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## 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.

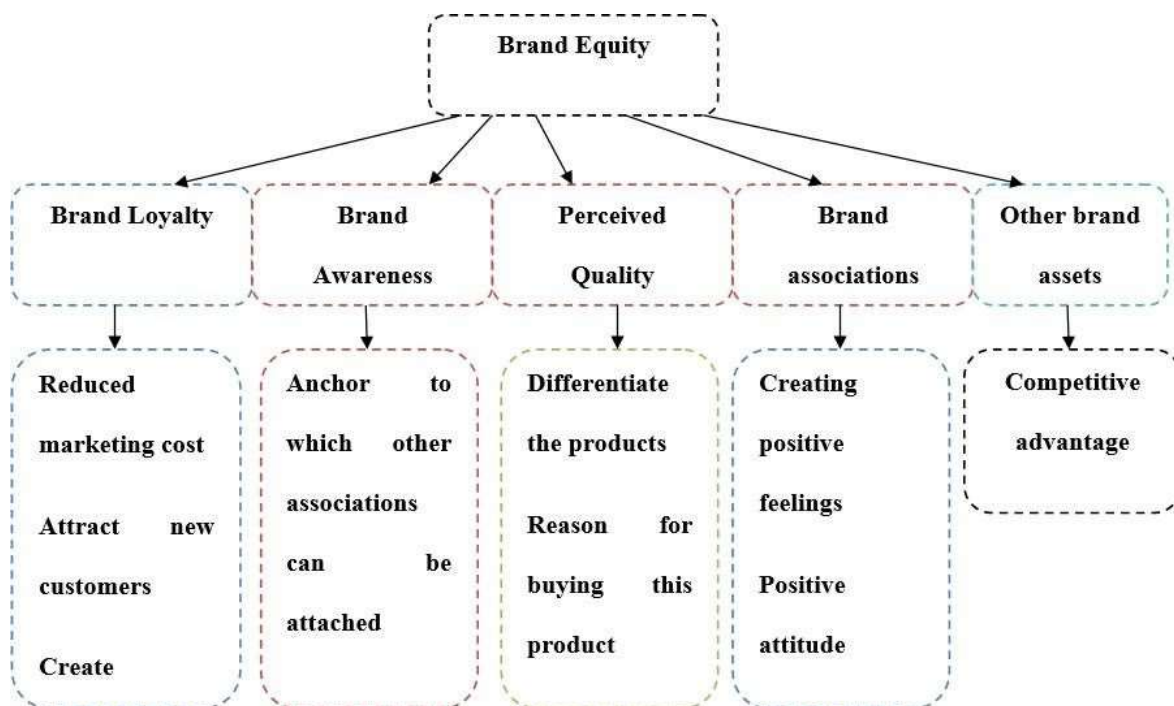
### Literature Review

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.



As a consequence, strong branding is necessary for a business organization to establish the most respected position in a competitive sector.

The specific company organization educates clients about the item in question and its benefits by providing superb product branding. Customers can make educated judgments about purchasing a company's specific item of interest when it has a solid reputation (Sugiono et al., 2021).

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## Exploratory Research

Exploratory research for Hindustan Unilever Limited (HUL) entails diving into numerous parts of the organization to gain preliminary insights and better understand its day-to-day activities, strategies, and effect. This is an overview:

### 1. Company Overview:

- History and progress: Learn about HUL's roots, important milestones, and progress into a top FMCG firm.
- Corporate Structure: Examining the company's structure, affiliates and strategic partnerships.

### 2. Product Portfolio:

- Explore HUL's extensive brand portfolio, including private care, home care, food, and drinks.
- Identifying and analyzing target consumer categories for each brand to optimize market positioning.

### 3. **Market Presence:**

- Mapping HUL's market footprint in India and strategies for local and worldwide expansion.
- Assessing the distribution network, alliances, and logistical infrastructure.

### 4. **Innovation and R&D:**

- **Product Innovation:** Examining HUL's product growth and development, investigation, and innovation strategies to match changing consumer demands.
- Examining how technology and digitalization may drive innovation and improve operational efficiency.

### 5. **Marketing and Branding:**

- Analyzing HUL's branding strategy, advertising campaigns, and communications with consumers to increase customer trust and loyalty.
- Understanding the impact of market research on marketing strategy and

product development projects.

