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A STUDY ON MARKETING AND DISTRIBUTION OF HUL IT'S RURAL ORIENTATION IN UTTAR PRADESH

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ABSTRACT

This study examines rural marketing strategies, especially in developing countries such as India addresses the drawbacks and risks of using rural marketing strategies in global brand. This study explains the core concept of rural marketing and the benefits that global brands have gained from it, especially in developing countries. This entire study is fully discussed, including advantages and disadvantages, as well as the profit and loss of multinational brands in rural markets. The purpose of this paper is to gain a better understanding of the rural market, the value of rural marketing, and the current state of the rural market. The study's main objective is to assess the potential of Indian rural markets and to recognize the problems that rural marketers face.

I. INTRODUCTION

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company. The name HUL was popular at the end of June 2007. The company's headquarters are in Mumbai. The objective of Unilever is to improve the colour of life. We meet everyday wellness, sanitation and home healthcare requirements with products that make people feel better, look so good. They are manufactured in over 40 factories in India.

In 1931, HUL set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited in the year 1933 and United Trader Limited in 1935.HUL meets every day needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life. The notable thing in the company's history is the company became the first foreign subsidiary in India to offer equity to the Indian public. HUL's well-known distribution programmes include 'Project Bharat', 'Project Streamline', And 'Project Shakti'

Rural markets are now becoming extremely important

In view of the following reasons, the rural markets have become a preferred destination for marketing companies:

- Urban Direct Competition
- Rural Consumption Partners
- High Population Platform
- Rapid Rise of the Market

Rural Market Opportunities for HUL's FMCG Products

- Tap rural areas and boost urban penetration
- Acquisition and mergers to strengthen the brand in rural markets
- Increasing people's purchasing power, resulting in increased for HUL products
- The possibility of change is becoming visible as the electronic ethos and IT culture spread into rural India.

International:

- HUL will focus on e-commerce and new networks of business. New innovations are changing the sales landscape, and HUL is developing to continue to build a future-friendly company by integrating technology into the final value chain.
- Focusing on e-commerce and new trade platform, called by Future channels, and accelerating the upgrade of its portfolio, FMCG behemoth HUL focuses on market tastes that change after the corona virus pandemic. Innovations are changing the sales scenery, and HUL is developing to continue to build a future-friendly company by integrating technology into the end-to-end value chain. HUL uses savings in order to invest in future development areas and in stronger brands and products, which in turns increases the margin.
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- Customer expectations are changing continuously, with the "fastest growing E-Commerce Platform" HUL uses, using a diverse strategic approach adapted to this platform, to make all of its products on all channels available.
- "Introducing our products drives our brands' innovation and marketing – and especially helps us to give the public the goods that they wish," he added.

National:

- Due to declining sales, lost jobs, poor businesses , many shops have been closed down and suppliers of HUL were unable to retrieve their duties.
- Hindustan Unilever's president and managing director Sanjiv Mehta said India has to be "aggressive" in expenditure to raise usage in towns before it becomes too late .
- Some of India's biggest suppliers of consumer products have already suffered.
- HUL Chairperson Director Sanjiv Mehta strongly called for additional funding from the government to help cities improve their consumption.
- In a region that represents a significant share of the premium paid by the FMCG companies, HUL sells almost 60% of its products.

Company profile:

'Hindustan Unilever Limited (HUL)' is country's biggest FMCG firm, with 75 years of history in the country and two of three Indians living there.

After the unification of constituent companies HUL was founded as Lever Brothers in 1933 and changed its name Hindustan Lever Limited in 1956. In June 1997, the enterprise again changed its name Hindustan Unilever Limited. In 2019, it had 35 brands in 20 categories, employed 18000 people and generated revenue for Rs. 34619 in 2017-18.

Two out of every three Indians are influenced by HUL's products, which span 20 different market segment. Limited was established in the year 1912. Brook Bond was acquired by Unilever in a multinational takeover in 1984. The former Lipton formed relations with India in 1898. Unilever bought Lipton in 1972, and Lipton Tea (India) Limited was established in 1977. In January 2000, the government made history by giving HUL a 74% stake in Modern Foods, kicking off the government's divestment of government shares in PSUs to private sector partners. HUL bought the government's remaining interest in Modern Foods in 2002.

