

STUDY ON THE MARKETING STRATEGY OF HINDUSTANUNILEVER LIMITED

Project Report

Submitted by

GAYATHRI A (Reg.No.AB21COM059)

LENA JACOB (Reg.No.AB21COM060)

MERIN MARY DAS (Reg.No.AB21COM061)

Under the guidance of

BONITA CLARA DSOUZA

*In partial fulfillment of requirements for the award of
the degree of Bachelor of Commerce*



ST.TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A ++' Level (Fourth Cycle)

**Affiliated to
MAHATMA GANDHI UNIVERSITY**

**Kottayam-686560
March 2024**



ST.TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A++' Level (Fourth Cycle)




CERTIFICATE

This is to certify that the project report titled **"STUDY ON THE MARKETING STRATEGY OF HINDUSTAN UNILEVER LIMITED"** submitted by **GAYATHRI A, LENA JACOB, and MERIN MARY DAS** towards partial fulfillment of the requirements for the award of the degree of **Bachelor of Commerce** is a record of bonafide work carried out by them during the academic year 2021-2024.

Supervising Guide


BONITA CLARA DSOUZA

Head of the Department


Ms. ELIZEBETH RINI K F

Assistant Professor

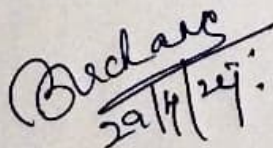
Dept. of Commerce

Place: Ernakulam

Date: 25/04/2024

Assistant Professor

Dept. of Commerce


Bechans
29/4/24



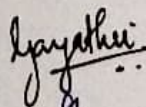
DECLARATION

We, **GAYATHRI A., LENA JACOB, and MERIN MARY DAS**, hereby declare that this dissertation entitled **STUDY ON THE MARKETING STRATEGY OF HINDUSTAN UNILEVER LIMITED** has been prepared by us under the guidance of **Ms. BONITA CLARA DSOUZA**, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

We also declare that this dissertation has not been submitted by us fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: **ERNAKULAM**

Date: **25/04/2024**



GAYATHRI A



LENA JACOB



MERIN MARY DAS

ACKNOWLEDGMENT

We wish to acknowledge all those who helped us in completing our project on the topic **“STUDY ON THE MARKETING STRATEGY OF HINDUSTAN UNILEVER LIMITED”**.

First of all, we thank God Almighty for his blessings showered upon us in the conduct of the project study. We are also greatly indebted to Bonita Clara Dsouza, St. Teresa’s College, Ernakulam for her guidance, monitoring, and constant encouragement throughout this study.

We express our sincere thanks to the Provincial Superior and Manager Rev. Dr. Sr. Vinitha, Director Rev. Sr. Emeline, Principal Dr. Alphonsa Vijaya Joseph, and to Ms. Elizebeth Rini K F, Head of the Department of Commerce and all other faculties of the Department of Commerce, St. Teresa’s College, for their support and valuable suggestions.

We would like to express our thanks to all colleagues who were associated with this study for their sincere contributions towards the successful completion of the project.

Lastly, we extend heartfelt thanks to our family for their constant encouragement without which this project would not be possible.

GAYATHRI A

LENA JACOB

MERIN MARY DAS

TABLE OF CONTENTS

SL.NO	Particulars	Page Number
1	List of Tables	
2	List of Figures	
3	Chapter 1- Introduction	1-5
4	Chapter 2- Literature Review	6-13
5	Chapter 3- Theoretical Framework	14-38
7	Chapter 4- Data analysis and interpretation	39-56
8	Chapter 5- Findings, Recommendations and Conclusion	57-59
9	Bibliography	60-61

LIST OF TABLES

Table No.	Particulars	Page Number
5.1	The gender of the respondents	40
5.2	Age of the respondent's Gender of the respondents	41
5.3	Educational qualification of respondents	42
5.4	Occupation of the respondents	43
5.5	Familiarity with HUL products	44
5.6	Awareness about the following Brands/Products	45
5.7	Frequency of using HUL products	46
5.8	Rating of HUL products	47
5.9	Influences to buy HUL products	48
5.10	Likeness to buy HUL products	49
5.11	Effectiveness of HUL's Personal Care products in meeting one's needs	50
5.12	Environmental impact of the homecare product	51
5.13	Considering health factors when purchasing HUL's food products	52
5.14	The overall quality of HUL products	53
5.15	Level of trust in HUL as a brand	54
5.16	Comparison of pricing with similar products in the market	55
5.17	Recommend HUL products to friends and family	56

LIST OF FIGURES

FigureNo.	Particulars	Page Number
5.1	Gender of the respondents	40
5.2	Age of the respondent's	41
5.3	Educational qualification of respondents	42
5.4	Occupation of the respondents	43
5.5	Familiarity with HUL products	44
5.6	Awareness about the following Brands/Products	45
5.7	Frequency of using HUL products	46
5.8	Rating of HUL products	47
5.9	Influences to buy HUL products	48
5.10	Likeness to buy HUL products	49
5.11	Effectiveness of HUL's Personal Care products in meeting one's needs	50
5.12	Environmental impact of the homecare product	51
5.13	Considering health factors when purchasing HUL's food products	52
5.14	The overall quality of HUL products	53
5.15	Level of trust in HUL as a brand	54
5.16	Comparison of pricing with similar products in the market	55
5.17	Recommend HUL products to friends and family	56

CHAPTER 1 - INTRODUCTION

1.1 Introduction

Hindustan Unilever Limited (HUL), a leading fast-moving consumer goods (FMCG) company in India, is renowned for its robust marketing strategy. This strategy plays a pivotal role in establishing and maintaining brand recognition, driving sales, and achieving a competitive edge in the Indian market.

Just like an investment strategy guides financial decisions, HUL's marketing strategy serves as a roadmap for its marketing activities. It outlines the company's approach to understanding consumer needs, promoting its diverse product portfolio, and building brand loyalty.

This section delves into the core elements of HUL's marketing strategy, exploring its focus on product development, pricing strategy, distribution channels, and promotional activities. We'll examine how HUL leverages these elements to navigate the dynamic Indian market landscape and achieve sustainable growth. Hindustan Unilever Limited (HUL), a household name in India, has reigned supreme in the FMCG (Fast Moving Consumer Goods) sector for decades. Their success story is intricately woven with a meticulously crafted marketing strategy. This project delves into the core elements that power HUL's marketing juggernaut. We'll dissect their approach across various dimensions, analyzing how they target diverse audiences, leverage a powerful brand portfolio, and navigate the ever-evolving marketing landscape.

By exploring HUL's marketing tactics, we can gain valuable insights into consumer behavior in the Indian market and identify the key principles that contribute to sustained brand dominance. This project aims to not only shed light on HUL's strategies but also offer valuable takeaways applicable to a broader marketing context.

1.2 OBJECTIVE OF STUDY

- The main objective of this project is to find, out what steps Hindustan Unilever Ltd. istaking to be a market leader and to differentiate itself from its competitors.
- To find what steps the company is utilizing to find current trends in the market.
- To study various brands of HUL
- To find the market share of the HUL brands and its competitive brands.
- To determine the key areas of strength and weakness for HUL brands to develop apromotion plan for brand communication of the HUL
- To study various marketing strategies of HUL.

1.3 SIGNIFICANCE

Branding plays a crucial role in the marketing of Unilever products by creating a distinct identity and fostering consumer trust. This research work has significance for both the companies and their consumers it affords the searcher an insight into the role it could play in any firm.

1.4 SCOPE

This study will focus exclusively on Unilever's branding strategies and their influence on the company's marketing efforts and overall performance. The research will consider branding's impact on competitiveness, consumer loyalty, and financial indicators.

1.5 METHODOLOGY

There is a large number of FMCG companies in the market, to find the defining strategies used, and the methodology used in the survey method.

1.5.1 COLLECTION OF DATA

For this research study, primary data as well as secondary data were collected. Primary Data has been collected through personal contact. This questionnaire was considered by the consumers. Secondary data has been collected from magazines, newspapers, company literature, and websites.

1.5.2 SAMPLING DESIGN

- Sampling technique: A convenient sampling technique issued for collecting data.
- Area of study: Ernakulam
- Sample size: 103 samples

1.5.3 TOOLS OF ANALYSIS

Analyzing codes for each question were awarded. Thereafter which written and then analyzed.

1.6 LIMITATIONS

- Due to constrain of time only a few people were selected for the study. So the sample of consumers was not enough to generalize the findings of the study.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the facts.

1.7 CHAPTERISATION

Chapter 1- Introduction

This chapter contains a brief introduction of the topic, its scope and significance, problem statement, methodology, limitations, keywords, and characterization of the study.

Chapter 2- Review of Literature

This chapter deals with a review of the literature which includes previous similar studies conducted on the topic “**STUDY ON THE MARKETING STRATEGY OF HUL**”.

Chapter 3- Theoretical Framework

This chapter deals with theoretical frameworks. It collects and compiles information relating to the topic.

Chapter 4 Company Profile

This chapter consists of the details regarding the HINDUSTAN UNILIVER LIMITED.

Chapter 5- Data Analysis and Interpretation

In this chapter, collected data is analyzed and interpreted based on the relevant statistical tools.

Chapter 6- Summary, Findings and Recommendations

This chapter shows the summary of the study, findings, recommendations, and conclusion.

CHAPTER 2 – LITERATURE REVIEW

- **Shailashri V.T – 2019**, Hindustan Unilever Limited is a prominent manufacturer of consumer goods that move quickly. HUL plays a critical role in providing rural consumers with the necessary products they require. The first business to reach rural consumers and create a demand for mass-market items in rural areas was HUL. The organization has done an excellent job of reaching rural clients despite several challenges brought on by a lack of infrastructure and communication options. HUL started the Shakthi Project, a fantastic effort that focused on both customer happiness and the development of the rural community, especially women, as one of its many programs and ways to reach out to rural clients.

This project has improved living conditions and provided financial security for rural households by encouraging more women to work for themselves. Since the project's implementation needed more work than previous projects, it was initially a difficult challenge for the organization. It covered the price of educating and equipping women with the necessary skills to promote and sell the goods. The firm gained the trust of the rural population and started to satisfy their needs, improve living conditions, and contribute to the progress of society— despite the challenges encountered in putting its creative concept and support operations into action. Methodology: Secondary sources provided the data for this investigation. Secondary sources provided the data used in the study. The primary information source is the company's website, which offers comprehensive details on its performance and activities from its founding. Publications such as periodicals, newspapers, research papers, and published articles are additional sources of knowledge. Based on the gathered data, a SWOT analysis is conducted. Results: An examination of HUL's Shakthi project reveals the company's varied participation in several noteworthy initiatives that assist society and the rural populace. It also showcases the company's numerous CSR programs, job possibilities, women's empowerment, and self-sufficiency efforts. Originality/value: The Shakthi initiative, launched by HUL to promote mass-market items in rural marketplaces, is highlighted in this paper along with the advantages of the company's project for the rural populace. Based on the data gathered, some interpretations, observations, findings, and recommendations have been provided.

- **Thara S. Shetty – 2022**, The term "corporate social responsibility" (CSR) has several meanings and applications. The way it is interpreted and applied varies widely depending on the business and nation. Additionally, CSR is an extremely broad idea that covers a wide range of subjects, including working conditions, environmental effects, corporate governance, health and safety, and human rights. Regardless of definition, corporate social responsibility (CSR) aims to promote sustainable change. Nowadays, business strategy is considered to be incomplete without corporate social responsibility, or CSR. The primary goal of the research is to evaluate Hindustan Unilever Limited's (HUL) corporate social responsibility (CSR) initiatives. An empirical and analytical investigation was conducted, and the corporate official websites of the participating companies were examined. The areas of women's empowerment, self-employment, environmental protection, and health hygiene were shown to be the most favored CSR activities. The task facing businesses is to devise a robust and creative corporate social responsibility (CSR) plan that will satisfy the needs of all stakeholders and yield excellent results in the social, environmental, and ethical domains.
- **Jayakrishnan S – 2021**, Under the heading "The Downfall of the Fairness Era: Road Ahead for HUL's Dove and Fair & Lovely," this assessment will examine how the Indian beauty market is evolving and what effect fairness creams will have on Hindustan Unilever Limited (HUL). The "fairness era" and its fall will be examined, along with the potential and challenges HUL faces in marketing its brands, Dove and Fair & Lovely (now Glow & Lovely). Johnson & Johnson's departure: When J&J decided to stop selling fairness creams worldwide in 2020, it set off a chain reaction that put pressure on other businesses, including HUL.