### 6. **Regulatory and Legal Environment:**

- **Compliance and Governance:** Assessing HUL's compliance with regulations, organizational governance criteria, and ethical practices.
- Investigating legal and regulatory obstacles impacting HUL's business operations.

### 7. **Competitive Landscape:**

- Analyzing the food and beverages sector in India and evaluating HUL's competitive position.
- Carrying out an assessment of SWOT to identify HUL's market advantages, disadvantages, chances, and dangers.

## **SAMPLING METHOD**

A design for samples is a limited plan for selecting some individuals from a certain population. This study relies on simple random sampling.

## **SAMPLING TECHNIQUE**

The researcher chose the sample respondents depending on their convenience. This signifies that a sample at random was used in the investigation.

## **SAMPLE SIZE**

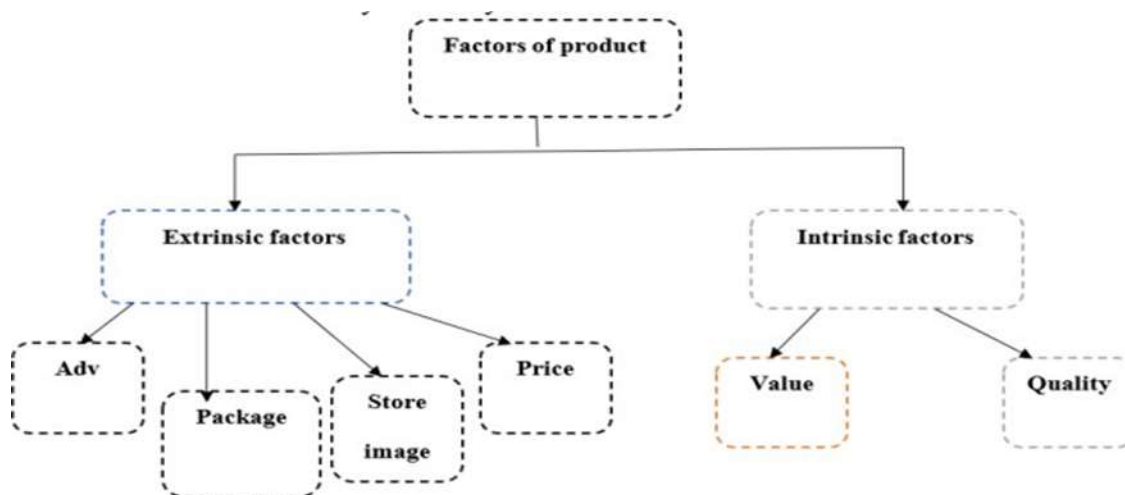
The number of sampling units picked from the general population is referred to as the sample size. A sample of one hundred participants was drawn from the population.

## **Explanation on Research Topic**

Brand marketing may be studied from both a monetary and consumer perspective. In this study, the researcher aimed to investigate brand marketing from the perspective of customers. The promotion of brands is the financial value of a positive brand image. Customer attitudes about a company's products can be utilized to calculate brand marketing. Brand marketing may be accomplished through brand awareness, recognition, trial, preference, and loyalty. On the reverse hand, said that brand marketing is the most significant asset that a company should use. Brand promotion is defined as the assortment of the assets and the liabilities connected with a brand.

Several brand promotion methods have been developed to help in the technique of evaluating brand promotion. David Aaker developed the well-known concept of brand marketing (1996). This method has identified five sorts of brand assets. The brand assessment elements are as follows:

- Brand adoration
- Brand recognition
- Quality as perceived
- Brand affiliations
- Other assets include trademarks, channel relationships, and so forth.



### I. Research Objective

The major goal of this project is to determine what efforts Hindustan Unilever Ltd. is taking to become the market leader and distinguish itself from its rivals. What procedures does the organization take to identify current market trends. The majority of HUL's items are in the convenience category, and they provide comparable products to their clients. Customers have gotten knowledgeable, and they have excellent understanding about the market and products.

