

IMPACT OF PRODUCT VISIBILITY ON CONSUMER BUYING BEHAVIOR: A CASE STUDY OF P&G PRODUCTS IN AHMEDABAD

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Abstract

This study examines how product visibility influences consumer buying behavior, focusing on Procter & Gamble (P&G) products in Ahmedabad. Using survey data from 117 respondents, the research explores factors such as visibility, brand trust, and price in shaping purchase decisions. Results highlight the critical role of in-store visibility, with implications for marketing strategies in competitive FMCG markets. Findings indicate that visibility significantly influences purchasing decisions, particularly in physical retail environments, and highlight areas for improvement in advertising and digital engagement strategies.

1. INTRODUCTION

In the highly competitive fast-moving consumer goods (FMCG) sector, product visibility plays a crucial role in shaping consumer purchasing decisions. With evolving consumer preferences and increasing competition, companies must ensure their products are prominently displayed to capture attention and drive sales. Procter & Gamble (P&G), a global leader in the FMCG sector, has a diverse product portfolio ranging from personal care to household items. While P&G enjoys strong brand recognition, understanding how visibility influences consumer choices in specific markets like Ahmedabad is essential for optimizing marketing strategies. This study investigates the relationship between product visibility and consumer buying behavior, focusing on the factors that drive purchasing decisions and brand loyalty.

2. LITERATURE REVIEW : THE IMPACT OF PRODUCT VISIBILITY ON CONSUMER BUYING BEHAVIOUR

Product visibility is a critical factor influencing consumer buying behaviour, particularly in the fast-moving consumer goods (FMCG) sector. A considerable body of research has focused on understanding how various visual merchandising and retail strategies, such as shelf placement, packaging, and promotional displays, affect consumer decision-making. This literature review synthesizes key findings on the relationship between product visibility and consumer purchase behaviour, with a particular focus on major FMCG brands like Procter & Gamble (P&G). Kotler and Keller (2016) explored how visual merchandising impacts consumer decision-making, emphasizing the importance of shelf positioning, signage, and branding in capturing consumer attention. Their study found that products placed at eye level or in prominent locations with engaging visual displays saw a 35% increase in purchase rates. For FMCG products like those from P&G, visibility emerged as a crucial driver of sales in competitive retail

spaces, underscoring the role of strategic placement in influencing consumer behavior.

Similarly, Singh and Kaur (2020) examined the effect of shelf placement on consumer purchasing patterns, focusing on P&G products in urban retail environments. Their findings revealed that 72% of consumers were influenced by product placement, with impulse purchases rising significantly for products displayed in prominent locations. This result was consistent with Patel and Sharma (2019), who found that P&G products with high visibility in Ahmedabad retail markets outperformed competitors by 40%. In focus groups, participants indicated that high visibility increased trust and reduced decision-making time, supporting the idea that visibility plays a critical role in brand preference.

Gupta and Mehta (2018) further corroborated these findings by studying retail visibility in the FMCG sector. Their research demonstrated that visibility improved brand recall by 45%, particularly when products were placed at aisle ends or under promotional banners. These findings suggest that consumers, especially in urban areas, associate visible products with higher reliability and quality, which directly influences their purchase intentions. This aligns with Jain and Verma's (2021) study, which explored how packaging design and visibility together drive sales. They found that eye-catching packaging combined with prominent shelf placement resulted in a 38% increase in consumer interest, particularly for P&G products, which leveraged these factors to stand out in the crowded FMCG market.

Mishra and Joshi (2022) provided further insight into how product visibility shapes consumer preferences in India. Their study revealed that 65% of purchases were influenced by visibility, particularly for brands displayed at checkout counters or in high-traffic areas. These findings emphasize that visibility not only draws attention but also creates trust in the quality of the brand, which influences purchase decisions. Similarly, Sharma and Bhatt (2019) studied shelf positioning and its effect on FMCG consumer preferences, noting that products placed at eye level had a 30% higher likelihood of being purchased. This effect was especially pronounced for P&G products, which benefited from end-cap placements and aisle signage, fostering impulse buying.