Fair and Lovely's task: Fair & Lovely, the leading fairness brand of HUL, may not survive in the long run because of its troublesome advertising and possibility. Dove's potential: In the changing market, HUL's Dove brand, which is renowned for its message of inclusivity and varied beauty standards, has promise.
- **HUL's water saver - 2019**, A useful invention for a water-scarce nation like India, where over 100 million people experience daily water shortages, is the Magic Water Saver. Approximately 57% of these individuals are members of lower

socioeconomic classes(SEC). Since these customers' water sources are frequently outside of their residences, acquiring water requires extra work and money. This new HUL product appeals to people's common sense of conserving water. Our goal in this project is to examine how the market views HUL's "Magic Water Saver." We have attempted to examine client feedback regarding water-saving laundry detergents through this study.

Water scarcity is a problem that everyone knows about, so we wanted to see if people would be willing to pay more to support the cause of water conservation. Personal consumer surveys will be part of the initiative. Direct interviews with respondents will be used to gather primary data, and a questionnaire will be used as a research tool. The company's network spans the entirety of India. Nearly every state has access to the network. Ultimately, the study's findings confirm that the greatest way to both keep current clients and grow the company into new markets is to prioritize keeping them happy.

- **Kushagra Pal – 2019**, The goal of the current study is to determine how advertisements affect customer behavior. The effectiveness of commercials was assessed using a self-explanatory questionnaire. the sample comprised customers living in the revenue divisions of Tirupati and Srikalahasti, both male and female. The questions were directed towards HUL FMCG commercials and how they affect customers' purchasing decisions. Frequency and percentage analyses were utilized to formulate the results, which were then tabulated and presented using chi-square. The findings showed that advertisements influence people to purchase a product at least once in their lives. Consumers were more persuaded by the commercial's personality than by the keyword or caption. The findings also showed that, in contrast to other sources of information (friends, neighbors, and reference groups), consumers saw advertisements as trustworthy sources of information. Any income group can be impacted by advertisements, however, repeating ads and selling pricey products did not change consumers' inclinations to make purchases. The attraction and personality of the particular brand commercials had an impact on consumers.

- **“Dr. Gaurav Sureshrao Jayde – 2019,** This study aims to determine the most significant marketing mix component by which consumer behavior influences food brands in the Amravati area, as well as the link between customer buying behavior and the purchase of HUL food brand items. Questionnaires were used to collect data for the present topic. Based on the poll 450 respondents were selected by the researcher from around the Amravati district. It also assesses the challenge of marketing mix planning in competitive, changing marketplaces. This survey provides answers to queries such as what customers buy in addition to focusing on their needs and desires, habits, tastes, and likes and dislikes. Why do people purchase? Where do they purchase? The issue of the "Current Standing of the 4P's Marketing Mix framework as the dominant marketing management" is assessed by Parasuraman, Berry, and Zeithaml (1990). The author of this study paints a realistic picture of the state of the long-running controversy on the applicability of the 4Ps of marketing mix today and marketing management in the future. According to the report, the new ideas that have been put out should effectively address the changing marketing landscape. According to Dr. Sukhmani D. (2011), "Role of Promotion Mix in Influencing Rural Consumers," changes in lifestyle, rising incomes, and an emphasis on value are driving up the growth of various product categories in rural areas. This was found in the International Journal of Business & Information Technology, Volume 1, No1, June, 110–118. signs of increased discretionary income and there seems to be a noticeable change in the rural sector's consumption priorities that is benefiting the FMCG organizations. However, to succeed, businesses must create business models and marketing mix tactics that take into account the altered conditions seen in India's rural marketplaces.

In his study, Kulkarni, Dr. Hundal B. (2011), "Role of Promotion Mix in Influencing Rural Consumers," International Journal of Business & Information Technology, Vol. 1, No. 1, June 2011, pp. 110–118, concluded that, despite all of the obstacles, the Indian rural market is both intriguing and tough. There is a tonne of promises. These marketplaces provide great potential as well as flaws, which marketers could take advantage of. The saying "Markets are created, not born" is well recognized. Effective exploitation of the resulting market is necessary.

The research "Customer loyalty, satisfaction, and marketing mix: Empirical evidence

from infant formula industry" was conducted by KhooKhayHooi (2012). The primary goal of the author's research was to ascertain whether customer happiness, the marketing mix, and loyalty are connected. The statistical methods of Pearson correlation, multiple regression analysis, and reliability analysis are used in this work. Ultimately, the research found that consumer happiness and the businesses' marketing mix components were favorably connected with patron loyalty.

In 2012, Wang Aimin and Sumayya Begum conducted research titled "Examining the Effect of components of the marketing mix on visitor pleasure. This study's primary goal is to investigate how marketing mix components affect visitor satisfaction by using regression and correlation analysis as statistical methods. Additionally, the study shows that six of the seven components of the marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—have a positive relationship with visitor satisfaction; nevertheless, visitors do not find the price that the government has set to be sufficient.

●**Ishu Chauhan – 2018**, The largest fast-moving consumer goods firm in India, Hindustan Unilever Limited (HUL), was a subsidiary of Unilever and had a net profit of 21 billion rupees in 2008 on sales of 163 billion rupees. HUL's revenues increased by a CAGR of 4.96% and its net profits by 7% between 1999 and 2008, despite the company recording CAGRs of 22% and 32% in the 1990s. HUL was forced to make adjustments to its people management strategy and practices to achieve its goals for organizational growth and profitability during the 2001–2004 era of stagnated sales and an increasingly volatile consumer market in India. The example outlines HUL's marketing and human resources strategies from 1999 to 2008. To meet HUL's goals, participants must evaluate the effects of the various change efforts that have been implemented and make recommendations for potential adjustments to HR policies and procedures. This case was not intended to represent an example of an effective or poor management style; rather, it was developed for inclusion in Sage Business Cases largely as a basis for classroom debate or independent study. Nothing in this article should be interpreted as endorsing anything. This case may only be used for academic, instructional, or private reasons within your university; it may not be shared with other academic institutions or utilized for any other kind of profit-making.

- **M. Mary Suthanthira Malar – 2017**, PRODUCTS concerning COLGATE AND COCA-COLA: International and global advertising strategies are very dissimilar. Although they appear to be comparable, understanding their differences is necessary if one wishes to grow. All of the businesses use a distinctive and effective advertising strategy to draw in clients. Only due to the company's distinctive approach did they have the greatest share capital and can thus survive in the market. To maintain stability and longevity in the market, the corporation must encourage customers to purchase just its items. To do this, the business should include offers, gift cards, coupons, and freebies with the merchandise. The study aids in determining the company's domestic and international strategy. To do this, the business should include discounts, coupons, gift cards, and complimentary items with the merchandise. The study aids in determining the company's domestic and international strategy. The study only looks at international advertising tactics used by FMCG brands like Coca-Cola and Colgate.
- **Kureshi Sonal – 2017**, "Saving Lives through Lifebuoy's 'Help a Child Reach 5' Campaign" details the initiative's beginnings and results. It talks about a social marketing campaign that Hindustan Unilever launched to combat the serious problem of child abuse. They used the straightforward action of hand washing to find an affordable solution to the issue. To do this, the firm collaborated with several international organizations in addition to rural communities. Millions of people's health was guaranteed, and Lifebuoy benefited from the campaign model's structure which strengthened the company's stance as a socially responsible brand and enhanced its image. The case first focuses on the factors that led the organization to start this project and then goes on to develop, market, and maintain a brand over time. The case study primarily centers on the obstacles and rivalries that the organization encountered while striving to accomplish its goals. The case study delves deeper into the campaign's results and the insights gained.
- **Priti Jeevan – 2017**, In today's organizations, environmental concerns and the social effects of business are always major issues. Due to pressure from a variety of stakeholders, the most notable of whom are the customers, this tendency has

accelerated in recent years. Businesses must be aware of ethical and social concerns that have an impact on their operations. This is not only for the immediate goal of making money; it's also for the long-term survival of the company. Therefore, rather than concentrating just on sales, profitability, or market share, we must adopt a triple-bottom-line strategy. The performance of the company and corporate responsibility initiatives are directly correlated. Businesses should reevaluate the social and economic effects of their marketing methods to get ready for sustainable marketing. Three levels should be prioritized: profit, planet, and people. The main concerns in sustainability and HUL's selected tactics will be examined in this paper, which is titled "A Study on Marketing and Sustainability - A Case Study Approach concerning Hindustan Unilever Ltd." The expansion and development of HUL has mirrored the needs and development of India. Whether it was for a national cause, innovative efforts towards integrated rural development, manufacturing projects, or their leadership and skills development programs, the corporation has always been by the nation's side. The company feels that all stakeholders and individuals should be positively impacted by its brands and activities. To realize its goal of doubling its company size while lowering its environmental effect and boosting its positive social impact, HUL created the Sustainable Living Plan. Secondary data are used in the research to obtain information.

Based on the results gathered, conclusions were made and judgments about the stated objectives were made. This paper's main goal is to start a conversation among marketers and to be utilized in discussions with stakeholders.

- **H.M. Jha 'Bidyarthi'; Mayur A. Dande; Pavan M. Kuchar; Satya Mohan Mishra – 2013,** Beginning in December 2009, the multinational giants HUL and P&G were engaged in a proxy war between their detergent brands, Tide and Rin. This war had many fronts, including non-price-to-price wars, brand wars, legal battles, wars involving unethical behavior, violations of the Advertising Standards Council of India (ASCI) regulations, open wars, denigration and outwitting of one another, and more. It was also conducted in a manner akin to "guerrilla marketing." Even while these kinds of battles are common in Indian marketing, Rin vs. Tide is one of the few instances where a brand has taken on its rival directly. The legal system's involvement

has temporarily stopped this battle and prevented the parties from waging war while they wait for the outcome, but the detergent episode has made the application strategy of side-by-side advertising more critically examined. In the future, the large Indian market may see unheard-of shifts in the way companies from various industries compete for market share. The struggle between the two results in the development of a desperation-driven strategy that is optimized by the time of its use. The tidy strategy has an additional twist as a result of consumer participation through complaints to ASCI, which might make consumers distrustful of the companies.

- **Prof. S. K. Baral – 2012,** The corporate sector is currently expanding rapidly in rural areas to establish private hospitals, schools, and distribution networks as well as retail locations. These require a competent labor force, while rural regions lack trained labor. Some structured rural retail chains have drawn personnel from metropolitan areas, but because there are inadequate medical and educational resources for them and their families, employee retention rates are extremely low. Nearly 70% of Indians reside in rural regions, the majority of which are "hard to reach" and have limited commercial potential. Therefore, it is quite difficult to reach them using the traditional distribution method. To address these problems and realize the enormous potential of rural markets that have hitherto been overlooked, new marketing strategies may be needed. Project Shakti was designed to reach this market by Dustan Unilever Limited (HUL). Beginning in 2001, the project created a network of 45,000 Shakti Entrepreneurs, touching three million homes in over a lakh villages spread over fifteen states. In addition to being essential in breaking into rural India, the approach raised awareness of the possibilities for commercial opportunities in Indian communities. The company's ability to recognize a fresh business opportunity in rural India and execute it flawlessly earned it the status of a case study for entrants into the industry. This article delves deeply into the evolution and longevity of HUL's distinctive marketing approach, "Shakti Entrepreneur," throughout time.

CHAPTER 3 – THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 Marketing

The term "marketing" describes the actions a business takes to encourage the purchase or sale of a good or service. Selling, distributing, and advertising goods to customers or other companies are all included in marketing. Affiliates market a corporation on its behalf in certain situations.

As a discipline, marketing encompasses all the activities a business does to attract and retain clients. Writing thank you notes, going to golf with possible customers, promptly responding to calls and emails, and getting together for coffee or dinner with clients are all examples of networking with former or future clients who are part of the profession.

Marketing's most fundamental goal is to connect a business's goods and services with consumers who are interested in using them. In the end, profitability is guaranteed by matching items to customers.

Marketing includes research, targeting, communications (advertising and direct mail), and often public relations. Marketing is to sales as plowing is to planting for a farmer—it prepares an audience to receive a direct sales pitch. **Mary Ellen Bianco** – Director Marketing & Communications, Getzler Henrich & Associates LLC.

3.2 Marketing mix

The marketing mix is a framework used in traditional marketing to define the key aspects of bringing a product or service to market. While projects aren't typically "sold" in the same way, the marketing mix can still be a valuable tool for **communicating your project's value, gaining stakeholder buy-in, and ensuring successful execution**

What role does the marketing mix play?