Other objectives:

- **Market structure analysis:** examines the level of competition in the market for products and services. The degree of competition in a given market determines the market structures for both products and services.
- **SWOT Analysis-** SWOT analysis is an organizational planning approach that assists individuals or organizations in identifying their advantages, disadvantages, possibilities, and risks in the context of commercial rivalry or project preparation. Its purpose is to outline the objectives of the business endeavor or project and to identify both the internal and external factors that are both favorable and unfavorable to accomplishing those objectives. Practitioners of a SWOT analysis frequently pose and respond to questions to create relevant information for each area, making the tool more effective and identifying their competitive advantage. Strengths and weaknesses are generally internal in nature, whilst Opportunities and Threats are typically concerned with environmental placement.
- **Competitor Analysis-** Competitor analysis evaluates the strengths and shortcomings of present and future competitors. This study presents an offensive and reactive strategic perspective for identifying opportunities and dangers. Profiling incorporates all important competition analysis sources into a single framework to facilitate efficient and successful strategy design, execution, monitoring, and modification. Rival analysis is an important part of company strategy.

## Research Design And Methodology

### Type of research design

Research may be characterized in a variety of ways based on the methodology used, the knowledge generated, the user group of people, the research topic being investigated, and so on.

#### BASIC RESEARCH

This study is undertaken only for the advancement of knowledge and has no immediate economic prospects. The study conducted for the wellbeing of humans, animals, and the plant kingdom. It is known as basic, pure, and fundamental research. The primary objective here is to extend human understanding, not to construct or invent something. In the words of Travers, "Basic Research is intended to add to an established body of scientific information that is unlikely to yield findings with immediate practical value." Such study requires a significant amount of time and money. (For example, an experimental study that may or may not contribute to human advancement.)

#### APPLIED RESEARCH

Applied research is intended to solve actual issues in the current world rather than acquiring information for its own sake. Applied research aims to better the human situation. It focuses on analyzing and addressing social and real-world problems. This study is often undertaken on a huge scale and is costly. As a result, it is frequently carried out with the assistance of a finance body such as the national government, government company, World Bank, UNICEF, UGC, etc. According to Hunt, "applied research is an investigation for ways to utilize scientific knowledge to solve practical problems" for example:-

enhance agriculture crop production, cure or treat a specific illness, improve the energy efficiency of homes and offices, how can interactions among workers in large companies be,

### PROBLEM SOLVING

An particular firm does this sort of study to address a specific problem. Marketing and market research fall under the category of applied research. For example:- Videocon Worldwide conducts analysis to determine customer satisfaction levels; this will be problem-solving research. In brief, the primary goal of issue-solving research is to identify a solution to an urgent practical problem.

### QUANTITATIVE RESEARCH

The study is based on numerical data. Quantitative research aims to measure a number or amount, compare it to previous data, and forecast for the future. In the humanities and social sciences, "quantitative research alludes to the systematic examination of quantitative features and events and their relationships". The goal of quantitative investigation is to create and apply mathematical models, theories, or hypotheses related to phenomena.

The measuring procedure is critical to quantitative research for the reason that it connects empirical observations to mathematical expressions of quantitative connections. Statistics is the most popular field of algebra in quantitative research. Statistical approaches are often applied in disciplines such as commerce and trade.

### QUALITATIVE RESEARCH

Qualitative research presents non-quantitative type of analysis. Qualitative research is collecting, analyzing and interpreting data by observing what people do and say. Qualitative research refers to the meanings, definitions, characteristics, symbols, metaphors, and description of things. Qualitative research is much more subjective and uses very different methods of collecting information, mainly individual, in-depth interviews and focus groups.

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## Data Collection Methods And Forms

**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.

## Fieldwork

Hindustan Unilever (HUL) is collecting information concerning the marketing of brands and its impact on market performance through fieldwork using a multidimensional methodology. To begin, field investigators would completely lose themselves in the market, observing customer behavior, competition, and the effectiveness of HUL's real-time marketing initiatives. This might include visiting retail sites, contacting store managers, and speaking with consumers to see how they believe about HUL goods.

Furthermore, field researchers can apply quantitative methodologies like as surveys to get data on consumer needs for HUL products, intention to buy, and brand familiarity. To ensure comprehensive insights, these surveys might be done in person as well as electronically, with a focus on a variety of ethnicities in different geographic locations.