In addition to shelf placement, visual merchandising techniques such as display stands and interactive kiosks were shown to enhance consumer engagement. Nair and Desai (2020) found that such merchandising strategies led to a 25% increase in customer dwell time and contributed to higher sales for P&G. This study underscores the role of visual merchandising in not only increasing visibility but also improving consumer interaction with products, which in turn boosts sales.

The psychological impact of visibility has also been a focal point in the literature. Verma and Gupta (2022) examined the psychological effects of product visibility on consumer behavior, specifically in relation to brand trust. Their research indicated that 70% of consumers felt more confident purchasing visible brands like P&G over lesser-known competitors, further demonstrating that visibility influences consumers' perceptions of product quality and reliability.

Finally, in-store advertising was found to complement the effects of visibility on consumer decisions. Das and Patel (2020) investigated the role of in-store advertisements in consumer purchasing behaviour and found that such advertisements increased product awareness by 30%. P&G products prominently advertised in-store were more likely to be noticed and purchased, indicating that in-store advertising, when combined with strategic visibility, can significantly boost sales.

Recent studies from 2023 and 2024 continue to underscore the pivotal role of product visibility in influencing consumer purchasing behavior within the fast-moving consumer goods (FMCG) sector. A 2024 report by Bain & Company highlights that consumer goods companies are shifting focus from merely raising prices to enhancing sales volumes, emphasizing the importance of strategic product placement and visibility to drive growth.

In the same vein, McKinsey & Company's 2024 insights reveal that consumers are increasingly seeking seamless and personalized shopping experiences, both online and in-store. This trend suggests that prominent product visibility, coupled with personalized merchandising strategies, can significantly impact consumer choices and boost sales.

Procter & Gamble (P&G) continues to leverage data analytics and technology to enhance product visibility and consumer engagement. Their 2024 Annual Report emphasizes investments in superior product performance, packaging, brand communication, retail execution, and value to attract consumers and drive market growth.

Despite these advancements, a notable research gap persists in understanding the interplay between digital visibility (such as online shelf placement and digital advertisements) and physical in-store visibility, especially in the context of omnichannel retail strategies. Additionally, there is limited exploration into how emerging technologies like augmented reality (AR) and artificial intelligence (AI) can enhance product visibility and influence consumer

behavior in the FMCG sector. Future research should aim to bridge these gaps to provide a more comprehensive understanding of product visibility's impact on consumer purchasing decisions. Based on these gaps following hypothesis were developed:

- H1: Visibility of P&G products significantly influences purchasing decisions.
- H2: Satisfaction with in-store displays and promotions significantly impacts the likelihood of recommending P&G products

3. RESEARCH METHODOLOGY

The research utilized a descriptive cross-sectional design to capture data at a specific point in time, facilitating a detailed analysis of consumer behavior patterns and the influence of product visibility on purchasing decisions. A total of 117 respondents participated in the study, primarily comprising young adults aged 18-35, with a balanced representation of genders to ensure diverse perspectives. The sampling was conducted using a non-probability convenience sampling method, allowing for the selection of participants readily available and willing to contribute. Data collection was twofold: primary data were obtained through structured questionnaires that delved into product awareness, purchasing behavior, and satisfaction with in-store visibility, while secondary data were drawn from scholarly articles, market reports, and industry analyses to provide a comprehensive context. The collected data were systematically analyzed using Microsoft Excel, which facilitated the creation of graphs, charts, and tables. These visual tools enabled clear interpretation and effective presentation of findings, offering insights into the relationship between consumer perceptions and product visibility. This approach underscores the study's robust methodology, combining empirical and secondary data to address the research objectives comprehensively.