Every component of the marketing mix affects the others. When done correctly, they comprise a company's business strategy and may lead to significant success. However, if done incorrectly, it may take years for the company to recover. A great deal of comprehension, market research, and interaction with a wide range of stakeholders—from users to trade to manufacturing—are required for the marketing mix

3.3 ANALYSING THE 4'S OF HINDUSTAN UNILEVER LIMITED

The 4 Ps have their roots in the latter part of the 1940s. The initial recorded reference to a mix has been credited to James Culliton, a Harvard University marketing professor. Mixers of components' is how Culliton refers to marketers in his 1948 paper The Management of Marketing Costs. A few years later, Professor Neil Borden, a colleague of Culliton's, wrote a retrospective piece tracing the origins of the marketing mix. In it, he claims to have been influenced by Culliton's notion of "mixers" and takes credit for popularising the idea.

Borden said that starting in the late 1940s, he routinely used the term "marketing mix." Many theorists demanded an updated and enlarged framework in the 1980s, arguing that service marketers would benefit from it more. At the first AMA Conference on Services Marketing in the early 1980s, the idea of changing or adding to the marketing mix for services was a hot topic of debate. This idea was based on prior theoretical research that highlighted several significant issues and constraints with the 4 Ps model. When considered as a whole, the papers from that conference show that marketers of services were considering a change to the standard marketing mix. This was because they recognized that services differed fundamentally from products and hence needed new tactics and instruments. Booms and Bitner presented a 7 Ps model in 1981, comprising the original 4 Ps plus people, process, and physical evidence, as being more applicable for services marketing.

Leading consumer products firm Hindustan Unilever Limited (HUL) in India uses a smart marketing mix to reach a variety of customers and establish their brand. Now let's examine HUL's marketing plan using the 4 Ps framework:

3.3.1 Product:

Breadth: HUL has a large product range that covers several categories, such as:

Home care: The industry is dominated by well-known brands such as Wheel, Vim, and Surf. Personal care: Well-known brands of cosmetics and toiletries include Lakme, Fair & Lovely, and Dove.

Food and drink: Companies including Lipton, Bru, Knorr, and Kwality Wall provide products that suit a variety of dietary requirements and tastes. Pureit water purifiers are designed to meet India's rising need for clean drinking water.

Analyzing HUL's Products through the Marketing Mix Lens:

1. The Actual Offering:

HUL doesn't offer a single product but a **diverse portfolio** spanning various categories, including:

- **Home care:** Popular brands like Surf (detergent), Vim (dishwasher), and Wheel (detergent) dominate the market.
- **Personal care:** Dove (beauty products), Fair & Lovely (skin lightening), and Lakme (cosmetics) are household names in India.
- **Food & beverages:** Lipton (tea), Bru (coffee), Knorr (soups & seasonings), and KwalityWall's (ice cream) cater to various dietary needs.
- **Water purifiers:** Pureit water purifiers address the growing concern for clean drinking water.

2. Features and Benefits:

HUL's products offer a range of **features and benefits** depending on the specific category and brand:

- **Cleaning products:** Effective cleaning, stain removal, long-lasting fragrance, gentle on hands, eco-friendly options.
- **Personal care products:** Nourishing ingredients, improved skin/hair health, enhanced appearance, confidence boost, diverse options for different skin/hair types.
- **Food & beverages:** Great taste, convenience, affordability, healthy options, variety of flavors,
- **Water purifiers:** Removes impurities, provides clean drinking water, protects from waterborne diseases, and promotes good health.

3. Quality:

HUL prioritizes **consistent quality** across its product range. They have established **quality control measures** to ensure their products meet strict safety and performance standards.

HUL also invests in **research and development** to continuously improve product quality and introduce innovative features.

4. Branding and Packaging:

HUL adopts a **strategic branding and packaging approach** for each category and brand:

- **Strong brand recognition:** Many HUL brands, like Dove and Lifebuoy, are **householdnames** in India with established brand recognition and trust.
- **Distinctive packaging:** Each brand utilizes **unique packaging designs and color schemes** to stand out on shelves and resonate with their target audience.
- **Clear communication:** Packaging provides clear information about the product's features, benefits, and usage instructions.
- **Emotional connection:** HUL's packaging and advertising often aim to connect with consumers on an emotional level, highlighting the positive feelings and experiences associated with using their products.

Overall, HUL's diverse product portfolio, focus on features and benefits, commitment to quality, and strategic branding and packaging contribute to its success in the Indian market.

3.3.2 Price:

Value-based pricing: HUL bases its pricing decisions on providing customers with perceived value in exchange for their money. This serves India's many economic areas.

Competitive pricing: To maintain its position in the market, HUL keeps a careful eye on the prices of its rivals and modifies its prices appropriately. Price difference refers to the strategic pricing of several product lines within categories, taking into account the target demographic and brand positioning.

Analyzing HUL's Pricing Strategy through the Marketing Mix Lens:

1. Cost to Produce:

HUL constantly strives to optimize its production processes to minimize costs while maintaining product quality. This includes:

- **Economies of scale:** HUL's large production volumes allow them to negotiate better deals with raw material suppliers and leverage economies of scale to reduce per-unit costs.
- **Efficient supply chain management:** HUL has a robust supply chain network that helps them minimize logistical costs and optimize inventory management.
- **Innovation in packaging:** HUL innovates in packaging materials and designs to reduce costs without compromising product quality or functionality.

2. Pricing Strategy:

HUL adopts a **value-based pricing strategy**, focusing on offering **perceived value** for the price paid. This caters to the diverse economic segments in India, where price sensitivity is high:

- **Competitive pricing:** HUL closely monitors competitor pricing and adjusts its pricing accordingly to remain competitive in the market. This approach ensures they offer a compelling value proposition to customers while maintaining profitability.
- **Price differentiation:** Different product lines within categories are strategically priced. For example, Dove products may have a premium price positioning compared to Pears, another HUL brand within the same category, targeting different customer segments with varying price expectations.

3. Discounts and Promotions:

HUL frequently implements **sales promotions and discounts** to:

- **Boost sales:** This is particularly relevant during festive seasons or to clear out inventory.
- **Attract new customers:** Introductory offers or discounts can entice new customers to try HUL products.
- **Reward loyal customers:** Loyalty programs and reward points can incentivize repeat purchases and build customer loyalty.

4. Value Proposition:

HUL's value proposition revolves around offering **quality products at an affordable price**. They aim to deliver **functional benefits**, like cleaning power or skin nourishment, at a price point that is accessible to a large segment of the Indian population. Additionally, HUL increasingly emphasizes **non-functional benefits** like sustainability or social responsibility in their value proposition, resonating with environmentally conscious and socially responsible consumers.

Overall, HUL's pricing strategy balances cost considerations, competitor pricing, and value perception to ensure its products remain accessible and attractive to a wide range of consumers in the Indian market.

3.3.3 Place:

Widespread product availability is ensured by HUL's extensive distribution network, which reaches over 80 million retail locations throughout India.

Direct and indirect channels: HUL efficiently reaches customers through both direct (company-owned stores) and indirect (wholesalers and retailers) channels.

Emphasis on rural markets: HUL actively broadens its distribution network to reach consumers in rural areas since it acknowledges the significance of these markets.

HUL's Place Strategy: A Deep Dive into Distribution, Inventory Management, and Logistics:

1. Distribution Channels:

HUL boasts one of the most extensive **distribution networks** in India, reaching over **80 million retail outlets** across the country. This ensures widespread product availability and accessibility for consumers. Here's how they achieve this:

- **Direct sales:** HUL operates a network of **distributor-owned, company-controlled (DOCC)** stores in urban areas, allowing direct control over product placement and promotion.
- **Indirect channels:** HUL utilizes a network of **wholesalers and retailers**, which cater to various market segments, from supermarkets to small Kirana stores in rural areas.
- **E-commerce:** HUL actively leverages **online marketplaces** like Amazon and Flipkart to reach an increasingly tech-savvy consumer base and cater to changing shopping habits.

2. Inventory Management:

HUL employs efficient **inventory management techniques** to ensure:

- **Product availability:** They maintain sufficient stock levels to meet anticipated demand, preventing stockouts and lost sales opportunities.
- **Reduced costs:** They avoid overstocking to minimize storage costs and the risk of product obsolescence.
- **Demand forecasting:** HUL utilizes **data analytics and sales forecasting techniques** to predict demand patterns and adjust inventory levels accordingly.
- **Collaboration with partners:** HUL works closely with its **distributors and retailers** to share demand data and optimize inventory management throughout the supply chain.

3. Logistics:

HUL has invested significantly in its **logistics infrastructure** to ensure efficient product movement from factories to retailers:

- **Warehousing network:** HUL operates a network of strategically located warehouses across India, enabling efficient product distribution to different regions.
- **Transportation:** HUL utilizes different **transportation modes** depending on the distance, cost, and urgency of delivery. This includes trucks, railways, and even third-party logistics providers for specific needs.
- **Route optimization:** HUL utilizes route optimization software to plan efficient delivery routes, minimizing transportation costs and fuel consumption.

Overall, HUL's robust distribution network, efficient inventory management practices, and well-developed logistics infrastructure ensure their products are readily available to consumers across diverse geographical locations and market segments in India. This contributes significantly to their market success and brand presence.

3.3.4 Promotion:

HUL's Promotional Prowess: A Breakdown of Their Marketing Mix Strategies

1. Advertising:

HUL utilizes a **multi-channel advertising strategy** to reach diverse audiences across India:

- **Television advertising:** HUL heavily relies on **television commercials (TVCs)**, particularly during prime time, to reach a large and widespread audience across various regions. These commercials often use emotional storytelling, humor, or celebrity endorsements to connect with viewers and convey the brand's message.
- **Digital advertising:** HUL is actively involved in **digital advertising**, utilizing social media platforms, search engine marketing, and online video advertising to reach tech-savvy consumers and target specific demographics.
- **Print advertising:** HUL strategically uses **print media** like newspapers and magazines to reach specific target audiences and complement other promotional efforts.

2. Public Relations (PR):

HUL actively engages in **PR activities** to:

- **Secure positive media coverage:** They cultivate relationships with journalists and influencers to generate positive media coverage and build brand awareness.
- **Promote social responsibility:** HUL highlights its commitment to sustainability and social responsibility initiatives through PR campaigns, resonating with environmentally conscious consumers and aligning with its brand values.
- **Crisis management:** HUL utilizes PR strategies to manage any potential negative publicity or crises effectively, minimizing reputational damage.

3. Sales Promotions:

HUL frequently implements **sales promotions and discounts** to:

- **Boost sales:** This is particularly relevant during festive seasons or to clear out inventory. They offer discounts, coupons, and bundle deals to incentivize purchases.
- **Attract new customers:** Introductory offers or discounts can entice new customers to try HUL products and experience their benefits.
- **Reward loyal customers:** Loyalty programs and reward points can incentivize repeat purchases and build customer loyalty.

4. Content Marketing:

HUL increasingly embraces **content marketing** strategies to:

- **Educate and engage potential customers:** They create informative and engaging content, such as blog posts, videos, and social media content, to educate potential customers about their products, address their concerns, and showcase the benefits of using HUL brands.
- **Build brand communities:** HUL creates platforms for consumers to interact with the brand and share their experiences, fostering brand loyalty and building a sense of community.
- **Promote thought leadership:** HUL utilizes content marketing to establish itself as a thought leader in specific industry areas, enhancing brand perception and credibility.

Overall, HUL adopts a comprehensive promotional approach that leverages various channels and tactics. This allows them to reach diverse audiences, create brand awareness, generate positive sentiment, and ultimately drive sales across the different categories in their extensive product portfolio.

Integrated marketing communication: To reach its target audience, HUL uses a variety of promotional channels as part of its integrated marketing communication (IMC) strategy. This comprises:

Television advertising: To reach a wide audience in India, HUL mostly relies on television ads.

Digital marketing: To interact with customers, HUL actively employs digital channels including social media, influencer marketing, and online advertising.

Print and outdoor advertising: To enhance other promotional initiatives, print media, and outdoor advertising are carefully employed.

Sales promotions: To increase sales and draw clients, HUL often runs sales campaigns and discounts.

Brand sponsorships: To improve its reputation and attract new customers, HUL links up with pertinent occasions and causes.