Vision of HUL

• We aspire to make the planet a better place every day.

• By delivering brands and services that are good for them and good for others, we help people feel good, look good, and get more out of life.

• We'll motivate people to take small, everyday actions that have a big impact on the environment.

• We develop cutting-edge business practises that allow us to double our company's thesis while reducing our environmental impact.

Product range

Unilever manufactures and sells goods under over 1000 different names all over the world. It is used by billion people every day. There are some of our top brands from around the world are – Active Wheel, Annapurna, Axe, Breeze, Brook Bond Red Label, Brook Bond Taaza, Rin, Sunsilk, etc.

II. LITERATURE REVIEW

1. In order to determine the ability of some products in these areas, **'Kannan' (2001)** investigated rural commercial opportunities in some regions of Tamil Nadu. In this study, 100 subjects were chosen using a low- and mid random selection. He said rural markets boom and grow twice as rapidly as urban areas with the growth of traditional urban kitchen utensils, like fridges, mixers and cookers.
2. The analysis of product entry into the local areas shows that various goods differ in usage rates, according to **'Rao' (2002).** Products such as shower gels, cleaning products and body lotion have also shown high levels of infiltration in the unsustainable group. Public concern about improvements in rural living standards and quality of life needs to be raised. Low penetration rates may be because of ignore the value of a commodity or because customers fail to recognize it rather than because they cannot afford it.

3. Rural customers are quality-conscious but ready to accept fair price bids, according to **Kumar & Madhavi (2006). According to Tulli (2006**), customers in rural areas are quite satisfied with variables such as cost, quality and texture, manufacturing process, perfume and voucher. In rural areas, both printed and digital media are affected. Factors like accessibility, locally-speaking, convenience and price value that marketers should take into account are affected by rural markets.
4. **Balaji's research (2007)** examines the discrepancies in FMCG customer assessments. The advertising industry is very efficient throughout increasing sales and, due to extensive TV advertising, most survey participants get first did buy the brand. Rabatts and promotional schemes are one of the largest attractions for big sales.
5. A 70% of all Indian households are from rural India, so FMCG businesses focus their efforts on that country. The use of detergents is millions of tons per year in India. Each company claimed to be cleaner with terms like granules combat, perls of power and other technologically questionable terms. Research aims to identify the factors that affect rural customers' preference for a specific detergent soap brand. The study ends by recommending a strategic framework for advertisers to use in order to win over the hearts and minds of rural consumers.
6. **Sakkthivel' (2006)** states that companies that aim to attract rural customers should be considerate and continue to build individual relationships by offering stronger goods and services ". Afterwards, you won't have to think of advancement as word - of - mouth will look after it.
7. Ananda, Raj and Madha (2007) indicated that now the local brands of India have been very active in recent years with their study on "Where FMCG market is Sizzling." The new marketing mantra for the majority of FMCG companies is rural marketing. The FMCG industry in India is developing a parallel rural marketing strategy to take advantage of this.

III. RESEARCH METHODOLOGY

Study is characterized as an attempt to apply scientific methods to the known universe in order to find solutions to intellectual and practical problems. A logical and systematic search for new and useful knowledge on a specific subject is known as research. It is an inquiry into the objective and systematic study of scientific and social issues in order to find solutions. It is a methodical, regulated, Hypothetical propositions about natural phenomena's supposed relationships are examined empirically and critically. Gathering, compiling, presenting, and analysing relevant information or data in order to conduct a systematic and in-depth review or search of a particular topic, subject, or area of investigation is the method of analysis.

Objectives of study

- To investigate the rural marketing strategies of selected H.U.L. goods and their effect on the purchasing behaviour of selected rural respondents from Uttar Pradesh's rural market.
- To determine market awareness of H.U.L. goods in rural areas of Uttar Pradesh.
- To investigate the factors that contribute to F.M.C.G. manufacturers' increased competitiveness in the rural market segment of Uttar Pradesh State.
- To investigate the impact of various factors on rural consumer buying behaviour in Uttar Pradesh's rural areas for selected H.U.L. goods.
- To find out how satisfied people are with such H.U.L. products in rural Uttar Pradesh.

