



Consumer Perception Towards Digital Marketing Of Hul – A Study With Reference To Dk District

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ABSTRACT

This study focusses on the consumer perception on digital marketing of HUL and the factors which will affect their purchase decision in Dakshina kannada district. For the current topic data was collected through questionnaires-based survey. Researcher took 160 respondents from various areas of Dakshina kannada district. This study not only focus on consumers' needs and wants, theirs habits, taste, their likes and dislikes, but it also it focuses on the perception towards digital marketing efforts of HUL and also the strategies of HUL to attract the consumers.

Keywords: Hindustan Unilever Limited (HUL), Digital marketing.

INTRODUCTION

According to Manasmitha panda & Aishwarya Mishra (2021) Digital marketing is the process of advertising of products or services of companies using digital technologies available on internet including mobile phones, display advertising, and any other digital medium like google and Facebook ads etc. According to Tejas B Vyas (2020) It involves sum total of marketing work that usage of an electric component and internet, -Businesses leverages various digital-ways-like-search engine, -social medias, -e-mail, website in addition offline marketing such as SMS and MMS to attach with present and potential customers. Digital marketing is also stated as online-or internet-marketing. In simple taking business online. DM is the-promotion-of-business organization or brand by means of various channels such like the Internet, mobile devices, tv radio in addition to consuming different online advertising, podcasts, video and other such approaches to communicate message.

LITERATURE REVIEW

(Manasmitha Panday & Aishwarya Mishra 2021) in their study called “Digital Marketing” started with the aim to analyze the different kinds related to marketing. Based on the discussion it had been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement had shown the approaches to attach with the customers.

(Kishor Kumar 2019) in their study revealed that all entities agreed regarding mandatory internet awareness for the growth in digital marketing. In this article mainly focused on the growth of digital marketing in the present scenario. The study undertaken intended to discover the phenomenon related to the inclination in digital marketing.

M. Sunil Manohar Subbiah et al., (2017) In their study called “Role of digital marketing in India” they said that The Role of digital marketing play vital role in business for growth. Because it's had less time and less amount do advertising through world. And also, if any changes occurred in product we have to change easily and it create more awareness rather than traditional marketing.

P.K. Kannan (2017) in their study Digital marketing: A review and research agenda revealed that digital marketing in the broadest sense and they have developed and proposed a framework that highlights the touchpoints in the marketing process as well as in the marketing strategy process where digital technologies play a key role.

Pinaki Mandal & Prof. Nitin Joshi (2015) in their study they concluded that the Understanding Digital Marketing Strategy in this Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there was very cheap and efficient way to market his/her products or services. Digital marketing had no boundaries.

Afrina Yasmin et al., (2015) in their study called “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study” they revealed that the main objective of digital marketing was attracting customers and allowing them to interact with the brand through digital media. The article focused on the importance of digital marketing for both marketers and consumers. They examined the effect of digital marketing on the firms' sales.

Vladislav Yurovsky, (2019) in his study “Pros and Cons of Internet marketing” came to a conclusion that there are advantages as well as disadvantages for internet marketing. Some of the advantages are empowering effect, elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours/ 7 days availability.

RESEARCH METHODOLOGY:

Present study is descriptive in nature and it examined Consumer, perception towards digital marketing of HUL. The study is conducted on the consumers of HUL products. Consumers perception towards was examined by asking questions through google form with five-point Likert scale, five being Strongly Agree and 1 being Strongly Disagree. Questionnaire was constructed with help of literature. Questionnaire was developed in six-parts, first part asking demographic details and second part asking questions related to economic factors, third part is related to technical factors and last part asking questions related to satisfaction. The questionnaire was distributed randomly through google form in email, WhatsApp and personally (with help of friends in Dakshina kannada districts). Taro yamune (1967) formula was used to determine the sample size and a sample size of 160 was finalized. One sample t test was used to know whether the mean of the opinions of the respondents were statistically different from the population mean.

OBJECTIVES OF THE STUDY

1. To study the various factors affecting consumer perception towards digital marketing of HUL in Dakshina Kannada District.
2. To know the satisfaction level of the consumers with regard to the digital marketing efforts of HUL.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile of the respondents:

Demographic profile of the respondents helps the researcher to know the diversity of the respondents. By this it can be seen whether the data has been collected randomly or non-randomly. This analysis also helps to see the homogeneity and the heterogeneity of the respondents.

Table No.1 demographic profile of the respondents

Variables	Category	Frequency	Percentage	Variables	Category	Frequency	%
Gender	Male	55	34.4	Annual Income	Less than Rs.50000	100	62.5
	female	105	65.6		Rs.50000 - 100000 Rs	32	20
	total	160	100		Rs.100000 - 150000 Rs	14	8.8
Age	Below 25 years	114	71.3		Rs.150000 -200000 Rs	5	1.9
	25 to 30 years	26	16.2		Above Rs.200000	11	6.9
	30 to 40 years	10	6.3		Total	160	100
	40 to 50 years	10	6.3		Qualification	10 th	4
	50 years and above	0		Puc		11	6.9
	total	160	100	Graduation		43	26.9
			Post-graduation	91		61.3	
			total	160		100	

Source: primary data:

Table No 1 shows that Among the respondents the majority are below the age of 25 years (71.3%) and majority are females (65.5%). Most of the respondents (62.5%) have an income less than Rs. 50000-Rs.100000 annually and majority are post graduates (61.3%).