Other parts of the marketing mix

3.3.5 people

HUL's Human Touch: Exploring People Strategies in their Marketing Mix

While the traditional marketing mix focuses on the 4Ps (Product, Price, Place, and Promotion), understanding an organization's approach to "People" sheds light on essential aspects influencing customer experience and brand image. Here's an analysis of HUL's approach to "People":

1. Customer Service:

- **Multiple touchpoints:** HUL offers various customer service channels, including toll-free numbers, email support, live chat features on their website, and social media messaging options.
- **Focus on resolution:** HUL aims to resolve customer inquiries efficiently and effectively, focusing on providing timely and accurate information and addressing concerns promptly.
- **Building relationships:** HUL's customer service representatives are trained to be empathetic and build positive relationships with customers.

2. Company Culture:

- **Customer-centric values:** HUL emphasizes a customer-centric culture, where employee actions and decisions prioritize understanding and meeting customer needs.
- **Employee engagement:** HUL invests in employee training and development programs, fostering a culture of engagement and empowerment, ensuring employees are equipped to deliver exceptional customer service.
- **Sustainability and social responsibility:** HUL's commitment to sustainability and social responsibility is embedded in its company culture, aligning with the values of increasingly conscious consumers who seek brands that share their values.

Analysis:

HUL recognizes the importance of building strong customer relationships and fostering a positive brand image. By investing in **accessible and responsive customer service** and creating a **customer-centric company culture**, HUL empowers its employees to deliver a positive customer experience that aligns with the company's values and mission. This, in turn, fosters customer loyalty and contributes to the overall success of their marketing mix.

Additional Notes:

- HUL also utilizes community engagement initiatives and social media campaigns to build positive relationships with consumers and communities, further strengthening its **people-centric approach**.

- While this analysis focuses primarily on the customer-facing aspects of HUL's "People" strategy, it's important to remember that a positive and **inclusive company culture** also includes fostering a healthy and supportive work environment for employees, which can indirectly contribute to a better customer experience.

By understanding both the traditional 4Ps and the additional focus on "People," we gain a more comprehensive picture of HUL's comprehensive marketing mix strategy, contributing to their strong brand presence and success in the Indian market.

3.3.6 Process

HUL's Process: Streamlining Operations and Delivering Value

While not traditionally included in the marketing mix, understanding an organization's approach to "Process" sheds light on how efficiently they deliver value to customers. Here's an analysis of HUL's approach to "Process":

1. Customer Experience:

HUL strives to **simplify and enhance the customer experience** throughout various touchpoints:

- **Product design:** HUL's products are designed with **ease of use and user-friendliness** in mind. For example, packaging often incorporates clear instructions and features to make product usage simple and convenient.
- **Accessibility:** HUL's extensive distribution network ensures their products are readily **available** to consumers across diverse locations.
- **Digital convenience:** HUL offers online platforms for product discovery, purchase, and customer service interactions, providing **convenience and accessibility** for tech-savvy consumers.
- **After-sales support:** HUL offers various customer service options, including toll-free numbers, live chat, and social media support, to address customer inquiries and concerns effectively.

2. Efficiency:

HUL actively focuses on **streamlining internal processes** to deliver the best value to customers:

- **Supply chain optimization:** HUL utilizes **data analytics and technology** to optimize its supply chain, ensuring efficient production, distribution, and inventory management.
- **Automated processes:** HUL invests in **automation** wherever possible to improve efficiency and reduce errors.
- **Collaboration:** HUL fosters **collaboration** between different departments, ensuring smoother workflows and a focus on delivering value to the end customer.

Analysis:

By focusing on **customer experience and operational efficiency**, HUL aims to ensure a seamless and positive experience for consumers throughout their journey, from product discovery and purchase to post-sales support. This focus on process contributes to building customer loyalty and satisfaction, ultimately impacting the success of their marketing mix.

Additional Notes:

- HUL additionally focuses on **sustainable practices** within their processes, such as optimizing packaging materials and minimizing waste generation. This aligns with the growing interest in sustainable products and services among consumers and contributes to a positive brand image.
- Continuously **evaluating and improving processes** is crucial for HUL to adapt to changing consumer needs and market dynamics, ensuring they remain efficient and deliver exceptional value in a competitive environment.

Understanding both the traditional marketing mix and the additional focus on "Process" provides a comprehensive picture of HUL's approach to delivering value to customers and achieving success in the market.

3.3.7 Physical evidence

HUL's Physical Evidence: Building Brand Presence Through Tangible and Digital Elements

While not traditionally included in the marketing mix, understanding an organization's approach to "Physical Evidence" sheds light on the tangible elements and online presence that contribute to brand perception and customer experience. Here's an analysis of HUL's approach to "Physical Evidence":

1. Tangible Elements:

- **Packaging:** HUL utilizes **distinctive and visually appealing packaging** for its various brands and products. This packaging:
 - **Reflects brand identity:** The design, colours, and fonts used on packaging align with the specific brand's personality and target audience.
 - **Provides clear information:** Packaging includes clear labeling with product information, ingredients, usage instructions, and any relevant certifications.
 - **Promotes sustainability:** HUL increasingly utilizes **sustainable packaging materials** and designs to minimize environmental impact and cater to environmentally conscious consumers.
- **Product Design:** HUL focuses on **user-friendly and aesthetically pleasing product design**. This includes:
 - **Functionality:** Products are designed to be easy to use and handle, with features and functionalities that meet consumer needs.
 - **Aesthetics:** Products are designed with an attractive and modern appearance, contributing to brand image and consumer appeal.
 - **Accessibility:** HUL offers products in various sizes and formats to cater to diverse consumer needs and budgets.

2. Online Presence:

HUL actively manages its **online presence** to create a positive impression and engage with customers:

- **Website:** HUL maintains a **user-friendly and informative website** that provides comprehensive information about its brands, products, and sustainability initiatives.
- **Social media:** HUL utilizes various **social media platforms** to:
- **Engage with customers:** They actively respond to comments and messages, building relationships and addressing concerns.
- **Share brand stories:** They utilize social media to showcase their products, values, and brand personality in engaging ways.
- **Create communities:** They foster online communities around their brands, encouraging user-generated content and fostering brand loyalty.

Analysis:

HUL recognizes the importance of creating a **positive and consistent brand experience** through both **tangible and digital elements**. By investing in **attractive and informative packaging, user-friendly product design, and a strong online presence**, HUL strives to:

- **Build brand awareness and recognition.**
- **Communicate brand values and personality.**
- **Enhance the overall customer experience.**

Additional Notes:

- HUL's commitment to **sustainability** is evident in its packaging and online messaging, further strengthening its brand image among environmentally conscious consumers.
- HUL continuously **monitors and adapts** its online presence based on user feedback and evolving digital trends, ensuring their online presence remains relevant and engaging.

By understanding both the traditional marketing mix and the additional focus on "Physical Evidence," we gain a more comprehensive picture of HUL's strategies

for building brand presence, creating a positive customer experience, and achieving success in the Indian market.

3.4 FMCG

Products that are usually consumed or replaced often by customers are referred to as fast-moving consumer goods, or FMCG. These products have a short shelf life and are known for their low cost, quick turnover rate, and quick sales.

FMCG goods are commonplace necessities that consumers frequently buy, frequently without giving them any thought or investigation. Typical instances of FMCG goods include;

1. Food and Drinks: Products such as milk, bread, snacks, canned goods, soft drinks, and prepared meals fall under this category.
2. Personal care products include things like deodorant, toothpaste, shampoo, soap, and skincare supplies.
3. Household Cleaning Products: FMCG includes cleaning supplies, detergents, disinfectants, and paper goods including tissues and toilet paper.
4. Healthcare Products: FMCG includes over-the-counter drugs, vitamins, and first-aid supplies.
5. Cosmetics & Beauty Products: This area also includes grooming supplies, cosmetics, and fragrances.
6. Tobacco Products: As consumer commodities, cigarettes and other items connected to tobacco are in high demand.

OPPORTUNITIES OF FMCG MARKETING

The FMCG industry is currently expected to be worth \$670 billion, and by 2027, it is projected to grow to about \$900 billion. This industry has enormous future potential given its strong development trajectory.

The intrinsic nature of these items is one of the most noticeable benefits of FMCG marketing.

This industry is built on the backs of devoted consumers, many of whom buy FMCG products regularly—sometimes even daily or weekly. These goods are necessities for daily living and are utilized by a variety of consumers.

These items are still in demand, even in hard times when money is scarce, demonstrating the FMCG industry's resilience and ability to weather bad times.

Even with the bright prospects, FMCG marketing has a few unique problems, though:

- **Intense Competition:** A lot of firms are drawn to the FMCG sector because of its vast client base. The market is now extremely competitive as a result. To win in this competitive environment, one must possess a great deal of originality and astute thinking.
- **Customer Attraction:** It may be rather challenging for a company to stand out in the crowd when there are so many alternatives available, particularly if they don't already have a large following of devoted patrons. Brands need to have very effective marketing that appeals to their target audience to stand out.
- **Loyalty Struggles:** Fast-moving consumer goods (FMCG) are frequently viewed as interchangeable, basic items. Because of this, it is challenging for businesses to retain their clientele. Individuals in this group frequently select items based on promotions, discounts, and exclusive offers.
- **Regional Considerations:** Understanding and adjusting for regional differences and preferences is crucial for success in the FMCG industry, even though many of these businesses operate on a national or international scale. For long-term growth, tactics must be modified to suit regional markets.

HUL: A Leading Player in the Indian FMCG Market

Hindustan Unilever Limited (HUL), a subsidiary of Unilever, is **one of the largest and most successful FMCG companies in India**. They boast a diverse portfolio of brands, extensive distribution network, and established market presence, making them a significant player in the Indian consumer goods landscape.

Here's a deeper look at HUL as an FMCG:

1. Extensive Product Portfolio:

HUL offers a **wide range of FMCG products** spanning various categories, including:

- **Food & beverages:** Lipton (tea), Bru (coffee), Knorr (soups & seasonings), Kwality Wall's (ice cream), and several others.
- **Home care:** Surf (detergent), Vim (dishwasher), Wheel (detergent), and a variety of cleaning products.
- **Personal care:** Dove, Fair & Lovely, Lakme, Lux, Pepsodent, and a diverse range of cosmetics and toiletries.
- **Water purifiers:** Pureit water purifiers, address the growing need for safe drinking water in India.

2. Strong Brand Recognition:

HUL boasts **highly recognized and trusted brands** in India, such as Dove, Lipton, and Lifebuoy. These brands have built strong connections with consumers, contributing to HUL's success.

3. Widespread Distribution Network:

HUL has one of the most extensive **distribution networks** in India, reaching over **80 million retail outlets** across the country. This ensures their products are readily available for consumers in diverse locations.

4. Marketing and Innovation:

HUL heavily invests in **marketing and advertising** to reach diverse audiences and promote its brands. They also focus on **innovation**, introducing new products and variants based on evolving consumer needs and market trends.

5. Contribution to Indian Economy:

HUL plays a significant role in the Indian economy by:

- **Generating employment:** They employ a large workforce directly and indirectly through their extensive supply chain.
- **Contributing to GDP:** Their sales and operations contribute significantly to India's Gross Domestic Product (GDP).
- **Promoting sustainability:** HUL increasingly focuses on sustainable practices and promotes responsible consumption, aligning with growing concerns about

environmental and social issues.

Overall, HUL exemplifies the success of an FMCG company in India. Their diverse product portfolio, strong brands, wide reach, and commitment to innovation have positioned them as a leader in the market, playing a crucial role in fulfilling consumer needs and contributing to the Indian economy.

3.5 COMPANY PROFILE

Hindustan Unilever Limited is the largest consumer goods company in India, established in 1933 and is based out of Mumbai. The company known for its presence across almost all categories of consumer products, has a variety of products in each of the categories targeted at almost all the customer segments. It has products in over 20 consumer categories majorly Food & Drink, Personal care, Home care, and Water purifiers serving over 700 million customers across the country, and is undoubtedly the market leader in the FMCG sector. Some of the famous brands of HUL are Dove, Lux, Lifebuoy, Pears, Hamam, Lyril, Rexona, Surf Excel, Wheel, Comfort, Clinic Plus, Sunsilk, Fair & Lovely, Pond's, Lakmè, Vaseline, Bru, TajMahal, Lipton, Brooke Bond, Cornetto, Kisan, Annapurna, Magnum, Close up, Pepsodent, and many more.



The company with its exhaustive product range and wide distribution network aims to provide products fulfilling the needs and demands of all the segments of the society across the country. The company has always focused on innovative product offerings and adapting itself to market changes, which has helped it maintain its market leadership. HUL is the market leader in Indian consumer products with a presence in over 20 consumer categories such as soaps, tea, detergents, and shampoos amongst others with over 700 million Indian consumers using its products.

