



A STUDY ON MARKETING MIX OF HINDUSTAN UNILEVER LIMITED WITH SPECIAL REFERENCE TO SALEM DISTRICT OF TAMIL NADU

Dr. C. Manikanda Muthukumar* V.Deepa**

**Assistant Professor & Research Guide, PG and Research Dept. of Commerce, Govt. Arts College (Autonomous), Salem, India.*

***Part time Ph.D., Scholar and Assistant Professor, Department of Commerce, Jairam Arts and Science College, Salem, India.*

Abstract

Marketing mix is one of the most popular theoretical frameworks in marketing that has been used by companies in order to make marketing and other decisions in the more efficient manner. The purpose of this study is to identify the effectiveness of marketing mix in Hindustan Unilever Limited products and services by grasping the nuances of the four Ps and also establishing the factors which influence more to purchase its products among different people who are living in the areas of urban, semi-urban and rural. It reveals the present changes which are needed to develop the company's growth. This study based on primary and secondary data. It is essential to collect primary data to make sample survey. The study concludes that there is a satisfied response received from the respondents while seeing the market value. In some rural areas there seems a lack behind regarding the awareness of the products. So it is necessary to conduct some campaigns focusing the rural areas in order to increase the usage of HUL products.

Keywords: Marketing Mix, HUL products and brands of HUL.

Introduction

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company having an experience of eighty years in India. It has almost thirty-five brands spanning diverse categories like detergents, soaps, tea, coffee ice-cream soups toothpastes and many more. HUL owns some of India's best brands like Dove, Surf, Bru, Pureit, Lakme, Ponds, Vaseline, Rin, Wheel, Knorr and many more. HUL is a subsidiary of Unilever which has a presence in over a hundred countries all over the world. Marketing mix is one of the most popular theoretical frameworks in marketing that has been used by companies in order to make marketing and other decisions in a more efficient manner. Companies have concentrated on various elements of marketing mix as a source of competitive edge according to the strategy adopted by senior level management in order to achieve long-term aims and objectives. The potential contribution of marketing in terms of obtaining competitive edge has been realised by management of many successful businesses therefore, the attention to this specific area of business practice has become greater than ever before. Accordingly, today most of the concepts associated with marketing such as marketing mix, product life-cycle, PEST and SWOT analysis, Porter's Five forces, Value-Chain analysis and others attract more interest than ever before and these marketing concepts are finding their practical applications among increasing number of businesses. Marketing mix, otherwise known as 4Ps can be highlighted as one of the fundamental concepts in marketing and focuses on four aspects of the business practice such as product, price, promotion and place. The practical application of marketing mix by companies varies according to their size, chosen business strategies, geographical location, competitive edge and a range of other factors.

Statement of the Problem

The use and importance of marketing mix lie in its contribution towards the formation of an effective marketing strategy and its practical implementation. Integrating all the essentials of effective marketing, marketing mix allows to analyse and assess the feasibility and role of the product or service that have to offer, identify appropriate distribution channel for the proper placement of the product, set a suitable price for the value that are offering to the consumers and identify and employ suitable promotional media. Consequently, marketing mix provides you with an all-inclusive and holistic marketing approach and gives direction. One of the most significant aspects of marketing is concerned with effectively conveying to the consumers, to offer to them through the goods or services and highlighting the distinctive features of offered services and products in comparison to that of the competitors. Basically, marketers are required to convey convincing information to the target consumers so that they choose our brand over others'. Marketing mix includes and combines various factors that help the marketers to identify and assess various factors, which will enable to communicate effectively with their target consumers.

Marketing mix guides towards identifying and assessing the diverse aspects of the products or services in relation to their utility for the consumers and their relevance to consumer preferences. Furthermore, marketing mix also provides direction for the selection of a suitable distribution channel, where the target consumers are more likely to look around for offered services or products. It may be any platform, ranging from a retail store to an online shop.



Marketing mix also includes directives for the allocation of a suitable price, which confers with priorities and limitations of the target consumers. It helps in promoting and advertising the products and services effectively.

The purpose of this study is to identify the effectiveness of marketing mix in Hindustan Unilever Limited products and services by grasping the nuances of the four Ps and also establishing the factors which influence more to purchase its products among different people who are living in the areas of urban, semi-urban and rural. It reveals the present changes which are needed to develop the company's growth.

Objectives

- To know the satisfaction level of customers towards HUL products.
- To analyze the effectiveness of product, price, promotion and place.
- To find out, what are the steps taken by Hindustan Unilever Limited to be a market leader.

Methods

This study is based on primary and secondary data. It is essential to collect primary data to make sample survey. A successful and the most popular technique of data collection is through a questionnaire, thus a questionnaire was framed and distributed manually among different people who are residing in the Salem district. The sampling technique used for the study is convenience sampling. The study constitutes 120 respondents of Hindustan Unilever Limited for the analysis.

