

“Impact of Brand Promotion on Market Performance Hindustan Unilever(HUL)”

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Abstract

This study looks at the effects of several components on brand marketing and market performance. The researcher conducted an investigation into the case of Hindustan Unilever (HUL) to examine several types of brand equity elements that impact customer purchase intentions. Hindustan Unilever is the best-known rapidly evolving consumer goods (FMCG) business in the Indian market. Under the Hindustan Unilever the company, this company offers 35 distinct goods throughout 20 categories.

The company's annual earnings is INR 27408 crore. HUL is a Unilever company that sells high-quality consumer items to clients in a variety of countries across the world. As a result, HUL has faced a variety of obstacles. Several advertising issues have harmed the company's image HUL, which led to a drop in client databases. Publicity is one of the oldest and most effective methods for influencing customer purchase intentions.

Keywords: Branding Development, Market Approach, Brand Equity, Purchase Decision, and Market Performance.

INTRODUCTION

Brand promotion is an important marketing word. Brand marketing may be characterized as an important and effective commercial approach for an organization. Brand promotion is defined by the company's positive perception and standing in an extremely competitive region. According to Khoshtaria et al. (2020), the notion of marketing for brands is based on commitment to the brand or brand expansion. Brand marketing also helps a firm get an unfair edge in a highly competitive market sector.

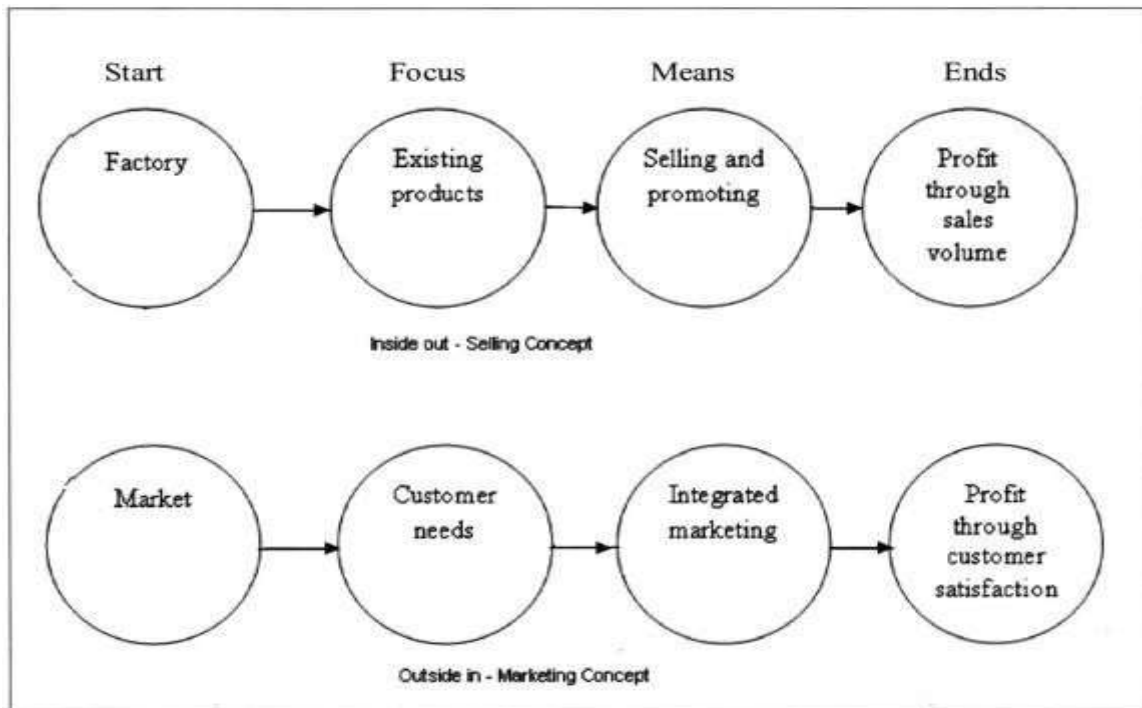
The goal of this study was to look at the influence of different aspects of brand marketing on market performance. In the words of Halliburton and Bach (2012), a range of factors might influence customers' purchasing decisions. An organization's reputation and reputation as a brand can help it gain positive feedback from customers. A favorable portrayal of the company in the market may help attract more customers. A favorable image and reputation for a company's brand may help improve business practices in an aggressive market area. This research study examined Hindustan the corporation's case study to address his unique research question.

The concept of market is derived from the Latin word markets, which means commerce, ware, traffic trade, or a location where business is performed.