3.5.1 History

The company was renamed in June 2007 as “Hindustan Unilever Limited”. Lever Brothers first commenced operations in India in the summer of 1888, when crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers" were shipped to the Kolkata harbor and it began an era of marketing branded Fast Moving Consumer Goods (FMCG). In 1956, it became known as Hindustan Lever Limited, as a result of a merger between Lever

Brothers, Hindustan VanaspatiMfg. Co. Ltd. and United Traders Ltd.

- Hindustan Unilever Limited was established in 1933 as Lever Brothers India Limited by Lever Brothers. We will develop new ways of doing business to double the size of our company while reducing our environmental impact. To earn the love and respect of India, by making a real difference to every Indian. We will inspire people to take small everyday actions that can add up to a big difference for the world. We help people feel good, look good, and get more out of life with brands and services that are good for them and good for others. We work to create a better future every day.

3.5.2 ABOUT HINDUSTAN UNILEVER LTD.

In the summer of 1888, visitors to the Kolkata harbor noticed crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers". With it, began an era of marketing branded Fast Moving Consumer Goods (FMCG). Soon after followed Lifebuoy in 1895 and other famous brands like Pears, Lux, and Vim. Vanaspati was launched in 1918 and the famous Dalda brand came to the market in 1937. In 1931, Unilever set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited (1933) and United Traders Limited (1935). These three companies merged to form HUL in November 1956; and HUL offered 10% of its equity to the Indian public, being the first among the foreign subsidiaries to do so. The erstwhile Brooke Bond's presence in India dates back to 1900. By 1903, the company had launched Red Label tea in the country.

In 1912, Brooke Bond & Co. India Limited was formed. Brooke Bond joined

the Unilever fold in 1984 through an international acquisition. The erstwhile

Lipton's links with India were forged in 1898. Unilever acquired Lipton in 1972, and in 1977 Lipton Tea (India) Limited was incorporated.

Pond's (India) Limited has been present in India since 1947. It joined the Unilever fold through an international acquisition of Chesebrough Pond's USA in 1986. Since the very early years, HUL has vigorously responded to the stimulus of economic growth. The growth process has been accompanied by judicious diversification, always in line with Indian opinions and aspirations.

The liberalization of the Indian economy started in 1991, clearly marked an inflection in HUL's and the Group's growth curve. Removal of the regulatory framework allowed the company to explore every single product and opportunity segment, without any constraints on production capacity. Simultaneously, deregulation permitted alliances, acquisitions, and mergers. In one of the most visible and talked about events of India's corporate history, the erstwhile Tata Oil Mills Company (TOMCO) merged with HUL, effective from April 1, 1993.

In 1996, HUL and yet another Tata company, Lakmé Limited, formed a 50:50 joint venture, Lakmé Unilever Limited, to market Lakmé's market-leading cosmetics and other appropriate products of both companies. Subsequently, in 1998, Lakmé Limited sold its brands to HUL and divested its 50% stake in the joint venture to the company.

HUL had formed a 50:50 joint venture with the US-based Kimberly Clark Corporation in 1994, Kimberly-Clark Lever Ltd, which markets Huggies Diapers and Kotex Sanitary Pads. HUL also set up a subsidiary in Nepal, Unilever Nepal Limited (UNL), and its factory represents the largest manufacturing investment in the Himalayan kingdom. The UNL factory manufactures HUL's products like Soaps, Detergents, and Personal Products both for the domestic market and exports to India.

The 1990s also witnessed a string of crucial mergers, acquisitions, and alliances on the Foods and Beverages front. In 1992, the erstwhile Brooke Bond acquired Kothari General Foods, with significant interests in Instant Coffee. In 1993, it acquired the Kissan business from the UB Group and the Dollops Icecream business from Cadbury India.

As a measure of backward integration, Tea Estates and Doom Dooma, two plantation companies of Unilever, were merged with Brooke Bond. Then in 1994, Brooke Bond India and Lipton India merged to form Brooke Bond Lipton India Limited (BBLIL), enabling greater focus and ensuring synergy in the traditional Beverages business.⁹⁹⁴ witnessed BBLIL launching the Wall's range of Frozen Desserts. By the end of the year, the company entered into a strategic alliance with the Kwality Icecream Group families, and in 1995 the Milkfood 100% Icecream marketing and distribution rights too were acquired.

Finally, BBLIL merged with HUL, with effect from January 1, 1996. The internal restructuring culminated in the merger of Pond's (India) Limited (PIL) with HUL in 1998. The two companies had significant overlaps in Personal Products, Speciality Chemicals, and Exports businesses, besides a common distribution system since 1993 for Personal Products. The two also had a common management pool and a technology base. The amalgamation was done to ensure that the Group, benefits from scale economies both in domestic and export markets and enables it to fund investments required for aggressively building new categories.

In January 2000, in a historic step, the government decided to award 74 percent equity in Modern Foods to HUL, thereby beginning the divestment of government equity in public sector undertakings (PSU) to private sector partners. HUL's entry into Bread is a strategic extension of the company's wheat business. In 2002, HUL acquired the government's remaining stake in Modern Foods.

HUL launched a slew of new business initiatives in the early part of the 2000s. Project Shakti was started in 2001. It is a rural initiative that targets small villages populated by less than 5000 individuals. It is a unique win-win initiative that catalyzes rural affluence even as it benefits business. Hindustan Unilever Network, a direct-to-home business was launched in 2003 and this was followed by the launch of the 'Pureit' water purifier in 2004.

In 2007, the Company name was formally changed to Hindustan Unilever Limited after receiving the approval of shareholders during the 74th AGM on 18 May 2007. Brooke Bond and Surf Excel breached the Rs 1,000 crore sales mark the same year

followed by Wheel which crossed the Rs. 2,000 crore sales milestone in 2008.

On 17th October 2008, HUL completed 75 years of corporate existence in India. In January 2010, the HUL head office shifted from the landmark Lever House, at Backbay Reclamation, Mumbai to the new campus in Andheri (E), Mumbai. On 15th November 2010, the Unilever Sustainable Living Plan was officially launched in India at New Delhi. In March 2012 HUL's state-of-the-art Learning Centre was inaugurated at the Hindustan Unilever campus at Andheri, Mumbai.

In April 2012, the Customer Insight & Innovation Centre (CiiC) was inaugurated at the Hindustan Unilever campus at Andheri, Mumbai. HUL completed 80 years of corporate existence in India on October 17th, 2013. In 2013, HUL launched 'Prabhat' (Dawn) - a Unilever Sustainable Living Plan (USLP) linked program to engage with and contribute to the development of local communities around its manufacturing sites. Also, Unilever's first aerosol plant in Asia was inaugurated in Khamgaon, Maharashtra in 2013.

In October 2013, Sanjiv Mehta took over as the CEO and Managing Director of HUL. In 2014, The 'Winning in Many Indias' operating framework, piloted in 2013, was launched nationally. Sales offices expanded from four to seven with the launch of offices in Lucknow, Indore, and Bangalore in addition to the existing sales offices in Delhi, Kolkata, Mumbai, and Chennai. In 2015, HUL acquired Indulekha, a premium hair oil brand with strong credentials in Ayurveda. HUL announced the signing of an agreement for the sale and transfer of its bread and bakery business under the brand "Modern" to Nimman Foods Private Limited.

In 2016, HUL unveiled 'Suvidha' a first-of-its-kind urban water, hygiene, and sanitation community center in Azad Nagar, Ghatkopar, one of the largest slums in Mumbai. A new state-of-the-art manufacturing facility was commissioned in Doom Dooma Industrial Estate, Assam on 11th March 2017.

In 2018, HUL signed an agreement with Vijaykant Dairy and Food Products Limited (VDFPL) and its group company to acquire its ice cream and frozen desserts business consisting of its flagship brand 'Adityaa Milk' and front-end distribution network across geographies. In 2020, HUL announced the acquisition

of V Wash, the market leader in the female intimate hygiene category to enter the currently underpenetrated and rapidly growing market segment. In 2020, with the Merger of GSK Consumer Healthcare with Hindustan Unilever Limited, Iconic health food drink brands – Horlicks and Boost entered the foods & refreshment portfolio of HUL, making it the largest F&R business in India. In 2022, HUL's turnover crossed the INR 50,000 Crore mark. In July 2022, Unilever India Limited's new Home Care factory and an automated distribution center were inaugurated in Sumerpur, Uttar Pradesh. The factory is a zero-carbon factory and Unilever South Asia's first gender-balanced factory. In March 2023, Rohit Jawa has been appointed as the CEO and Managing Director of HUL with effect from June 27, 2023.

3.5.3 VISION OF THE COMPANY

The four pillars of our vision set out the long-term direction for the company – where we want to go and how we are going to get there. The four pillars of our vision set out the long-term direction for the company where we want to go and how we are going to get there.

We work to create a better future every day.

We help people feel good, look good, and get more out of life with brands and services that are good for them and good for others.

We will inspire people to take small everyday actions that can make a big difference for the world. We will develop new ways of doing business that will allow us to double the size of our company while reducing our environmental impact. We've always believed in the power of our brands to improve the quality of people's lives and in doing the right thing. As our business grows, so do our responsibilities.

3.5.4 MISSION OF THE COMPANY

Unilever's mission is “TO ADD VITALITY TO LIFE”

Hindustan Unilever Products- Hindustan Unilever Limited is a company With Hindustan Unilever Products over 40 brands across 12 distinct categories

Fabric wash, household care, purifiers, personal wash, skincare, hair care, color cosmetics oral care deodorant beverages ice creams & frozen desserts and food, etc.

CHAPTER 5- DATA ANALYSIS & INTERPRETATION

TABLE 5.1 GENDER OF THE RESPONDENTS

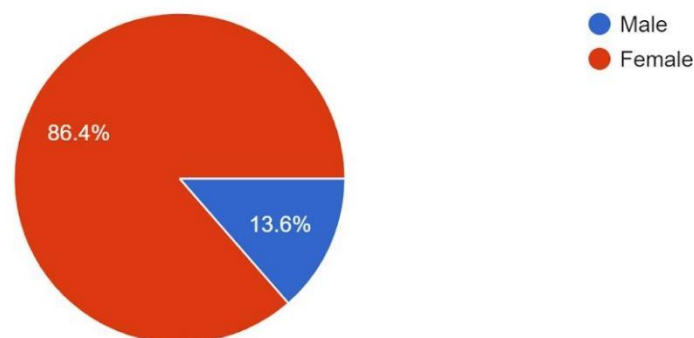
GENDER	RESPONSES	PERCENTAGE
FEMALE	89	86.4%
MALE	14	13.6%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.1 GENDER OF THE RESPONDENTS

Gender

103 responses



Inference: Table 5.1 shows the total number of respondents from the primary data collected from the people. The total number of respondents was 103 and among them, 14 respondents were males and 89 were females. The percentage of males was 13.6% and females were 86.4%.

TABLE 5.2 AGE OF THE RESPONDENTS

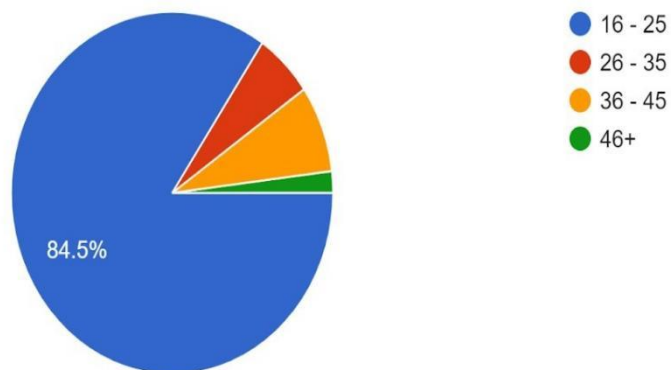
AGE	RESPONSES	PERCENTAGE
16 - 25	87	84.5%
26 - 35	6	5.8%
36 - 45	8	7.8%
45+	2	1.9%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.2 AGE OF THE RESPONDENTS

What's your age group

103 responses



Inference: Table 5.2 reveals the majority of the respondents belong to the age group of 16-25. About 84.5% of the respondents belong to the age group of 16-25. Around 5.8% of respondents belong to the age group of 26 -35, 7.8% belong to the age group of 36-45 and the percentage of above 45+ age group is 1.9%.

