

# A Study on Branding Challenges and Opportunities of Fevicol in Indian Market

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**Abstract:** *This research study looks at Fevicol, a leading adhesive brand in India, and the branding difficulties and opportunities it faces. The study's goal is to identify Fevicol's present market position and evaluate its strengths, weaknesses, opportunities, and threats (SWOT) in the Indian context. The study examines Fevicol's brand perception, customer loyalty, and competitive landscape using a mix of qualitative and quantitative research methodologies, such as market surveys and expert interviews. In addition, the study looks into emerging trends and adjustments in consumer behaviour that could have an impact on Fevicol's market presence. By identifying critical areas for improvement and prospective growth plans, this study provides practical recommendations for Fevicol's branding strategy to preserve and improve its market leadership in India. The findings add to the larger discussion of brand management and marketing tactics for consumer products in the continually changing Indian market*

**Keywords:** Fevicol

## I. INTRODUCTION

Fevicol, Pidilite Industries Limited's flagship product, is a well-known brand in India and a leader in the adhesive market. Fevicol, known for its strong bonding and versatility, has established itself as a market leader in both the consumer and industrial sectors. Over the years, the brand's renowned advertising campaigns and inventive goods have helped it achieve market success and cultural relevance.

However, in the fast-changing Indian market, Fevicol must navigate a difficult terrain marked by shifting customer tastes, rising competition, and technical improvements. While the brand has a solid past, maintaining market leadership necessitates a thorough awareness of current branding problems and possibilities.

This research report examines Fevicol's branding strategy in the Indian market, evaluating its present positioning, brand equity, and consumer perceptions. By studying many facets of the brand's performance, including as marketing communication, product innovation, and distribution channels, the study hopes to find areas where Fevicol thrives and places where it can improve.

Furthermore, the study looks into prospective growth prospects that Fevicol might use to increase its market position. This report analyses market trends and consumer insights to provide a complete analysis of Fevicol's branding landscape and strategic recommendations for preserving its competitive edge in the Indian market. This research adds useful knowledge to the topic of brand management and marketing in the Indian consumer goods sector.

### Objectives:

- To identify and analyse Fevicol's specific branding concerns in the Indian market, including altering customer views, competition pressures, and counterfeiting issues.
- To evaluate Fevicol's chances to increase brand presence and market share in India, including possible areas for product innovation, geographic expansion, and the use of digital marketing channels.
- To Understand consumer perceptions and behaviour towards adhesive goods, with an emphasis on Fevicol, including the elements that influence brand loyalty, purchase decisions, and satisfaction levels.
- To assess the efficacy of Fevicol's existing marketing and branding strategies in the Indian market, such as advertising campaigns, distribution networks, and digital marketing efforts.

- To provide practical recommendations for addressing the identified branding difficulties and capitalising on the opportunities indicated in the study, with the goal of improving Fevicol's brand presence and maintaining its competitive edge in the Indian market

**Scope:**

The project scope for "A study on branding challenges & opportunities of Fevicol in the Indian Market" includes a variety of topics such as Fevicol's branding strategy, market dynamics, customer behaviour, and competitive landscape within the Indian adhesive business.

**II. REVIEW OF LITERATURE**

Title: Building Strong Brands

Aaker's major work delves into the foundations of brand creation and maintenance. The book covers tactics for generating brand distinction, increasing brand equity, and exploiting brand assets to gain a competitive edge. It provides frameworks and models for analysing Fevicol's branding issues and potential in the Indian market, as well as directing strategic brand management decisions.

Title: The New Strategic Brand Management: Advanced Insights and Strategic Thinking

Kapferer's extensive guide goes into sophisticated principles and strategic thinking in brand management. It delves into themes such as brand architecture, identity, and brand expansion strategies, offering practical insights and case studies from worldwide brands. Fevicol may use this literature to develop effective branding strategies customised to the Indian market context, solving problems and capitalising on opportunities to increase brand equity and market visibility.

