain their customers and only 8% of them were in favor of innovation in the products. Which shows that the customers not only require innovation in the products but they also want better quality products at lower prices.

ANALYSIS OF THE SALES AND MARKETING STRATEGIES OF "PROCTER & GAMBLE" AND "UNILEVER PAKISTAN" IN THE LIGHT OF CONSUMERS' SURVEY

This chapter deals with the analysis of the strategies of Procter & Gamble in the light of the results derived from the consumers' survey and compares the strategies followed by Procter & Gamble with Unilever Pakistan.

MARKET

Market is a place where buying and selling takes place. There are many consumer goods company in the market. Among them Procter & Gamble is the leading consumers goods company through out the world as well as in Pakistan. It is clear from market survey that people want to have and are willing to purchase goods and services of better quality, so in order to maintain its market position and to retain its customers, Procter & Gamble not only have to maintain the quality of its goods but also promote them as being in competition with other companies in Pakistan.

5.1 MARKETING AND TARGET MARKET

Marketing can be defined as the flow of goods and services from producer to consumers. But the question of target market is very crucial for every company. Companies take special care while identifying and defining their target markets. Because apart from opening new horizons they can also play havoc with the company's resources and image.

Out of the total Procter & Gamble target 66% of the market. While 44% market is targeted by Unilever Pakistan. In this target market many segments are made so as to target the whole of the market effectively and efficiently. The basis of segmentation used is [Source: Marketing Concepts and Applications, Charles D. Schew]:

- a. Geographic Segmentation**
- b. Demographic Segmentation**
- c. Psychographic Segmentation**
- d. Behavioral Segmentation**

Geographic Segmentation

The regions, countries, cities, and towns where people live and work is geographic segmentation. Both Procter & Gamble and Unilever Pakistan have targeted almost every market in Peshawar. They have promoted and distributed their products in a very effective manner that has reached in each and every part of the country.

Demographic Segmentation

The combination of age, gender, family life cycle, income and education are known as the demographic segmentation of the market. Procter & Gamble target both male and female gender belonging to every income and education group of all ages. This means that it is trying to target whole market and every kind of consumers. While Unilever Pakistan target mostly female products of every income and education group. This could be a reason for which Procter & Gamble has a competitive edge on Unilever Pakistan.

Psychographics Segmentation

Psychographics segmentation involves human attributes such as how a person thinks, feels and behaves. Procter & Gamble and Unilever Pakistan have also kept in view these basic human attributes while targeting their market. This is the reason that their products are almost the part of every household.

Behavioral Segmentation

This kind of segmentation is done on the basis of product related behavior of the customers. Most people have the opinion that they prefer high quality goods even if they are charged high prices.

4 P's OF MARKETING

This section deals with the four P's of Procter & Gamble. These four P's are [see: Micheal J. Etzel, Marketing]:

- a. Product**
- b. Price**
- c. Place**
- d. Promotion**

They are separately discussed in brief in this chapter.

PRODUCT

A product is the basic ingredient the exchange process. Few firms rely on a single product instead most sell many products. Same is the case with Procter & Gamble and Unilever Pakistan. They sell different kind of products.

PRODUCT MIX

A product mix is the set of all products offered for sale by a company. There are 300 different products, which are offered by Procter & Gamble worldwide. Unilever Pakistan is also offering a product mix of soaps, shampoos, detergents, margarine and other foodstuff etc.

PRODUCT LINE

A product line is a group of products intended for essentially similar uses and having similar physical characteristics. Firms may delineate a product line in different ways. For example Procter & Gamble Pakistan produce various types of Head & Shoulder shampoo, which suits different types of hairs, represents a product line.

BRANDING

A brand is a name or mark intended to identify the product of one seller or group of sellers and differentiate the product from competing products. Brand names not only play an important role in positioning of a product but also firms conduct special researches for brand names as it plays an important role in product life cycle and success

of a product.

