# A GENERAL ANALYSE ON COMPETITORS INTELLIGENCE TOOLS & TECHNICAL STRATEGIES OF  SELECTIVE FMCG MARKETERS IN INDIA

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**Abstract:**
This study aims at providing a better knowledge of Competitor Intelligence tools & techniques. "CHANGES REMAINS UNCHANGED "is a powerful eye-opener key tool. Since when world becomes Digitalized the marketing research also turned into digital form. A common  customer never thinks that how our desired product Avails in the market. But the modern marketer could able to read their customer mind without approaching them directly.. for this magical result one corporate company is reading & observing their rival competitor. This article based on an empirical  study of Competitor intelligence tools & techniques strategies towards FMCG marketers of India

## I. Introduction

" COMPETITION MAKES LIFE MORE MEANING FUL
COMPETITION CREATES LIFE MORE INNOVATIVE
COMPETITION PROVIDES LIFE MORE INTERESTING "

 Competitor Intelligence sometimes referred as ' corporate Intelligence" in simple words CI can explains as " The capacity to gather analyses and use data collection about candidates , Rival competitors , consumers and many other market elements.
C.I gives better understanding at their competitive situations and the Junctures and the Provocations it confers.
Commonly a FMCG concern will focus only on a few individual contesting companies and/or set  an arbitrary aim toidentify its "Top 10" competitors.

### 1.1.Tools for Top-Level Market Research ( CI Accessibility)
1. Competitive Landscape
2. Market Trends
3. Market and Competitor News
4. Website Stack
5. E-Commerce Pricing and Product Intelligence

## 2.IMPORTANT COMPETITIVE INTELLIGENCE TOOLS
Five competitive intelligence tools can help for conduct this research swiftly and efficiently.

### 2.1.Competitive Landscape
The target market is more than just the consumers a Company aims to reach. The main players in the competitive surrounding (those other confirmed businesses, as well as newcomers) play a crucial role in forming the product success.
As an outcome a FMCG concern should not only research the market size, or consumer sections , but also acknowledge  every business that wants to outperform & should analyse rival concern moves too.
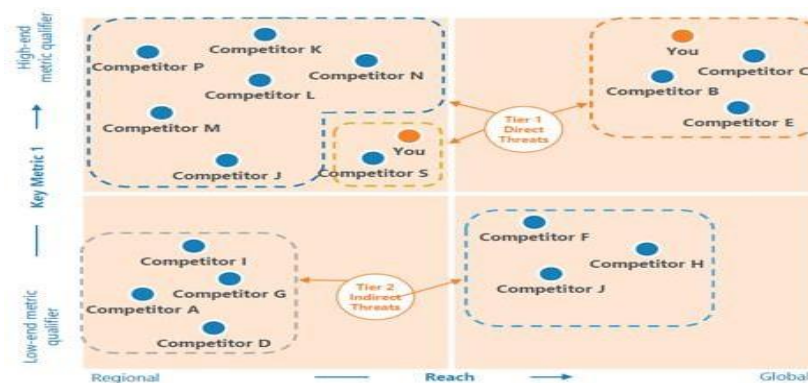


### 2.2.Market Trends
In business, organising is everything. Staying on high of market seasonality, new modes, and upcoming audience engrossment is beyond critical to communicating with the market efficiently.

A Company mustconstantlymeasure and observe shifts in user choices to plan techniques that deliver the correct message to the correct people at the right time. Fortunately a FMCG concern canidentify those by analyzing the other brands

### 3. Market and Competitor News

Every now and then the other competitors introduce new content. While some of it stops on their forum itself , other items may appear in leading industrial publications and other outfalls.

Every time the publication takes place, the leading FMCG concern will stay updated on the new index with a competitive analysis tool.

### 4. Website Stack

Technical automation can give a business a significant competitive lead. The apt content administration system, for example, can help in delivering the content quickly to the users. With finer marketing research tools, a company can obtain much rigorous understandinginto their users' behavior, and sharpen their initiatives.

### 5. E-Commerce Pricing and Product Intelligence

E-commerce has become a loaded market. Sadly, with many online stores marketing the same items, thus a FMCG could end up facing heavy price competition. As a result, they have to frequently modify fees to always offer the most captivating prices in the market.

As it becomes an impossible task to monitor all competitors' prices every now and then, there are tools for that too.

## 1.  KEY TAKEAWAYS

Myopic oriented, tactical Intelligence, long - term focused strategic Intelligence, marketing insights,and formidable competitor.