Title: Marketing Management

Kotler and Keller's pioneering textbook addresses several facets of marketing management, such as branding, product creation, and market segmentation. It emphasises the significance of understanding consumer behaviour, market dynamics, and competition positioning in developing effective marketing strategies. Fevicol can use the insights gained from this literature to analyse the Indian market landscape, identify branding difficulties, and develop specific strategies to solve them and capitalise on growth potential.

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Title: Consumer Behaviour: Buying, Having, and Being

Solomon's book offers a complete survey of consumer behaviour, delving into the psychological, social, and cultural elements that influence consumer decision-making. It investigates the influence of branding, advertising, and consumer perceptions on purchase behaviour. Understanding Indian consumers' views, motives, and preferences for adhesive goods will help Fevicol develop branding strategies that appeal with target groups and drive brand loyalty.

Title: First to Market, First to Fail? Real Causes of Enduring Market Leadership

Tellis and Golder's research looks into the elements that contribute to long-term market leadership, as well as the drawbacks of being the first mover in the market. It investigates case studies of successful and failing brands to determine the factors that contribute to long-term competitive advantage. This literature can help Fevicol navigate the competitive landscape, comprehend the ramifications of branding decisions, and develop strategies for sustaining market leadership in the face of challenges and opportunities in India.

**III. RESEARCH METHODOLOGY**

Geographic Diversity: Sample respondents from major cities (Delhi, Mumbai, Bangalore, etc.), and tier-2 or smaller cities for wider representation.

Age Groups: Focus on 18-45 age segments for broader insights. Income Levels: A mix of income brackets to gauge price sensitivity.

Gender: A balanced representation of both male and female respondents. Sample Size: Aim for the following, considering resource constraints: Sample Size: [ 100]

Combine quantitative (surveys) and qualitative (focus groups) approaches for a holistic understanding of brand equity.

Recruit participants through market research agencies or social media. Conduct in- person or online.

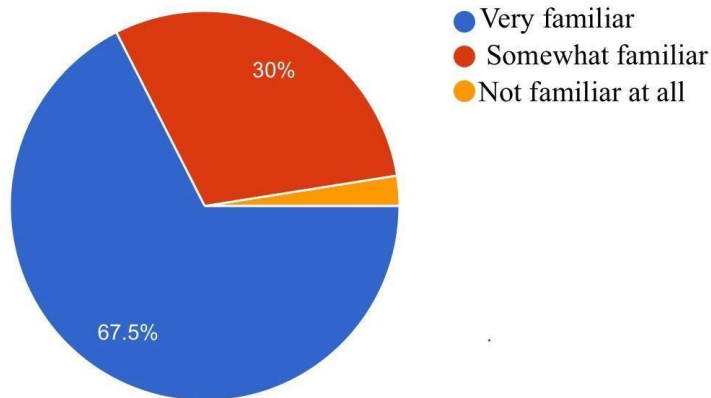
Questions on awareness, perceptions, purchase patterns, satisfaction, price sensitivity, etc.

Include scales to measure brand image and loyalty

Deeper exploration of motivations, opinions, and Fevicol’s positioning relative to competitors.

#### IV. SURVEY RESULTS AND ITS ANALYSIS

Q1) How familiar are you with the Fevicol brand?

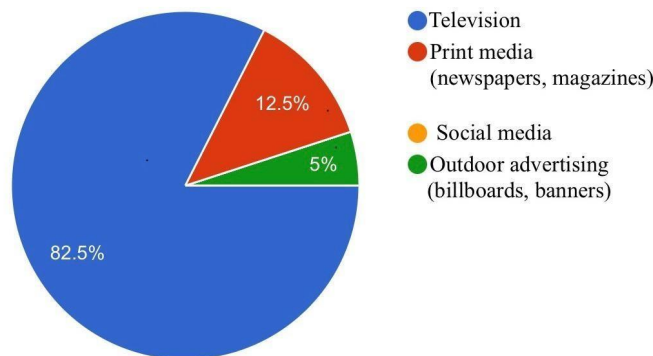


Category 1 has the highest percentage (67.5%), indicating that it is the most prevalent or dominant category among the respondents. This suggests that the majority of respondents fall into this category.

