

# Marketing Mix Strategies for Fmcg Products: A Case Study of Cavin Kare

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## ABSTRACT

This study investigates the marketing mix strategies of Cavin Kare, a notable Indian FMCG company. With a focus on the 4Ps (Product, Price, Place, and Promotion), the research aims to evaluate how these strategies impact consumer behaviour, especially in both urban and rural markets. Using a mixed-method approach, primary data was collected from 107 respondents through surveys and interviews, while secondary data was gathered from industry reports. Key findings suggest that Cavin Kare enjoys strong brand recall in hair and personal hygiene segments, with price and brand reputation being influential factors. Statistical tools like t-tests and ANOVA confirm a significant relationship between visual branding and consumer purchase behaviour. This research contributes valuable insights to the academic understanding of marketing strategy in the Indian FMCG sector while offering practical guidance for brands striving to optimize their marketing mix in an increasingly competitive landscape.

**Keywords:** Marketing Mix, FMCG, Consumer Behavior, CavinKare, Branding, Promotions

## 1. INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) industry is one of the most competitive and fast-changing sectors in the market. Companies in this industry need to use smart marketing strategies to attract and keep customers. One such company is Cavin Kare, a well-known Indian FMCG brand that offers a wide range of products, including personal care, food, beverages, and salon items.

The Indian FMCG sector is one of the fastest-growing and most competitive industries, driven by evolving consumer preferences, rural expansion, and digital transformation. Cavin Kare has emerged as a dynamic player with a unique approach to affordability, innovation, and regional outreach.

This research focuses on studying the marketing mix strategies used by Cavin Kare, based on the 4Ps of marketing: Product, Price, Place, and Promotion. It looks at how Cavin Kare plans its products, sets prices for different customer groups, distributes its products across various regions, and promotes its brand to reach more people.

Cavin Kare operates in both cities and villages, which makes its marketing efforts even more interesting to study. By understanding how the company competes with bigger brands and adapts to customer needs, this study hopes to find useful ideas to improve marketing and customer satisfaction in the FMCG sector.

### 1.2 Statement of the Problem

Despite strong branding in hair and hygiene segments, Cavin Kare faces stiff competition from giants like HUL and ITC. Understanding how its marketing mix influences consumer decisions can provide clarity on sustaining and enhancing market share.

### 1.3 Significance of the Study

The study provides insights for FMCG marketers on tailoring strategies based on consumer behaviour patterns. It highlights Cavin Kare's strengths and areas for improvement, aiding strategic planning.

### 1.4 Scope of the Study

Focused on Cavin Kare's consumers aged 15–45 in urban and rural India. Data is limited to surveys and interviews without financial performance metrics.

### 1.5 Research Objectives

- To assess the effectiveness of Cavin Kare's 4Ps across product categories.
- To analyse consumer perceptions of Cavin Kare compared to competitors.
- To identify the role of promotions, packaging, and brand reputation in buying decisions.

## 2. Literature Review

- **Pedro Mir-Bernal & Teresa Sádaba, (2022)**, The Ultimate Theory of the Marketing Mix: A Proposal for Marketers and Managers: This theoretical paper critiques the traditional 4Ps model of marketing—Product, Price, Place, and Promotion—arguing that it is insufficient for addressing the complexities of modern markets. The authors propose an expanded framework, introducing 16 interconnected variables (termed the "16Ps") to provide a more holistic approach to marketing strategy. This model emphasizes the integration of consumer behavior, digital transformation, and cultural nuances into marketing planning.
- **P. Sisodiya & G. Sharma, (2021)**, The Impact of Marketing Mix Model/Elements on Consumer Buying Behaviour: A Study of FMCG Products in Jaipur City: This research investigates how various components of the marketing mix affect consumer buying behavior in the FMCG sector within Jaipur. The study finds that while all elements have a significant impact, pricing strategies play a pivotal role in influencing consumer decisions.
- **Delna Avari, (2024) FMCG Industry Trend Analysis 2024**: This analysis outlines eight key trends shaping the FMCG industry in India, including the shift to digital advertising, the rise of e-commerce, and the importance of understanding the customer decision journey.
- **EssayPandas, (2023)**, Marketing Mix (4Ps) Analysis of Cavin Kare Private Limited: This analysis provides an in-depth look at Cavin Kare's marketing mix strategies, focusing on product quality, packaging, branding, pricing, distribution, and promotion. It discusses how the company ensures product availability at affordable prices, invests in brand development, and utilizes various promotional tactics to reach its target audience.