Benefit

- The study will also help the H.U.L. understand the aspirations of rural consumers in specific areas of Uttar Pradesh. When making important business decisions, H.U.L. will decide on marketing strategies, product strategies, promotional schemes, pricing policies, and advertising policies, among other items.

IV. LIMITATION

In the course of collecting data, the researcher has rarely confronted the major issue of making it clear to rural respondents that their misgivings are reflected in a few questions. The second main limitation of this study is that it is not possible to generalise suggestions and recommendations. This shall only apply to the communities concerned in the various districts of the State of Uttar pradesh and to certain H.U.L. products.

Research design

The current research is a combination of descriptive and analytical methods of analysis. Descriptive in nature, resulting from fact-gathering using a literature survey and an analysis of the demographic profile of respondents in the study area. Due to the information gathered to describe the current rural marketing phenomenon, distribution channels, level of awareness, various factors influencing customer buying behaviour, motivating factors for switchover, and various promotional activities offered by various manufacturers and marketers of products at the national, regional, and state level, the current study is classified as descriptive.

Research instrument

These four steps are used to create a research instrument:

Step 1: Identification of measures / constructs

In this step research constructs are identified after following a thorough investigation of literature review. Extant studies included items related to the research constructs.

Step 2: Development of Questionnaire

A rough draught of the questionnaire was created based on the defined variables. The questionnaire included statements that were meant to capture the subject's material.

Step 3: Incorporating inputs from academicians and practitioners for face validity

Face validity means to check the scale whether it 'looks like' that it will measure the same aspect which is supposed to be measured (Leedy & Ormrod, 2005). The face validity of this instrument is checked when two different researchers suggest the items for the instrument (Leedy & Ormrod, 2005). The items suggested by them are then compared to the items in the originally drafted questionnaire, and slight adjustments are made as a result. Following face validity, the questionnaire is checked by two more area researchers to double-check the items to ensure that all constructs are measuring the same thing they were designed to measure.This procedure is carried out solely to ensure that the questionnaire appears rational and fair.

Step 4: Final structuring of the questionnaire

The questionnaire was given its final form after receiving feedback from practitioners and academicians. To save the questionnaire from appearing too long, every effort was made to fit all of the products into as little space as possible.

V. DATA ANALYSIS AND INTERPRETATION

Introduction:

This chapter discusses and analyses the findings of the survey performed as part of the research report. The survey does not discriminate between male and female respondents. The survey is open to both men and women. Males account for 81.2 percent, while females account for 18.6 percent. The explanation for the discrepancy in female and male numbers is that women in rural areas avoid communicating with strangers and other unknown individuals. A total of 356 people have replied to the query regarding monthly household income. According to the survey, 30.1 percent of respondents have household income on monthly basis of Rs 2000-5000, 21.3 percent have a household income on monthly basis of less than Rs 2000, 13.5 percent have a monthly household income of Rs 5001-10000, 57 respondents have a monthly household income of Rs 10001-15000, 36 respondents have a monthly household income of Rs 15001-25000, and only 9% have a household income on monthly of more than Rs 25000. The survey contains the following questions:

