

Comparison of fast moving consumer goods



It is a business or marketing statement that summarizes why a consumer should be interested in buying a product or use a service. The potential customer should get an idea from the statement that particular product or service will add more value or better solve a problem than other similar offerings. Customer can choose the product according to their wants and needs. They have the freedom to buy or not to buy the product. It is the responsibility of the organisation to keep the customer at any cost. Here comes the importance of Value proposition, Point of Parity and Point of Difference. We have purchased Lux as FMCG product and Apple Laptop as consumer goods. We have are discussing about the Value proposition, Point of Parity and Point of Difference of both the products.

About the FMCG Products.

LUX SOAP

Hindustan Unilever Limited is a multinational consumer Product Company which operates in different parts of the globe. The company manufactures many kinds of FMCG products. HUL is India's largest FMCG Company. Lux is one of the most trusted and famous brand produced by the company. Lux soap was launched in India 1809. It was branded in India as the ' beauty soap of film stars'. The company introduced Lux as a bathroom soap. Lux stands as a promise for beauty. Lux has offered a range of soaps in different colours and fragrance. The Lux has been produced in so many variants, which gives a wide range of varieties to the consumers.

Some of the prominent Varieties are:

Lux Almond

Lux Orchid

Lux Fruit

Lux Saffron

Lux Sandalwood

Lux Rose

Lux International

Lux Chocolate

Lux Aromatic Extracts

Lux Oil and Honey Glow

Lux Provocateur Lux Strawberry & Cream Lux Peach & Cream

VIVEL SOAP

ITC limited introduced wide ranges of soaps; cater to requirements of wide variety of consumers. Vivel is high quality soap manufactured by ITC Ltd. Vivel aims at complete protection and moisturisation through one product and provide complete consumer care, which makes them good-looking and sure.

Prominent varieties of Vivel soaps are:

Vivel Young Glow Vivel Satin Soft Vivel Sandal Sparkle Vivel Ayurveda
Essence Vivel Silk Spring

Value Proposition

It is a marketing statement summarises why a consumer should buy the business product. The statement should also convince the consumer that this product will add more value than from its competitors. Or in simple words it is the primary benefit of a product or services. It is the way which business proposes to utilize the products. It comprises of three parts such as Functional, Economical and Psychological.

Understanding the Value Propositions

Lux Soap

Lux stands for beauty and glamour in Indian market. Lux gives a variety of ranges of soaps enriched with the goodness of a diversity of nutritious ingredients – rose extracts, almond oil, milk cream, fruit extracts and honey which are known to harbour the secrets of very wonderful skin.

Functional

Have good nourish skin effect – It gives a nourishing effect to the skin and keeps the skin healthy.

Soften the skin – It will soften the skin and make it smooth.

Have good skin care effect – It gives a cleansing effect to the skin.

World class fragrances

Moisturising – It will keep the skin fresh.

Deep cleansing and Sunscreen soaps.

Economical

Price of the product – Rs 18.

Psychological

Lux has got a brand name that cannot be compared with any other soap at this range.

It has got a luxury effect.

Trust in brand name.

Easy availability of the product – Lux is available in almost all the shops.

Vivel Soap

Vivel are high class ranges of soaps and for the upper-mid and mid-market buyer segments. All products offer an exceptional value proposition of bringing together ingredients that provide the benefit of Nourishment, Protection and Moisturisation through one product.

Functional

Contains Crame and glycerine- This contents are good for our skin.

Skin does not get too oily and it does not even get dried.

Gives fair moisture to the skin and keeps it fit and fine.

Protect skin from germs and harsh environment, keeping it healthy and beautiful.

Economical

Price of the product – Rs 18

Psychological

Trust in the manufacturing company.

Can use for a long period.

Points-of-difference (PODs) – Attributes or benefits consumers strongly associate with a brand, positively evaluate and believe they could not find to the same extent with a competing brand i. e. points where you are claiming superiority or exclusiveness over other products in the category.

Points-of-parity (POPs) – Associations that are not necessarily unique to the brand but may be shared by other brands i. e. where you can at least match the competitors claimed benefits. While POPs may usually not be the reason to choose a brand, their absence can certainly be a reason to drop a brand.

Points-of-difference

LUX

VIVEL

Nourishment through natural ingredients

Hydration for skin through unique Actipro complex

Lux Almond, Chocolate, Orchid, Saffaron, Rose, Stawberry & cream etc

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Satin soft, Young Glow, Ayurvedic

Essence, Sandal Sparkle.

Protects their skin from the harmful effects of pollution and dirt

Gives fair moisture to the skin.

For Middle income level people

Middle Income and low level income

Fragrance, lather, packaging, availability, variety and nourishment of skin

Nourishment,

Protection and Moisturisation through one product

Available in different colours

Only limited availability of colours

Points-of-parity (POPs)

Point of Parity: Category

In both the brands all most all features are offered are same. Most of the features like packaging, price, protection of skin, cleanliness. Protection from germs, gently clean excess oil on skin while retaining essential oils, makes people fresh etc. These features are available in both the brands.

