

Exploring the Marketing Strategies: A Case Study on Fogg Deodorant

Prof. Priyanka Mourya¹, Prof. Sachin Jadhav² and Ms. Dhvani Shah³

¹Assistant Professor, Lala Lajpatrai Institute of Management, Mumbai, India

²Assistant Professor, Laxmichand Golwala College of Commerce and Economics, Mumbai, India

³MMS Student, Lala Lajpatrai Institute of Management, Mumbai, India

Abstract:

Marketing is an art as well as a science. The marketing tactics that helped Fogg deodorant succeed in the fiercely competitive Indian personal care sector are examined in this essay. When Fogg was introduced by Vini Cosmetics in 2011, it quickly became the industry leader by defying accepted product standards and utilizing successful marketing strategies. The study investigates how product differentiation, competitive pricing, and focused communication affected consumer behavior using secondary data, case study analysis, and a review of brand positioning. The results provide information about consumer psychology, brand strategy, and innovation in developing markets.

Keywords: Fogg deodorant, marketing strategy, consumer behavior, brand positioning, advertising, Indian FMCG market

1. Introduction

With a valuation of about ₹3,000 crores, the Indian deodorant market is characterized by fierce rivalry and a wide range of consumer preferences (Business Today, 2023). With the distinctive value proposition "No Gas, Only Perfume," Fogg joined this crowded market and immediately became popular. This study investigates how Fogg was able to upend well-known companies like Axe and Engage through its marketing tactics. The incident begins in the middle of 2011, when a round of focus-group conversations—also known as focus-group discussions, or FGDs as marketers call them—were underway. Patel's Vini Cosmetics had introduced a deodorant called 18+ earlier that year, but it wasn't very successful. He returned to his specialty, consumer research, after realizing he had overlooked a crucial piece of information. The procedure was carried out in the top eight cities for weeks, but Patel's patience wore thin and the insight remained elusive. At last, he received feedback that the deodorant was quickly discontinued. In an attempt to control usage, he resorted to non-aerosol pumps (Afaqs, 2024). With the tagline "bina gas wala spray (a spray devoid of gases)," Patel introduced a new brand called Fogg (an acronym for "Friend of Good Guys/Girls") towards the end of 2011, and it hasn't looked back since. In less than a year, it overtook market leader Axe, which is owned by the massive fast-moving consumer goods (FMCG) company HUL. He sold a 23 percent share in his family's business, Paras Pharmaceuticals, to PE fund Actis in 2006 for \$43 million. He was waiting at his orchard due to a non-compete agreement, which resulted from family conflicts. Patel established the company's distribution network and created successful brands including Moov, Krack, D'Cold, and Dermicool when he was at Paras, which gave the business a boost. Even though he had moved on, this momentum helped Reckitt Benckiser purchase Paras in 2010 for \$726 million. The transaction, which generated significant profits for investors and promoters, is still among the largest in India's FMCG industry. Fogg began as a product for males, but in an effort to reach a wider audience, it now offers an outstanding selection for women as well. In contrast to other deodorant companies, Patel broke the mold by providing a variety of smells. At least 15% to 20% of Fogg's total revenue is thought to come from this segment of the company. Fogg's

giving strategy is also significant; a pair might cost more than Rs 900. All at once, it gives the brand a high-end image and guarantees that margins stay strong.

2. Objectives of the Study

- To identify the key marketing strategies employed by Fogg
- To analyze the impact of Fogg's "No Gas" positioning on consumer perception
- To examine Fogg's advertising and promotional campaigns
- To assess the overall effectiveness of these strategies in enhancing market share.

3. Research Methodology

- Type of Study: Descriptive and analytical case study
- Data Collection: Secondary Data: Company websites, advertisements, industry reports, academic journals.
- Matrix: 4Ps marketing framework, consumer behavior theories.

4. Industry Overview

Urbanization, shifting lifestyle patterns, and more disposable money have all contributed to the deodorant market's notable expansion in India. Youth-oriented businesses dominate the market, and advertising and fragrance diversity are important factors.