Procter & Gamble and Unilever Pakistan are the brand names, which are popular for the quality production of consumer goods.

i.Brand Recognition

Brand recognition is the first objective of any company, so do Procter & Gamble and Unilever Pakistan. They have made their brands and products recognized by the consumers by making their products pronounced easily and making them available at every shopping store, which moved them from “unknown” to “known” category and their probability of being repurchased is increased.

ii.Brand Preference

If a brand is preferred, the consumers keeping in view the availability of the products choose it. Procter & Gamble is preferred brand than Unilever Pakistan in many products cases like the consumers rather than lux or dove prefers Safeguard.

iii.Multiple Branding

Branding strategy followed by Procter & Gamble is multiple branding in which different brands introduced by the company are in the same product line. For example Head & Shoulder, Pert Plus, and Pantene Pro V are the shampoos offered by Procter & Gamble having different features and targeting different kinds of consumers.

iv.Brand Loyalty

Procter & Gamble is paying maximum attention on this aspect of marketing because this is the only way to ensure that the customers of the company will be available in the future.

When we talk about brand loyalty than there must be strong give and take relationship between company and consumers. The company should give consumers in return of which the consumer becomes brand loyal.

In Procter & Gamble the flagships of brand loyalty are

a. Consistent quality

b. Hygiene

a. Consistent quality

Consistent quality is what Procter & Gamble is claiming from the very first day and using it as a competitive advantage. Customers are sure that whenever they will buy any product of Procter & Gamble they will get the same quality which they are expecting and had experienced previously. This is done through the high tech manufacturing equipment used in the factories which is further facilitated by strict quality control process which are based on international standards.

b. Hygiene

Procter & Gamble has given top priority to the hygienic production of goods. The plants of Procter & Gamble all over the world keep the high standards of cleanliness to ensure hygiene of the workers working there but also of the product being manufactured there.

Recently Pakistan Standards and Quality Control Association officers visited the Karachi factory and saw the operations of the factory and observed how hygiene is maintained in manufacturing of the consumer goods. The result of this was published in leading magazines of Pakistan in which doctors recommended the products of Procter & Gamble as safe and healthy.

PACKAGING

Packaging not only offers physical protection but also used as a promotional tool. Keeping in view the importance of packaging some marketers have a tendency to classify it as a 5th Procter & Gamble of marketing mix. Following factors are considered by Procter & Gamble while packaging.

a. Legal Requirements

b. Environment Friendly

c. Competition

a. Legal Requirements

While packaging, legal requirements are also fulfilled which include mentioning of the ingredients used in the manufacturing of the product, its weight, name of the manufacturer, price and statement on the package should not directly hit the competitor and this statement should not have anything against nation, culture and religion.

b. Environment Friendly

It is the top priority of Procter & Gamble that the operations of all its factories and business of all associated companies of the Procter & Gamble must be environment friendly. Same rule is followed in packaging of the product. In packaging that material is used which is easily recyclable and which does not damage the environment. For this, most of the products are packed in special paper to ensure the recycle ability.

c. Competition

Competition is also followed while designing the packaging of the product. The package of the product must compete with the parallel products. For example, when Procter & Gamble launched the sachets of **Fair & Lovely** then Unilever Pakistan exactly followed this in launching the sachets of **Ponds cream**.

LABELING

Labels perform both a promotional and informational function. Both Procter & Gamble and Unilever Pakistan products contains:

- a) **The brand name or symbol**
- b) **Name and address of the manufacturer**
- c) **Product composition and size**
- d) **Recommended uses of the product**

Which helps the user in judging the utility of the product.