4. FINDINGS AND DISCUSSION

4.1 Demographics and Buying Patterns

- Age: 77.8% of respondents were young adults (18-35).
- Gender: Balanced representation with 51.3% female and 48.7% male.
- Education: Over half of the respondents (52.1%) were graduates.
- Income: 67.5% belonged to the middle-income group (₹0-₹5,00,000 annual income).

The data indicate that P&G's primary customer base in Ahmedabad is young, educated, and middle-income consumers.

4.2 Impact of Visibility: Pearson product moment correlation was conducted to test H1

- Influence on Purchasing Decisions: 87.2% of respondents agreed that visibility significantly impacts their purchasing decisions.
- In-Store Visibility: Identified as the most critical factor, influencing 51.3% of respondents, surpassing price and product quality.

Table: 1 Correlation between Visibility of Product and Influence on Purchasing Decision

		Rating of Visibility	Influence on Purchasing Decision
Rating of Visibility	Pearson Correlation	1	.269**
	Sig. (2-tailed)		.003
	N	117	117
Influence on Purchasing Decision	Pearson Correlation	.269**	1
	Sig. (2-tailed)	.003	
	N	117	117
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 1 presents the correlation coefficient between the visibility of a product and its influence on purchasing decisions as $r = .269$, indicating a very weak positive correlation between the variables. The significance value ($p < 0.05$) further supports the presence of a statistically significant relationship. Consequently, the null hypothesis is rejected, suggesting that the visibility of P&G products has a significant influence on purchasing decisions.

4.3 Product Preferences

- Most Popular Products: Oral B and Vicks (16.1% each).
- Least Popular Products: Pampers and Olay (below 1.7%).

The findings highlight a need for targeted marketing efforts for underperforming products to boost their visibility and usage rates.

4.4 Advertising and Brand Awareness

- Most Effective Channels: TV advertisements (44%) and in-store displays (24%).
- Least Effective Channels: Print media and e-commerce (below 2%).

This underscores the dominance of traditional advertising mediums and the limited role of digital channels in influencing consumer behavior in Ahmedabad.

Table: 2 Correlation between Satisfaction with in-store Display & Promotion and Recommended P&G product

		Satisfaction with in-store Display & Promotion	Recommended P&G to others
Satisfaction with in-store Display & Promotion	Pearson Correlation	1	.246**
	Sig. (2-tailed)		.008
	N	117	117
Recommended P&G to others	Pearson Correlation	.246**	1
	Sig. (2-tailed)	.008	
	N	117	117
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 2 reports the correlation coefficient between satisfaction with in-store displays and promotions and the likelihood of recommending P&G products as $r = .246$, indicating a very weak positive correlation between the variables. The significance value ($p < 0.05$) confirms the presence of a statistically significant relationship. Therefore, the null hypothesis is rejected, suggesting that satisfaction with in-store displays and promotions significantly influences the likelihood of recommending P&G products.

4.5 Consumer Satisfaction

- In-Store Promotions: 66.7% of respondents expressed satisfaction, with no reported dissatisfaction.
- Recommendation Likelihood: 59.8% of respondents were likely to recommend P&G products to others, reflecting high brand trust and loyalty.

5. CONCLUSION AND IMPLICATIONS

The study highlights that in-store visibility is a pivotal factor in driving consumer purchasing decisions for P&G products in Ahmedabad. While P&G has successfully established strong brand awareness and satisfaction levels, the findings suggest opportunities for improvement:

- Enhance In-Store Strategies: Invest in more prominent end-cap displays and promotional zones to capitalize on visibility.
- Target Underperforming Products: Focus on increasing visibility and consumer engagement for products like Pampers and Olay.
- Leverage Digital Channels: Expand efforts in digital marketing and e-commerce to capture tech-savvy consumers.
- Diversify Advertising Channels: Explore non-traditional advertising methods to complement TV and in-store promotions.

Future research could explore the impact of digital visibility and e-commerce strategies on consumer behavior in tier-II cities.

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