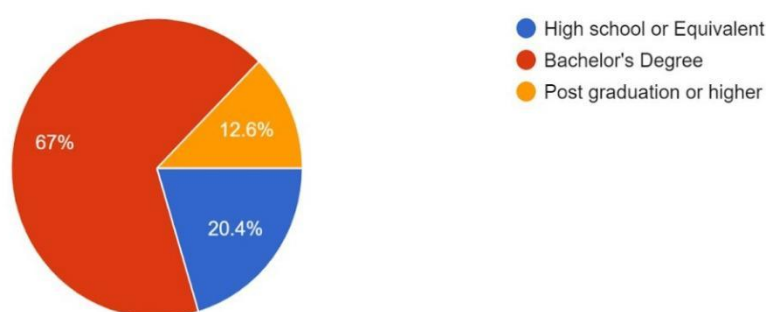
TABLE 5.3 EDUCATIONAL QUALIFICATIONS OF RESPONDENTS

QUALIFICATIONS	RESPONSES	PERCENTAGE
HIGH SCHOOL OR EQUIVALENT	21	67%
BACHELOR'S DEGREE	69	20.4%
POST-GRADUATION OR HIGHER	13	12.6%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.3 EDUCATIONAL QUALIFICATIONS OF RESPONDENTS

Educational qualification
103 responses



Inference: The table and graph 5.3 show the educational level of respondents out of 103, 67 of the respondents were high school students or equivalent, 20.4% were bachelor in degree and 12.6% were postgraduates or higher. The analysis of the above table gives a conclusion that most of the respondents were undergraduates.

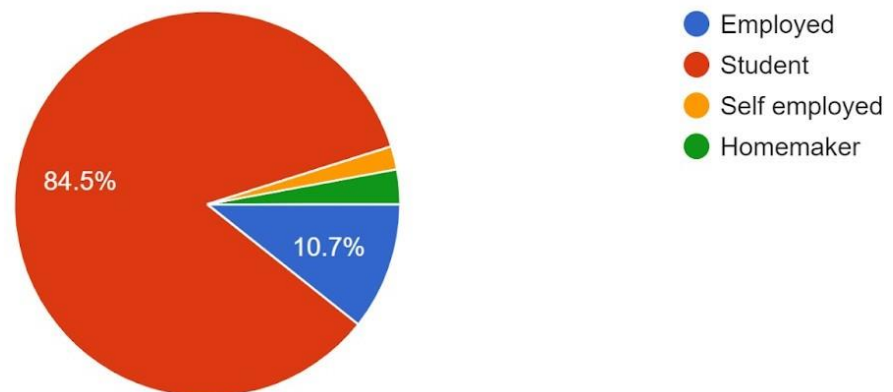
TABLE 5.4 OCCUPATION OF THE RESPONDENTS

OCCUPATION	RESPONSES	PERCENTAGE
EMPLOYED	11	10.7%
STUDENT	87	84.5%
SELF EMPLOYED	2	1.9%
HOMEMAKER	3	2.9%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.4 OCCUPATION OF THE RESPONDENTS

Occupation
103 responses



Inference: Table 5.4 depicts the occupational background of the respondents. From this table, we can interpret that, among 103 respondents about 10.7% of the respondents are employed while 84.5% are students 1.9% are self-employed, and 2.9% are homemakers. The highest number of responses are from students.

TABLE 5.5 FAMILIARITY WITH HUL PRODUCTS

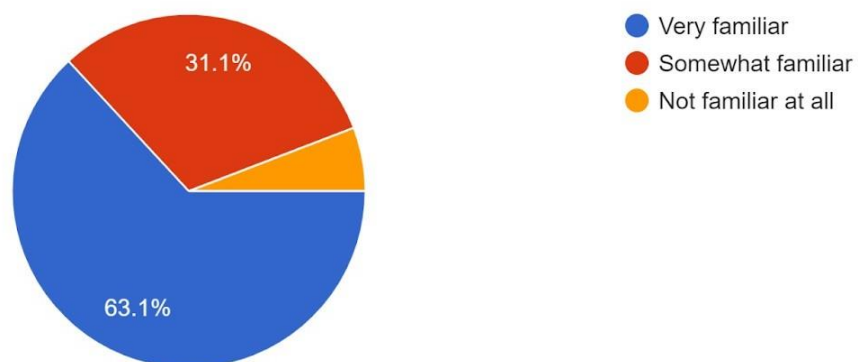
FAMILIARITY	RESPONSES	PERCENTAGE
VERY FAMILIAR	65	63.1%
SOMEWHAT FAMILIAR	32	31.1%
NOT AT ALL FAMILIAR	6	5.8%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.5 FAMILIARITY WITH HUL PRODUCTS

How familiar are you with Hindustan Unilever Limited(HUL) products?

103 responses

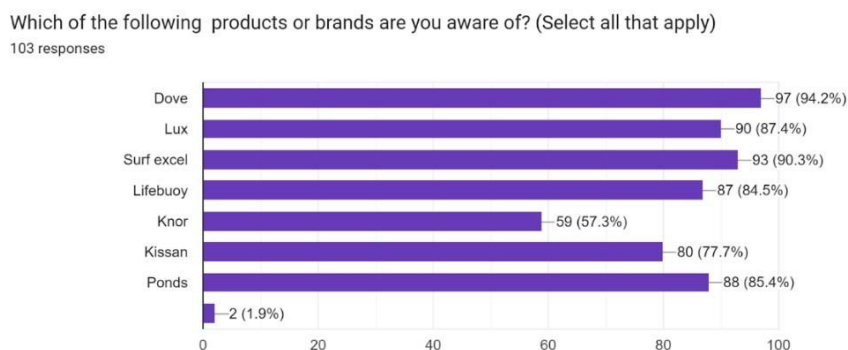


Inference: From above table 5.5 we can analyze the familiarity with HUL products among the respondents. About 63.1% are very familiar and 31.1% are somewhat familiar and 5.8% are not at all familiar. We can conclude that the familiarity rate of HUL products is high among our respondents.

TABLE 5.6 AWARENESS OF FOLLOWING BRANDS/PRODUCTS

BRANDS/PRODUCTS	RESPONSES	PERCENTAGE
DOVE	97	94.2%
LUX	80	87.4%
SURF EXCEL	93	90.3%
LIFEBUOY	87	84.7%
KNOR	59	57.3%
KISSAN	80	77.7%
PONDS	88	85.4%
OTHERS	2	1.9%

Source: Primary Data

FIGURE 5.6 AWARENESS OF FOLLOWING BRAND/PRODUCTS

Inference: Table 5.6 depicts the percentage of awareness about some other brands among our respondents. 94.2% are aware of the brand Dove, and 87.4% are aware of Lux and its products. Surf Excel has 90.3% of responses 84.7% for Lifebuoy, 57.3% for Knor 77.7% for Kissan, 85.4% for Ponds, and 1.9% for other brands. From the above table, we can see that Dove has the highest number of familiar respondents.

TABLE 5.7 FREQUENCY OF USING HUL PRODUCTS

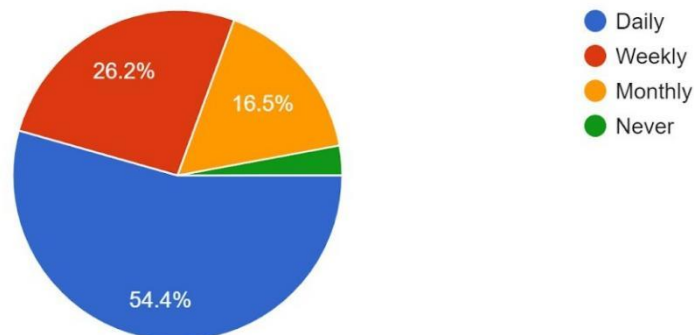
FREQUENCY	RESPONSES	PERCENTAGE
DAILY	56	54.4%
WEEKLY	27	26.2%
MONTHLY	17	16.5%
NEVER	3	2.9%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.7 FREQUENCY OF USING HUL PRODUCTS

How frequently you use HUL products?

103 responses



Inference: From the above table 5.7 we can find the frequency of using HUL products by the respondents. When 54.4% are using HUL products daily, 26.2% are using it weekly. 16.5% of them are using it monthly while there is a minority of 2.9% who have never used HUL products. We can see that about half of the total respondents use HUL products daily.

TABLE 5.8 RATINGS OF HUL PRODUCTS

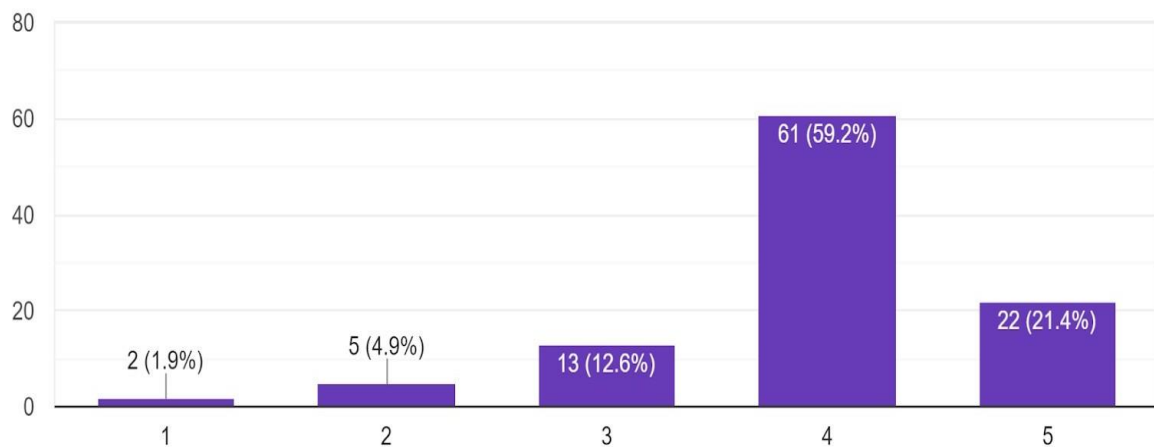
RATINGS	RESPONSES	PERCENTAGE
1(LEAST)	2	1.9%
2	5	4.9%
3(NEUTRAL)	13	12.6
4	61	59.2%
5(MOST)	22	21.4%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.8 RATINGS OF HUL PRODUCTS

On a scale of 1 - 5 how would you rate the HUL products

103 responses



Inference: Table 5.8 shows the respondents rating HUL products. On a scale of 1 to 5, 1.9% rated 1(least) and 4.9% rated 2, 12.6% rated 3(neutral), 59.2% the majority rated 4, and 21.4% rated 5 out of 5(most).

TABLE 5.9 INFLUENCES TO BUY HUL PRODUCTS

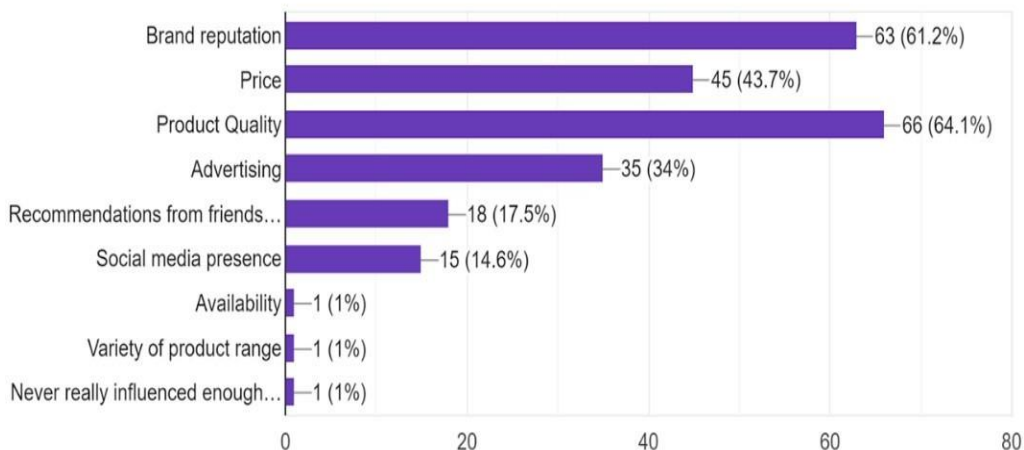
INFLUENCES	RESPONSES	PERCENTAGE
BRAND REPUTATION	68	61.2%
PRICE	45	43.7%
PRODUCT QUALITY	66	64.1%
ADVERTISING	35	34%
RECOMMENDATIONS FROM FRIENDS/FAMILY	18	17.5%
SOCIAL MEDIA PRESENCE	15	14.6%
OTHERS	3	3%

Source: Primary Data

FIGURE 5.9 INFLUENCES TO BUY HUL PRODUCTS

What influences you to buy HUL products? (Select all that apply)

103 responses



Inference: Table 5.9 analyses the factors that are influencing respondents to buy HUL products. From the graph, we can understand that product quality is the major reason for customers to select HUL products. 61.2% of the respondents select HUL because of brand reputation while 43.7% is because of price and 64.1% is for product quality, 34% is for advertising. About 17.5% is because of the recommendations from family and friends 14.6% is because of social media pressure and 3% is for other reasons.