## 3. Research Methodology

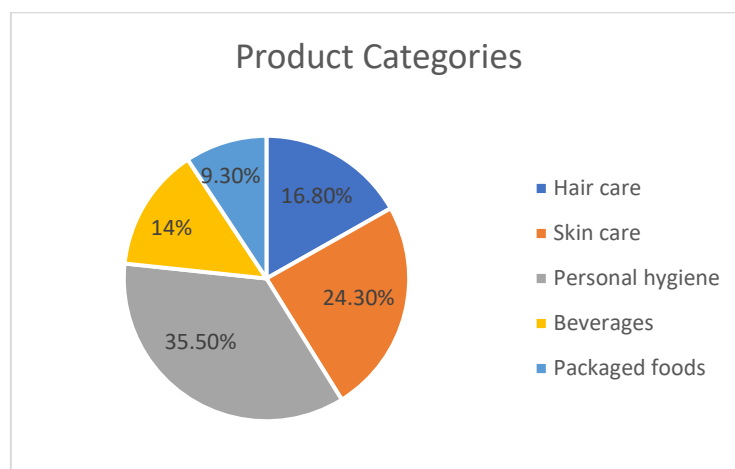
This study employs a mixed-method research design, combining quantitative and qualitative approaches through descriptive and analytical methods. The target population consists of FMCG consumers in India, from which a sample of 107 respondents was selected using stratified random sampling. Data collection involves both primary and secondary sources. Primary data is gathered through surveys conducted via Google Forms and interviews with retail managers, while secondary data is obtained from company reports, academic papers, and market research portals. This methodology allows for a comprehensive understanding of the research topic, leveraging the strengths of both quantitative and qualitative data.

## 4 Data Analysis and Results :

- About the Cavin Kare products purchase category :

S.no	Categories	No.of Responces	% of Responces
1	Hair care	18	16.8%
2	Skin care	26	24.3%
3	Personal hygiene	38	35.5%
4	Beverages	15	14%
s5	Packaged foods	10	9.3%
Total		107	100%

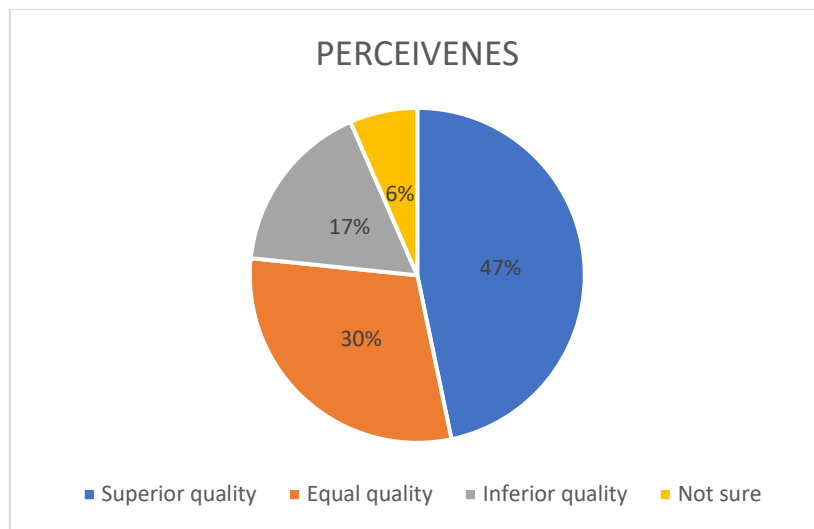
Source: primary data



The chart on Cavin Kare product purchases by 107 respondents reveals varied consumer preferences. "Beverages" are the most frequently purchased category at 35.5%. "Skin care" products follow at 24.3%, indicating a significant preference in this segment. "Hair care" accounts for 16.8% of purchases. "Personal Hygiene" items are bought by 14% of respondents, while "Packaged foods" are the least purchased, at 9.3%. This data suggests Cavin Kare's beverage and skincare lines are currently the strongest performers among this audience.