5. Company Background: Vini Cosmetics and Fogg

In 2011, Fogg was developed by Vini Cosmetics Pvt. Ltd., which was formed by Darshan Patel, who also created Moov and DermiCool. The company aimed to defy conventional standards surrounding the usage of deodorants by emphasizing product innovation and aggressive marketing.

6. Marketing Strategy Analysis

Product Strategy:

- Fogg Deodorant's primary USP is its longer shelf life compared to competing consumer brands. Both men's and women's deodorants are among the many varieties that the brand has made available to its clientele.
- The brand promises a minimum of 800 sprays every bottle, which is a noteworthy accomplishment. The parent firm created a novel and unheard-of liquid-based product in place of the usual gas-based one when the deodorant industry was overrun with competing brands of comparable goods.
- Fogg Deodorant, a well-known personal care and scent brand, offers a diverse product mix intended to satisfy various customer preferences and demands. • Its products promise quality assurance as they undergo dermatological testing; therefore, consumers are assured of no side effects.

Product Mix of Fogg Deodorant:

- Fragrance Selection: Fogg deodorants come in a variety of scents to suit both men and women. From light and fresh odors to stronger, more enduring perfumes, these fragrances are made to fit a variety of circumstances and particular tastes.
- Long-Lasting Deodorants: Fogg places a strong emphasis on long-lasting deodorants in their product portfolio. They are promoted by promising a certain quantity of sprays, emphasizing their durability and affordability.

- **Body Sprays and Roll-Ons:** In addition to aerosol deodorants, Fogg also sells body sprays and roll-on deodorants. These substitutes serve consumers who need more portable options or who like non-aerosol formats.
- **No Gas Formulation:** A number of Fogg's deodorants are marketed as "no gas" formulations, which are said to have a higher liquid content and a lower aerosol content, resulting in more potent and durable fragrance coverage.
- **Special Editions and Gift Packs:** Occasionally, particularly around holidays or important occasions, Fogg produces limited-edition fragrances or gift packs. Targeting customers looking for limited-edition goods or gift ideas, these special editions frequently include distinctive scents or packaging.
- **Unisex Options:** A few of Fogg's products are made to be both gender-neutral, making them suitable for a wider range of consumers who don't want fragrances that aren't labeled as either macho or feminine.

Price Strategy:

- With an expected turnover of almost 25 crore rupees, Fogg Deodorant holds a market share of over 20%. Its target market consists of young people from urban areas who belong to the middle and higher middle classes. It was the first deodorant company in India to offer distinct products for men and women. Because the brand positions itself as a gas-free body spray, its power and fragrance stay a lot longer.
- Fogg Deodorant is for fashionable, fashion-forward, outdoor-loving individuals. Fogg Deodorant's inventor is a proponent of greater quantity, lowest price, and best value. In order to reach new markets, the Fogg Deodorant brand has used a penetration pricing strategy and maintained competitive product prices. The brand promises to give its clients better value for their money and offers a unique value proposition. Numerous competing brands pose a serious threat to it.
- It is simple to go to the top, but it is very challenging to stay there. Fogg deodorant is aware of this and has maintained its product prices at a level that is comparable to that of its competitors. It provides a better, more durable product that attracts customers at the same cost. Its aggressive price strategy has paid well, as it continues to dominate the consumer market, outperforming all of its rivals.

Fogg Deodorant's pricing strategy reveals a well-thought-out approach that balances market competitiveness with consumer value perception which is as follows:

- **Competitive Pricing:** In the deodorant and personal care industry, Fogg Deodorant offers its products at a competitive price. In order to maintain their competitiveness against companies like Axe, Nivea, and Old Spice, they meticulously compare their prices to those of their main rivals.
- **Value-Based Pricing:** Fogg's emphasis on value-based pricing is a key component of its pricing strategy. They defend their pricing points by emphasizing their USP, which is "no gas" deodorants and more sprays per bottle. This is seen as better value and longer-lasting than gas-filled deodorants.
- **Psychological Pricing:** To increase the attraction of their products, Fogg uses psychological pricing strategies. This could entail setting product prices slightly below a round number (for example, Rs. 199 rather than Rs. 200) in order to drastically reduce costs and appeal to budget-conscious buyers.
- **Seasonal and Promotional Pricing:** During special marketing campaigns or holiday seasons, Fogg occasionally uses seasonal and promotional pricing techniques, providing discounts and package offers. This encourages new clients to test their items and boosts sales.

