A Study on Influence of Consumer Oriented Sales Promotion of HUL Skin Care Products, Thanjavur District

Mrs. K. R Mahalaxmi¹ Nandhini. N²
1,2Assistant Professor 2PG Student
1,2Department of Management Studies
1,2Anna University (BIT-campus), Tiruchirappalli, Tamil Nadu, India

Abstract— In the era of hyper market today has become an arena of promotion where product managers have to face enormous pressure to boosts sales volume of their products. Sales promotion takes into consideration the communication gaps that always exists between the producer and consumer. Sales promotions activity aimed at the final consumer are called consumer schemes. Most of the FMCG sectors applied the different sales promotion techniques to attracting the consumers. Especially in HUL skin care products they have applied both traditional and modern sales promotion techniques to attract the consumers and also those techniques was popularized in HUL skin care products. In this paper an attempt has been made to analyze consumer oriented sales promotion on HUL FMCG skin care products in Thanjavur.

Key words: Consumer, Sales Promotion, FMCG, HUL Skin Care Products, Thanjavur

I. INTRODUCTION

Sales promotion is one level of promotion mix in marketing. It influencing the product to positioning in the market. Sales promotions are concerned with different category and that was termed as consumer oriented sales promotion and Trade oriented sales promotion. The promotions are only concerned with consumer are called consumer oriented sales promotion and the other one was concerned with retailers and wholesalers so that will be considered as the Trade oriented sales promotions. In sales promotion so many activities are involved i.e. contests, coupons, freebies, loss leaders, point of purchase, displays, premiums, prizes, product samples, rebates, incentives, advertising specialities, sweepstake. Sales promotion put into action for attract new customers, to reduce competition. These work can be attempt to stimulate product interest, trial or purchase. FMCG-fast-moving consumer goods are products that are retailed quickly and relatively low cost. There are generally four product categories in FMCG. Home and personal care product, Food and Beverages, Cigarettes and alcohol. These categories can be separated into the following categories: Household care-Fabric wash (laundry soaps and synthetic detergents) Household cleaners (floor cleaners, air fresheners, metalpolish and furniture polish). Personal care Oralcare (Toothpaste), Skincare (creams, lotions, gellies), Haircare (hairoil, shampoos). Talcums, Deodorants, perfumes, paper products, shoe care. Food-Confectionary, Staples/cereals, Bakery products-Biscuits, Bread, Cakes, Snack food, Chocolates, Ice-cream, Processed fruits, Vegetables, Meat, Dairy products, Branded flour. Rice. Beverages-Tea, Coffee, Juices, Bottled water, Health beverages and Soft drinks. Fast moving consumer goods is the fourth largest sector in the Indian economy. The market size of FMCG in India is projected to grow from US$ 30 billion in 2011 to US$ 74 billion in 2018. Food products is the foremost part accounting for 43 percent of the overall market. Personal care (22 percent) and fabric care (12 percent) come next in terms of market share.

II. REVIEW OF LITERATURE

(Chandu srinivas, 2015) This paper has been made to analyse promotion sensitivity in India and study found that the most of the FMCG companies are spending good deal of money for the sake of consumer oriented sales promotions and suggested to give the attractive sales promotion schemes for retain the consumers.

(H. Patil, 2016) This paper discussed that an overview of the sector, its critical analysis and future prospectus of FMCG sector. This study reported that the growth in FMCG sector is due to increase in demand, development in supply chain and favorable changes in government policy in the recent times.

(Sindhu, 2011) This research has analyzed about sales promotion strategy of selected companies of FMCG sector and found that price off and premium is the most effective method to motivate consumers to buy a FMCG product and also focused that one third of the person only got the information regarding sales promotion schemes from shoppers. Nearby one fourth only gave the scheme willingly to the consumers and also addressed advertisement is the only way to give a knowledge about sales promotion schemes which was offered by a company.

(Mahesh A. Mirge, 2015) This study focused on the consumer behavior towards sales promotion schemes and survey was conducted with the help of structured questionnaire and found that quality and price is the most influencing factors in the purchasing decision, sales promotion schemes is always attracts many consumers towards particular brand. Especially price off and extra quantity is the two main offers in which consumers had come across.

(Vinayagamoorthy, 2015) This paper challenged that the customer impulse buying behavior in FMCG sector, India. They have analyzed that the sales promotions, placement of products, window merchandising, and price strategy is the factors to induce the customer which is used to improve the impulse buying behavior in FMCG products.

(King’uyu, 2013) This study has been identifying the factors which is influencing to increase the sales performance by sales promotion schemes for FMCG products and found price completion, bonus packs, premiums, coupons and sweepstakes is the major sales promotion which is created the big impact on sales performance.