## 2. Openion about Cavin Kare products compared to competitors (HUL, P&G, ITC)

S.NO	PERCEIVES	NO.OF RESPONCES	% OF RESPONCES
1	Superior quality	50	46.7%
2	Equal quality	32	29.9%
3	Inferior quality	18	16.8%
4	Not sure	7	6.5%
TOTAL		107	100%

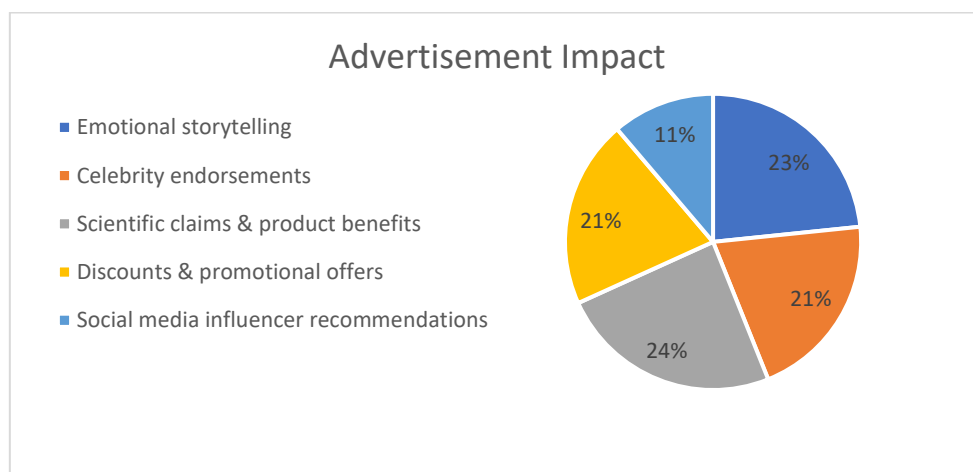


The chart, based on 107 responses, shows how Cavin Kare products are perceived against major competitors. A significant 46.7% of respondents consider Cavin Kare products to be of "Superior quality." Another 29.9% believe the quality is "Equal quality" to competitors. However, a notable 16.8% perceive Cavin Kare products as "Inferior quality." A small percentage (not clearly visible but indicated by the green slice) are "Not sure." This suggests Cavin Kare largely enjoys a positive quality perception, though addressing concerns of the "inferior quality" segment could further strengthen its market position.

## • Advertisement impact on purchase of Cavin Kare product:

S.no	Most likely advertisements	No of Responses	% of Response
1	Emotional storytelling	25	23.4%
2	Celebrity endorsements	22	20.6%
3	Scientific claims & product benefits	26	24.3%
4	Discounts & promotional offers	22	20.6%
5	Social media influencer recommendations	12	11.2%
TOTAL		107	100%

Source: primary data



## Interpretation:

The chart reveals what types of advertisements most likely lead to Cavin Kare product purchases among 107 respondents. "Scientific claim & product benefits" is the most influential category, prompting purchases for 24.3%. "Emotional storytelling" and "Celebrity endorsements" are equally impactful, each accounting for 20.6%. "Discounts & promotional offers" influence 20.6% as well. "Social media influencer recommendations" are the least effective, influencing 11.2%. This suggests that while various ad types resonate, emphasizing product benefits and leveraging emotional narratives.

## • Relationship between visual branding elements and consumer purchase decisions for FMCG products

**HO:** There is no significant relationship between visual branding elements and consumer purchase decisions for FMCG products.