Analysis and Discussion

Table -1: Socio Economic background of the respondents

Socio economic Background	No. of Respondents (120)	Percentage
Gender		
Male	84	70
Female	36	30
Total	120	100
Age		
Below 20	51	43
20 – 30	47	39
31 – 40	14	11
Above 40	8	7
Total	120	100
Education		
Illiterate	2	2
SSLC	7	6
HSC	28	23
Graduate	83	69
Total	120	100
Occupation		
Business	23	19
Private Services	28	23
Public Services	25	21
Others	44	37
Total	120	100
Income		
Below 10,000	19	16
10,000 – 20,000	46	38



20,001 – 30,000	26	22
Above 30,000	29	24
Total	120	100
Residence		
Urban	89	74
Semi-Urban	19	16
Rural	12	10
Total	120	100

Source: Primary data

The table -1 shows that gender of the respondents in Salem city. 70% of the respondents are male and 30% of the respondents are female. The age of the respondents in Salem city, 43% of the respondents are in the age group of below 20, 39.% of the respondents are in the age group of 20 - 30, 11% of the respondents are in the age group of 31 – 40 and 6% of the respondents are in the age group of above 40. The educational qualification of the respondents in Salem city, 2% of the respondents are illiterate, 6% of the respondents are having SSLC standard, 23% of the respondents are completed HSC and 69% of the respondents are graduates. The occupation of the respondents in Salem city, 19% of the respondents are business people, 23% of the respondents are in private services, 21% of the respondents are in public services and 37% of the respondents come under the category of others. The monthly income of the respondents in Salem city, 16% of the respondents are earning below 10,000, 38% of the respondents are from 10,000 – 20,000, 22% of the respondents are having 20,001 – 30,000 as their monthly income and above 30,000 is earned by 24% of the respondents. The residency of the respondents in Salem city, 74% of the respondents are living in urban areas, 16% of the respondents are residing at semi-urban areas and 10% of the respondents are living in rural places.

Table – 2: Awareness about HUL Brand

Source	No. of Respondents	Percentage
Magazines & Newspapers	37	30.8
Friends & Relatives	16	13.3
Television	39	32.5
Social Media	28	23.3
Total	120	100

Source: Primary data

The above table shows the awareness about HUL brand among 120 respondents in Salem city. 30.8% of the respondents come to know from “Magazines and Newspapers”, 13.3% of the respondents through Friends and Relatives, 32.5% from television and 23.3% of the respondents from social media

Table – 3: Main Reason for the Use OF HUL

Reason	No. of Respondents	Percentage
Product	74	61.7
Price	26	21.7
Place	16	13.3
Promotion	4	3.3
Total	120	100

Source: Primary data

The table 3 shows the main reason for the use of HUL brand in Salem city. 61.7% of the respondents are choosing it for the “Product”, 21.7% of the respondents for its “Price”, 13.3% for its “Place” and 3.3% of the respondents for its “Promotion”. It is concluded that the majority of the respondent selected HUL brand due to its uniqueness in the product.

Generally price is used as a measure of quality. There is HUL belief in the minds of many consumers that high price is an indication of quality. The seller fully capitalizes this consumer belief. Lack of confidence and lack of precise knowledge



compel consumers to rely heavily on the familiar, heavy advertisement and generally high-price goods. Repetitive advertisements tell consumers that advertised brands assure high quality. But consumers rarely give facts and figures or factual evidence to prove higher quality price is no indication of quality. Research on the subject shows that the foreign product design strategy varies with the nature of the product. More standardization is feasible in the case of industrial goods than for consumer goods. Among consumer goods, nondurables require greater customization than durables, these traits are unique to each country; therefore, adaptation becomes significant.

Table – 4: HUL Products – Superior to Others in Quality

Quality	No. of Respondents	Percentage
Yes	92	76.7
No	28	23.3
Total	120	100

Source: Primary data

The above table shows whether the HUL products are superior to the other products in quality. 76.7% of the respondents are saying ‘Yes’ and 23.3% of the respondents are saying ‘No’. HUL has a distribution channel of 6.3 million outlets and owns 35 major Indian brands. Some of its brands include KWALITY WALL’S ice cream, KNORR soups & Meal Makers, LIFEBOUY, LUX, BREEZE, LIRIL, REXONA, HAMAM and MOTI soaps, PUREIT water purifier, LIPTON tea, BROKE BOND tea , BRU coffee, PEPSODENT and CLOSE UP tooth paste and brushes, and SURF, RIN and WHEEL laundry detergents, KISSAN squashes and jams, ANNAPURNA SALT and Atta, POND’S talc’s and creams, VASELINE lotions, FAIR AND LOVELY creams, LAKME beauty products, CLINIC PLUS, CLINIC ALL CLEAR, SUNSILK and DOVE shampoos, VIM dish wash, ALA bleach, DOMEX disinfectant, REXONA, MODERN BREAD, and AXE deosprays. HUL has produced many business leaders for corporate India, one of these. SHRI MANVINDER SINGH BANGA has become a member of UNILIVER’S executive (UEx). HUL is referred to as a ‘CEO factory’ in Indian press for this reason. It’s leadership building potential was recognized when it was ranked 4th in the HEWITT global leadership survey 2007 with only GE, P&G and NOKIA ranking ahead of HUL in the ability to produce leaders with such regularity.