(C. Muthukrishnan, 2013), The schemes are regularly changes because the competition among the companies in FMCG. This paper has analyzed the consumer...
oriented sales promotion techniques which is used to improve the sales performance on FMCG products.

III. OBJECTIVES OF THE STUDY

- To study about the existing sales promotion activities adopted for each HUL skin care FMCG products, Thanjavur.
- To study about the factors which influences consumer to purchase the HUL skin care products.
- To study about the consumer opinion towards the sales promotion schemes offered by HUL.

IV. SCOPE OF THE STUDY

The present study can be prolonged on the other FMCG product as well and the innovative sales promotion techniques offered for retaining both the rural and urban consumers in future. It can extend to understand the switching behavior of a particular consumer on FMCG products.

V. RESEARCH METHODOLOGY

A. Research Design

This study approved with primary and secondary data. The primary data was collected structured questionnaire from samples of 50 respondents from the specified area. The samples have been measured by using non-probability technique (convenience sampling method) was confirmed and took it for further analysis. Secondary data, being collected from articles, journals, etc.

The tool used to analyze the data using Chi square test.

B. Area of the Study

In this study the respondents were selected in the Thanjavur district.

C. Research Instruments

In this study, survey method is used with structured questionnaire (both open and closed questions enclosed) for collecting data, respondents are requested to fill the questionnaire by self after explaining for various attributes mentioned in it.

D. Sampling Technique and Sample Size

The sample size of 50 was taken for the purpose of conducting pilot study to find the respondent makes to find the consumer oriented sales promotion schemes and effectiveness.

E. Data Usage

For analysis and interpretation, the data collected through questionnaire are taken only into attention and the factors which is influencing the consumer oriented sales promotion schemes have analyzed by using chi square test.

VI. ANALYSIS AND INTERPRETATION

A. Chi square test

A statistical method assessing the goodness of fit between a set of observed values and those expected theoretically. Based on this the independence can be easily identified.

1) Hypothesis 1

- H0: There is no significant difference between the age of the consumers and considering the different sales promotion schemes.
- H1: There is a significant difference between the age of the consumers and considering the different sales promotion schemes.

Fig. 1: Cross tab for sales promotion schemes and Age.

<table>
<thead>
<tr>
<th>Sales Promotion Schemes</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded Products</td>
<td>27</td>
<td>9</td>
<td>15</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Expected Count</td>
<td>1.3</td>
<td>0.8</td>
<td>1.1</td>
<td>0.7</td>
<td>1.2</td>
</tr>
<tr>
<td>Count</td>
<td>4</td>
<td>3.5</td>
<td>5</td>
<td>4.5</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Fig. 2: Chi square Test for Sales Promotion Schemes

The calculated value (29.839) is greater than the tabulated value (0.019). Hence H0 is rejected and H1 is accepted. So the age of the consumer is associated with the different sales promotion schemes.

2) Hypothesis 2

- H0: There is no significant difference between the age of the consumer and frequently using skin care products of HUL.
- H1: There is a significance difference between the age of the consumer and frequently using skin care products of HUL

Fig. 3: Cross tab for Age and frequently using Skin care Products

<table>
<thead>
<tr>
<th>Age</th>
<th>Value</th>
<th>Count</th>
<th>VASALINE</th>
<th>FROSOS</th>
<th>LAMINE</th>
<th>DROVE</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Fig. 4: chi square Test for skin care products and Age
The calculated value (14.716) is greater than the tabulated value (0.546). Hence, $H_0$ is rejected and $H_1$ is accepted. So the age of the consumer is associated with the frequently using skin care products of HUL.

3) Hypothesis 3

$H_0$: There is no significance difference between the gender of the consumers and frequently using skin care products of HUL.

$H_1$: There is a significance difference between the gender of the consumer and frequently using skin care products of HUL.

4) Hypothesis 4

$H_0$: There is no significance difference between the source of knowledge and frequently using mediums to know about the sales promotion schemes.

$H_1$: There is a significance difference between the source of knowledge and frequently using mediums to know about the sales promotion schemes.

5) Hypothesis 5

$H_0$: There is no significance difference between the educational qualification of the consumer and their satisfaction level towards the sales promotion schemes.

$H_1$: There is a significance difference between the educational qualification of the consumer and their satisfaction level towards the sales promotion schemes.

The calculated value (13.414) is greater than the tabulated value (0.642). Hence, $H_0$ is rejected and $H_1$ is accepted. So the source of knowledge is associated with the frequently using mediums to know about the sales promotion schemes.

