

Review Paper: “A Study on Consumer Buying Behaviour Towards HUL Products”

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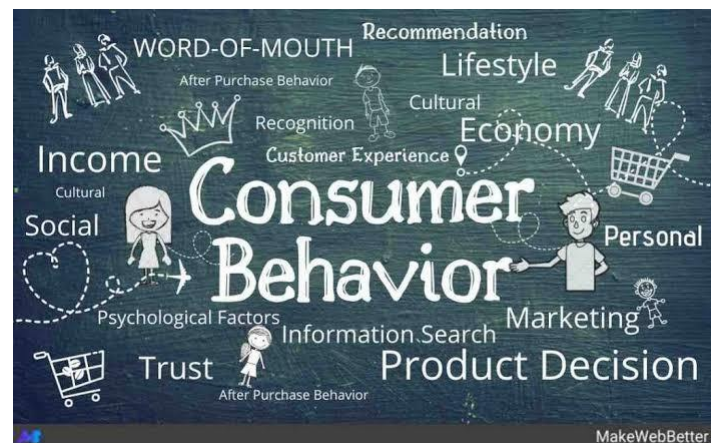
ABSTRACT: This Study Investigates Consumer Buying Behavior Towards Products Manufactured By Hindustan Unilever Limited (HUL), One Of The Leading Fast-Moving Consumer Goods (FMCG) Companies In India. The Research Aims To Understand The Factors Influencing Consumers' Purchasing Decisions, Their Perceptions Of HUL Products, And Their Attitudes Towards The Brand. A Mixed-Methods Approach Is Employed, Utilizing Both Quantitative Surveys And Qualitative Interviews To Gather Data From A Diverse Sample Of Consumers. Analysis Of The Findings Reveals Key Demographic Trends, Including Age, Income Level, And Geographic Location, That Impact Consumer Preferences. Additionally, The Study Identifies Significant Factors Such As Brand Loyalty, Product Quality, And Pricing Strategies That Influence Consumer Behavior Towards HUL Products. The Implications Of These Findings For HUL's Marketing Strategies Are Discussed, Along With Recommendations For Enhancing Customer Satisfaction And Loyalty. This Research Contributes To The Existing Literature On Consumer Behavior In The FMCG Sector And Provides Valuable Insights For HUL And Other Companies Operating In Similar Markets.

INTRODUCTION: Consumer Behavior Is The Study Of Individuals, Groups, Or Organizations In The Selecting, Purchasing, Using, And Disposing Of Goods And Services To Satisfy Needs And Desires. Consumer Behavior Examines Not Only What Behaviors Consumers Exhibit But Also The Reasons For Those Behaviors. On A Macro Level, Marketers Are Interested In Demographic Shifts As Well As Society's Values, Beliefs And Practices That Affect How Consumers Interact With The Marketplace. On A MicroLevel, Consumer Behavior Focuses On Human Behavior And The Reasons Behind These Behaviors. Thus, Concepts Drawn From Psychology And

Sociology Are Prominently Reflected In The Consumer Behavior Literature.

Consumer Behaviour Is The Study Of How People Make Decisions About What They Buy, Want, Need Or Act In Regards To A Product, Services, Or Company. It Is Critical To Understand Consumer Behaviour To Know How Potential Customers Will Respond To A New Product Or Service . It Also Helps Companies Identify Opportunities That Are Not Currently Met.

So Basically, The Study Of Consumers Helps Firms And Organisations Improve Their Marketing Strategies By Understanding Issues. CONSUMER BEHAVIOUR



Consumer Behavior Is The Study Of How People Buy, What They Buy, When They Buy And Why They Buy. It Blends Elements From Psychology, Sociology, Sociopsychology, Anthropology And Economics. It Attempts To Understand The Buyer Decision Processes/Buyer Decision Making Process, Both Individually And In Groups. It Studies Characteristics Of Individual Consumers Such As Demographics, Psychographics, And Behavioural Variables In An

Attempt To Understand People's Wants.

It Also Tries To Assess Influences On The Consumer From Groups Such As Family, Friends, Reference Groups, And Society In General. Belch And Belch Define Consumer Behavior As 'The Process And Activities People Engage In When Searching For, Selecting, Purchasing, Using, Evaluating, And Disposing Of Products And Services So As To Satisfy Their Needs And Desires'.

Consumer Behavior Is The Study Of Individuals, Groups, Or Organizations In The Selecting, Purchasing, Using, And Disposing Of Goods And Services To Satisfy Needs And Desires. Consumer Behavior Examines Not Only What Behaviors Consumers' Exhibit But Also The Reasons For Those Behaviors. On A Macro Level, Marketers Are Interested In Demographic Shifts As Well As Society's Values, Beliefs And Practices That Affect How Consumers Interact With The Marketplace. On A Micro Level, Consumer Behavior Focuses On Human Behavior And The Reasons Behind These Behaviors. Thus, Concepts Drawn From Psychology And Sociology Are Prominently Reflected In The Consumer Behavior Literature

BACKGROUND: Hindustan Unilever Limited (HUL) Stands As A Behemoth In The Indian FMCG Sector, Boasting A Vast Portfolio Of Household Brands Across Various Categories Such As Personal Care, Home Care, Foods, And Refreshments. With A Presence In Millions Of Households, HUL Holds A Significant Share Of The Consumer Goods Market, Exemplifying Its Enduring Relevance And Influence.

