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A Study on Consumer Preference towards Marketing Mix of HUL Food Brands

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Abstract: This study investigates the relationship between consumer buying behaviour and purchase of HUL food brand products and also to know the most important factor of marketing mix by which the consumer behavior effects the food brands in Pollachi taluk. The study used to collect data through questionnaires based survey. 150 respondents from various areas in Pollachi taluk. It also measures the problem of planning marketing mix in dynamic competitive markets. To understand the consumers needs and wants, that include not only What they buy? But also Why they buy? Where they buy? Hence, it is clear that the study is needed unanimously.

I. INTRODUCTION

Hindustan Unilever Limited has its presence in India for the last many decades, and with its iconic brands, and dedication towards serving its consumers with quality products had made it the leading Fast Moving Consumer Goods Company(FMCG). The underlying foundation of demand is a model of how consumers behave. The Individual consumer has a set of preferences and values whose determination is outside the real economics. They depend upon culture, education, and individual tastes. The measure of these values in this model for a particular product is in terms of the real opportunity cost to the consumer who purchases and consumes the product. The term "**Marketing Mix**" was coined in 1953 by Neil Borden in his American Marketing Association presidential address. Marketing Mix is one of the major concepts in modern marketing that influences consumer motives. They are often designed to influence consumer decision-making and lead to profitable exchanges. Each element of marketing mix can affect consumers in many ways.

II. REVIEW OF LITERATURE

Parasuraman, Berry and Zeithaml (1990), Assess the topic "Current Standing of the 4P's Marketing Mix framework as the dominant marketing management". This study highlights a realistic picture on the current standing of an old and ongoing debate about the merits of the 4P's marketing mix as a present and future marketing management. The study reveals, the new concepts proposed should adequately deal with new realities of marketing.

Khoo Khay Hooi (2012), Carried out their study entitled "Customer loyalty, satisfaction and marketing mix: Empirical evidence from Infant formula Industry". The main objective of this study is to determine whether customer satisfaction, customer loyalty and marketing mix are inter-related. This study uses the statistical tools of reliability analysis, multiple regression analysis and Pearson correlation. Finally the study concluded that the brands' marketing mix elements and customer satisfaction were positively correlated to customer loyalty.

Wang Aimin and Sumayya Begum (2012), Undergone a study titled "Investigating the Impact of Marketing Mix elements on tourist satisfaction". The main purpose of this study is to examine the impact of marketing mix elements on tourist satisfaction by adopting the statistical techniques, correlation and regression. Further, the study reveals six, out of seven

marketing mix elements such as Product, Price, Place, Promotion, People, Process, Physical evidence have positive relation towards tourist satisfaction but the Price imposed by authority is not satisfactory to the visitors.

III. OBJECTIVES OF RESEARCH

The study is carried out with the following objectives

- To study the socio economic profile of the respondents
- To analyse the awareness of the respondents towards HUL food brands.
- To determine influencing factor towards buying HUL food brands.
- To measure the level of satisfaction towards the marketing mix factor of HUL food brands.

IV. STATEMENT OF THE PROBLEM

- Modern Marketing concept is Marketing Mix oriented; the emphasis is more on the consumer rather than the product.
- The Marketing Mix is influenced by several factors.
- Planning Marketing Mix in dynamic competitive Markets

V. DATA COLLECTION

Primary Data

Primary data is that data which is collected for the first time. For the purpose of collection of primary data, a well structured questionnaire consisting of five point scale was framed and filled by the 150 respondents. The questionnaire comprises of open ended questions, opinion table and Rank table questions.

Secondary Data

Secondary data is the data which is collected by existing sources. Secondary data were collected from various books, magazines, journals and internet.

AREA OF STUDY

Sampling unit may be geographical, such as State, District, Village, etc., the geographical sampling unit under this study is associated with special reference to Pollachi.