People of various ages, such as those under the age of 25, those between the ages of 26 and 40, and those between the ages of 41 and 60. The majority are young people, with 60.7 percent in the 25-year age group and 35.9% in the 26-40 year age group. The majority of students are between the ages of 25 and 35. People over the age of 65 are underrepresented in the sample. The majority of them, 57.7%, are single, while 42.3 percent are married. According to their educational degree, the majority of them are graduates), 35.4percent are HS/Intermediate, 9.6 percent have primary and Post-graduation/Professional education, and 13 percent are illiterate. It shows that the literacy rate in rural areas is increasing, and that as education levels rise, so does demand for high-quality products. According to the respondents' educational levels and decision-making processes, the company should attract new customers, maintain them, and transform them into loyal HUL FMCG consumers. If we look at the results by nature of job and type, we can see that 22 percent are entrepreneurs, 71 percent are wage workers, 38 percent are farmers, 12.8 percent are housewives, and the rest are others. There were 205 members of a nuclear family and 154 members of a joint family. According to the results, 68.72 percent of families have 3-5 members and 59 families have more than 6 members. There are only 45 families with two or more members. There are 195 dependent members in families with 3-5 members, 126 dependent members in families with 1-3 members, and 59 families with 5 or more family members. It means that if a large percentage of the society is unemployed, the family will be concerned with price and quantity. In terms of information sources, the majority of participants (41.2%) get information about FMCG items from television or radio, followed by 39.8% from newspapers, 7.9% from friends and family, and just 6.8% from shopkeepers.

Analysis and Interpretation:

According to the survey's findings, 252 out of 359 respondents in rural areas often buy toothpaste, accounting for 98.1 percent; 1 out of 359, accounting for 0.3 percent, does not buy toothpaste at all; and 3 out of 359, accounting for 0.8 percent, buys toothpaste occasionally and often.

In the case of bathing soap, the survey data shows that 329 respondents out of 360 in rural areas often buy bathing soap, accounting for 91.8 percent, 4 out of 360, accounting for 1.2 percent, 17 out of 357, accounting for 4.7 percent, and just 9 out of 360, accounting for 2.3 percent, buy bathing soap occasionally. The data on skin care and bathing soap will assist HUL in turning respondents who do not buy bathing soap at all, rarely, or regularly into HUL customers by modifying their attitudes. According to the survey results, 310 respondents out of 360 in rural area often buy bathing soap, accounting for 86.5 percent, 16 out of 360, or 4.6 percent, do not purchase at all, 27 out of 360, or 7.2 percent, purchase occasionally, and just 8 out of 360, or 1.10 percent, purchase bathing shampoo often.

Analysis and Interpretation for Toothpaste Brand

There is a substantial difference p=0.015 in the awareness of the Pepsodent brand, as shown in the table. Pepsodent is more well-known among respondents with a monthly income of less than Rs 25000., whereas those whose monthly income is more than Rs 25000 are unaware of the Pepsodent. In terms of Close-up, consumers in the Rs.10000-15000 and Rs.2000-5000 income groups are less familiar with the close-up brand. The findings of the Chi-square test show that there is a substantial difference in awareness between income levels (2=12.292, p=0.031).

In terms of Colgate brand recognition, there is a substantial difference (2=19.105, p=0.002). According to the table, respondents with incomes of Rs. 5000-10000 and Rs. 10000-15000 are less aware of the Colgate brand. The outcome of the Chi-square test reveals a large difference in awareness among the various income groups. In the case of Babool, there is no substantial difference (2=4.396, p=0.494) in brand recognition. According to the table, respondents in the Rs.10k-15k and Rs.2k-5k income groups are less familiar with the Babool brand.

There is a substantial difference (2=7.300), p=0.199 in the awareness of the Anchor brand across income levels, as seen in the table. Responders whose monthly salary is less than Rs-2000 and Rs 2000-5000 are less informed of the Anchor, while responders whose monthly income is more than Rs 5000 are more informed of the Anchor.

Table No. 1 : Level of awareness of toothpaste brand across different income groups

		<Rs.2k	Rs.2k-5k	Rs.5k-10k	Rs.10k-15k	Rs.15k-25k	>Rs.25k		
PEPSODENT									
YES	N	36	57	22	27	15	12	X^2	13.117
	%	60.5	62.6	66.7	64.9	69.4	31.3	Df	5
NO	N	20	30	26	22	12	20	P-V	0.015
	%	39.5	37.4	33.3	35.1	30.6	68.8		
CLOSE-UP									
YES	N	66	84	30	40	32	29	X^2	12.292
	%	85.5	79.4	83.3	68.4	88.9	93.8	df	5