PRICING

Pricing is a very important component of marketing mix. In this, organizations that are made for generating revenues charge some profits meeting their costs.

$$\text{Price} = \text{total cost} + \text{profit}$$

Different organizations have different preferences related to price. For example, Procter & Gamble is in favor of charging high profits margins per unit. While Unilever Pakistan keeps the per unit profit low but try to maximize their total profit. Pricing is not an easy activity; it is affected by large number of variables that include:

- i. **The nature of product**
- ii. **Company's past record**
- iii. **Company's pricing strategy**

i. The nature of product

The prices charged for a product depends largely on the nature of product. For an innovative product, generally high prices are charged following the **price skimming strategy**.

This strategy can only be followed by those organizations that have good **Research & Development** facilities and a culture of innovation and encourage new ideas. On the other hand, the companies that are involved in making routine products usually do not charge very high prices i.e; keep low profits because, normally a large number of competitors are present in this category and prices tend to stabilize. The companies in this situation mainly follow **price penetration strategy** by keeping a nominal price and targeting a large segment of market at the same time. But in the same category higher prices can also be charged if the product is under strong brand trademark as is the case with Procter & Gamble.

ii. Company's past record

The prices charged by a company also depends upon the past performance of the company that how reliable the products of the company are? There are certain trademarks whose presence on the product ensures that this is a high quality product, developed from state of an art of technology, there would be no defect in the product and product is not harmful for human health and skin.

Situation is opposite in case of company whose name or its past record is not good. This means, the products company made care not of higher quality or defects in the products based on less spending on **Research & Development**. These new entries first try to build up brand loyalty by charging low prices and offering maximum facilities to the customers and then they keep on capturing the market by charging low prices.

Prices at Procter & Gamble

Procter & Gamble being the market leader and the major innovator in the industry normally charge higher prices for its products. The management that they are due to justifies these high prices

- i. **High quality standards**
- ii. **Research and development and**
- iii. **Extensive distribution etc**

i. High quality standards

When there is a question of quality, the only answer in consumer goods industry is Procter & Gamble. Quality standards are based on its international experiences of marketing consumer goods in many countries of the world. Also quality maintenance is one of the top priorities of Procter & Gamble and this is one of the reasons of their competitive advantage over Unilever Pakistan. Procter & Gamble is a well-reputed and highly experienced brand, which ensures that the products made are of high and consistent quality. But to maintain this quality definitely some cost is incurred which is very genuinely charged by Procter & Gamble.

ii. Research and development

The major contribution in the success or failure of product is of the extent to which care is taken in the fabrication of product. If there is any loop hole in it then no matter how effectively company market it, the product will be a confirm failure.

To remove this factor to zero percent, Procter & Gamble make heavy investment on Research and Development, which is also shown in the advertisements of **Head and Shoulder** and **Safeguard**. These heavy spending are for customer and then by charged to the customer putting an extra burden on them. But this makes the customers sure that the product they are using has almost zero percent danger level.

iii. Extensive distribution

One of the competitive advantages of Procter & Gamble and Unilever Pakistan on the other consumer goods companies is their product availability that is ensured by extensive distribution that is entirely dependent on efficient distribution. It is clear from the analysis that this is one of the reasons because of which consumers do not switch to the products of any other company.

Factors involved in pricing

While setting prices of its products different factors are kept in mind because if the products are charged higher price then most of the customers will not buy them. Many other factors are also involved in setting the price of any product and companies take great care of this thing. The important factors in setting prices of a product by Procter & Gamble are as follows:

- i. Competition**
- ii. Size**
- iii. Cost**
- iv. Target market**
- v. Value maximization**
- vi. Inflation**

i. Competition

The very first factor kept in consideration by Procter & Gamble while setting prices is competition. Usually, the innovative products, it introduce has no immediate competition because of which it charges high prices.

Another good thing in the consumer goods industry is the competition that is improving day by day and small companies are also spending on research and development and innovations. In few categories of products, they even out performed Procter & Gamble and Unilever Pakistan and they had to make some products in response to these innovations.