Category 2 represents a significant portion (30%) of the responses, though it is lower than Category 1. This category likely represents another distinct group within the dataset.

Category 3 has the lowest percentage (2.5%), indicating that it is the least represented category among the respondents. This category may represent a minority or outlier group within the dataset.

**Q2) How do you typically come across Fevicol advertisements?**

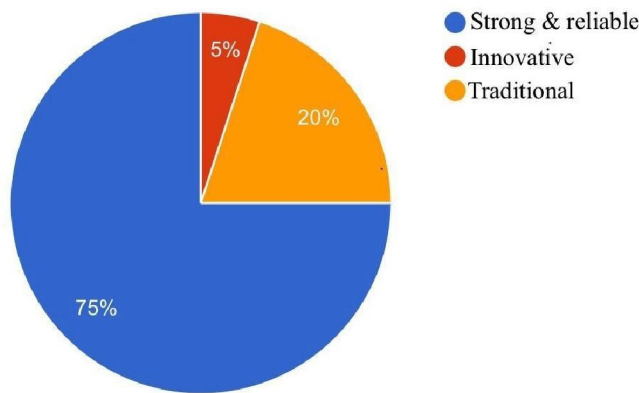


The majority of respondents, accounting for 82.5%, typically come across Fevicol advertisements through television commercials. This suggests that television is the most common medium through which respondents encounter Fevicol advertisements.

A smaller portion of respondents, comprising 12.5%, come across Fevicol advertisements through print media. This could include newspapers, magazines, and other printed materials where Fevicol advertises its products.

A minority of respondents, constituting 5%, come across Fevicol advertisements through other channels not specified in the options provided. This category may include digital platforms, outdoor advertising, radio advertisements, events, or word of mouth.

**Q3) What comes to your mind when you think of Fevicol as a brand in the Indian market?**

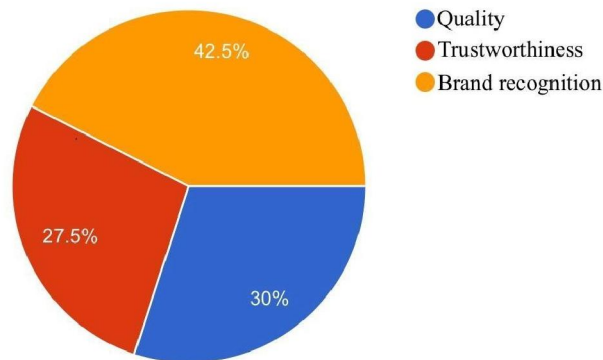


The majority of respondents, 75%, identify Fevicol as a brand in the Indian market due to its strong bonding capabilities and dependability. Fevicol is well-known and trusted for its ability to properly bond a variety of materials, making it an excellent choice for building, carpentry, and domestic maintenance.

A considerable proportion of respondents (20%) may link Fevicol with its iconic and unforgettable advertising campaigns. Fevicol advertisements are noted for their originality, humour, and catchy jingles, which have helped increase the brand's visibility and recall among customers.

A tiny proportion of responders, 5%, may identify Fevicol with other characteristics or events not indicated in the options presented. This could include things like brand loyalty, product variety, brand endorsements, or cultural links with the brand

**Q4) In your opinion, what are the key strengths of Fevicol's brand image in the Indian market?**

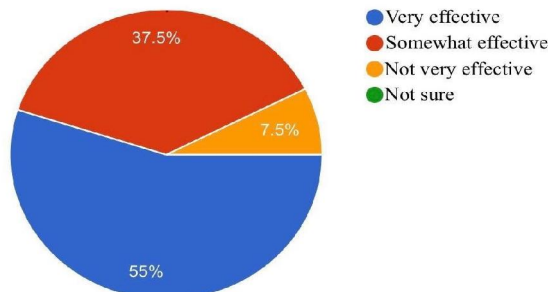


The majority of respondents (42.5%) believe Fevicol's brand image in the Indian market is primarily defined by its strong bonding properties and reliability. This demonstrates that Fevicol is well-known and trusted for its capacity to properly connect various materials, which is a fundamental strength of its brand identity.