NO	N	11	22	8	18	4	2	P-V	0.031
	%	14.5	20.6	16.7	31.6	11.1	6.3		
COLGATE									
YES	N	71	101	42	44	35	31	X^2	19.105
	%	93.4	94.4	87.5	77.2	97.2	96.9	df	5
NO	N	5	6	6	13	1	1	P-V	0.002
	%	6.5	5.5	12.6	22.6	2.7	3.2		
BABOOL									
YES	N	67	69	30	49	39	25	X^2	4.396
	%	75	72.8	84.3	65.4	80.5	80.3	df	5
NO	N	19	28	8	18	7	6	p-v	0.494
	%	25	25.2	16.7	30.6	18.4	18.6		
ANCHOR									
YES	N	37	45	37	18	18	14	X^2	7.300
	%	38	28.5	56.3	48.1	40	43.8	df	5
NO	N	48	64	21	29	18	18	p-v	0.199
	%	64	60.5	43.5	50.5	60	56.3		

In the rural market, an ANOVA on toothpaste brand preference across income levels was conducted

Study and Perception- In the rural market, production is the primary metric used to determine the success of toothpaste brands across a variety of income levels. The preferences for toothpaste brand and the significance discrepancy between the genders were investigated using analysis of variance. According to the F-test , there is no substantial difference between the groups of income for Pepsodent.

Pepsodent is less favoured by those in the income groups of Rs 10k-Rs 15k and Rs.5k-10k. The study reveals that the preference for Close-up toothpaste is lower in the Rs 25000 income level, which is statistically insignificant. Although there is no statistical difference between Colgate and HUL toothpaste, the mean value indicates that Colgate is the preferred toothpaste brand. There is no major difference between Babool and Anchor shows. The average value of Babool and Anchor indicate and they're less preferred by the income groups Rs 15000-25000 and Less than Rs 25000, but they are desired by some of the other income groups in the local areas. . As a result of the findings, Close-up and pepsodent should increase their choice in the income groups of Rs. 2000-5000, Rs 10000-15000, and >Rs 25000, as well as in those groups where many brands are less favoured.

Analysis and Interpretation For Toilet/bathing brand-There is no substantial difference in knowledge of Toilet/Bathing Soap brand across levels of income (2=3.45, p=0.631 for Lux, (2=9.532, p=0.079) for Lifebuoy, Chi-square (2=3.801, p=0.578) for HUL's Hamam, (2=4.317, p=0.505) for HUL's Rexona, However, as shown in the table, responders with a revenue of more than Rs 25000 and between Rs 5000-10000 are more informed of the Lux, whereas rural consumers with a monthly wage of between Rs 15000-25000 are more aware of HUL's Liril, Hamam, and Rexon

Analysis and Interpretation- Regarding Bathing Shampoo brand

There really is no marked difference for HUL's Sunsilk and Chi-Square (2=6.962, p=0.223) for Clinic Plus when level of understanding is tested across levels of income. Sunsilk is more concerned about the Rs 5000-10000 and Rs 15000-25000 income groups than the other income groups. according to the table of results. As a result, it is aims to raise awareness among other socioeconomic classes. In the case of Clinic Plus, the income groups of Rs10000-15000, Rs 2000-5000, and Rs 5000-10000 are less conscious than the other income groups. In the case of Head & Shoulders, Dabur, Arnica, and Chick are more conscious but much less aware when compared to HUL's brand.

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Table NO -2 For the Level of awareness of bathing shampoo brand across the income