Table – 5: Purchasing or Using At Present

Type	No. of Respondents	Percentage
Food	24	20
Personal Care	37	30.8
Home Care	46	38.3
Water Purifier (Pure It)	13	10.8
Total	120	100

Source: Primary data

The above table shows about the kind of products purchasing or using at present in Salem city. 20% of the respondents prefer the “Food Products”, 30.8% of the respondents prefer “Personal care products”, 38.3% giving preference to “home care products” and 10.8% of the respondents purchasing or using “Water purifier”. Majority of the respondents are using “Home Care products”.

Table – 6: Inspire to go For HUL Products

Specialty	No. of Respondents	Percentage
Availability	46	38.3
Price	20	16.7
Quality	34	28.3
Brand Image	20	16.7
Total	120	100

Source: Primary data

The above table shows how the respondents inspire to go for HUL products. 38.3% of the respondents are getting inspired by the “Availability of the product”, 16.7% of the respondents by its “Price”, 28.3% by its “Quality” and 16.7% of the respondents by the “Brand image”. Majority of the respondents are inspired by “Availability of the products”.



Table – 7: Place of Purchase

Place	No. of Respondents	Percentage
Super Markets	42	35.0
Departmental Stores	37	30.8
Retail Stores	22	18.3
Others	19	15.8
Total	120	100

Source: Primary data

The table 7 shows that the place of purchase in Salem city. 35% of the respondents purchase at “Super Markets”, 30.8% at “Departmental Stores”, 18.3% at “Retail Stores” and 15.8% of the respondents purchasing “At other places”. Majority of the respondents buy at Super Market.

Findings

- The maximum 70% of the respondents are Male and minimum 30% of the respondents are Female
- The maximum 36.7% of the respondents are comes under others category in Occupation and minimum 19.2% of the respondents are Doing business
- The maximum 32.5% of the respondents in Salem city are aware about HUL brand through Television and minimum 13.3% of the respondents are through Friends and relatives
- The maximum 38.3% of the respondents are purchasing Home care products and minimum 10.8% of the respondents are buying Water purifier (Pure It)
- The maximum 38.3% of the respondents are inspired by its Availability and minimum 16.7% of the respondents are by both Price and Brand image

Conclusion

The study of marketing mix of HUL products among Salem city people has been analyzed and given a clear picture about the usage of Hindustan Unilever products from the respondents. The four main products of HUL, food, personal care, home care and water purifier (Pure It), have been taken into consideration. This study provides various factors regarding the preferences given to their products like quality, quantity, variety, availability, advertising and packaging. Based on this analysis the study concluded that there is a satisfied response received from the respondents while seeing the market value. In some rural areas there seems a lack behind regarding the awareness of the products. So it is necessary to conduct some campaigns focusing the rural areas in order to increase the usage of HUL products. If the Hindustan Unilever Limited focuses on rural areas, the company will reach higher position in the market.

Suggestions

The Hindustan Unilever Limited should utilize the social media to encourage the people to take smarter shopping choices. People like to see changes in various factors like convenient packaging, low price, offers and discounts. The company may take it into their consideration. The company can take sufficient efforts to give the present advertisement more impressive. Hindustan Unilever Limited should find a way to promote their sales in online shopping. The company may conduct awareness campaign in rural areas to make people familiar with the products. Food products are comparatively less. More products should be introduced in the food line to promote the economic growth. All kind of customers wants to get satisfied with the upcoming of products in Hindustan Unilever Limited.

References

1. Patterson, G.P. & Ward, T. (2000). Relationship Marketing and Management, Handbook Services Marketing and Management. Sage Publications Inc, 416.
2. Möller, K. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing by E. Constantinides. Journal of Marketing Management, 22(3), 439-450.
3. Kotler, P. (2007). Marketing Management (11th ed.). Prentice Hall International Editions.
4. Möller, K. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing by E. Constantinides. Journal of Marketing Management, 22(3), 439-450.
5. Goi, C. L. (2009). A review of marketing mix: 4Ps or more? International Journal of Marketing Studies, 1(1), 2-15.
6. Kotni VV Devi Prasad (2012), “Prospects and Problems of Indian rural Markets”, Zenith International Journal of Business Economics and management Research. 2 (3):1-5.
7. Kaur Manpreet (2013) “Rural Marketing: A Case Study on Hindustan Unilever Limited”, International Journal of Applied Research and Studies, 2 (6):1-4.
8. Kotler., P., & Armstrong, G. (2014). Principles of Marketing. New Jersey: Pearson.