

Challenges of Touch Point Marketing Techniques faced by Kimberly Clark in India: A Case study of Huggies Brand

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Abstract

The Nappies/diapers category in India has been growing due to favourable demographic trends, with sales expected to rise by USD 700 million over 2016-2021 on the back of a 15% CAGR. (Euro monitor International). As India currently has low per capita volume consumption of nappies/diapers, there is significant opportunity for manufactures to capitalise on increased usage. Additionally high income disparity and significant variations in lifestyle create demand for nappies/diapers across all price points. Kimberley Clark's Huggies brand has been losing market share over the past two years to Unicharm's Mamy Poko diapers in baby diaper segment in India. Huggies is the most valued product of Kimberly-Clark in India, with 19% (Markets & Markets report 2017) market share behind Pampers and ahead of Mamy Poko Pants, this segment is very important for Kimberly-Clark growth. Huggies is concentrating on making connect with customers at various stages of their usage cycle. Therefore Huggies runs various programs to touch customers at different points and stages of having a baby. Thus touch-point marketing techniques are employed for making these connects with the customers. The objective of this research is to study three such touch point marketing programs, one is Life Cell-Huggies pre-delivery program, second is post-delivery Lapis-Huggies hospital program and third is new segment diapers-Huggies new born program. In first programme through unstructured personal interview the feedback was taken from 67 customers at Delhi about the Huggies gift boxes and whether it was able to build connect with customers or not? In second programme the researcher collected the data through unstructured personal interview with the concerned staff members from 14 hospitals and from 54 customers of that hospital at Mumbai in order to understand the relationship with various hospitals and how this program impacts as a first touch point to create the desired image of Huggies brand in the minds of target customers and in third program Huggies free samples ordering analysis was done in order to evaluate the ordering time periods, intervals, and purchase behavior of mothers/parents with respect to their due date of delivery.

Key words: Diapers, Touch point marketing, Life cell-Huggies programme, Lapis-Huggies hospital programme.

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