		<Rs2k	Rs2k-5k	Rs5k-10k	Rs10k15k	Rs15k-25k	>Rs 25k		
SUNSILK									
YES	N	46	73	35	37	29	16	X^2	9.379
	%	60.5	68.2	72.9	64.9	80.6	50	df	5
NO	N	30	34	13	20	7	16	p-v	0.095
	%	39.5	31.8	27.1	35.1	19.4	50		
CLINIC PLUS									
YES	N	71	92	42	46	33	30	X^2	6.962
	%	93.4	86	87.5	80.7	91.7	93.8	df	5
NO	N	5	15	6	11	3	2	p-v	0.223
	%	6.6	14	12.5	19.3	8.3	6.3		
HEAD& SHOULDERS									
YES	N	61	81	41	48	31	26	X^2	3.565
	%	80.3	75.7	85.4	84.2	86.1	81.3	df	5
NO	N	15	26	7	9	5	6	p-v	0.614
	%	19.7	24.3	14.6	15.8	13.9	18.8		
DABUR									
YES	N	42	66	30	32	23	11	X^2	9.043
	%	55.3	61.7	62.5	56.1	63.9	34.4	df	5
NO	N	34	41	18	25	13	21	p-v	0.107
	%	44.7	38.3	37.5	43.9	35.6			
ARNICA									
YES	N	34	55	22	32	20	11	X^2	5.512
	%	44.7	51.4	45.8	56.1	55.6	34.4	df	5
NO	N	42	52	26	25	16	21	P-V	0.357
	%	55.3	48.6	54.2	43.9	44.4	65.6		

CHICK									
YES	N	38	60	26	31	21	12	X^2	4.137
	%	50.7	56.1	54.2	54.4	58.3	37.5	df	5
NO	N	37	47	22	26	15	20	P-V	0.53
	%	49.3	43.9	45.8	45.6	41.7	62.5		

ANOVA on Preference of bathing shampoo brand across the income level in Rural Market

The preference for bathing shampoo brand and the significance gap among income levels were investigated using analysis of variances across income levels. The F-test indicates that there is no substantial difference between different income groups of rural customers when it comes to HUL's Sunsilk. The mean value of 3.04 indicates that it is more favoured by the income group Rs. 2000-5000, whereas it is less desired by the other income groups. HUL's Clinic Plus has a substantial difference in choice across income classes, according to F-test statistics. it is favoured by the income classes Rs 15000-25000 and >Rs 25000, with a mean value of 4.24 and 4.25. There is no significant difference in preference for Head & Shoulders across income levels, according to ANOVA. It isless favoured by income classes >Rs 25 (mean value 2.75). F-test statistics for Dabur and Arnica indicate no significance, although Chick indicates a statistical difference in choice across income levels. Though Dabur (1.97) is less common, the income category >Rs 25k prefers Arnica (3.00) and Chick (2.53).According to the findings, HULS sunsilk and Clinic Plus should increase their desire in those income levels where other brands are less common.

Consumers Response to Switching to Other Brand

According to the results, the majority of the income levels do not want to turn to other brands. In contrast to other income groups, those in the Rs 2000-5000 and Rs 10000-15000 income groups are more likely to switch brands. Given that cost, the reasons for switching to brands for income groups of Rs.10000-15000 and >Rs 25000 are givenWhen it comes to quality, all groups tend to turn to a different brand, but those with an income of more than Rs25000 are highly favoured. The income groups >Rs 2000 and Rs2000-5000 are more likely to switch based on satisfaction. Many benefits are provided to income groups >Rs2000, Rs 2000-5000, and Rs15000-25000, and in the case of seasonal change, income group Rs15000-25000 is given more response than other income groups. The findings show that the Rs 2000-5000 income category participates in all promotional schemes to turn to other brands. As a result, HUL must prioritise consistency, expense, and additional benefits over other promotional schemes.

Behaviour on promotional Scheme across the Income level

The data on consumer behaviour on marketing strategies across income levels shows that out of 356 rural consumers, 44.9 percent search for different schemes in FMCG goods. In which the income levels of Rs 5k-10k and Rs 10k-15k (54.2 percent and 57.9%, respectively) are more interested in various FMCG product schemes, while the income levels of Rs 2k and Rs 15k-25k are less interested in various FMCG product schemes. In the Rs 2k-5k income group, 46.7 percent are interested in various schemes. Coupons are strongly sought after by the income classes of Rs 5k-10k, Rs 10k-15k, and >25k. Rs 2k and Rs 10k- 15k are the extra amounts by income level. 21.2 percent of those in the Rs 10k-15k income bracket seek out Lucky Draws, while those in the Rs 2k and Rs 5k-10k bracket seek out Scratch cards. whereas the income classes Rs 15k-25k (38.5%) and Rs 2k-5k search for price increases the most. The findings show that the Rs 2k-5k income group is very interested in various FMCG commodity schemes, with the Rs 2k and Rs15k-25k income groups preferring the Price off scheme. Extra quantity schemes preferred by Rs 2k, coupons for Rs 5k-10k and Rs 10k-15k.