Perfect example of the competition between Procter & Gamble and Unilever Pakistans' products are the introduction of the sachets of **Fair & Lovely cold cream**. As soon as Procter & Gamble introduced the sachets of **Fair & Lovely cold cream**, Unilever Pakistan have also introduce the sachets of **Ponds cold cream**.

When Procter & Gamble innovate any product it charges higher prices and enjoys the benefits of market leader but the consumers do not welcome these high prices. In competition only Unilever Pakistan can claim that they price at par with Procter & Gamble but still in many products there prices are lower. All other relatively small companies keep their prices a little below accepting the market leadership of Procter & Gamble.

ii. Size

The size of a product is very important. Size is the thing, which is kept in mind for setting the price of the product. Higher prices are charged for family packs as compared to small packs. Different price discounts are also offered to the retailers and customers on buying in bulk.

iii. Cost

This is also very important factor to be considered while setting prices. No matter how hard the competition is and what strategy company is following? It has to meet its cost first. It is not possible that just to make place in a cutthroat competition, company loose part of cost which it is incurring in making the product.

But this is also possible and used by many companies that when there is intense competition, they loose some margin or part of cost on one product but make compensation by their higher profits of another product. But this strategies is rarely followed and the product that is no more profitable is kicked out from the market.

iv. Target market

This is the main point of focus. If the price set by the company is unaffordable by the segment for which the product has been launched then the product will not sell. The price must be affordable by the target segment.

Unilever Pakistan in this case has a very extensive statistical backup. They keep detailed information about different segments and also conduct surveys on monthly basis in the specific area of Peshawar i.e; Cantt.

v. Value maximization

Value maximization is an unconscious phenomenon, which occur with every rational customer. They want that the product must worth what has been charged for it. If customers think that the value he/she getting is not equivalent to the price paid, then there would be no repurchase.

Procter & Gamble tried their level best to maximize the value, its customers get from its products by charging the prices that are based upon extensive study. This value maximization is ensured in every product of the company and is guaranteed to every segment of the market.

vi. Inflation

Procter & Gamble to adjust the inflation often change prices. It increases the price of its products to compensate this but this does not happen frequently.

PLACING

Distribution is making the products available for the customers in the market but this availability should ensure that products must be

- a. At right place**

b. At right time

c. In right condition

If there becomes any deficiency in any of these basic elements of distribution, the future of the product would be uncertain. Distribution in such an activity that decides the fate of the product and manufacturer becomes a success story or fades into obscurity. This is also called taking decision about “the Place” of the product and hence is the 3rd P of marketing mix.

a. At right place

By the term at right place we mean that the product should be available at those entire places where it is demanded. And if not demanded its need should be created there by publicity campaigns.

b. At right time

By right time we mean that the product should be available at the time when consumers demand that, other wise they would go for another product. And in many cases it is seen that they would not ask for that product again.

c. In right condition

The product should be packed and distributed with care so that it is not damaged partially or fully, other wise consumers loose their confidence on that product. In this connection packaging again plays a vital role, which ensures us the importance of the 2nd p of marketing mix.

Distribution channel

Distribution channel consists of many people, which are involved in the physical distribution of goods. Selection of proper distribution channel is very important aspect because if the decision is made with care and channel is managed efficiently, companies can save high costs and can generate profits. Distribution channel involve the following persons. [Source: Charles D. Schew, Marketing concepts and application]

a. Middleman

b. Whole seller

c. Retailer

a. Middleman

A middleman is a business firm that renders services related directly to the sale or purchase of a product as it flows from producer to consumer. A middleman either owns a product at some point or actively aids in the transfer of ownership. Often, but not always, a middleman takes physical possession of the product.

b. Whole seller

Whole seller includes all sales made to any person or organization other than ultimate consumers, those who use the product for personal, non-business purposes. Wholesalers are merchant who take title to products and perform the activities needed to move them through the distribution channel.

c. Retailer

Retailing consists of the sale and all activities directly related to the sale of goods and services to ultimate consumers for personal, non-business use and the firm engaged primarily in retailing are called a retailer.