Table no 2 Economic Factors

STATEMENT	N	MEAN	Std Deviation	t	Sig.(2 tailed)
I believe that digital marketing of HUL has impacted the prices of products or services	160	4.325	0.45	37.85	0.0088
Digital marketing promotions of HUL (e.g. discount, coupons) influence my purchase decisions.	160	4.06	0.86	15.14	0.0093
Digital marketing of HUL has made it easier to find affordable products or services	160	4.08	0.88	15.51	0.0084
I purchased a product because of the digital marketing efforts of HUL	160	3.80	0.57	0.755	0.0043

Source: primary data

Table No 2 revealed that respondents agree that the digital marketing of HUL has impacted the prices of products or services(4.325 ± 3.85) and they agree that Digital marketing promotions of HUL influence their purchase decisions(4.06 ± 3.64). The respondents agree that Digital marketing of HUL has made it easier to find affordable products or services(4.08 ± 3.66). and respondents agree that they purchased a product because of the digital marketing efforts of HUL(3.80 ± 3.17). Table no 2 also showed that all statements significantly differ from the mean. So, we can conclude that the opinions given by the respondents are statistically significant ($p > 0.05$).

Table No 3: Technical factors:

STATEMENT	N	MEAN	Std. deviation	t	Sig.(2tailed)
The digital marketing of HUL is very effective when compared to traditional marketing methods of HUL	160	4.15	0.33	44.23	0.0039
I have Encountered with technical difficulties while engaging with digital marketing contents of HUL	160	3.83	0.74	14.188	0.0063
The use of advanced technology such as AI and virtual reality in digital marketing of HUL is very helpful	160	4.02	2.22	5.8	0.0077
HUL uses the new and emerging technologies in digital marketing	160	3.93	2.4	4.8998	0.0099

Source: Primary

Table No.3 revealed that respondents agree that the digital marketing of HUL is very effective when compared to traditional marketing methods of HUL(4.15 ± 3.66) and they agree that they have Encountered with technical difficulties while engaging with digital marketing contents of HUL(3.83 ± 3.40). The respondents agree that the use of advanced technology such as AI and virtual reality in digital marketing of HUL is very helpful (4.02 ± 3.78) and they agree that that HUL uses the new and emerging technologies in digital marketing(3.93 ± 3.72). Table no 3 also showed that all statements significantly differ from the mean. So we can conclude that the opinions given by the respondents are statistically significant ($p > 0.05$).

Table No 4 Ease of Use

STATEMENT	N	MEAN	Std. deviation	T	Sig. (2 tailed)
I am comfortable with using digital devices and platforms of HUL	160	4.16	0.56	23.18	0.0050
The digital marketing materials of HUL are easy to understand and navigate	160	4.02	0.69	18.71	0.0038
Digital marketing materials of HUL are not complicated to use	160	3.31	5.15	0.7609	0.0076
Ease of use of digital marketing materials of HUL is very important in my decision to purchase product or service from HUL	160	3.95	0.95	12.64	0.0029

Source: Primary Data

Table no 4 revealed that respondents agree that they are comfortable with using digital devices and platforms of HUL(4.16±3.70).and they agree that the digital marketing materials of HUL are easy to understand and navigate(4.02±3.65)The respondents agree that Digital marketing materials of HUL are not complicated to use(3.31±3.57)and they agree that the Ease of use of digital marketing materials of HUL is very important in their decision to purchase product or service from HUL(3.93±3.55). Table no 4 also showed that all statements significantly differ from the mean. So we can conclude that the opinions given by the respondents are statistically significant ($p > 0.05$).

Table no 5 Satisfaction Factor

STATEMENT	N	MEAN	Std. deviation	t	Sig. (2 tailed)
I am satisfied with the digital marketing efforts of HUL	160	4.15	1.3	11.5	0.0031
I am satisfied with the digital marketing efforts of HUL	160	3.87	2.15	5.11	0.0087
I am satisfied with the value that digital marketing contents of HUL provided to me (discounts, promotions, offers, information setc.),	160	4.06	0.59	23.04	0.0089
I am satisfied with the relevance of digital marketing contents of HUL	160	3.956	0.74	16.48	0.0046

Source: Primary data

Table No 5 revealed that respondents agree they are satisfied with the digital marketing efforts of HUL(4.15±3.79).and they agree that they are satisfied with the digital marketing efforts of HUL(3.87±3.47) The respondents agree that they ae satisfied with the value that digital Marketing contents of HUL provided to them (4.06±3.60) and they agree that they are satisfied with the relevance of digital marketing contents of HUL (3.95±3.52). Table no 6 also showed that all statements significantly differ from the mean. So, we can conclude that the opinions given by the respondents are statistically significant ($p > 0.05$).

CONCLUSION:

This study examined how digital marketing influence the consumer behavior. Digital marketing has great impact on the profitability, growth and development of business, particularly, in today's world, which is getting more and more internet dependent. HUL has been increasingly using digital marketing techniques for the marketing of its various products and we see its success as reflected in the company's increasing profitability over the years. The results showed that the 5 independent factors – economic factors, ease of use, technical factors and demographical factors – had a positive effect on consumer perception towards digital marketing of HUL. The results showed that all statements significantly differ from the mean. So, we can conclude that the opinions given by the respondents are statistically significant ($p > 0.05$).

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