To get a better understanding of customer attitudes, motives, and perceptions of HUL's brand marketing activities, qualitative data gathering techniques such as focus group conversations and thorough interviews may be used alongside quantitative data collection. These deeper insights can provide valuable context and complexity to the numerical results.

Furthermore, field researchers would monitor HUL's marketing activities across a range of media, comprising digital platforms, traditional media, and promotions at stores, in order to assess their success in terms of audience penetration, participation, and sales outcomes. Monitoring important performance indicators like as traffic to your website, social media participation metrics, and sales figures may help measure the success of various promotional strategies.

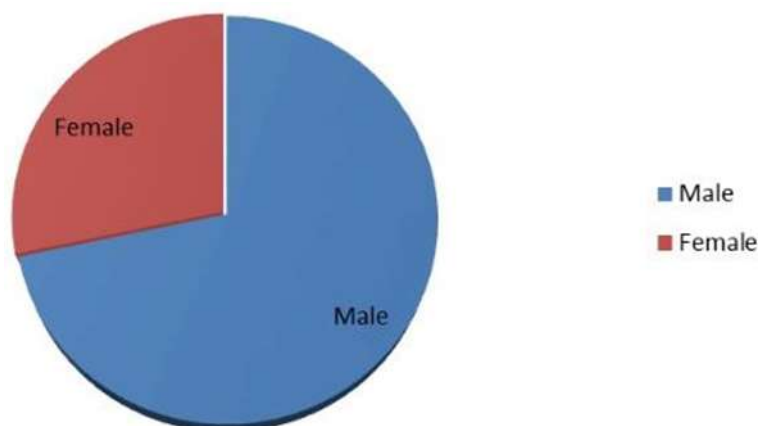
In general, fieldwork to collect data on HUL's brand marketing and market performance requires a complete and integrated methodology that combines quantitative and qualitative methodologies. This would enable researchers to acquire a thorough grasp of how consumers behave and the effectiveness of promotional methods in promoting market success.

## Data Analysis And Interpretation

The table shows that out of 450 household respondents, 389 (86.44%) are male and 61 (13.56%) are female.

### Gender of Respondents

Gender	Numbers of Respondent	Percentage
Male	389	86.44
Female	61	13.56
Total	450	100.00

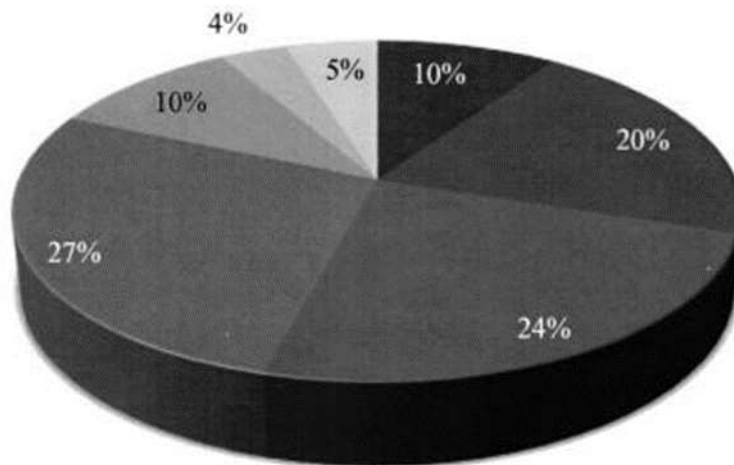


The info gathered is also categorized based on education. All 450 respondents are classified into seven groups: illiterate, from SSC, HSC, Graduate, Postgraduate, above postgraduate, and others. The numbers of respondents in each group are 43, 92, 709, 123, 45, 16, and 22. This data is shown in the table below.