Point of Parity: Competitive

Lux gives high freshness to the people after the bath. Lux is available through out the market where as Vivel is not as available in market as Lux. Both the product gives a cleansing effect but Lux will give freshness to people also.

Consumer Products:

Product 1 : Apple MacBook

The introduction of MacBook starts with the following lines.

“ From the curve of the unibody enclosure to the glass of the Multi-Touch trackpad, every aspect of the MacBook has been carefully considered and then considered again.”

The MacBook has defined itself in different aspects what customer looks in a product.

Design

Durable unibody enclosure, a mere 1. 08 inches thin and only 4. 7 pounds

Quality screen time, an LED-backlit 13. 3-inch glossy widescreen display for a spectacular viewing experience, spacious glass Multi-Touch trackpad.

A comfortable keyboard, Built in DVD drive

Clean, simple interior design

Features

The longest-lasting MacBook battery ever : Lasts up to 10 hours on a single charge.

Built-in iSight camera for video chat anywhere

NVIDIA GeForce 320M graphics processor

2. 4GHz Intel Core 2 Duo processor , Mac OS

2 GB RAM, 250 GB Hard drive

Price Rs. 71, 900 (Online Price)

Product 2: Dell

The Introduction of Dell laptop starts with following lines.

“ Flaunt the new look”

The Inspiron has defined in different aspects what customer looks in a product.

Design

Easily travels by your side, starts at 2. 08kg. 1 with 6-cell battery and is only 25. 4 mm(26. 3 mm – 29. 2 mm)thin

Get up to 8 hours² and 25 minutes of battery life.

14” Hi-def display with a 16: 9 aspect ratio

Built-in optical drive

Can be customized

Features

Intel’s Pentium® , Core™ 2 and Core™ 2 Duo processor, Windows 7

Up to 4GB of DDR34 memory

Up to 500GB hard drive

7-in-1 media card reader

Intel® HD Graphics

Price Rs. 36, 900 (Online price)

Understanding of Value of Proposition

Apple MacBook :

The compact and sleek design of MacBook is very friendly for the people, who travels a lot. A very light weight laptop takes half of your worries during traveling.

If you are looking for durability and portability than you will be probably ready to pay a little more for it. If these features mean nothing to you than you have lots of choices to make and none of them will be an Apple. With excellent Hardware and Software features MacBook is a excellent product to buy if you have enough money in your pocket. A high price of MacBook in India sets it apart from the reach of common man and makes you believe that this high end quality product is not what you are looking for.

Dell Laptop :

Dell Laptops offers competitive technologies at the premium price. It has recently remarketed its laptops in India and has reduced its price to meet the demands of competitive market.

With good Processor speed and Memory access , it offers its customer a high quality product which is lesser in price than its competitors. The best feature of Dell laptop is it can be customized based on customer's need.

Point of Difference (POD)

I would like to highlight the POP among two products with the help of a table which will help in better understanding.

Feature

Apple MacBook

Dell Inspiron

Processor

2. 4GHz Intel Core 2 Duo processor

Intel's Pentium® , Core™ 2 and Core™ 2 Duo processor

Operating System

Mac OS , developed by Apple

Windows 7 by Microsoft

Memory & Hard drive

2 GB RAM, 250 GB Hard drive

Up to 4GB of DDR34 memory, Up to 500 GB Hard Drive

Video Card

NVIDIA GeForce 320M graphics processor

Intel® HD Graphics

Display

13. 3-inch glossy widescreen

14"Hi-def display with a 16: 9 aspect ratio

Price

Rs 71, 900(Online price)

Rs 36, 900(Online Price)

The other two main differences among two products is Service factor and Customization factor. According to my opinion what can affect the decision of a potential buyer is after sale Service offered to its customers. Apple has very limited outlets in India with less number of service centers in Metro cities where Dell has better penetration in major cities of India and Service can be offered anywhere. Other major factor is customization of laptops. Dell offers its customers a facility to customize their laptops based on their need. This feature is not available in Apple products. Apple MacBook is a high priced, high performance quality product where as Dell is a good performance, low priced product targeted at medium level customers.

Point of Parity (POP)

I would like to discuss POP under two broad categories. POPs are often associations designed to negate competitors PODs.

Point of Parity: Category

In this almost both brands offer same software and hardware facilities to the customer. With almost equal processor speed and RAM speed, storage

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capacity and other communication facilities. Dell offers additional facility of customization.

Point of Parity: Competitive

This reflects to those areas where a competitor tries to establish a relationship with the potential customer buy offering a feature already available in a better way.

Apple Laptops has high performance and battery life. They are free from any kind of slow startup or shut downs and always reflects true values for high money spend. Dell laptops on other hand offers to provide a bit low quality of performance in a better way with same configuration.

Conclusion

After the purchase of the products the level of satisfaction was high. Even though the prices of the soaps are same still I prefer to buy Lux due to its fragrance and its cleansing effect. Its give a mental satisfaction of price as well as the product quality. Its is long lasting when compared to other soaps. Even though Apple macbook is costly I don't feel it's a lose to me because it gives additional benefits and quality. While using the word processor etc its very user friendly. And also it's very fast and to work on documents. It very useful to do multi tasking.

This study helps to understand the value proposition, POPs and PODs of the products.