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## MARKETING STYLE OF HUL PRODUCTS IN VILLUPURAM

**Dr.T.R.Anandhi Associate Professor, PG & Research Department Commerce, Theivanai Ammal College for Women (Autonomous), Villupuram**

**K.Dhurga, B.Dipika, S.Divya dharshini, S.Gayathri (B.Com Computer Application) Theivanai Ammal College for Women (Autonomous) Villupuram**

### ABSTRACT

As one of the strong and healthy companies in the world with many successful brands, Unilever recognized that its product is commonly used for all people worldwide. Supported by the strengths of its eight global brands-Dove, Sun silk, Clear, Pond's, Vaseline, Magnum, Rexona, and Lux. Unilever firstly entered into the foreign market to compete internationally by entering just a few foreign markets. Once successfully introduced its product in several markets, Unilever expands its success brand to many other markets and starting to compete globally. In entering and competing in foreign markets a global strategy used by Unilever is preferable to localized strategies because Unilever can more unify its operations and focus on establishing a brand image that is uniform from country to country. It implies to Unilever's success in building strong character brands. This paper explores the marketing style of Unilever which made it's a most trusted name with high-quality products.

### INTRODUCTION

Hindustan Unilever Limited (HUL) is India's largest fast moving consumer goods company, touching the lives of two out of three Indians with over 20 distinct categories in home & personal care products and food & beverages. They endow the company with a scale of combined volumes of about 4 million tonnes and sales of over Rs. 13,000crores. HUL is also one of the country's largest exporters; it has been recognized as a Golden Super Star Trading House by the Government of India The Anglo-Dutch company Unilever owns a majority stake (52%) in Hindustan Unilever Limited.

HUL was formed in 1933 as Lever Brothers India Limited and came into being in 1956 as Hindustan Lever Limited through a merger of Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd.. It is headquartered in Mumbai, India and has an employee strength of over 15,000 employees and contributes for indirect employment of over 52,000 people. The company was renamed in June 2007 to <sup>3</sup>Hindustan Unilever Limited'.

### MEANING OF MARKETING

Marketing is a management process through which services and products circulate from idea to the customer. It consists of identifying of a product, figuring out demand, selecting its price and choosing distribution channels. It additionally consists of growing and imposing a promotional method incorporating each inbound and outbound marketing.

## CUSTOMER SATISFACTION

Customer Satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “ the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals.

## REVIEW OF LITERATURE

Mr. Jyoti Pradhan, Dr. Devi Prasad Misra (Aug 2015)

Their research work entitled on “The globalization of world economy has increased competition, locally as well as internationally. In Such Competitive milieu organizations needs a distinguish elements that will keep consumers identifying and buying their products- Consumers, typically go through seven major stages when making purchase decision, the consumer apparently dearing in recent items several factors brand loyalty in recent times, attributed to several factor”.

Mrs. A Banumathi&S.MabelLatha rani (2018)

Their research is based on “The Perception towards HUL in particular reference ton Thoothukudi District From the point of view of the customers”. The experiences of the customers are the major source for the study that emphasizes the entry of the number of outlets at an easy reach. In future, the retail outlets and shops are fine-tuned with several facilities to reach the consumers and the internet.

SHARMILA.P (2019)

The research is based on “A Study on Financial Performance Analysis of Hindustan Unilever Limited”. It focused on the short term and long-term Financial position, profitability and trend analysis of the company. The researcher has used secondary data for Her study. The tools used are Ratio analysis and Trend Analysis (liquidity, solvency and profitability ratio). The study shows that the ratio is decreasing with some Fluctuations. The researcher has concluded that the Company has considerable rise in sales and profit Besides some downfall and has a bright FMCG market.

## STATEMENT OF PROBLEM

Individual FMCG products are of small value. But all FMCG products put together account for a significant part of the consumer’s budget. The consumer keeps limited inventory of these products and prefers to purchase them frequently, as and when required. Many of these products are perishable. The consumers spends little time on the purchase decision. The organization must identify the problem that its customers face while using its products and service to solve. It is also necessary to identify the benefits customers seek from using a product or service available in the market.

## OBJECTIVES OF STUDY

To study various brand of HUL

To find the market share of HUL brand and its Competitive brands

To determine the key area of strength and weakness for HUL Brands.

To study various marketing strategies of HUL.

## RESEARCH DESIGN

Research design specifies the methods and procedures for conducting a particular study. A Research Design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure.

**DATA ANALYSIS AND INTERPRETATION****1.Frequency Analysis**

Table1: Frequency analysis on Gender, Age, Educational qualification, Occupation and Monthly Income

S. No	PARTICULARS	FREQUENCY	PERCENTAGE
1	Gender		
	Male	20	40%
	Female	30	60%
2	Age Groups in Years		
	Below 20 years	5	10%
	21-30 Years	20	40%
	31-40Years	10	20%
	41-50 Years	10	20%
	Above 50Years	5	10%
3	Educational Qualification		
	School Education	20	40%
	Diploma	15	30%
	Under Graduate	8	16%
	Post Graduate	5	10%
	Illetrate	2	4%

4	Occupation		
	Government Employee	10	20%
	Private Employee	14	28%
	Self Employed	8	16%
	Housewives	12	24%
	Professional	6	12%
5	Monthly Income		
	Below Rs 10000	10	20%
	Rs. 10,000- 20,000	18	36%
	Rs. 20,000-30, 000	15	30%
	Rs. 30,000-40, 000	12	24%
	Above Rs. 40,000	5	10%

Source: Primary Data

#### INFERENCE:

From the above table 1, it is inferred that, majority 60% of the respondents are female and remaining are Male. 40% of the respondents are in the age group of 21-30 years. 40% of the respondents are having school education. 24% of the respondents are Housewives. 36% of the respondents monthly income are Rs. 10,000 - Rs. 30,000.

**TABLE 2: FREQUENCY ANALYSIS-CUSTOMER SATISFACTION**

S. NO	PARTICULARS	FREQUENCY	PERCENTAGE
1.	Preferable Brand of HUL		
	Soap	30	30%
	Paste	10	10%

	Shampoo	40	40%
	Ice - cream	15	15%
	Cosmetics	5	5%
2	Kilograms		
	500gm	50	50%
	750gm	30	30%
	1000gm	10	10%
	1250gm	10	10%
3	Rating		
	Very expensive	10	10%
	Expensive	20	20%
	Moderate	40	40%
	Cheaper	25	25%
	Very cheaper	5	5%

## CONCLUSION

HUL is largest fast-moving consumer goods in India. And on any day, nine out of ten Indian consumers use HUL products which give us unique and bright opportunity to have better future. Every day, HUL continuously improve the product quality to fulfill the objective and increase the productivity for the growth of organization and make the best out of it. Has high brand visibility HUL has consumer goods in more than twenty categories. HUL has high brand awareness by endorsing celebrities for advertising of the products. Also, it has high market share in all the product and high market penetration in all product categories. HUL has taken a significant step toward encouraging sustainability by inventing vending machines and smart fill machines for home and personal care goods, which produce a significant amount of plastic. Long-term goals are likewise prioritised, as are commitment and fresh ideas.

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