VI. SAMPLING DESIGN

Convenient Sampling

The method of convenience sampling is also called the chunk. Meaning a fraction of the population being interviewed or investigated which is selected neither by probability nor by judgement but by convenience. However, convenience sampling is often used for making pilot studies questions may be tested and preliminary by the chunk before the final sampling design is decided upon.

Methodology

❖ Data	-	Primary
❖ Sample size	-	150
❖ Area of study	-	Pollachi Taluk
❖ Study period	-	6 months (DEC 2015 – MAY 2016)

- ❖ Sampling design - convenience sampling
- ❖ Tools used - Simple percentage & Chi-square analysis

Demographic Factors

S.No	Demographic Factors	Labels	Frequency	%
1.	Gender	Male	69	46
		Female	81	54
2.	Age	20-25	19	12.67
		26-35	83	55.33
		36-45	28	18.67
		Above 46	20	13.33
3.	Marital Status	Married	83	55.33
		Unmarried	67	44.67
4.	Area of Residence	Rural	81	54
		Urban	49	32.67
		Semi-Urban	20	13.33
5.	Family Income (Month)	5000 - 10000	38	25.33
		10001 - 25000	49	32.67
		25001-50000	45	30
		Above Rs. 50,000	18	12

Chi-square Representation

Age	Level of Awareness			Total (150)	Chi-square value
	Low	Medium	High		
20-25	1 (5.26%)	17 (89.47%)	1 (5.26%)	19(12.67%)	Df=6 $\chi^2=0.874$
25-35	5(6.02%)	72(86.75%)	6(7.23%)	83(55.33%)	
35-45	2(7.14%)	24(85.71%)	2(7.14%)	28(18.67%)	
Above 45	2(10%)	16(80%)	2(10%)	20(13.33%)	
Gender					
Male	4(5.80%)	59(85.5%)	6(8.70%)	69(46%)	Df=2 $\chi^2=0.472$
Female	6(7.40%)	70(86.42%)	5(6.17%)	81(54%)	
Area of Residence					
Urban	5(10.20%)	42(85.71%)	2(4.08%)	49(32.67%)	Df=4 $\chi^2=2.979$
Rural	4(4.94%)	69(85.19%)	8(9.88%)	81(54%)	
Semi-Urban	1(5%)	18(90%)	1(5%)	20(13.33%)	
Marital Status					
Married	4(4.82%)	75(90.36%)	4(4.82%)	83(55.33%)	Df=2 $\chi^2=2.964$
Unmarried	6(8.96%)	54(80.60%)	7(10.45%)	67(44.67%)	
Education Profile					
Up to 10 th	2(6.25%)	27(84.38%)	3(9.38%)	32(21.33%)	Df=6 $\chi^2=16.955$
HSC	1(2.33%)	41(95.35%)	1(2.33%)	43(28.67%)	
UG	0(0)	27(100%)	0(0)	27(18%)	
PG	7(14.58%)	34(70.83%)	7(14.58%)	48(32%)	
Family Status					
Head	3(6.98%)	38(88.4%)	2(4.65%)	43(28.67%)	Df=2 $\chi^2=0.639$
Member	7(6.54%)	91(85.05%)	9(8.41%)	107(71.33%)	
Family Income					
5000-10000	3(7.89%)	22(57.89%)	13(34.21%)	38(25.33%)	Df=6 $\chi^2=14.919$
10001-25000	4(8.16%)	39(79.59%)	6(12.24%)	49(32.67%)	
25001-50000	11(24.44%)	28(62.22%)	6(13.33%)	45(30%)	
Above 50000	4(22.22%)	10(55.55%)	4(22.22%)	18(12%)	
Occupation					
Job	12(30.77%)	14(35.90%)	13(33.33%)	39(26%)	Df=8 $\chi^2=12.750$
Business	8(15.69%)	30(58.82%)	13(25.49%)	51(34%)	
Professional	1(9.09%)	4(36.36%)	6(54.55%)	11(7.33%)	
Agriculture	1(33.33%)	1(33.33%)	1(33.33%)	3(2%)	
House wife	4(8.70%)	26(56.52%)	16(34.78%)	46(30.67%)	