- **Market Penetration Pricing:** Fogg may use penetration pricing when launching new products or in new markets. This entails lowering prices at first to draw clients and swiftly increase market share, then progressively raising the price as the brand builds awareness and devoted following.
- **Segregated Pricing Strategy:** Given the heterogeneity of its clientele, Fogg can use a segregated pricing strategy. This involves offering alternative smells, sizes, or product kinds at different price points to appeal to a range of consumer demographics, from those on a tight budget to those looking for high-end goods.

Place Strategy:

With its products easily accessible in every region of India, Fogg Deodorant has a Pan-Indian presence. Its main office is located in Gujarat, Ahmedabad. In order to swiftly and efficiently distribute its products in the consumer market, Fogg Deodorant has a robust and extensive network. Its parent firm, which already has a strong distribution network, provides assistance. Since the brand sells FMCG goods, it does not require a dedicated store to sell its goods. Manufacturers, C&F agents, distributors, and retailers are all part of its distribution network. Products are easily accessible at supermarkets, hypermarkets, malls, neighbourhood stores, and grocery stores. At the beginning, Fogg Deodorant was introduced online. Online retailers and e-portals now sell it. Here's the place strategy of Fogg Deodorant:

- **Broad Retail Distribution:** Fogg Deodorant distributes its goods through a number of retail channels to guarantee wide availability. This includes pharmacies, convenience stores, department stores, and supermarkets, making it simple for consumers to locate and buy their goods in both urban and rural locations.
- **Online Presence:** Fogg has built a strong online presence after realizing the growing trend of e-commerce. They serve tech-savvy customers who like to purchase online by offering their products on their website and on popular e-commerce platforms.
- **Global Markets:** Fogg has branched out into foreign markets in addition to its native one. In order to meet the demand for reasonably priced and high-quality deodorants in these areas, our worldwide expansion strategy entails breaking into markets in Asia, the Middle East, and portions of Africa.
- **Strategic Alliance with Distributors:** To guarantee effective supply chain management, Fogg collaborates with important wholesalers and distributors. These collaborations guarantee prompt and reliable product availability at several retail locations.
- **tailored Marketing and Distribution Strategy:** Fogg has a tailored distribution strategy in several markets. This entails working with regional distributors and retailers to maximize market penetration and consumer reach, as well as modifying marketing tactics to accommodate local tastes.

Through broad efforts across multiple channels, Fogg's marketing strategy successfully targets young men, women, and older individuals, appealing to a varied audience. In addition to building a robust distribution network through supermarkets, grocery stores, and internet platforms, the brand has effectively engaged its audience by utilizing social media platforms like Facebook and Twitter. This strategy enables Fogg to satisfy customer demands while maintaining its competitiveness in the face of opposition from well-known brands such as Axe and Nivea.

Promotion Strategy:

- Fogg Deodorant has chosen a marketing approach that appeals directly to Indian consumers. It has produced advertisements that have established its brand as a useful product. Its advertisements emphasize how wasteful other brands' deodorants are in comparison to its own. The market for deodorants has always catered to men, but Fogg deodorant was the first to offer distinct deodorants for men and women as well as combo packs.

- Newspapers, magazines, hoardings, billboards, radio, television, and automobiles all display its eye-catching advertising campaigns through a variety of print, digital, electronic, and visual media. Understanding the power of social media, Fogg Deodorant uses its website, YouTube channel, Facebook page, and Twitter account to promote its goods.
- Fogg Deodorant has made separate pitches to the men's and women's sections, and its distinctive idea has given the brand a niche market that sets it apart from competitors. Fogg has expanded its functional parameters by embracing women as prospective clients. Fogg Deodorant, which lasts longer and doesn't blow away like other deodorants, has adopted catchy taglines like Again Finished, Without Gas Body Spray, and No Gas Only Spray.