**Education of Respondents**

Education	Numbers of Respondent	Percentage
Uneducated	43	09.56
Up to SSC	92	20.44
HSC	109	24.22
Graduate	123	27.33
Post graduate	45	10.00
Above post graduate	16	03.55
Other	22	04.89
Total	450	100.00

■ Uneducated      ■ Up to SSC      ■ HSC  
 ■ Graduate      ■ Post graduate      ■ Above post graduate  
 ■ Other

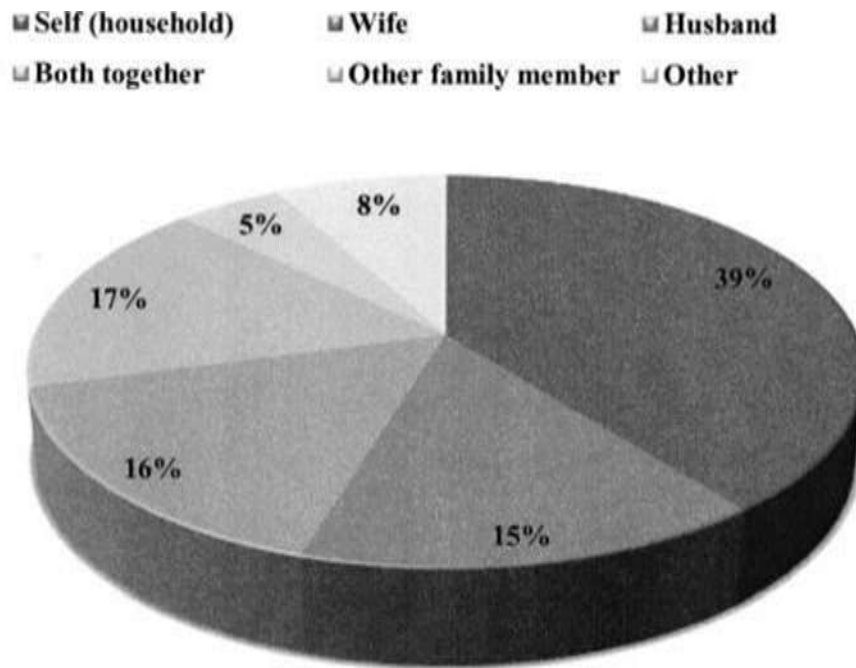
**Purchaser of daily needs goods**

Purchaser	Numbers of Respondents	Percentage
Self (Household)	177	39.33
Wife	69	15.33
Husband	72	16.00
Both together	74	16.44
Other family member	22	04.89
Other	36	08.00
Total	450	100.00

According to the data above, 177 households out of 450 purchase daily necessities. Purchaser Number of Respondents Percentage Self (household) 177 39.33 Wife 69 15.33 Husband 72

16.00 Combined 74 16.44 Other relatives 22 04.89 Other 36 08.00 Total 450 100.00 180 140/n 21% 15% 25% 20% responders. In 69 homes, the females of the family buy everyday necessities.

In the other 72 families, men make it. In 74 homes, the husband and wife acquire daily necessities jointly. In 22 families, other family members acquire everyday necessities. The remaining 36 families obtain daily necessities with the assistance of other members. For example, servants, drivers, and so on.

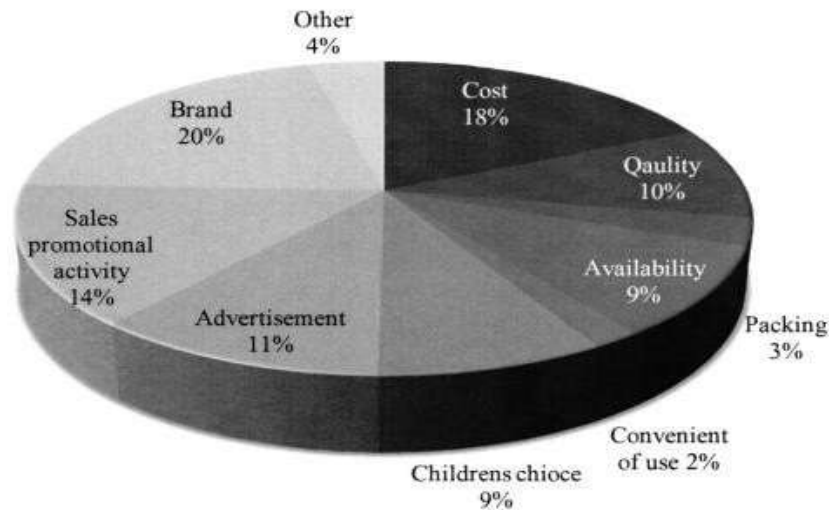


There are several aspects in today's world that influence customer demand. The table below highlights the factors that influence buyer behavior.