A sizable proportion of respondents (30%) believe Fevicol's brand image in the Indian market is linked to its large market presence and widespread availability. Fevicol products are widely distributed throughout India, making them easily accessible to consumers from all regions.

Another significant number of respondents, 27.5%, believe Fevicol's brand image in the Indian market is defined by its creative product offers and ongoing product development. Fevicol is known for developing unique adhesive solutions that meet the different needs of consumers and industry

**Q5) How effective do you think Fevicol's marketing & advertising strategies are in reaching its target audience in India?**

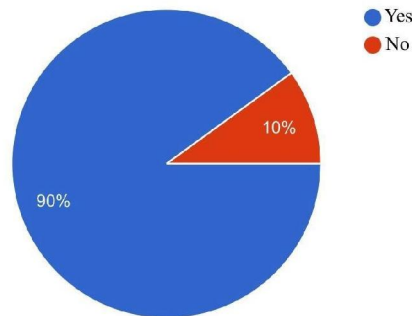


The majority of respondents, 55%, believe Fevicol's marketing and advertising efforts in India are highly effective in reaching their target demographic. Respondents feel Fevicol's marketing and advertising initiatives effectively communicate its brand message and engage its intended audience.

A large majority of respondents, 37.5%, believe Fevicol's marketing and advertising methods in India are moderately effective in reaching its target demographic. While these respondents recognise the efficacy of Fevicol's initiatives, they may also perceive places for improvement or where the brand's marketing efforts may be strengthened.

A small minority of respondents (7.5%) believe Fevicol's marketing and advertising methods in India are inefficient in reaching their target demographic. These respondents believe Fevicol's marketing activities may not properly reach its target demographic or attract their interest

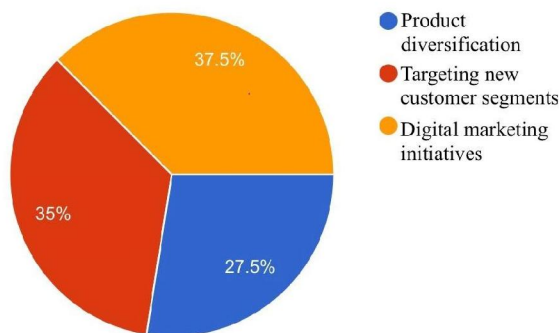
Q6) Do you believe Fevicol has successfully adapted its branding strategies to the changing market trends in India?



The vast majority of respondents (90%) say Fevicol has successfully changed its branding strategy to changing market trends in India. This shows that respondents believe Fevicol is sensitive and adaptable to changes in consumer preferences, industry dynamics, and market trends, helping the brand to remain relevant and competitive over time.

A tiny percentage of respondents (10%) do not believe Fevicol has successfully changed its branding strategy to changing market trends in India. These respondents may detect gaps or areas in Fevicol's branding initiatives that have not adequately handled changing market dynamics or consumer wants

Q7) What opportunities do you think Fevicol can explore to further enhance its brand presence & market share in India?



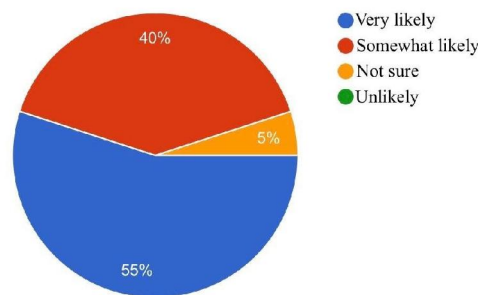


The majority of respondents, 37.5%, believe that Fevicol can pursue chances for product innovation to improve its brand presence and market share in India. This shows that respondents believe Fevicol has the ability to create new adhesive goods or innovative solutions that address emerging customer needs and market trends.

