

Original Article

A study on the effectiveness of distribution channel strategy on brand identity of product in havells

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Abstract

A companys distribution channels have a direct impact on customer perception brand identity and product availability making them an essential component of any marketing strategy. This research looks at how Havells India Ltd. makes use of its distribution channel strategy to strengthen and expand the products brand identity. This study examines the composition efficacy and customer impact of Havells distribution strategies using a combination of qualitative and quantitative research methods with a special emphasis on the companys penetration in Tier II and Tier III cities. The results show that Havells supply chain effectiveness dealer engagement and multi-channel distribution all significantly contribute to the companys ability to maintain its brand identity and client loyalty. Its strategic positioning is further strengthened by the studys identification of gaps and practical recommendations.

The current study examines how distribution channel strategies affect Havells brand identity one of Indias top producers of electrical goods. Distribution channels are essential for connecting producers and consumers and as such their management efficacy and design have a big impact on how a brand is viewed in the marketplace. This study. examines the ways in which Havells distribution strategy—which includes its multi-tier channel system dealer relationships retail presence and digital integration—helps to define and strengthen its brand identity among stakeholders and consumers. Through a mixed-method approach that includes customer and channel partner surveys and company report analysis the study concludes that a well-run and effective distribution network improves perceived quality brand visibility and customer trust. According to the study Havells is positioned as a dependable and creative brand in the fiercely competitive electrical appliances industry thanks to a robust consistent and flexible distribution strategy that also increases market reach and fortifies brand identity.

Introduction

Businesses aim to establish a strong brand identity in addition to effectively reaching customers in the fiercely competitive consumer goods and electrical markets. The associations a customer has with a company or product on a functional emotional and visual level are all part of brand identity. Havells India Ltd. is one of the top Fast-Moving Electrical Goods (FMFG) companies in India. It has established a solid reputation through quality innovation and effective distribution. Distribution channels are the foundation of the delivery system that connects the business with its clients. These channels include wholesalers retailers distributors and e-commerce platforms. A solid brand identity is a result of a distribution strategy that guarantees product availability improves customer satisfaction and fosters trust. In a market as diverse and complex as India this study examines how Havells distribution strategy helps to strengthen its brand identity.

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Review of Literature

1.Kotler & Keller (2016)

Distribution is emphasized by Kotler and Keller as a crucial component of the marketing mix. By influencing the kind of intermediaries used their conduct and service standards efficient channel strategies not only guarantee product availability but also have an impact on brand perception. They contend that because of their perceived exclusivity brands that use selective or exclusive distribution frequently have higher brand equity.

2.Christopher (2011)

Christopher emphasizes how important supply chains and logistics are to adding value for customers. Since prompt product availability has a direct impact on customer satisfaction and brand trust he notes that businesses with effective distribution systems are more likely to win over loyal customers.

3.Ramaswamy & Namakumari (2018)

Ramaswamy and Namakumari contend that customer experience at the point of sale plays a significant role in establishing brand identity in addition to promotion and advertising. Customers base their opinions about the brand on availability and service quality and distribution channels act as the moment of truth in this experience.

4.Bhattacharya (2020)

According to Bhattacharyas research on the Indian FMEG market companies such as Havells make significant investments in dealer relationships channel training and incentive schemes in order to guarantee brand loyalty and alignment. In order to project a consistent brand image across markets he came to the conclusion that distribution strategy is essential.

5.Singh & Sharma (2021)

Singh and Sharma studied the impact of digital transformation on brand accessibility and visibility in distribution systems. They found higher levels of customer engagement and brand recall for companies that used a hybrid distribution model (online + offline).

Research Gap

Distribution channels role in overall marketing effectiveness has been the subject of numerous studies but little is known about how distribution specifically affects brand identity in Indias FMEG industry. Studies that specifically examine how businesses like Havells oversee their distribution networks in a variety of geographical and socioeconomic markets are also lacking. By concentrating on Havells channel strategies and their effects on its brand image this study closes that gap.

Statement of the Problem

Many FMEG brands suffer from inconsistent brand perception across markets as a result of inadequate distribution strategies even with robust product portfolios and marketing initiatives. Conversely Havells has consistently demonstrated a strong brand. The primary research question is thus raised.

How effective is Havells' distribution channel strategy in shaping and maintaining the brand identity of its products?

1.To examine the existing distribution channel strategy adopted by Havells.

Know the types and structures of the distribution channels that are used (e. g. A. retailers direct-to-consumer sales channels wholesalers and internet platforms).