1. The market is made up of people who have money and want to spend it.
2. A socioeconomic market is defined as a place where purchasers and sellers of products and services gather in search of possibilities to adjust their mutual interests and interact in an environment of open and unimpeded competition. The marketing concept The marketing notion holds that meeting the company's goals requires knowing the requirements and desires of target audiences and providing the needed content in a more beneficial manner than rivals. This philosophy considers a focus on the client and value to be the key to effective sales and corporate profitability. The consumer is seen as THE KING, and the corporation creates and advertises what the customer want. The figure depicts the distinction between the selling and marketing concepts.

Contrast of selling and Marketing concepts

Marketing mix

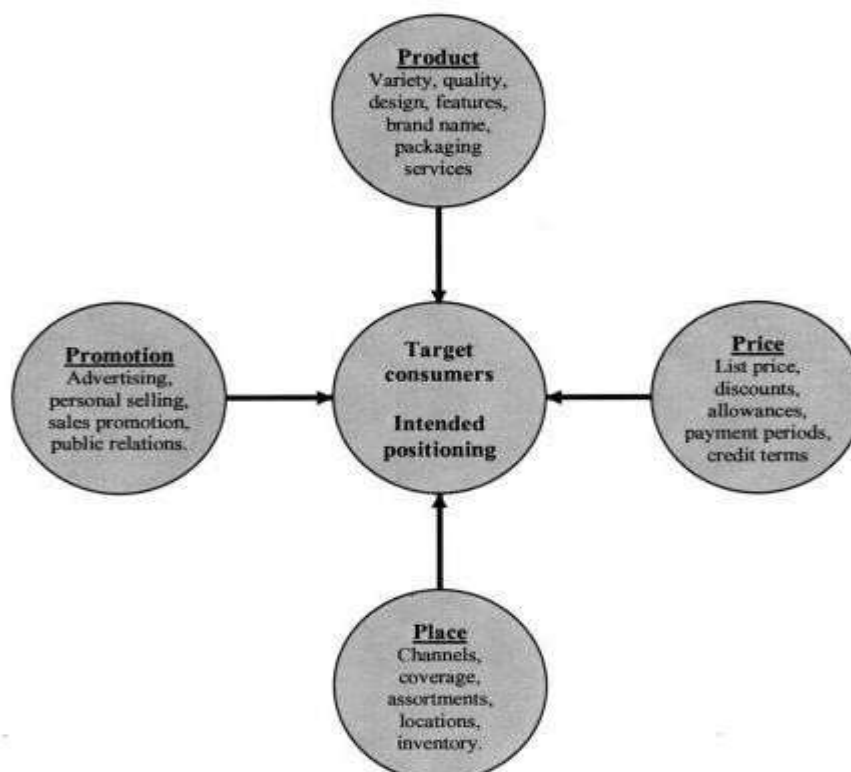


According to a statement by James Culliton, a well-known marketing expert who invented the term "marketing mix," the person in charge of marketing is a mixologist.

"The advertising arsenal is an assortment of controllable, pragmatic, promotional resources that the firm integrates in order to generate whatever response it seeks in the demographic it is aimed at." Phil Kotler.

The marketing mix includes the factors product, pricing, location, and promotion, sometimes known as the four Ps of marketing.

The Marketing Mix variables



The term "product" refers to the items and services that a firm offers to its target market in order to meet their requirements and desires.

The price refers to the monetary amount that buyers must pay to purchase a product or service.

Promotion is the process of personally marketing, advertising, and explaining product benefits and features to target consumers in order to encourage them to buy.

Place refers to the physical distribution actions that carry a product from the producer to the customer. The location variable includes the channel of shipment, logistical issues, distribution, and transportation, among others.

To be effective, marketing strategies must combine the four factors into a desirable integrated action plan focused at meeting business objectives. While the 4 Ps represent the seller's viewpoint on the market, the four Cs represent the customer's perspective.

The role of marketing strategy

Marketing mix plays an essential part of advertisement planning and strategy. Planning is a crucial managerial activity that any firm must do. Any company will require both broad and detailed strategies to achieve its objectives.

Marketing planning is primarily concerned with developing marketing strategies. Marketing planning is developing action plans to impact the future expansion of a firm. Its concerns include profitability, competitiveness, market share protection and improvement, and brand image promotion. The objective is to discover customer requirements in diverse categories, create appropriate products or services to address those needs, and make profits. This is accomplished through advertisement planning and strategy.

The four principles of marketing must be assembled in the finest possible order. This procedure entailed selecting the relevant marketing activities and allocating the necessary branding time and cash to each of them. The firm must evaluate how to achieve desired sales and profitability.

Literature Review

The American Marketing Association (AMA) defines a brand as a phrase, sign, name, as well as design, or symbol that assists in the identification of particular goods or services within the identical industry sector. Melović et al. (2020) found that a product's brand distinguishes it from rivals in the exact same market segment. A brand refers to the social phenomenon that may be achieved via the services provided. A brand gives personality to a product that is allowing it to stand out from other things of a comparable design and designed for similar purposes.