From the primary data :

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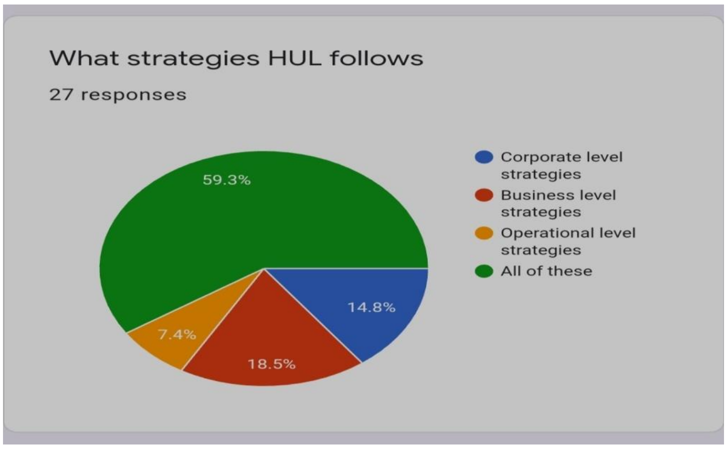
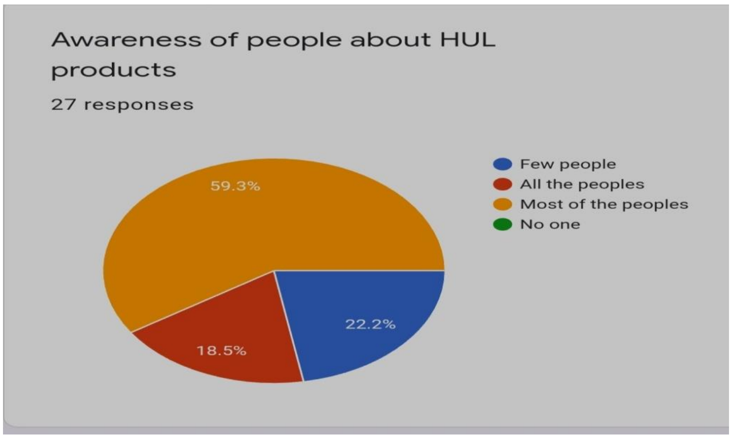


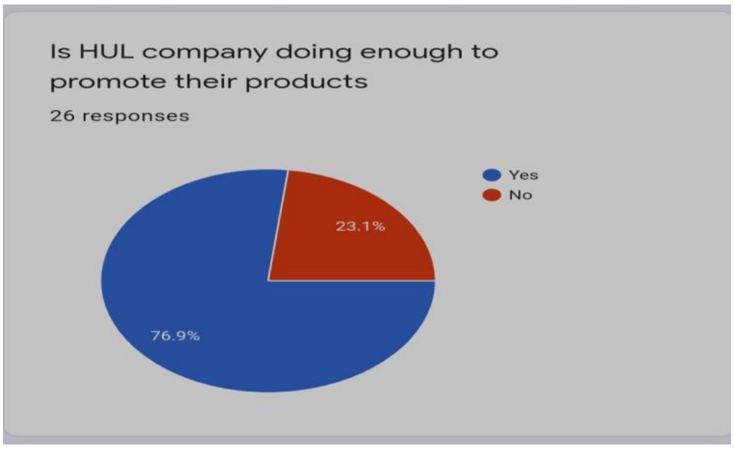
Graph 1. Shows the strategies used by HUL

Data in the following represent, according to the respondents, HUL use all the strategies as per requirements.



Graph 2. Awareness of people

The above data represents the awareness of the people about the products. It shows the highest percentage of people who are aware and like to purchase products.



Graph 3. Promotion of products

The data shows that how much efforts company using to promote their products so that company can reach to their customers demand.