PROMOTION

This is the last P of marketing mix and it is the activity of communicating about the product to

a. Inform

b. Persuade

c. Remind

a. Inform

Companies inform the people when they do not know about the product through publicity campaigns. They advertise their products through newspapers, magazines and television.

b. Persuasion

Persuasion takes place when people already know about the product and company forces them to buy the product and the product availability is made sure at each and every place by the company.

c. Remind

When companies are selling enough quantities of a product it reminds customers about the product to keep the sales at the same level in future. And if the company found the product they tell their friends and relatives about that product and hence the sales of the products are increased.

In a nutshell, promotion is very important for a firm in many ways. It helps to establish an image of the product, which the manufacturer wants to portray, and also the personality of product. It informs the people, creates awareness and helps in positioning and repositioning of the product. With promotional tools company can tell about the availability of the product, company can justify prices or can show the features of the product.

Promotion by Procter & Gamble

Procter & Gamble has the biggest spending on promotion in the industry. Electronic media and print media, Procter & Gamble dominate all. Procter & Gamble not only effectively use the traditional tools of promotion but also keep innovating in the field.

Promotional tools used by Procter & Gamble

The following promotional tools are used by Procter & Gamble for the promotion of their products.

- a. Advertising
- b. Sales promotion
- c. Publicity

1. ADVERTISING

Advertising is a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of the organization or a firm. This method is often used to make consumers aware of a product's special low price or benefits. But an even more important function of advertising is to create an image that consumers associate with a product, known as a brand image.

i. Theme

The theme of advertisement varies with the product image and positioning. So, Procter & Gamble always wants to make such advertise, which can promote its products in a better way making people loyal to that product.

ii. Objectives

The objectives of Procter & Gamble advertising are the three basic ones, which include informing, persuading and reminding about different products of Procter & Gamble.

iii. Media

Media used by Procter & Gamble includes the following:

- a. Electronic media
- b. Print media
- c. Billboards

a. Electronic media

The major emphasis of Procter & Gamble for the promotion of their products is on electronic media due to its reach. Now a day's electronic media is the most effective media for advertising.

b. Print media

In print media national news papers and magazines are used as a promotional tool but the amount spent on this is much less than amount spent on electronic media.

c. Billboards

Billboards are also used for the promotion of a product. That's why Procter & Gamble have also used that for the promotion of their soaps shampoos and other products but a very little spending is made on this kind of advertising.

2. SALES PROMOTION

This is the second major tool of promotion used by Procter & Gamble. The purpose of sales promotion is to supplement and coordinate advertising and personal selling; this has become increasingly important in Procter & Gamble products' marketing. Because they know that no company can survive in the market without having consumers sympathy with the company and its products.

While advertising helped build Procter & Gamble brand image and long-term value, their sales promotion builds sales volume. Sales promotions are designed to persuade consumers to purchase immediately by providing special incentives.

i. Objectives

Among the objectives of sales promotion are the awareness of the product and persuading consumers to give a trial. The objectives are recently extended by the addition of two more points that are.

To induce present customers to buy more:

To combat competition:

ii. Schemes

Procter & Gamble used many schemes in which price offs and discounts on bulk purchases are found most useful.

iii. Feed back

The feedback about the sales promotion activities is very necessary to know that how effectively they are promoting their product. This can be done through two different ways.

- a. By sales effect
- b. By communication effect

a. By sales effect

The company can come to know about the effective sales promotion schemes by looking at the revenues generated by the company and this can definitely be achieved through increase in sales of the product.

b. By communication effect

The company can also come to know about the good promotion schemes of its products by communicating with the people and conducting surveys.