7. Consumer Behavior Insights

Indian consumers who were pragmatic and cost-conscious were drawn to Fogg's campaign. Both urban and rural markets responded well to the brand's rephrasing of the purchasing choice from one of emotive appeal (as employed by Axe or Engage) to rational utility. Fogg successfully customizes its products to match the needs of its customers by examining consumer behaviour. The company uses the Fogg Behaviour Model, which highlights the role that ability, incentive, and triggers have in influencing customer choices (Dey & Srivastava, 2016). Fogg acknowledges that the chance of purchase can be impacted by a wide range of incentives. The brand divides motivations into longings for acceptance or belonging, anticipation of dread or hope, and feelings of pleasure or pain. Ability also has a significant impact on how consumers make decisions. Fogg makes sure its scents are accessible and user-friendly, which improves the whole purchasing experience. Using tactics like straightforward language and unambiguous prompts on landing pages reduces user friction, promotes interaction, and increases conversions. Prompts that are timely are crucial for influencing customer behaviour. By coordinating ability, motivation, and trigger points, Fogg enables customers to satisfy their needs while staying within their means. The appeal of Fogg's products is perceived as being more affordable, which eventually increases consumer loyalty and promotes repeat business. Fogg positions itself to develop products that appeal to its target market and foster brand loyalty while meeting the necessity of affordability by having a thorough grasp of consumer wants and behaviour.

- Using Marketing to Benefit from Behavioural Economics: To improve its marketing tactics, Fogg uses behavioural economics concepts. With this strategy, the company may effectively engage consumers by learning how they actually make decisions. To reduce decision fatigue and simplify the purchasing process, Fogg uses choice architecture to streamline customer options. The company makes sure that potential customers are not overloaded with options by meticulously organizing them, which helps them make the best selections.
- Making Use of Choice Architecture: Consumer behaviour is greatly influenced by choice architecture. In order to use behavioural findings that define how people perceive value, Fogg presents product possibilities in an attractive and understandable way. The relevancy of marketing communications is reinforced by segmentation, targeting, and customisation, which raises customer engagement levels overall. This approach uses heuristics like vividness and emotional content to better catch attention while accounting for the differing motives of various audience segments.
- Nudge Theory Implementation for Successful Engagement: Nudge theory offers a framework for promoting positive consumer behaviour without placing limitations. Fogg conveys advantages while maintaining customer sovereignty with well-timed cues. Research suggests that combining the three elements of the Fogg Behavioural Model—ability, promptness, and motivation—can greatly promote behaviour change. Keeping users interested becomes more important as digital platforms develop.

Reducing cognitive burden and making interfaces simpler guarantees that consumers stay loyal to the company, which encourages more frequent encounters.

- **Product Differentiation and Branding:** In order to stand out in a crowded industry, Fogg's branding strategy carefully combines product distinctiveness with simple packaging nicely addition to emphasizing sophistication, this strategy fits nicely with changing customer tastes, especially those of purchasers who care about the environment. Fogg reduces waste and successfully conveys its dedication to quality through the use of simple packaging design. These tactics produce an engaging story that strengthens the brand's reputation as a premium but reasonably priced choice.
- **The Effects of Simple Packaging:** The company's basic branding ideas are visually represented by Fogg's simple packaging. Customers seeking elegance without excess will find resonance in this well-considered design decision. By emphasizing attributes like simplicity and refinement in design, it strengthens product distinction. Fogg's packaging successfully draws attention to the brand's distinctive selling features, setting it apart from rivals as the deodorant market expands. In addition to drawing customers, the sleek design appeals to a wider audience by highlighting sustainability and keeping up with current trends.
- **E-commerce and Digital Marketing Techniques:** Fogg has embraced e-commerce to broaden its reach and improve user experience because it understands the importance of digital marketing in a world that is becoming more and more online. The brand hopes to satisfy consumers' increasing inclination for online purchasing by combining products across many digital platforms.
- **Improving User Experience with Online Resources:** Fogg places a high value on a smooth online experience, making sure that consumers have as little trouble as possible when they shop. This method improves user experience by making navigation simple and easy to understand. Among the crucial tactics are:
 - Making use of data analytics to tailor shopping experiences so that customers can find goods that meet their unique requirements.
 - Cutting down on the number of clicks needed to finish purchases, which greatly raises the possibility that users will complete their action.
 - Clearly defining calls to action that suit user aptitudes and motivations in order to successfully lead clients through their journey.