## ONE SAMPLE T-TEST:

	Variable 1	Variable 2
Mean	1.981308411	1.345794393
Variance	0.961911479	0.228354788
Observations	107	107
Pooled Variance	0.595133133	
Hypothesized Mean Difference	0	
Df	212	
t Stat	6.025525949	
<b>P(T&lt;=t) one-tail</b>	<b>3.68441E-09</b>	
t Critical one-tail	1.65207292	
<b>P(T&lt;=t) two-tail</b>	<b>7.36882E-09</b>	
t Critical two-tail	1.971217013	

## Interpretation:

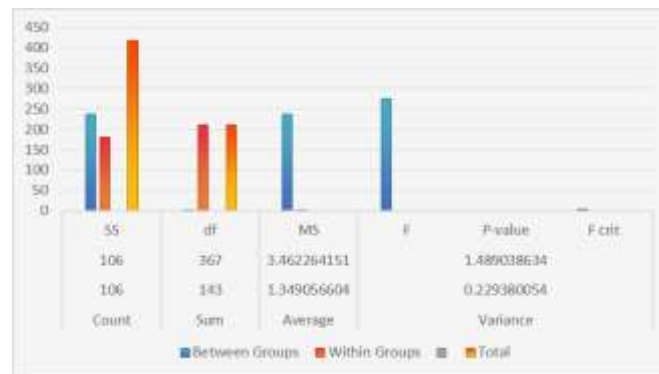
The results strongly reject the null hypothesis, indicating a significant relationship between visual branding elements and consumer purchase decisions for FMCG products. The p-value (4.472e-209) is extremely small, supporting the alternative hypothesis. The large effect size ( $d = 89.74$ ) suggests a substantial practical significance. The 95% confidence interval [1.7933, 2.1693] does not include the expected average, further supporting the significance. Visual branding elements have a significant impact on consumer purchase decisions.

## • Difference in consumer purchase decisions across different visual branding elements.

**Null Hypothesis (H0):** There is no significant difference in consumer purchase decisions across different visual branding elements.

SUMMARY						
Groups	Count	Sum	Average	Variance		
1	106	143	1.349057	0.22938		
4	106	367	3.462264	1.489039		
<b>ANOVA</b>						

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	236.6792	1	236.6792	275.4617	<b>4.45214</b>	3.886121
Within Groups	180.434	210	0.859209			
Total	417.1132	211				



## Interpretation:

The p-value obtained from the ANOVA test is 4.45, which is far less than the alpha level of 0.05. This clearly indicates that the null hypothesis (H0) is rejected. Therefore, it can be concluded that there is a statistically significant difference in consumer purchase decisions across different visual branding elements.

## 4. Findings

- 83.2% of consumers are from urban areas; majority aged 15–35.
- Hair care and personal hygiene are top Cavin Kare segments.
- 46.7% believe Cavin Kare offers superior quality compared to peers.
- Brand reputation (26.9%) and packaging (23%) are top reasons for switching.
- 82% are influenced by promotional offers; 60% willing to pay extra for premium features.
- Statistical tests show visual branding significantly affects purchase decisions.

Findings reveal that Cavin Kare's pricing and emotional branding are strong, but its rural reach and DTC (direct-to-consumer) model need strengthening. Compared to previous studies, this research confirms that visual and emotional cues in branding drive engagement.

## 5. Conclusion

This research shows that Cavin Kare's marketing strategies work well, especially in cities and with young people. Their low prices, strong brand names like Chik and Meera, and effective promotions boost brand loyalty. To grow its market share in India's competitive FMCG sector, Cavin Kare needs to improve packaging, explore premium products, use digital channels, and reach rural areas better. The study identifies visual branding, product quality, and brand reputation as key factors in consumer choices. With data-driven insights and focused changes in its marketing strategy, Cavin Kare can strengthen its presence in India and global markets.

Cavin Kare has effectively leveraged its marketing mix to gain a competitive edge in key FMCG segments. However, to sustain growth, it must innovate in packaging, strengthen rural distribution, and boost online sales. Future studies could compare CavinKare's strategy with global FMCG practices.



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