6) Findings from Chi square test

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### Table 1: Chi Square Test for Gender and frequently using skin care products

<table>
<thead>
<tr>
<th>Value</th>
<th># of</th>
<th>Male</th>
<th>% of Male (95% CI)</th>
<th>Female</th>
<th>% of Female (95% CI)</th>
<th>Expected</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell 1</td>
<td>156</td>
<td>94.0%</td>
<td>0.94 (0.82-1.00)</td>
<td>62.0%</td>
<td>0.62 (0.50-0.75)</td>
<td>94.0%</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>

Fig. 5: Cross tab for Gender and frequently using skin care products

The calculated value (11.783) is greater than the tabulated value (0.161). Hence, $H_0$ is rejected and $H_1$ is accepted. The gender of the consumer is associated with the frequently using skin care products of HUL.

4) Hypothesis 4

$H_0$: There is no significance difference between the source of knowledge and frequently using mediums to know about the sales promotion schemes.

$H_1$: There is a significance difference between the source of knowledge and frequently using mediums to know about the sales promotion schemes.

The calculated value (13.414) is greater than the tabulated value (0.642). Hence, $H_0$ is rejected and $H_1$ is accepted. So the source of knowledge is associated with the frequently using mediums to know about the sales promotion schemes.

6) Findings from Chi square test

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### Table 2: Chi Square Test for Educational qualification and satisfaction level

<table>
<thead>
<tr>
<th>Value</th>
<th># of</th>
<th>Boys</th>
<th>% of Boys (95% CI)</th>
<th>Girls</th>
<th>% of Girls (95% CI)</th>
<th>Expected</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell 1</td>
<td>156</td>
<td>94.0%</td>
<td>0.94 (0.82-1.00)</td>
<td>62.0%</td>
<td>0.62 (0.50-0.75)</td>
<td>94.0%</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>

Fig. 7: Cross Tab for source of knowledge and mediums

The calculated value (18.40) is greater than the tabulated value (0.296). Hence, $H_0$ is rejected and $H_1$ is accepted. So the educational qualification of the consumer is not associated with the satisfaction level towards the sales promotion schemes.

6) Findings from Chi square test

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### Table 3: Chi Square Test for purchase

<table>
<thead>
<tr>
<th>Value</th>
<th># of</th>
<th>Boys</th>
<th>% of Boys (95% CI)</th>
<th>Girls</th>
<th>% of Girls (95% CI)</th>
<th>Expected</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell 1</td>
<td>156</td>
<td>94.0%</td>
<td>0.94 (0.82-1.00)</td>
<td>62.0%</td>
<td>0.62 (0.50-0.75)</td>
<td>94.0%</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>
### Table 1: Findings from Chi square test

<table>
<thead>
<tr>
<th>S. No</th>
<th>Hypothesis</th>
<th>Calculated Value</th>
<th>Tabulated Value</th>
<th>Findings</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age of the consumer is not associated with considering the different sales promotion schemes</td>
<td>29.839</td>
<td>0.019</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
<tr>
<td>2</td>
<td>Age of the consumers is not associated with the frequently using skin care products of HUL.</td>
<td>14.716</td>
<td>0.546</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
<tr>
<td>3</td>
<td>Gender of the consumer is not associated with the frequently using skin care products of HUL.</td>
<td>11.783</td>
<td>0.161</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
<tr>
<td>4</td>
<td>Source of knowledge is not associated with frequently using mediums to know about the sales promotion schemes.</td>
<td>13.414</td>
<td>0.642</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
<tr>
<td>5</td>
<td>Educational level is not associated with the satisfaction level towards the sales promotion schemes.</td>
<td>18.496</td>
<td>0.296</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
</tbody>
</table>

VII. FINDINGS OF THE STUDY

This study reveals that most of the consumers preferred different sales promotion schemes which was offered by Hindustan unilever limited. Especially the consumer who belonged to the age of 20-30 plays a vital role to consider the sales promotion schemes and the other consumers partially preferred the schemes while purchasing the skin care products. By selecting the skin care products of HUL womens were highly consumed the Vaseline and males preferred the dove and fair&lovely. This study found that most effective medium to convey the information about sales promotion schemes is television and friends. Approximately 97% were satisfied with the sales promotion schemes.

VIII. CONCLUSION AND RECOMMENDATIONS

This study have conducted in a particular geographical region. The results of this study shows that, FMCG products holds the tremendous place among the other products in the market. Competitors are highly increased so the manufacturers should think to give the different sales promotion schemes and also considers the factors which is more influenced to buy the product. Under the study consumers preferred the brand image, product quality and price. The manufacturers, retailers and dealers should select the effective medium to create the awareness about the sales promotion schemes. This study have been analyzed television, newspaper and friends is the most effective medium to create the brand image and know about the effectiveness of sales promotion schemes in FMCG products of HUL at Thanjavur district.

REFERENCES