A sizable proportion of respondents (35%) saw chances for Fevicol to work on marketing and advertising initiatives to improve its brand presence and market share in India. These respondents feel Fevicol may use effective marketing campaigns, digital initiatives, and brand-building activities to boost consumer awareness, engagement, and loyalty.

Another significant number of respondents, 27.5%, believe that Fevicol should look into prospects for market expansion and geographic reach to improve its brand presence and market share in India. This shows that respondents believe Fevicol has the ability to expand into new locations, target certain client segments, or open new distribution channels in order to capitalise on untapped market opportunities

Q8) How likely are you to recommend Fevicol to others based on the brand's potential opportunities in the Indian market?

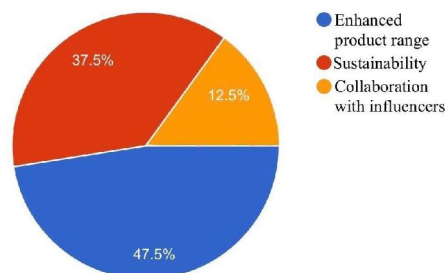


The majority of respondents (55%), are likely to recommend Fevicol to others due to the brand's prospective chances in the Indian market. This suggests that these respondents see Fevicol as a brand with high potential for growth and success in the Indian market, making it a recommended option for others.

A sizable proportion of respondents, 40%, are somewhat inclined to recommend Fevicol to others due to the brand's prospective chances in the Indian market. While these respondents may perceive promise for Fevicol's growth and success, they may also have some doubts or concerns that influence their likelihood of recommending.

A tiny percentage of respondents, 5%, are reluctant to recommend Fevicol to others based on the brand's potential in the Indian market. These respondents may have issues or misgivings about Fevicol's capacity to capitalise on the indicated prospects, or they may see other brands as better alternatives

Q9) What improvements or innovations would you like to see from Fevicol in the future to stay competitive in the Indian market?

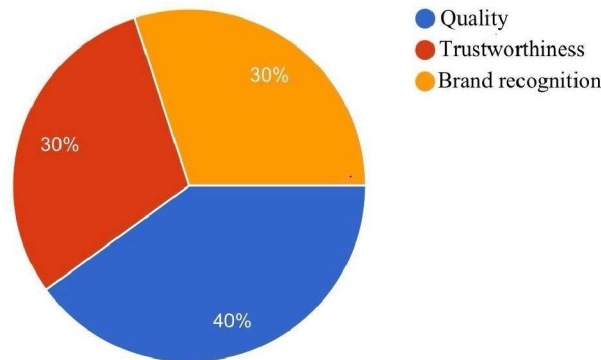


The majority of respondents (47.5%) would want to see Fevicol improve or innovate on product quality and performance. This shows that respondents prioritise improvements to Fevicol's adhesive products, such as increased bonding strength, durability, and adaptability, in order to remain competitive in the Indian market.

A sizable proportion of respondents (37.5%) would want to see Fevicol enhance or innovate its pricing tactics and affordability. These responses may seek competitive pricing, promotional offers, or discounts to make Fevicol's products more accessible and appealing to consumers from various segments.

Another noteworthy number of respondents, 12.5%, would want to see Fevicol develop or innovate in terms of environmental sustainability and eco-friendliness. Solutions, recyclable packaging, or sustainable manufacturing techniques in order to fit with their environmental beliefs and preferences

**Q10) What do you think are the key strengths of Fevicol's brand image in the Indian market?**



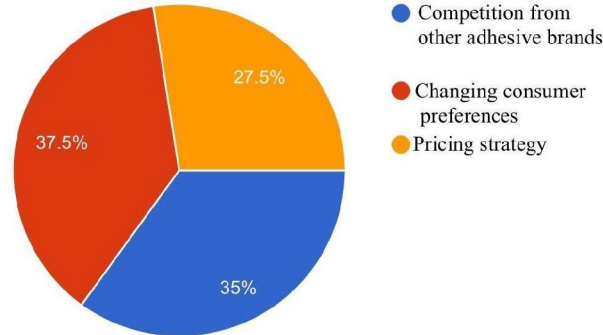
The majority of respondents, 40%, believe that Fevicol's brand image in the Indian market is primarily based on its strong bonding properties and reliability. This implies that respondents regard Fevicol as a reliable brand known for its excellent adhesive solutions, which have earned a favourable reputation among consumers and professionals.