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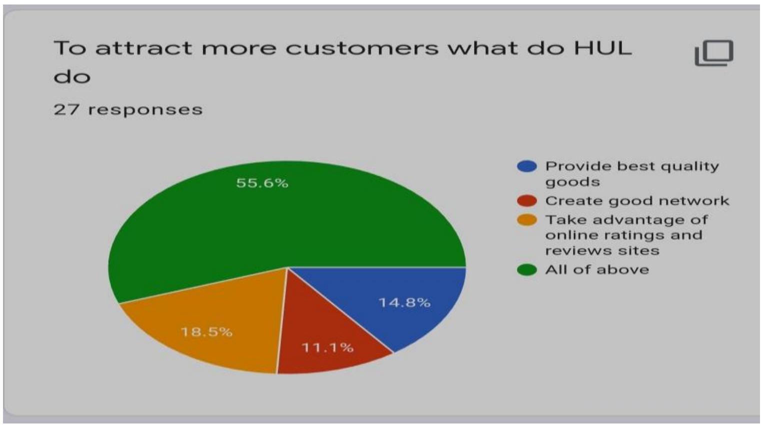

Graph 4. Attracting customer

This data shows how the company attract their customers to purchase more goods by providing different scheme.

S.W.O.T analysis for HUL

Strengths

- Market leadership built on strong brand portfolio.
- Wide product range with presence at all price points aided with strong sales and distribution network.
- Focus on innovation to drive growth.

Weaknesses

- Impact of the detergent pricewar Protection of market share at the Cost of near-term margin deterioration.

Opportunities

- Rising consumption levels in rural markets
- Could accelerate revenue and profit expansion
- Increasing per capita income drives F.M.C.G.
- Sector growth
- Increasing need for clean water at low cost

Threats

- Intense competition
- Increasing abundance of counterfeit goods
- Changing cosmetic trends

Findings

- In the rural areas, businesses mostly used four modes of communication.
- People in rural areas needed the promotion to be more focused on the product's use and need.
- Brand ambassadors are the most important aspect of marketing, and celebrity endorsements are very popular in the FMCG industry.
- the rural Sector In India has a massive potential market that can propel the entire economy.
- Hindustan Unilever Limited's marketing mix strategy for food products influences consumer behaviour and demand in the Gautam Buddha Nagar market.
- Schemes and offers are beneficial to the company's development, regardless of whether they are beneficial to consumers.
- The cost of HUL food brands is a deciding factor in purchasing them.
- HUL's food product has satisfied 70.44 percent of the total respondents. According to 42.58 percent of satisfied respondents, the reason for satisfaction is readily available.

Suggestions

- In order to reach the ultimate consumers at minimal costs as soon as possible, the effective marketing and distribution system is necessary.

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- To make it suitable for rural markets, the communication systems are being developed. Communication in local languages should be possible, if not possible.
- Public measuring devices for agriculture and non arrivals, one from each rural market, ensure the most appropriate weights. Also required are storage spaces.
- The govt should not come from private agencies to shop grain for storage

convenience, and this was recommended by the National Committee on Agriculture.

- Current marketing personnel need to be expanded and adequate training provided.

VI. CONCLUSION

- Technological innovations to rural marketing are needed to reach remote towns and pyramid consumers. The HUL and ITC-e-Choupal experimentation are praiseworthy. Village women are unique experiments in the empowering women as rural distributors in the Shakti project.
- HUL is dedicated to pollution reduction by offering disposable packaging, as well as continuous enhancement of environmental performance and adherence to all relevant environmental laws and regulations. They always give customers "cash for money," keeping quality, protection, cost, and delivery in mind.
- HUL is a successful FMCG business, but it needs to improve in order to meet consumer demands.
- The findings of the study indicate that rural consumers are increasingly valuing quality. It indicates that rural consumers' tastes shift with the seasons, which is a positive sign for the HUL. If they are happy and receive other benefits, they will become loyal customers. Since the majority of citizens are businessmen, wage workers, and farmers, HUL should first consider their needs and then provide FMCG goods that meet their needs and tastes (in case of price and satisfaction).

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