Additionally, Fogg wants to establish a fun environment that encourages habit and familiarity, which will favorably affect user behaviour. The use of prompts or triggers in online platforms stimulates customer interaction and promotes return visits and sales. These effective tactics demonstrate Fogg's dedication to establishing a devoted client base and securing its place as a top brand in the e-commerce industry, in addition to attaining a 7% yearly increase in sales.

8. Conclusion

The example of Fogg shows how an effective marketing plan may upend an established market. By highlighting a unique product feature, coordinating pricing and marketing, and skilfully utilizing the media, Fogg established a brand that connected with Indian customers. FOGG's marketing strategy is a powerful illustration of how a skilfully designed approach may result in outstanding success in a cutthroat industry. FOGG has become a prominent brand in the personal care sector thanks to its creative advertising campaigns, well-thought-out promotions, and dedication to quality. As we've discussed, FOGG's success may be ascribed to its distinct identity, strong brand strategy, and successful marketing strategies. FOGG continues to prosper and establish new benchmarks in the sector by utilizing digital marketing, embracing innovation and technology, and concentrating on client involvement. For companies looking to stand out in the congested personal care sector, FOGG's approach provides

insightful information and motivation. Brands can overcome industry obstacles and succeed by comprehending and putting these essential components into practice. It necessitates a careful balancing act between strategic execution, creative thinking, and a resolute emphasis on customer needs. For brands looking to establish themselves, FOGG's path provides insightful lessons on the significance of developing a unique brand identity, making good use of both traditional and digital marketing channels, and continuously changing to satisfy consumer demands.

References

1. Afaqs. (2024, February 5). Fogg revives iconic 'Fogg chal raha hai' campaign; takes a dig at Pakistan. <https://www.afaqs.com/news/advertising/fogg-revives-iconic-fogg-chal-raha-hai-campaign-takes-a-dig-at-pakistan>
2. Business Today. (2023). Fogg alert: Vini Cosmetics and the deodorants market. <https://www.businesstoday.in/interactive/immersive/fogg-alert-vini-cosmetics-deodorants-market>
3. Dey, D., & Srivastava, A. K. (2016). A framework for analyzing e-commerce development and strategies. *International Journal of Electronic Innovation and Management*, **10**(3), 231–248. <https://doi.org/10.1504/IJEIM.2016.080002>
4. Ion, R. A., & Andreea, S. (2016). Consumer behavior in the context of the FMCG market. *Review of Applied Socio-Economic Research*, **11**(1), 35–44. <https://www.reaser.eu/ojs/ojs-3.1.2-1/index.php/REASER/article/view/95>
5. Marketing91. (2022). Marketing mix of Fogg deodorant. https://www.marketing91.com/marketing-mix-of-fogg-deodorant/#google_vignette
6. Nair, S., & Narayanan, S. (2018). Vi-John: Ideation for new product development and dilemmas. *SAGE Business Cases*. <https://sk.sagepub.com/cases/embed/vi-john-ideation-for-new-product-development-and-dilemmas>
7. Saha, A., & Bhattacharya, S. (2019). Consumer decision-making styles and their impact on store format choice: An exploratory study in India. *Indian Institute of Management Calcutta*. <https://ir.iimcal.ac.in:8443/jspui/handle/123456789/3825>