Another considerable fraction of respondents (30%) see Fevicol's extensive market presence and widespread availability as a crucial strength of its brand image in India. This suggests that respondents recognise Fevicol's extensive distribution network and ease of access, which contribute to its visibility and dominance in the adhesive business.

An same number of respondents, 30%, cite Fevicol's unique product offers and ongoing product development as important strengths of its brand image in the Indian market. This indicates that respondents regard Fevicol's capacity to provide innovative adhesive solutions and react to changing consumer needs and market trends, hence increasing its competitiveness and relevance over time



Q11) What do you perceive as the main challenges Fevicol faces in the Indian market in terms of branding?

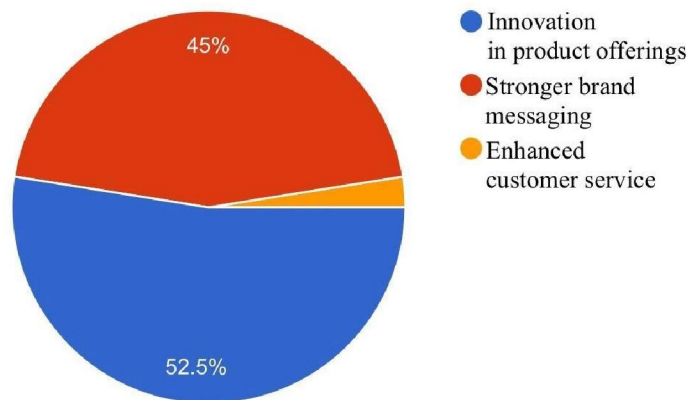


The majority of respondents (37.5%) believe that the greatest difficulty Fevicol confronts in the Indian market in terms of branding is increased competition from other products. This shows that respondents believe Fevicol is struggling to maintain its market leadership position in India as competition from other glue brands grows.

A sizable proportion of respondents, 35%, see consumer perception difficulties as the primary challenge Fevicol confronts in branding in the Indian market. This suggests that respondents see concerns with brand perception, trust, or relevance among customers as barriers to Fevicol's branding initiatives in India.

Another significant number of respondents, 27.5%, identify market saturation as a major obstacle for Fevicol's branding in the Indian market. This shows that respondents believe Fevicol is struggling to stand out and capture market share in India's extremely saturated and competitive glue sector.

Q12) How do you think Fevicol can differentiate itself from its competitors in the Indian market?

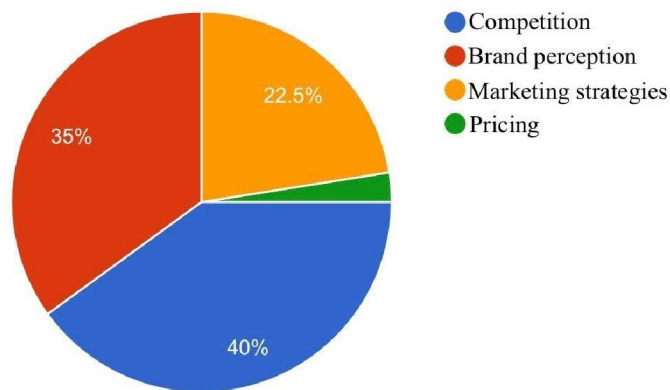


The majority of respondents, 52.5%, feel Fevicol can distinguish itself from competitors in the Indian market by emphasising product quality and performance. This implies that respondents see greater product quality, improved bonding properties, and dependability as crucial criteria that can differentiate Fevicol from its competitors.