TABLE 5.10 LIKENESS TO BUY HUL PRODUCTS IN FUTURE

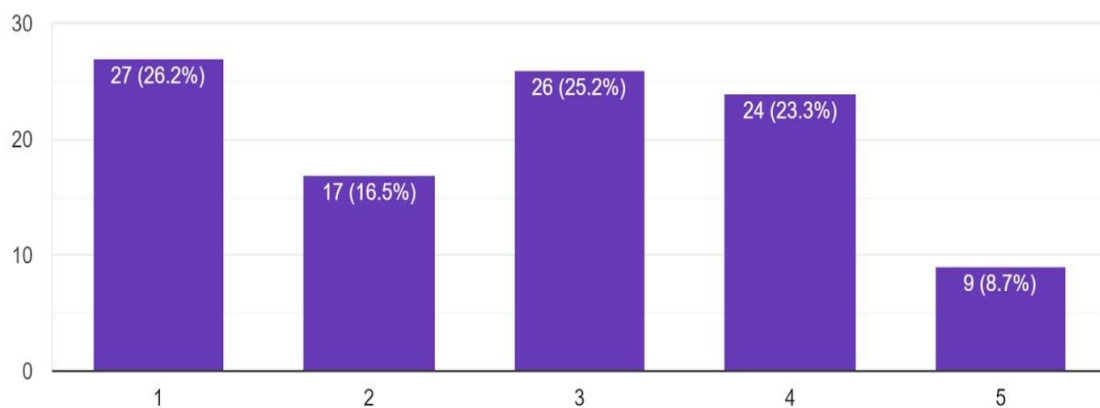
LEVEL	RESPONSES	PERCENTAGE
1(most)	27	26.2%
2	17	16.5%
3(neutral)	26	25.2%
4	24	23.3%
5(least)	9	8.7%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.10 LIKENESS INTERESTS TO HUL PRODUCTS IN FUTURE

How likely are you to continue purchasing HUL products in the future?

103 responses



Inference: In table and figure 5.10 customers are rating the interest to buy HUL products in the future. Out of 5, 26.2% rated for 1 which indicates the most probability. 16.5% rated for 2, 25.2% rated for 3 which indicates neutral, 23.3% rated for 4, and 8.7% for 5 which indicates the least. We can see that the probability of buying HUL products in the future is comparatively high among the respondents.

TABLE 5.11 EFFECTIVENESS OF HUL'S PERSONAL CARE PRODUCTS IN MEETING ONE'S NEEDS

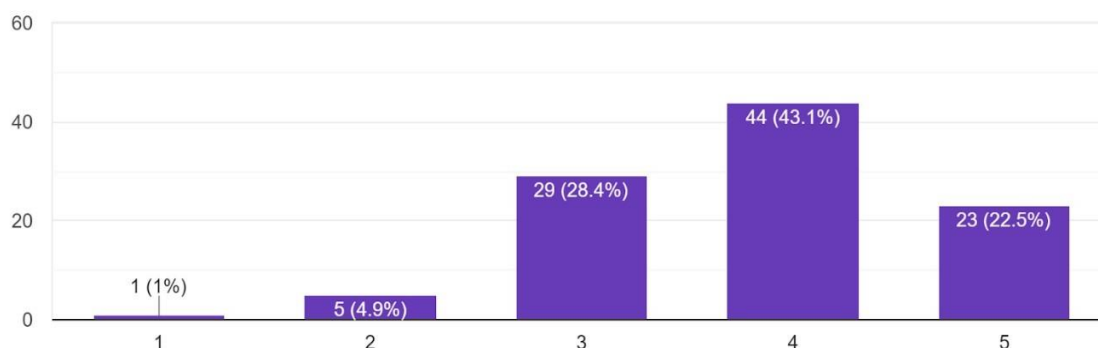
RATINGS	RESPONSES	PERCENTAGE
1(not satisfied)	1	1%
2	5	4.9%
3(neutral)	29	28.4%
4	44	43.1%
5(very satisfied)	23	22.5%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.11 EFFECTIVENESS OF HUL'S PERSONAL CARE PRODUCTS IN MEETING ONE'S NEEDS

On a scale of 1 - 5 how satisfied are you with the effectiveness of HUL's personal care products in meeting your needs?

102 responses



Inference: Table 5.1 1 is the analysis of the effectiveness of HUL's personal care products in meeting one's needs. On a scale of 1 to 5 only 1% rated for 1 which indicates not satisfied.

4.9% rated 2 and 28.4% rated for 3 which indicates neutral. 43.1% rated for 4 and 22.5% for 5 which indicates high satisfaction. We can see that the highest number of respondents rated 4, which is in between neutral and very satisfied.

TABLE 5.12 ENVIRONMENTAL IMPACT OF THE HOMECARE PRODUCT

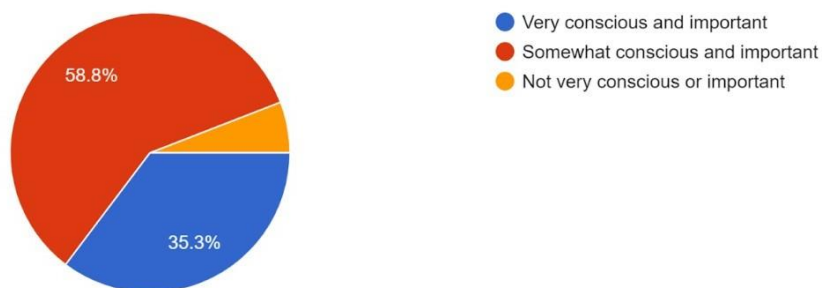
IMPORTANCE	RESPONSES	PERCENTAGE
VERY CONSCIOUS AND IMPORTANT	36	35.3%
SOMEWHAT CONSCIOUS AND IMPORTANT	60	58.8%
NOT VERY CONSCIOUS OR IMPORTANT	6	5.9%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.12 ENVIRONMENTAL IMPACT OF THE HOMECARE PRODUCT

Are you conscious of the environmental impact of the home care products you use? How important is it in your decision-making process?

102 responses



Inference: Table and Figure 5.12 show the consciousness of respondents about the environmental impact of the home care product and its importance in their decision-making. Among 103 respondents 35.3% are very conscious about environmental impact and it is very important to them. 58.8% which is the majority, is somewhat conscious and considers it as important. 5.9% are not very conscious or feel it is important.

TABLE 5.13 CONSIDERING HEALTH FACTOR WHEN PURCHASING HUL'S FOOD PRODUCTS

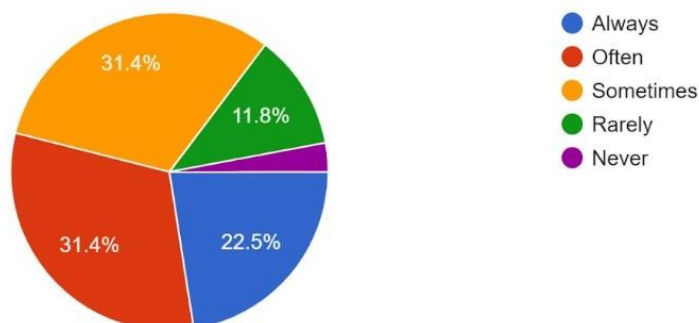
RATING	RESPONSES	PERCENTAGE
ALWAYS	23	22.5%
OFTEN	32	31.4%
SOMETIMES	32	31.4%
RARELY	12	11.8%
NEVER	3	2.9%
TOTAL	103	100%

Source: Primary Data

FIGURE 5.13 CONSIDERING HEALTH FACTOR WHEN PURCHASING HUL'S FOOD PRODUCTS

How often do you consider health factors (e.g., nutritional value, organic ingredients) when purchasing HUL food products?

102 responses



Inference: Table 5.1 3 shows how the consumers consider health factors when purchasing HUL's food products. 22.5% always consider while, 31% often, 31.4% sometimes, 11.8% rarely, and 2.9% never. We can see that the health factor is a main factor in the purchasing decision of the consumers.

TABLE 5.14 OVERALL QUALITY OF HUL PRODUCTS

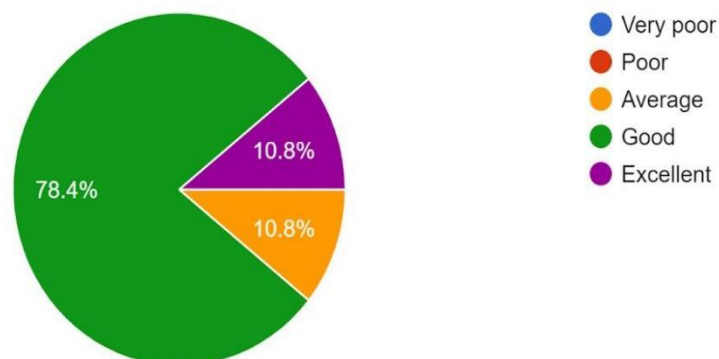
RATINGS	RESPONSES	PERCENTAGE
VERY POOR	NIL	NIL
POOR	NIL	NIL
AVERAGE	11	10.8%
GOOD	11	10.8%
EXCELLENT	80	78.4%
TOTAL	102	100%

Source: Primary Data

FIGURE 5.14 OVERALL QUALITY OF HUL PRODUCTS

How would you rate the overall quality of Hindustan Unilever Limited (HUL) products?

102 responses



Inference: Table 5.14 analyzes the opinion of the respondents regarding the overall quality of HUL products. Among 102 respondents, notably, no one rated HUL products as very poor or poor. 10.8% rated it as average when 10.8% rated it as good and 78.4% which is the majority rated it as excellent.

TABLE 5.15 LEVEL OF TRUST IN HUL AS A BRAND

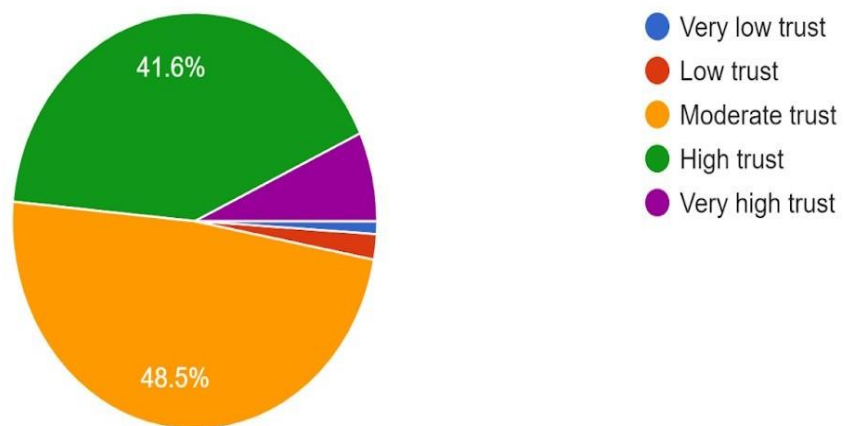
LEVEL OF TRUST	RESPONSES	PERCENTAGE
VERY LOW TRUST	1	1%
LOW TRUST	2	2%
MODERATE TRUST	49	48.5%
HIGH TRUST	42	41.6%
VERY HIGH TRUST	7	6.9%
TOTAL	102	100%

Source: Primary Data

FIGURE 5.15 LEVEL OF TRUST IN HUL AS A BRAND

How would you describe your level of trust in HUL as a brand?

101 responses



Inference: Table 1.16 discusses the level of trust in HUL as a brand. Only 1% have very low trust and only 2% have low trust. 48.5% which is the highest percentage have moderate trust while 41.6% have high trust and 6.9% have very high trust.