VII. FINDINGS

- Since this project is associated with food brand products, we can confirm that out of 150 respondents, majority 81 [54%] formed with female respondents.
- Majority 83[55.33%] respondents are in the age group of between 26 & 35.
- Out of 150 respondents, Majority 83[55.33%] of the respondents are married.
- Majority 81[54%] of the respondent belongs to urban area
- Majority 48 [32%] of the respondents are Post graduates.
- Out of 150 respondents, Majority 46[30.67%] of the respondents are home makers neither engaged in any occupation.
- Majority 89[59.33%] of the respondents' family members is between three and six.
- Majority 49[32.67%] of the respondents family income per month was between 10001 & 25000.
- Out of 150 respondents, Majority 107 [71.33%] respondents' status in their family was members.
- Majority 68[45.33%] of the respondents does not depend on any one in their family, they take their own buying decision before purchasing a product.
- Majority 68[45.33%] of the respondents wish to shop weekly once.
- Majority 80[53.33%] of the respondents concentrate mainly on promotional activities like advertisements, discounts and offers while buying a food product.
- Out of 150 respondents, Majority 139 [92.67%] respondents use the product based on brand image of the product.
- Majority 86[57.33%] of the respondents are motivated by media like TV and newspaper advertisements in purchasing Hindustan Unilever products.
- Most of the 109[72.67%] respondents compare the Hindustan Unilever Limited food products with other brands.
- Majority 61[40.67%] of the respondents consume Tea often among the other Hindustan Unilever food products
- Majority 111[74%] of the respondents spend between Rs.500 and Rs.1000 on Hindustan Unilever Limited food products alone.
- Majority 101 [67.33%] of the respondents purchase Hindustan Unilever food brands in retail outlets.
- Majority 72[48%] of the respondents concentrate mainly on the Product Character while selecting a food brand.
- Out of 150 respondents' majority 82[54.67%] of the respondents' prefer Offers and Discount on promotional strategy in the Hindustan Unilever Limited food brands.
- Majority 72[48%] of the respondents prefer product as their influencing factor in marketing mix of the Hindustan Unilever food brand products.
- Most of the 78 [52%] respondents were aware about value added service.
- Most of the 119 [79.33%] respondents' recommend HUL Food brand to other persons in future.
- Majority 90[60%] respondents expect some changes in the existing product of HUL food brand.
- Association between Age, Area Factors and Level of awareness towards Hindustan Unilever Products (Food & Beverages, Home Care Products, Personal Care Products, Water Purifier).

- Age factor does not influence the level of awareness on Hindustan Unilever Products.
- Area does not influence the level of awareness on Hindustan Unilever Products.
- Association between Gender, Marital Status, Education Profile, Product reference source, Family status Factors and Level of awareness towards Hindustan Unilever Limited Food Brands.
 - Gender does not influence the level of awareness on Hindustan Unilever Limited Food Brand Products.
 - Marital Status does not influence the level of awareness on Hindustan Unilever Limited Food Brand Products.
 - **Education Profile influences the level of awareness on Hindustan Unilever Limited Food Brand Products.**
 - **Product Reference sources influences the level of awareness on Hindustan Unilever Limited Food Brand Products.**
 - Family Status does not influence the level of awareness on Hindustan Unilever Limited Food Brand Products.

VIII. CONCLUSION

On the basis of this pilot study i concluded that except price all the other variables have significant effect on HUL food brand consumer's satisfaction. The highest of consumer's awareness on marketing mix of Hindustan Unilever Limited food brands was its product characteristics, followed by price, promotion, and place. Among 4 P's in Marketing Mix, 'Product' acts as the influencing factor among the consumers in pollachi taluk, while purchasing food products in the market.

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