



# Marketing Mix In Fmcg

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## **ABSTRACT:**

This paper explores the relationships between marketing mix elements in the area of FMCG. This study was conducted to examine the effect of marketing mix on the consumer purchase decision of fast-moving consumer goods (FMCG) and explores how these elements drive consumer behavior and purchase decisions within the FMCG industry. This study explores the role of the marketing mix Product, Price, Place, and Promotion—in promoting FMCG products. By strategically managing these elements, FMCG companies can optimize their marketing efforts to achieve business objectives, such as increased sales, brand awareness, and customer loyalty.

**KEYWORDS:** MARKETING MIX, FAST MOVING CONSUMER GOODS,

## INTRODUCTION

**1.1 FMCG:** - FMCG or Fast-Moving Consumer Goods are the products that sell quickly at a low cost and highly in demand. Fast Moving Consumer Goods are more in demand and frequently purchased by customers. It includes all consumable goods and consumers buy at regular intervals in small quantities such as detergents, soaps, shampoos, creams, oil, packed food, household accessories etc. Fast-moving consumer goods or FMCG are nondurable products that sell quickly at relatively low cost. They have low profit margins and high-volume sales. These goods are purchased frequently, consumed rapidly, priced low, and are sold in large quantities. These goods are also called consumer packaged goods. In India every family spends a large portion of their monthly budget on FMCG products. FMCG companies' manufacturers of retail products with a considerable short shelf-life. Hindustan Unilever, Nestle, Amul, Parle, Britannia, Dabur, Patanjali Ayurveda etc. are the examples of FMCG companies. Important characteristic of the FMCG companies is price competition among retailers. In order to boost profitability, FMCG companies employ marketing mix strategies.



Source: <https://www.dalalstreetwinners.com/best-fmcg-stocks-to-buy-in-india-2019/24558>

**1.2 Marketing Mix:** - Marketing Mix is a part of effective marketing strategy in order to satisfy the needs and wants of consumers. The term marketing mix was introduced by the Professor N.H Borden of the Harvard Business School of America. In 1960, E. Jerome McCarthy in his book, Basic Marketing, popularized a four-factor classification or four Ps: Product, price, promotion and place. These elements of marketing mix got an update from Brooms & Bitner in 1981, he added

three service mix Ps: people, physical evidence and process. Marketing mix is an important tool used by marketing managers to design the process of marketing in an organization. This mix has to be competitive so that the organization gets competitive advantages over others. The marketing mix is the set of marketing tools that a company utilizes to achieve its marketing goals in the target market environment. According to Philip Kotler- “Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response”.

In order to boost profitability, FMCG companies employ marketing mix strategies. The four elements product, price, promotion and place represent the primary elements of company's market offer. With these four elements the FMCG Company sets to attain its value delivery tasks. In FMCG companies, the marketing mix can be seen as a combination of the product, price, distribution network, and promotional methods.

### **1.2.1 HISTORY OF MARKETING MIX**

The term marketing mix was first used by Professor N.H Borden of Harvard Business School, who published the concept in one of his articles named “The concept of Marketing Mix” in 1964. It was suggested to him by Culliton. However, the traces of these terms also lead us to the 1940s when Professor James Culliton used the term while giving lectures on marketing at Harvard University. He even published an article way before Borden named “The Management of Marketing Costs” citing marketing as a mixture of a number of elements that can be used by marketers effectively. The usage of the 4Ps of the marketing mix was first popularized by E. Jerome McCarthy who managed to deliver the concept in the context of consumer behaviors, market analysis, market segmentation, planning, and customer behaviors. The four Ps are Product, Price, Promotion and Place. Till the 1980s, the concept of the 4Ps of the marketing mix was well-received by the business community. But in 1981, Booms and Bitner extended the scope of the marketing mix and proposed the usage of 7Ps instead of 4Ps in the traditional marketing strategies. The three extended Ps are People, Process and physical evidence. After that many other models like 8Ps and 10Ps have been introduced in the marketplace where the concept of 10Ps is one of the latest ones. Those

10 Ps are Product, price, promotion, place, people, process, physical evidence, packaging, positioning and personalization. All of these elements are incorporated in the marketing strategies of the businesses to increase the revenue of the businesses and add an overall better value to the

lives of the consumers. In this way, a business keeps growing through loyal and satisfied customers who are a consistent source of revenue for it and maintains its sustainable development in the long run.

### 1.3 ELEMENTS OF MARKETING MIX

4 main P's / elements of marketing mix are:

The four Ps of marketing by E. Jerome McCarthy is a marketing concept that summarizes the four key factors of any marketing strategy.