## 2.  REVIEWS OF LITERATURE

The findings from the review of literature shows mixed results on impact of FMCG strategies towards Marketing Intelligences

1. Dr.K. Alex etal (2017) studied on Advertising strategy of Fast moving consumer goods ( FMCG) sector of India. The sample comprises 200 selected responded. The findings indicates the acceptance of all media planner that they are coming acrosshard competition of advertising.
2. Mohamed Amzad Hossain Sarker etal (2017) studied consumer purchasing attitude in India. A sample of 55 products covering a range of categories like skin, hair, oral, baby , fabric care of FMCG products. The findings support that familiar retailers and consumer purchasing decisions are positively related to each other.

## 3.  STATEMENT OF THE PROBLEM

Fast moving consumer goods play a vital role in our days. "Ready to serve, Ready to eat" logo has changed now we even blaring for "Ready to clean &ready to Consume". That much FMCG goods becomes a necessity of our life.

FMCG is not belongs to a single company. In India we have broad group of FMCG products, which almost have all the categories of personal care, Home care, Food & Beverage and so on. Being a customer never knows how a FMCG product meets & overcomes does from their competitors. But actually FMCG has cut throat competition as specially when comes in a Democratic Nation like India.

This study aims at essentially understanding of exactly what is happening in FMCG Competitor Intelligence, and how does a FMCG Company processing involved in gathering information for confronting it into intelligence and using it in Decision making. The main aim of the study is which is more typical & Momentous competitive Intelligence technique of FMCG has used to attract their customers and how they hold and retain them as long as possible

## 4. OBJECTIVES OF THE STUDY

1. To understand the latest technologies and technical tools of competitive Intelligence used in FMCG Market.
2. To evaluate how the marketer makes sales and purchase reports dynamic by using competitive Intelligence
3. To provide a clear view on specific routing of C.I to the public

### 5.SOURCE OF DATA :
### 5.1.PRIMARY DATA
Mailed questionnaire were used

### 5.2SECONDARY DATA
Articles, Business Blogs, Technical & E. commerce websites were reviewed

### 6. PERIOD OF THE STUDY:

To analyze the tools & techniques of FMCG, the methodology adopted by selective (Leading sales concerns since 2016) are taken for the period 2016-2020

1. HUL

2. P&G
3. BRITANNIA
4. DABUR
5. NESTLE

**6.1 HUL**

Hindustan Unilever Limited (HUL) is a largest company reported a gross sales value of about 382 billion in Indian rupees, up from about 266 billion Indian rupees in Fiscal year 2016. HUL is a subsidiary of The British. Called Dutch FMCG. Its head quartered house locates in Mumbai.

**6.2 P&G**

Proctor and Gamble is also a top most product mixed company in India. It reported a gross sales value of about 91 crore, sales down 6% to 656 crore & net sales was reduced from 6.19 % to Rs. 656 .05 crore in the recent quarter as against Rs. 699.34 crore in the  same period a year before .

**6.3 BRITANNIA**

India'slargest biscuit maker. Britannia Industries reported a massive 117 percent of sales on July 17.

Year – on –year increase in consolidated profit for the quarter ended June 2020. Revenue from operation jumped 26.7 percent that is Rs. 3420.67 crore in June quarter 2020.

**6.4 DABUR**

Dabur(1884) an Indian consumer goods Company, manufactures ayurvedic medicines and natural consumer items. It is one among the largest Fast Moving consumer items of India. Its net sales of June 2020 are Rs. 1,490.89 Crores, down 8.44% from Rs. 1,628.27 crore in June 2019.

**6.5 NESTLE**

Nestle is the largest food company in the world, it is a Swiss company established in 1866, while this FMCG company spreads its wide, strong branches & roots in Indian market. Some of its most famous products are brands include Maggie,Kitkat, Nescafe etc., NESTLE INDIA net profit rises 13.47 percent to Rs. 1,113.03 crore as against Rs. 901.63 crore in January- June period of proceeding year, with turnover of 2020 rises 4.73 % to Rs. 6.2473 crore as differentiate  from Rs. 4,965.22 Crore in 2019.

**7. STATEMENT OF HYPOTHESIS**

H0: There is no significance between operational, tactical & strategic periods for a FMCG Product.

**7.1 SAMPLING TECHNIQUES AND DESCRIPTION OF THE SAMPLE**

The sample size for this analysis consists of 5individual retail outlets and 55customers. Random sampling technique is used to select the sample for this analysis. Toanalyze the data in the study, descriptive and statisticaltools were used. F-test is used to discoverthe main difference that exists between the operational, tactical & strategic period of time . The analysis of variance (ANOVA) is used to determine whether different groups within a sample differ with regard to the independent variable was been analysed.