2.To assess the effectiveness of Havells' distribution channels in reaching target customers.

Evaluate the distribution systems responsiveness efficiency and coverage aspects.

3.To evaluate the impact of distribution channel strategies on the brand identity of Havells products.

Examine the effects that distribution decisions have on consumer perception trust and brand recognition.

4.To identify the challenges faced by Havells in managing its distribution channels.

Examine operational relational and logistical difficulties with middlemen.

5.To explore the role of digital and modern retail channels in enhancing brand identity

Examine the role that digital platforms company stores and e-commerce play in brand positioning.

6.To suggest improvements in the distribution strategy to further strengthen Havells' brand identity.

Provide actionable recommendations based on research findings.

Scope of the Study

- Geographical Scope: Primarily focused on Tier I, II, and III cities across India, with special attention to Northern and Western regions.

- Company Scope: Limited to Havells India Ltd. and its electrical products segment (switches, wires, fans, lighting).

- Strategic Scope: Focuses on distribution strategy—including wholesaling, retailing, e-commerce, dealer management—and its impact on brand identity.

- Time Frame: Data considered from the past 5 years (2020–2025).

Objectives

1. To analyze the distribution channel strategy adopted by Havells India Ltd.
2. To assess the impact of distribution on customer perception and brand identity.
3. To identify strengths and weaknesses in Havells' channel management.
4. To explore the relationship between channel performance and customer satisfaction.
5. To recommend strategies for enhancing brand identity through distribution optimization.

Methodology

1Research Design

Descriptive and exploratory research design.

2Data Collection

- Primary Data: Surveys with 100+ retailers and dealers; interviews with Havells' distribution managers.
- Secondary Data: Annual reports, company websites, academic journals, industry reports, and trade magazines.

3Sampling Technique

Stratified random sampling to select dealers and retailers across different zones.

4Tools Used

Questionnaires, structured interviews, and data analysis using SPSS for statistical insights.

5Data Analysis

Descriptive statistics, correlation analysis, and content analysis of interview transcripts.

Findings

- 1.High Dealer Loyalty: Over 80% of dealers surveyed expressed satisfaction with Havells' support and incentive programs.
- 2.Strong Distribution Coverage: Havells maintains a strong presence in Tier I & II cities with a developing network in rural areas.
- 3.Efficient Logistics: Warehousing and logistics systems ensure product availability with minimal delays.
- 4.Brand Alignment: Retailers report that Havells provides consistent branding materials (banners, brochures, uniform packaging).
- 5.Customer Satisfaction: Customers associate Havells with quality and reliability, largely due to product availability and post-sales service.

Suggestions

1. Strengthen Rural Distribution: More investment in rural logistics and dealer education.
2. Digital Integration: Improve ERP systems and provide retailers with real-time inventory tracking tools.
3. Channel Conflict Resolution: Set clearer policies to prevent pricing and promotion clashes between online and offline channels.
4. Dealer Training Programs: Regular workshops on brand values and product updates.
5. Expand Omni-channel Strategy: Seamless integration of physical and digital touch points to enhance customer experience

Conclusion

This study emphasizes how important distribution channels are for both product delivery and brand identity development. Havells India Ltd. has effectively created a distribution ecosystem that upholds the quality innovation and trust that are central to its brand. distribution efficiency and its alignment. Brand identity guarantees that the brand is viewed consistently in a variety of markets. Nonetheless given the increasing competition and changing consumer base the study comes to the conclusion that distribution channel strategy is essential to establishing and preserving Havells product brand identity. Havells has successfully built a strong multi-tiered distribution network that guarantees broad product availability prompt delivery and unified brand messaging in Indias many markets. The companys market penetration customer trust and brand visibility have all been greatly boosted by its solid dealer relationships effective logistics and strategic placement in both retail and online channels. The results demonstrate that Havells brand positioning relies heavily on the interplay between distribution efficiency and brand values like quality dependability and innovation. Havells has established a smooth consumer experience from shelf to service by making sure that its distribution partners are properly trained motivated and in line with its brand promise. Expanding rural coverage resolving channel conflicts and improving digital integration across all channels are areas that could use improvement though. Havells needs to keep coming up with new ideas and modifying its distribution plan as the market changes and consumer demands increase in order to maintain the strength of its brand. The study confirms in general that a distribution channel strategy is effective. Maintaining and improving its brand identity in a dynamic and diverse market is important.



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