A sizable proportion of respondents (45%) believe that Fevicol may separate itself from its competitors in the Indian market by developing successful marketing and brand initiatives. This implies that respondents feel Fevicol may use creative advertising campaigns, brand positioning, and promotional activities to increase its brand identification and exposure, allowing it to stand out from competitors.

A small fraction of respondents, 2.5%, propose other techniques or characteristics not included in the options supplied for Fevicol to differentiate itself from its competitors in the Indian market.

Q13) In your opinion, what are the key challenges that Fevicol faces in establishing a strong brand presence in the Indian market?



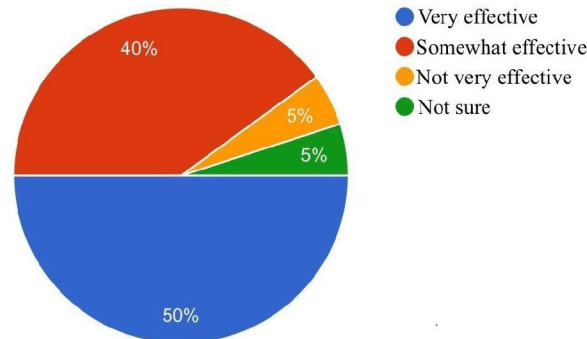
The majority of respondents (40%) saw increasing competition from other products as the most significant obstacle that Fevicol confronts in building a strong brand presence in the Indian market. This shows that respondents believe Fevicol is struggling to maintain its market leadership position in India as competition from other glue brands grows.

A sizable proportion of respondents, 35%, believe that consumer perception difficulties are the most significant impediment to Fevicol's establishment of a strong brand presence in India. This suggests that respondents see concerns with brand perception, trust, or relevance among customers as barriers to Fevicol's branding initiatives in India.

Another considerable number of respondents, 22.5%, identify market saturation as a major barrier for Fevicol in building a strong brand presence in the Indian market. This shows that respondents believe Fevicol is struggling to stand out and capture market share in India's extremely saturated and competitive glue sector.

A tiny percentage of respondents, 2.5%, identify other issues or causes not included in the alternatives offered as significant challenges that Fevicol has in building a strong brand presence in the Indian market. This means that this responder may have unique or opposing viewpoints on the issues Fevicol faces in expanding its brand presence in India.

Q14) How effective do you think Fevicol's current branding efforts are in resonating with the Indian consumers?

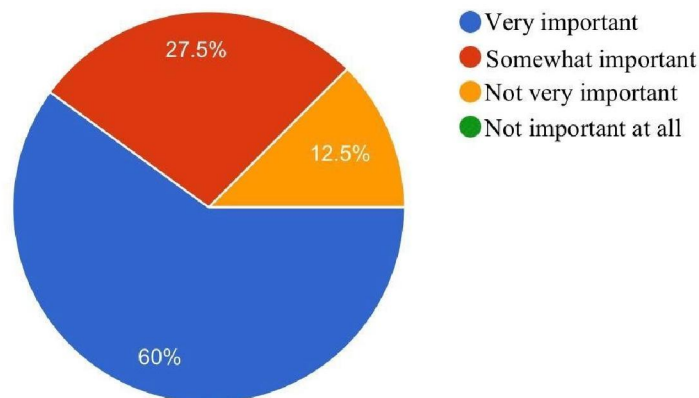


The majority of respondents, 50%, felt that Fevicol's present branding initiatives are reasonably effective in connecting with Indian customers. This shows that these respondents believe Fevicol's branding methods have an influence on engaging with the target demographic, but there may be opportunity for development to increase effectiveness even more.

A sizable proportion of respondents, 40%, believe that Fevicol's present branding efforts are highly effective in connecting with Indian consumers. This implies that these respondents believe Fevicol's branding techniques are effective in engaging and connecting with the target audience, resulting in positive brand perceptions and customer engagement.