#### Factors influencing buyer's behaviour

Factors influencing buyers behavior	Numbers of Respondents	Percentage
Cost	82	18.22
Quality	43	09.56
Packing	13	02.89
Availability	42	09.33
Convenience of use	08	01.78
Children's choice	38	08.44
Advertisement	49	10.89
Sales promotion activity	65	14.44
Brand	92	20.44
Other	18	04.00
Total	450	100.00

The chart above demonstrates that cost is the primary source of demand among 82 respondents. 43 respondents' desire is influenced by quality. Packing is the third aspect that influences demand among 13 respondents. Due to availability, 42 respondents impact their desire. Another element that influenced 8 respondents' demands was convenience of usage. Children's preferences are another consideration, since 38 respondents expressed their desires. 49 of all respondents made their demands based on the advertising. 65 percent of all respondents make their demands through sales promotion activities. The brand is the reason why 92 percent of respondents make a demand. The remaining 18 respondents base their desire on other factors.

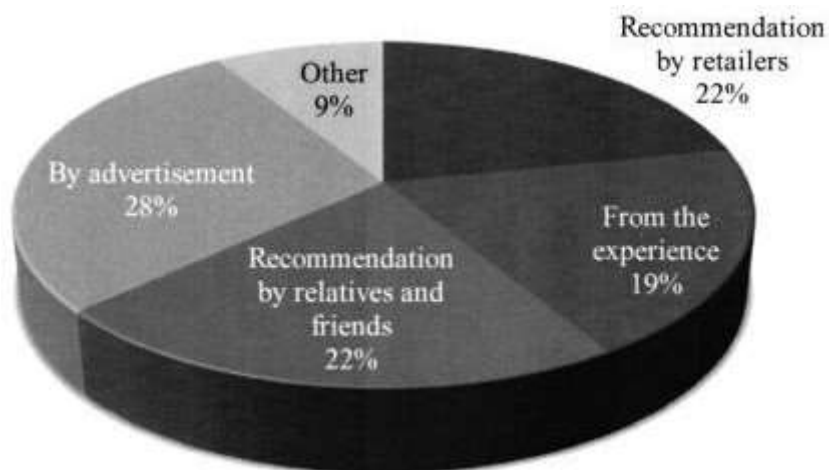


98 percent of respondents consult with their store before choosing on a brand. They buy the manufacturer recommended to them by their store. 88 respondents choose their brand based on their previous experience. 98 respondents chose their brand based on recommendations from their family and friends. 126 of all respondents chose their brand through ads. The remaining 40 respondents chose their brand from other sources.

#### Brand selection

Brands selection by	No. of Respondents	Percentage
Recommendation by retailers	98	21.78
From the experience	88	19.56
Recommendation by relatives or friends	98	21.78
By advertisement	126	28.00
Other	40	08.89
Total	450	100.00

When they learn of a new brand, 118 of the respondents change their brand, whereas 332 do not.



## Conclusions and Recommendations

### 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 concentrating on major brands however 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.

### Recommendations:

1. Creating an integrated plan for marketing communications that ensures continuity and harmony across all channels is referred to as integrated marketing communication, or IMC. This includes arranging promotions, messaging, and visuals for usage in conventional media, internet, and in-store environments.
2. **Digital Transformation:** Given the rising popularity of online venues, it is critical to devote more resources to marketing via digital channels in order to effectively engage and interact with customers. This comprises increasing HUL's online presence, employing social network influencers, and implementing targeted digital advertising strategies.
3. **Data-Driven Insights:** When deciding on advertising strategies, use customer data acquired through fieldwork. Analyze geographic and behavioral data to target specific customer categories, tailor advancements, and maximize marketing ROI.
4. **Brand Differentiation:** To distinguish HUL from the competition, emphasize its distinct value proposition and distinctive identity in promotional efforts. Emphasizing creativity, environmental consciousness, and high-quality products may attract discriminating customers and boost brand loyalty.
5. **Engagement and Interaction:** Encourage deeper customer participation with interactive marketing strategies. This might include user-generated content attempts, gamification, or tournaments designed to increase engagement and create memorable brand experiences.
6. **Novel Promotional Strategies:** Investigate creative promotional tactics to attract customers and increase brand recognition. This might include immersive brand promotions, product demonstrations, or interactive promotional events that leave a lasting impact.

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