**7.2 Karl Pearson correlation on competitive landscape tool**

| Silo's of FMCG | Statistical Tool | HUL | P&G | Britannia | Dabur | Nestle |
|---|---|---|---|---|---|---|
| Operational | Pearson's | 1 | .525 | .498 | .043 | .083 |
|  | Sig. (2-tailed) |  | .299 | .323 | .942 | .899 |
|  | N | 7 | 7 | 7 | 7 | 7 |
| Tactical | Pearson's | .045 | .277 | 1 | .498 | .566 |
|  | Sig. (2-tailed) | .342 | .598 |  | .325 | .250 |
|  | N | 7 | 7 | 7 | 7 | 7 |
| Strategic | Pearson's | .520 | .276 | .632 | .489 | 1 |
|  | Sig. (2-tailed) | .290 | .596 | .178 | .322 |  |
|  | N | 7 | 7 | 7 | 7 | 7 |

**7.3 INTERPRETATION**

When operational, Tactical and Strategic were correlated a p value of 0.285 was obtained which is greater than 0.05. This finding indicates that silo's on competitive landscape tools and FMCG Products have no statistically significant correlation. FMCG Marketer believes that competitor mind could be read limitedly by using landscaping tool. But these variables are significant at 65% confidence.

**7.4 Karl Pearson correlation on Market Trends &and Competitor News tool**

| Silo's of FMCG | Statistical Tool | HUL | P&G | Britannia | Dabur | Nestle |
|---|---|---|---|---|---|---|
| Operational | Pearson's | 1 | .045 | .277 | .525 | .498 |
|  | Sig. (2-tailed) |  | .342 | .598 | .299 | .323 |
|  | N | 7 | 7 | 7 | 7 | 7 |

| Tactical | Pearson's<br>Sig. (2-tailed)<br>N | .498<br>.325<br>7 | .566<br>.250<br>7 | 1<br><br>7 | .045<br>.342<br>7 | .277<br>.598<br>7 |
| Strategic | Pearson's<br>Sig. (2-tailed)<br>N | .276<br>.596<br>7 | .632<br>.178<br>7 | .520<br>.290<br>7 | .520<br>.290<br>7 | 1<br><br>7 |

### 7.5 INTERPRETATION

When operational, Tactical and Strategic were correlated a p value of 0.45 was results which is greater than 0.05. This finding indicates that silo's on competitive landscape tools and FMCG Products have no statistically significant correlation. FMCG Marketer prefers that competitor mind could be read better by using market trends & competitor news tool. But these variables are significant at 85 % confidence.

### 7.6 Karl Pearson correlation on Website Stack & E-Commerce Pricing and Product Intelligence tool

| Silo's of FMCG | Statistical Tool | HUL | P&G | Britannia | Dabur | Nestle |
|---|---|---|---|---|---|---|
| Operational | Pearson's<br>Sig. (2-tailed)<br>N | 1<br><br>7 | .044<br>.353<br>7 | .299<br>.591<br>7 | .520<br>.294<br>7 | .495<br>.323<br>7 |
| Tactical | Pearson's<br>Sig. (2-tailed)<br>N | .491<br>.320<br>7 | .569<br>.253<br>7 | 1<br><br>7 | .040<br>.337<br>7 | .273<br>.595<br>7 |
| Strategic | Pearson's<br>Sig. (2-tailed)<br>N | .270<br>.590<br>7 | .630<br>.176<br>7 | .526<br>.297<br>7 | .521<br>.293<br>7 | 1<br><br>7 |

### 7.7 INTERPRETATION

When operational, Tactical and Strategic were correlated a p value of 0.385 was obtained which is greater than 0.05. This finding indicates that silo's on competitive landscape tools and FMCG Products have no statistically significant correlation. FMCG Marketer trusts that competitor mind could be read clearly by using website stack tool. But these variables are significant at 75% confidence.

### 8. PARAMOUNT OF FINDINGS

• According to the investigation done on the CI Analysis the FMCG Marketer believe that competitor mind could be read limitedly by using landscaping tool. But these variables are significant at 65% confidence.

• According to competitive analysis evaluate that the marketer makes sales and purchase reports dynamic by using very trended & updating CI techniques which strongly agrees the level of significance of 85%

• Also the FMCG Marketer believes of the FMCG products have an important connection with the routing system of FMCG SKU ( Stock Keeping Unit) Can strongly tracked by using E.commerce Gate ways Technology. This shows the level of significance of 75%.

### 9. CONCLUSION

This analysis has been aimed towards ensuring both marketers and academics with considerable insight into modern business world has a variety of technical impacts. Competitive intelligence tools not only applied for computer or online site business but in present world even tangible goods also leads its customer reach ability by using technology.

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