3. PUBLICITY

Procter & Gamble is trying hard in this field as well. Different social associations and NGOs are allowed to visit the facilities of Procter & Gamble. In this respect the chairperson of Pakistan Standard and Quality Control Authority (PSQCA) has visited the Karachi plant and praised the high tech manufacturing system of Procter & Gamble. Beside that Procter & Gamble visits different schools to provide the children with the knowledge of living a good and healthy life and in this way they are also promoting their products.

SWOT ANALYSIS

It is a fact that no organizations can work in void and isolation. It is affected by internal and external factors that is also called environment of the organization. The environment had different effects based on situation. The analysis of environment is also called SWOT analysis. [Source: Micheal J. Etzel, Marketing]

The word SWOT is a combination of four words

1. **Strengths**
2. **Weakness**
3. **Opportunities**
4. **Threats**

a. Internal environment

This gives the internal situation of the company, what kind of sources a company has. These resources then define the strengths and weaknesses of the company. A company should use its strengths to their maximum and try its best to overcome the weakness.

b. External environment

The changes in the external environment of the company give rise to opportunities and threats. A company can maximize its profits by exploiting opportunities and can guarantee its existence by avoiding threats.

STRENGTHS

Procter & Gamble has a very strong and wide distributing system in all areas of Peshawar. It is capturing maximum share in the market due to availability of the consumer goods, which are of international standard. It is producing these consumer goods with high quality and international standard.

a. Brand

One of the most important factors giving synergy effect to the activities of Procter & Gamble is its internationally recognized brand name. Procter & Gamble do not need to build brand awareness to that extent up to which other companies do because a lot of people are aware of the brand of Procter & Gamble and Unilever Pakistan.

b. Extensive distribution

The level to which Procter & Gamble has taken its distribution is vast. Because Procter & Gamble knows that extensive distribution is a major advantage a company can have over its competitors and this is of the main of the success of Procter & Gamble.

c. Technology

Procter & Gamble manufacture consumer goods in its plant that have latest and new technology that not only improves the quality of product manufactured but also increase efficiency by reducing cost.

d. Innovation

In intense competition and dynamic environment to retain the consumers' interest constant innovation is the name of the game. When we question about innovation in consumer goods then Procter & Gamble is the game master. Procter & Gamble keeps on innovating new brands in a routine and other companies follow this trend.

WEAKNESS

There is hardly any weakness in this well managed and well-planned company. But the thing is that it must awake awareness among unaware public, as in Pakistan most people are unaware about the quality and standardization of the products. It should also consider its pricing strategy as to produce for low income consumers that will help them promote their products more.

OPPORTUNITIES

Procter & Gamble has come up with attractive advertisements campaigns, best quality of products and have launched different varieties for different consumers, which serve as an opportunity for the firm. One of the greatest opportunity of Procter & Gamble is its launching of seasonal products as

Fair & Lovely fairness cream

Fair & Lovely cold cream

Fair & Lovely anti-marks cream

Fair & Lovely herbal cream

5.4.3 THREATS

For a giant like Procter & Gamble, there are very few threats. Among the few, the major ones are:

a. Economic downturn

b. Competitors
a. Economic Downturn

For the last few years the economy of Pakistan is on a downward trend that has considerably reduced the disposable income of the customers. If the situation continued for few more years then it could be a big threat to Procter & Gamble.

b. Competitors

Procter & Gamble have threats from other competitive companies, especially Unilever Pakistan. To have a maximum share in the market it should go for more in improving its performance and also stay in touch with its competitor's product line.

FINDINGS AND RECOMMENDATIONS

SUMMARY

The analysis shows that out of 60 respondents 20 were male and 40 respondents were female who use the products of Procter & Gamble and UniLever Pakistan. In all these 60 respondents, 33% respondents were taken from Cantt, while 25% respondents lived in City. On the other hand, 25% respondents located in Hayatabad area and remaining 17% belonged to Town.

The analysis revealed that 58% respondents belong to the income group earned less than 7000 rupees. Out of the total, 30% respondents are categorized under the income group of rupees 7000 --- 14000 and only 12% respondents can manage to earn above rupees 14000.