TABLE 5.16 COMPARISON OF PRICING WITH SIMILAR PRODUCTS IN MARKET

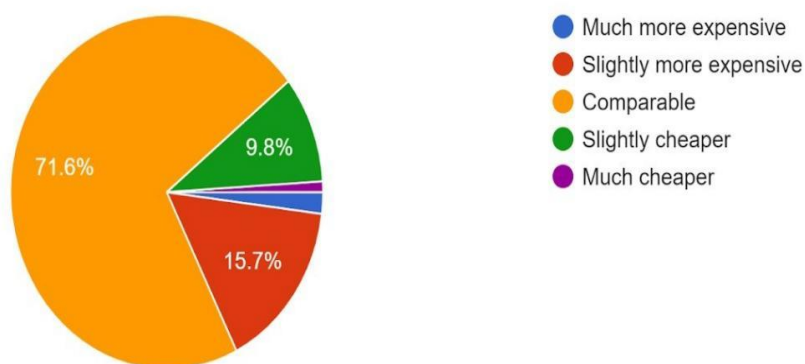
LEVEL OF PRICING	RESPONSES	PERCENTAGE
MUCH MORE EXPENSIVE	2	2%
SLIGHTLY MORE EXPENSIVE	16	15.7%
COMPARABLE	73	71.6%
SLIGHTLY CHEAPER	10	9.8%
MUCH CHEAPER	1	1%
TOTAL	102	100%

Source: Primary Data

FIGURE 5.16 COMPARISON OF PRICING WITH SIMILAR PRODUCTS IN MARKET

How do you perceive the pricing of HUL products in comparison to similar products in the market?

102 responses



Inference: Table 1.16 is the respondent's view of price comparison with similar products in the market. 2% find it much more expensive while for 15.7% it is slightly expensive, comparable for 71.6%, slightly cheaper for 9.8%, and much cheaper for 1%.

TABLE 5.17 RECOMMEND HUL PRODUCTS TO FRIENDS AND FAMILY

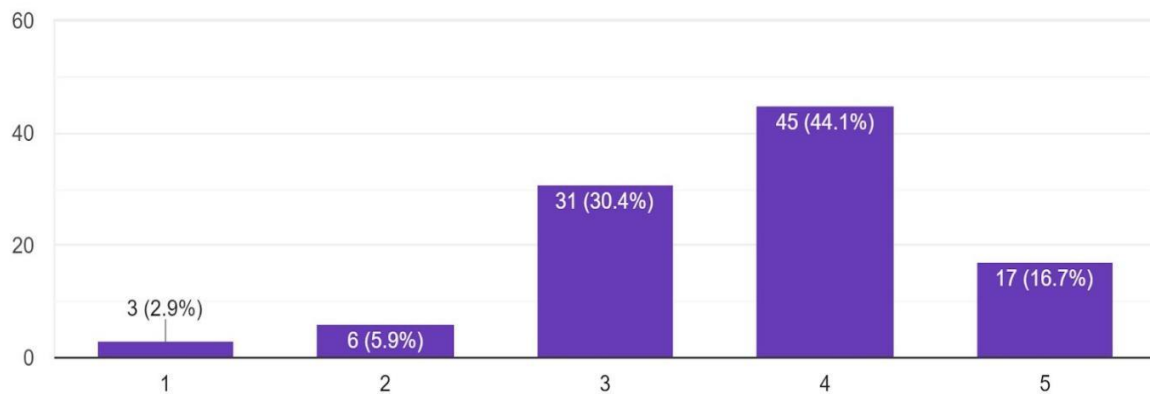
LEVEL	RESPONSES	PERCENTAGE
1(LEAST)	3	2.9%
2	6	5.9%
3(NEUTRAL)	31	30.4%
4	45	44.1%
5(MOST)	17	16.7%
TOTAL	102	100%

Source: Primary Data

FIGURE 5.17 RECOMMEND HUL PRODUCTS TO FRIENDS AND FAMILY

On a scale of 1 to 5, how likely are you to recommend HUL products to friends or family?

102 responses



Inference: Table 1.17 shows the view of respondents on recommending HUL products to their friends and families. On a scale of 1 to 5, 2.9% were least interested in recommending while 5.9 % rated 2, 30.4% rated 3 which is neutral and 44% which is the highest percentagerated 4, and 16.7% rated 5 which indicated the most.

CHAPTER 6 - CONCLUSION (SUMMARY, FINDINGS AND CONCLUSION)

6.1 SUMMARY

The project highlights the challenges and opportunities associated with branding in the context of HUL's marketing efforts. It discusses the evolving consumer trends, competitive landscape, and technological advancements shaping the branding strategies of HUL.

Marketing serves as a channel for HUL to gather valuable consumer insights and feedback, which are essential for product development and refinement. Through market research, surveys, and social media monitoring, HUL gains actionable intelligence about consumer preferences, purchasing behavior, and emerging trends.

Overall, the project underscores the crucial role of branding in the marketing success of HUL products, emphasizing the company's continuous efforts to innovate and adapt its branding strategies to meet the dynamic demands of the market and consumers.

6.2 FINDINGS

- Majority of the respondents are female (86.4%) and most of them are students (84.5%) of the age group between 16 and 25(84.5%).
- Most of the respondents are familiar with HUL products.
- A large population of the respondents (94.2%) are familiar more about the brand Dove.
- Among them 54.4% of the people use HUL products daily.
- 59.2% of the respondents have rated 4 for the HUL products.
- Quality of the products has most influenced (64.1%) the respondents to buy the HUL products.
- 26 respondents (25.2%) are likely to purchase HUL products in the future.
- 43.1% of the respondents are satisfied with the effectiveness of personal care products in HUL.
- Among the respondents 58.8% are somewhat conscious and important on the environmental impact of the homemade products.
- While purchasing HUL's food product 31.4% of the people consider the health factor.

- Most respondents (74.4%) have given an excellent rating for the overall quality of the HUL products.
- 48.5% of them have a moderate trust in the products of HUL and only 1% among the respondents have very low trust.
- From the responses, 71.6% of the respondents think that pricing of similar products in the market are comparable.
- 44.1% of the respondents will recommend the HUL products to their family and friends.

6.3 CONCLUSION

The project explores the significance of branding in the marketing strategy of Hindustan Unilever Limited (HUL) products. Branding plays a pivotal role in HUL's marketing approach, influencing consumer perceptions, purchase decisions, and overall brand loyalty.

In conclusion, Hindustan Unilever Ltd. (HUL) demonstrates a strategic approach to maintaining its market leadership and differentiation from competitors across various sectors. Through a comprehensive analysis of market trends, competitor brands, and the performance of HUL's brands, key areas of strength and weakness have been identified. HUL's adaptability to market trends, coupled with its robust marketing strategies, enables it to effectively communicate with consumers and maintain its competitive edge. Moving forward, the development of a promotion plan for brand communication will further enhance HUL's market position and solidify its leadership in the industry.

BIBLIOGRAPHY

REFERENCES

- **Dr. Gaurav Suresh Rao Jayde** - *A Study of Consumer Preference towards Marketing Mix of HUL Food Brands with special response to Amravati district* January 2019
- **H.M. Jha 'Bidyarthi'; Mayur A. Dande; Pavan M. Kuchar; Satya Mohan Mishra-**
HUL's tidy advertising strategy - a case study of Indian laundry segment 2013 Vol.6 No.1
- **Prof. S. K. Baral** - *Redefining Rural Marketing: An Approach Towards Micro Entrepreneurship With Special Reference to Shakti Asian Journal of Multidimensional Research, Vol.1 Issue 4, September 2012*
- **Priti Jeevan** – *2017-International Journal of Scientific Research and Modern Education (IJSRME) ISSN (Online): 2455 – 5630 , Volume I, Issue I, 2016*
- **Thara S. Shetty** – *2022 December 2018 Anveshana search for Knowledge 8(2):59*
- **Jayakrishnan S** – **2021** - *The CASE Journal 17 (6), 836-847*
- **Kushagra Pal**-*International Journal of Management, Technology And Engineering Volume IX, Issue III, MARCH/2019 ISSN NO : 2249-7455*
- **Ishu Chauhan** - *2018 Sales and Marketing at Hindustan Unilever - IJFMR Volume 5, Issue 2, March-April 2023. DOI 10.36948/ijfmr.2023.v05i02.1882*
- **M. Mary Suthanthira Malar** - *November 2021 International Journal of Case Studies in Business IT and Education DOI:10.47992/IJCSBE.2581.6942.0131*
- **P Jeevan** - *A Study on Marketing and Sustainability - A Case Study Approach with Reference to HUL 1 May 2017*

WEBSITES AND LINKS

- A Study on Marketing and Sustainability - A Case Study Approach concerning Hindustan Unilever Limited
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2959990
- A Study of Consumer Preference towards Marketing Mix of HUL Food Brands with special <https://www.ijrar.org/papers/IJRAR19J1645.pdf>
- HUL's tidy advertising strategy – a case study of Indian laundry segment-
https://www.researchgate.net/publication/262899930_HUL's_tidy_advertising_strategy_-_a_case_study_of_Indian_laundry_segment
- Redefining Rural Marketing: An Approach Towards Micro Entrepreneurship with Spec
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3375292
- Rural Marketing and Product Promotion: An Analysis of the Project *Shakti* by Hindustan Unilever Limited
https://www.researchgate.net/publication/366538001_Rural_Marketing_and_Product_Promotion_An_Analysis_of_the_Project_Shakti_by_Hindustan_Unilever_Limited
- A Case Study on Corporate Social Responsibility Initiatives with Special Reference to Hindustan Unilever Limited
<https://www.ischolar.in/index.php/Anveshana/article/download/180672/167872>
- Hindustan Unilever's 'Pureit' Water Purifier https://www.researchgate.net/publication/356392798_Hindustan_Unilever's_'Pureit'_Water_Purifier
- The downfall of fairness era; road ahead for hul's dove and fair and lovely-
<https://www.emerald.com/insight/publication/issn/1544-9106/vol/17/iss/6>
- A STUDY ON GLOBAL ADVERTISING STRATEGIES OF FMCG
https://www.researchgate.net/publication/346746082_A_STUDY_ON_ADVERTISING_STRATEGY_OF_FAST_MOVING_CONSUMER_GOODS_FMCG_SECTOR_IN_INDIA_-_WITH_SPECIAL_REFERENCE_TO_TRICHY_DISTRICT

APPENDIX

QUESTIONNAIRE

A study on the marketing strategy of HindustanUnilever Limited

1. Gender
 - a) Male
 - b) Female
2. Age
 - a) 18-25
 - b) 26-35
 - c) 36-45
 - d) 46+
3. Educational qualification
 - a) High school or Equivalent
 - b) Bachelor's Degree
 - c) Post-graduation or higher
4. Occupation
 - a) Employed
 - b) Student
 - c) Self-employed
 - d) Homemaker
5. How familiar are you with Hindustan Unilever Limited (HUL) products?
 - a) Very familiar
 - b) Somewhat familiar
 - c) Not familiar
6. Which of the following products or brands are you aware of? (Select all that apply)
 - a) Dove
 - b) Lux
 - c) Surf Excel
 - d) Lifebuoy
 - e) Knor
 - f) Kissan
 - g) Ponds

7. How frequently do you use HUL products?
- a) Daily
 - b) Weekly
 - c) Monthly
 - d) Rarely
 - e) Never
8. On a scale of 1-5 how would you rate the quality of HUL products?
- a) Very poor
 - b) Poor
 - c) Neutral
 - d) Good
 - e) Excellent
9. What influences you to buy HUL products? (Select all that apply)
- a) Brand reputation
 - b) Price
 - c) Advertising
 - d) Recommendations from friends/family
 - e) Social media presence
10. How likely are you to continue purchasing HUL products in the future?
- a) Very likely
 - b) Likely
 - c) Neutral
 - d) Unlikely
 - e) Very unlikely
11. On a scale of 1 - 5 how satisfied are you with the effectiveness of HUL's personal care products in meeting your needs?
- a) Very dissatisfied
 - b) Dissatisfied
 - c) Neutral
 - d) Satisfied
 - e) Very satisfied

12. Are you conscious of the environmental impact of the home care products you use? How important is it in your decision-making process?
- a) Very conscious and important
 - b) Somewhat conscious and important
 - c) Not very conscious nor important
13. How often do you consider health factors (e.g., nutritional value, organic ingredients) when purchasing HUL food products?
- a) Always
 - b) Often
 - c) Sometimes
 - d) Rarely
 - e) Never
14. How would you rate the overall quality of Hindustan Unilever Limited (HUL) products?
- a) Very poor
 - b) Poor
 - c) Average
 - d) Good
 - e) Excellent
15. How would you describe your level your level of trust in HUL as a brand?
- a) Very low trust
 - b) Low trust
 - c) Moderate trust
 - d) High trust
 - e) Very high trust
16. How do you perceive the pricing of HUL products in comparison to similar products in the market?
- a) Much more expensive
 - b) Slightly more expensive
 - c) Comparable
 - d) Slightly cheaper
 - e) Much cheaper

17. On a scale of 1 to 5, how likely are you to recommend HUL products to friends or family?

- a) Very unlikely
- b) Unlikely
- c) Neutral
- d) Likely
- e) Very likely