A tiny percentage of respondents, 5% each, felt that Fevicol's present branding initiatives are unsuccessful or just somewhat effective in reaching Indian consumers.

Q15) How important is brand differentiation for Fevicol to stand out in the crowded Indian market?



The majority of respondents, 60%, agree that brand uniqueness is critical for Fevicol to stand out in the competitive Indian market. This implies that respondents understand the importance of differentiating Fevicol from its competitors by utilising unique brand features, value propositions, and positioning techniques to grab consumer attention and preference.

A considerable proportion of respondents, 27.5%, believe brand differentiation is moderately crucial for Fevicol to stand out in the crowded Indian market. While these respondents recognise the value of brand differentiation, they may identify additional variables or considerations that contribute to Fevicol's market competitiveness and success.

A minority of respondents (12.5%) believe brand distinctiveness is less necessary for Fevicol to stand out in the crowded Indian market

## V. FINDINGS

### Intense Competitive Landscape:

Fevicol works in a very competitive market, up against both domestic and international adhesive brands. The study found that competitors frequently use aggressive marketing methods and competitive pricing approaches to threaten Fevicol's market dominance.

### Perception of Adhesive Products:

According to the research, adhesives are widely considered as commodity products with minimal difference among consumers. Fevicol faces the task of changing this attitude and establishing itself as a premium brand that provides high quality and innovative solutions.

### The Impact of Counterfeiting and Imitation:

Counterfeiting and product imitation are serious challenges to Fevicol's brand reputation and revenue streams. The data demonstrate the negative impact of counterfeit products on consumer trust and Fevicol's market share.

### Evolving Consumer Preferences:

The study finds altering consumer preferences and lifestyles as major influences on Fevicol's branding strategy. Failure to adapt to changing trends may lead to brand stagnation and a loss of relevance with target audiences.

### Opportunities for product innovation:

According to research findings, investing in product innovation and development provides Fevicol with tremendous chances to differentiate itself from competitors. Innovations in adhesive formulas and application processes have the potential to boost Fevicol's brand value and market position.

### Use of Digital Marketing Channels:

The findings highlight the potential of digital marketing channels, such as social media platforms and online forums, to increase Fevicol's brand engagement and visibility. Using interactive content, user-generated campaigns, and influencer relationships can help Fevicol improve its online visibility and community involvement.

## VI. CONCLUSION

The study on Fevicol's branding difficulties and potential in the Indian market provided significant insights into the elements that shape the brand's positioning and growth prospects. Fevicol works in a very competitive market, up against both domestic and international adhesive brands. The study emphasises the importance of Fevicol remaining watchful and imaginative in its branding initiatives in order to preserve a competitive advantage. The study emphasises the important role of brand uniqueness for Fevicol in combating the assumption that adhesives are commodity items. To differentiate itself from competitors, Fevicol must emphasise its distinct value propositions, such as superior quality, dependability, and new solutions.

Counterfeiting and product imitation are serious challenges to Fevicol's brand reputation and market dominance. The report emphasises the importance of strong efforts to prevent counterfeit products and protect Fevicol's brand name, including improved packaging designs, authentication technologies, and legal enforcement activities.

### Suggestions:

Invest heavily in R&D to promote product innovation and differentiation. Introduce novel adhesive formulas, application techniques, and specialised goods designed to satisfy changing consumer and market expectations

Highlight these developments in branding efforts to help Fevicol maintain its position as an industry innovator. Take strong action to resist counterfeiting and product imitation. Enhance packaging designs with security features, implement authentication technologies, and work with law enforcement authorities to combat counterfeiters. Educate consumers about the dangers of counterfeit products and emphasise the necessity of buying real Fevicol products. Incorporate sustainability initiatives into Fevicol's business and branding strategies. Source eco-friendly resources, optimise manufacturing processes to lessen environmental effect, and communicate these sustainability efforts openly to customers. Position Fevicol as a socially responsible brand that values environmental stewardship, which will appeal to environmentally sensitive consumers.

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