All respondents know about both the companies and their products. The analysis shows that 14% of the respondents are using the products of Procter & Gamble for less than two years, 16% of them are using the same products for 2 --- 4 years and 20% were using them for 4 --- 6 years while most of the customers were using the products for more than 6 years. There are 77% respondents who rank the products of Procter & Gamble as good, 23% rank them as better and surprisingly no one consider the products of Procter & Gamble as bad or harmful.

When the respondents were asked about the packaging material, 95% of them like it while only 5% do not like the packaging material of the products of Procter & Gamble. The analysis further shows that 68% respondents like the packaging material of Procter & Gamble more than the packaging material of Unilever Pakistan.

According to the survey, 53% respondents go after good quality products, 43% of them prefer low price products while 4% were not sure between the two choices.

The products of both Procter & Gamble and Unilever Pakistan are easily available in the market and 100% respondents were satisfied with the accessibility of the products.

The survey reveals that both the companies are 100% satisfying their customers by offering varieties in their products.

According to consumers' opinion, 50% were in favor of good quality products, 42% suggested that companies must decrease their prices and only 8% of them liked innovation in the products.

FINDINGS

The success of any company greatly depends on the ability of that company to adopt the requirements of the consumers that is what kind of products do they prefer? And what qualities do they want in the products of that company?

Among the major consumers good companies in Pakistan Procter & Gamble has come up as a dominant player. This is because of their extensive marketing and sales strategies that proved to be a great success.

Both Procter & Gamble and Unilever Pakistan are providing quality services but still Procter & Gamble leads all the consumers goods companies even though they are charging a bit higher prices.

In order to be successful in the business a company should retain its customers and this is observed that both the companies are offering varieties in the products to meet the demands of each and every consumers.

Both Procter & Gamble and Unilever Pakistan are offering different kind of discount packages on special occasions and sponsoring different programs so as to be prominent and to make people buy their products.

The Products of both Procter & Gamble and Unilever Pakistan are easily accessible to the consumers, which make people buy them again and again.

RECOMMENDATIONS

This is a general consensus that people prefer to buy cheaper goods. So the companies must keep their prices low if they want to capture a big market share.

Both Procter & Gamble and Unilever Pakistan must emphasize on the quality of their products as well, because they are in cutthroat competition with each other. The consumers not only go after the brand name but they also have the power to judge the quality of the products, which they are buying.

Although both the companies are advertising their products in an effective manner but still there is a room for improvement. It can advertise in such manners that make people loyal to the purchase of their products, as the campaign of Ariel made people buy it in large quantity.

Both the companies should conduct surveys to know that what are the demands of the customers? For this, they can put a suggestion box in some big selective stores where their products demands are high. So as to know that how can they improve their performance.

Both Procter & Gamble and Unilever Pakistan are multinational companies so they must maintain international standards in the production of goods.

Every company has a singular and ultimate ambition to be the leading manufacturer but to attain this position it must maintain a standard of production.

It is a fact that human beings are reluctant to adopt changes. So, if a company wants to introduce a new product it should make some free samples of it and distribute them in the customers with any other popular product of the same company.

Packaging not only offers physical protection but also perform promotional task, so both these companies should concentrate on making their products' packaging material more attractive that it is eye catching and then people will certainly buy them.

Companies must use such packaging material, which can be easily recycled in the environment, so that the purpose of environmental protection can be achieved.

CONCLUSION

60 questionnaires were distributed among the respondents and the analysis was made. From the analysis, it is concluded that Procter & Gamble captured most of the market share, which means that majority of the consumers prefer to buy the products of Procter & Gamble. This shows good marketing and sales strategies of Procter & Gamble. One of the feature of good marketing and sales strategies of Procter & Gamble and Unilever Pakistan is their extensive distribution channel, which makes their products available in each and every corner of Peshawar.

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