Understanding Consumer Buying Behavior Towards HUL Products Is Crucial For Several Reasons. Firstly, The FMCG Sector Is Highly Competitive, With Numerous Players Vying For Consumer Attention And Loyalty. Secondly, Consumer Preferences And Purchasing Patterns Constantly Evolve Due To Changing Socio-Economic Factors, Technological Advancements, And Cultural Influences. Thirdly, HUL's Success Hinges On Its Ability To Anticipate And Adapt To These Shifts In Consumer Behavior, Thereby Maintaining Its Market Leadership Position.

In This Context, Conducting A Comprehensive Study On Consumer Buying Behavior Towards HUL Products Becomes Imperative. Such A Study Not Only Provides Insights Into The Factors Driving Consumer Choices But Also Aids In Identifying Areas For Improvement And Innovation. By Delving Into The Nuances Of Consumer Preferences, Attitudes, And Perceptions, This Research Endeavor Seeks To Illuminate The Intricacies Of The Relationship Between Consumers And HUL Brands, Thereby Contributing To The Enhancement Of Marketing Strategies And The Overall Consumer Experience.

OBJECTIVES –

1. To examine the demographic profile of consumers purchasing HUL products, including factors such as age, gender, income level, and geographic location.

1. To assess consumers' perceptions of HUL products in terms of quality, reliability, and value for money.

2. To identify the key factors influencing consumers' purchasing decisions when selecting HUL products over competitors' offerings.

3. To explore the role of branding and brand loyalty in shaping consumer preferences for HUL products.

4. To investigate the impact of pricing strategies, promotional activities, and distribution channels on consumer buying behavior towards HUL products.

5. To understand the influence of cultural, social, and psychological factors on consumers' attitudes towards HUL brands.

6. To analyze consumer satisfaction levels and post-purchase experiences with HUL products.

7. To provide actionable insights and recommendations for HUL to enhance its marketing strategies, product offerings, and customer engagement initiatives based on the findings of the study.

STRUCTURE OF THE RESEARCH –

It Is Found That The Problems Currently Facing Hindustan Unilever Limited Are Increasing The Input Costs And Operating Costs. Due To Increased Raw Material Costs, Increased Imitative And Spurious Products And Stiff Competition From Other FMCG Players.

There Is A Slowdown In The Global Economy And The Problem That Began In The Financial Sector Has Rapidly Spread To Other Sectors Affecting Not Only The US But The Global Economy. Most Of India's Domestic Sectors Are Also Affected, Including The Country's Export Performance And The FMCG Sectors.

CONCEPT AND FRAMEWORK:

1. Overview of relevant consumer behavior theories (e.g., Theory of Planned Behavior, Maslow's Hierarchy of Needs).
2. Application of these theories to understand consumer behavior towards FMCG products, particularly HUL products.
3. Development of a conceptual model illustrating the relationship between various factors influencing consumer buying behavior towards HUL products.
4. Factors may include demographic variables, product attributes, brand perception, marketing strategies, and environmental influences.
5. Description of the research design (quantitative, qualitative, or mixed methods).
6. Explanation of data collection methods (surveys, interviews, observations) and sampling techniques.

7. Outline of data analysis techniques (statistical analysis, thematic analysis).

SCOP OF THE STUDY -

- The study will target a diverse group of consumers representing different demographic segments, including age, gender, income level, and occupation. Both regular users of HUL products and non-users or occasional users will be included to capture a comprehensive understanding of consumer behavior.
- The research will cover a broad range of HUL products across various categories, including but not limited to personal care (e.g., soaps, shampoos), home care (e.g., detergents, cleaning products), foods (e.g., packaged foods, beverages), and refreshments (e.g., ice creams, beverages).

The research will focus on current consumer buying behavior towards HUL products within a specified time frame, with data collection and analysis conducted over a period determined by the research timeline.

SUGGETION –

1. **Brand Perception and Loyalty:** Investigate how consumers perceive the HUL brand in comparison to competitors, and explore the factors that contribute to brand loyalty among HUL consumers.
2. **Product Attributes and Quality:** Analyze consumer perceptions of the quality, effectiveness, and value for money of HUL products across different categories.
3. **Promotional Activities:** Evaluate the effectiveness of HUL's promotional activities, such as advertising campaigns, sponsorships, and social media engagement, in influencing consumer behavior.

CONCLUSION –

After studying the consumer buying behaviour regarding the various personal care products of Hindustan Unilever Ltd. consumer behaviour is identified. Mostly consumers used the soaps and skin care products which include Lux and Lifebuoy, Vaseline and Ponds respectively. Respondents mostly aware from the T.V. about the personal care products. Quality, Variety, Availability and Advertising are the most preferring factors for purchase the personal care products of Hindustan Unilever Ltd.

Consumers are brand loyal towards the soaps. The retailer suggestion also affected the purchasing of personal care products. Today low priced competition present in all categories so without studying consumer behaviour we cannot survive. And counterfeit products are available in rural areas so company should take steps so that consumer is aware about all the various personal care products of Hindustan Unilever Ltd. Thus, it can be understood from the study of HUL that, since it is so large and so extensive in brands, it has given equal importance to each of its products and services. It is found that in research HUL is the largest manufacturer of soaps, its market share decreased from 42.3 per cent in the year ended December 2017 to 38.9 per cent in the last calendar year. A study shows that total demand growth is 7% in a year. This means that the generation of incremental demand is 5% above and above population growth. Research shows that Unilever is a strong financial company with a 67 per cent stake in Hindustan Unilever Co. Ltd. HUL also launched the project SHAKTI, which provided it with direct access to the rural market.

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