Al Asheq and Hossain (2019), on the other hand, proposed that the brand of diverse enterprises relates to their individual designs. The value of a brand has an influence on the target users of a company's unique product or service, either directly or indirectly. As a consequence, good brand building is one of the most crucial components of attaining a solid position in an extremely competitive sector. As a consequence, effective branding is necessary for a business organization to achieve the most renowned position in the crowded market sector.

The specific company organization educates clients about the item itself and its worth by providing superb product branding. Customers can make educated judgments about purchasing a company's specialized item of interest when it has a solid reputation (Sugiono et al., 2021). On the other hand, it asserted that in order to deliver successful branding for a good or service, this particular entity should implement a branding strategy. To provide appropriate details about a particular manufacturer of an item or service, the company must establish effective brand value. The firm can achieve brand management to create a successful brand. As a consequence, Hofmann et al. (2021) stated that important criteria include the product, rates, packaging, and effective advertising techniques.

Methods

DATA COLLECTION METHOD: The data collected for the research may be divided into two categories: primary data and secondary data.

PRIMARY DATA: The data obtained for the very first time can be referred to as primary data.

SECONDARY DATA: Secondary data refers to data that has previously been acquired by someone. It is gathered from many sources, including the internet and literature.

Hindustan Unilever, a large consumer products corporation in India, uses a variety of data collecting tools to get insight into customer tastes, market trends, and its operational effectiveness. Hindustan Unilever commonly collects data using the following methods and forms:

- **Surveys and Questionnaires:** Hindustan Unilever frequently runs questionnaires and surveys to acquire customer input on their product choices, habits of use, level of satisfaction, and brand impressions. These surveys may be done using a variety of media, including internet platforms, mobile apps, and in-person interviews.
- **Consumer Panels:** Hindustan Unilever may form consumer panels, which are groups of people who agree to offer frequent feedback on goods and engage in market research operations. This strategy enables the organization to collect precise data over time and monitor changes in how customers behave.
- **Retail Audits:** Hindustan Unilever undertakes retail audits to ensure that products are available, visible, and positioned properly in shops. This data allows the organization to better assess the performance of its retail outlets and suggest areas for development.
- **Social Media Monitoring:** Hindustan Unilever analyzes social media channels to get insights into customer opinion, trends, and feedback on its goods and brands. Social media listening solutions are used to monitor the company's online mentions, comments, and debates.
- **Sales Data Analysis:** Hindustan Unilever evaluates sales data from a variety of sources, including physical stores, distributors, and e-commerce platforms, to determine the performance of products, position in the market, and sales trends. This information assists in making educated decisions about pricing, marketing, and distribution methods.
- **Qualitative Research:** Hindustan Unilever undertakes qualitative research using methodologies like as focus groups, extensive interviews, and ethnographic investigation to acquire a better understanding of customer behavior, attitudes, and cultural influences.
- **Customer Relationship Management (CRM) Systems:** Hindustan Unilever use customer relationship management (CRM) platforms to manage client contacts, maintain purchase history, and assess consumer preferences. This information allows targeted marketing campaigns and client retention methods.
- **Supply Chain Tracking:** Hindustan Unilever monitors a variety of supply chain parameters, including levels of stock, logistics effectiveness, and production schedules, in order to optimise operations and ensure product delivery on time to consumers.

Conclusions:

Hindustan Unilever Private Limited is India's most admired FMCG company, competing against numerous other industry players such as ITC, Nestle, and P&G.

The examination of HUL's strategic approach reveals that despite its size and breadth of brands, the company has given similar significance to all of its offerings. Furthermore, as is evident across all of its segments, which are frequently employed by Indian and international customers, HUL is not only concentrate in gonmaj or brands how ever additionally on those that are ineffective, as well as new products are introduced into the market while keeping the importance of technological advancement in mind in the constantly evolving marketplace. Hindustan Unilever, also known as Unilever, is a major firm with many brands and products, hence its promotional programs are diverse and wide. It has used ads to raise awareness about its products, disseminating product information through print media such as journals and newspapers.

Sales promotion may also be seen in the form of contests, free samples, cheaper prices for introductory items, and

celebrity endorsements. Sakshi Talwar is connected with Vim, Yami Gautam with Kwaliti Walls, Kareena Kapoor with Lakme, Kajol with Knorr soups, Varun Dhawan with Ponds men's collection, and Anushka Sharma with Bru. To pique consumers'

curiosity, various staff members are engaged to conduct live product demonstrations through booths in certain public settings. Its awareness of the client and ability to interact with them through technology and innovation sets it apart. Because of its profound knowledge and continuous development and research in product marketing, the firm is now a part of the daily lives of two out of every three Indians.

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