Source: [https://stock.adobe.com/in/search/images?k=marketing+mix&asset\\_id=136438882](https://stock.adobe.com/in/search/images?k=marketing+mix&asset_id=136438882)

- 1. Product:** - Product mix refers to the total number of product lines a company offers to its customers. A company may contain one or more product lines in its product mix. Product mix help companies to maintain the needs of their existing customer base and reach out to new customers. Product Mix is also known as product assortment or product portfolio. It refers to various product lines and individual products offered by a company in the market. Focusing on the product assortment helps companies analyze customer's requirements and introduce more products to fulfill the demand. For example – Patanjali Ayurveda categorized its products into personal care, home care products and food and beverages.

**2. Price:** - Price mix refers to the amount that a customer pays for obtains a product. It can also be referred to as the sacrifice which consumers are ready to make to acquire a product. Price mix is the only component in the marketing mix which has implications for revenue. It may involve both monetary and psychological costs such as the time and efforts. Price mix greatly influences a business growth and survival, prosperity and profitability. Prices of FMCG products are not particular and the prices keep on changing and are different for different products. The important factors in the determination of price that must be taken into consideration are – demand, cost, competition, quality, government policies etc. Methods of price mix are-

- **Price Skimming** - Under this strategy a marketer initially sets a high price for a product or service and gradually decreases the price.
- **Psychological Pricing** – It is based on the hypothesis of the psychological impact of specific prices on the customers.
- **Competitor-Based Pricing** - Under this pricing strategy a company set a price compared to its competitors.
- **Premium Pricing** – Under this strategy a company set a high price for attracting status aware costumers.
- **Bundle Pricing** – Under this strategy price is set according to the quantity of the product.
- **Cost-Based Pricing** - This price strategy is designed to measure all the costs that involved in producing, distributing, and selling a product.

**3. Promotion:** -refers to "the marketing communication used to make the offer known to potential customers and persuades them to investigate it further."According to Philip Kotler

- "A company's total marketing communication mix also called promotion mix consists of specific blends of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company use to pursue its advertising and marketing objectives. This method is used for the improvement in the position of sales or growth of an organization. Some company adopted different advertising and promotional techniques. The company also uses corporate social responsibility as a marketing tool to gain emotional advantages in the

consumers mind. Promotional elements include:

- **Advertising** - Advertising is a popular and powerful tool of market promotion. It is paid form of communication. It is used to create awareness, transmit information to the target audience. Newspaper, radio, poster, magazine, television etc are the examples of advertising media.
- **Personal selling** – Personal selling is a promotional technique in which salesperson meet the customers or potential customers and uses his interpersonal skills to persuade in buying their product. It is an effective way manages personal customer relationships.
- **Sales promotion** – Sales promotion is marketing technique used by a company to boost the demand of a product or service and raise brand awareness. Buy one get one free, discounts, free accessories, coupons etc such offers are the examples sales promotion.
- **Public relations**- Public relations is a promotional method determines the way people treat the brand. Public relations are a sustained effort to establish and maintain mutual understanding between an organization and their public.

**4. Place:** - Place represents the location where consumers buy any product. It includes any physical store as well as virtual stores on internet. Place is also known as distribution. Distribution is an essential function of FMCG products. It is the path through which goods are moved from manufacturer to the consumers. Place is a direct or indirect channels, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, and order fulfillment. For example, a book publisher places their products in a bookstore to reach suitable customers but a cloth manufacturer company places their products in a cloth shop.

### **3 more new Ps of marketing mix are –**

Brooms & Bitner in 1981, he added three service mix Ps: people, physical evidence and process.



Source: <http://monsterbull.blogspot.com>

5. **People:** -People refer to any member or staff of company who is directly or indirectly in contact with the customers of a business. People are essential in the marketing of any product or service. These people are involved in the production, marketing, promotion, distribution and delivery of the product or service to the customers. They might be marketers, salespersons, or customer service officers. The reputation of a brand or a business lies in the hands of the staff. Having well trained staff with right knowledge of product can have a high impact over the business. Recruit proper people with requires skills and abilities is more important than everything else put together.
6. **Process:** - Process refers to the flow of activities or mechanism that take place when there is in an interaction between the customers and the businesses. The overall experience of the customer from waiting time, information provided and the attentiveness offered by the staff are all essential to keep the customer happy and satisfied. In other words, from the start to the end the overall experience provided to by the customer is called process. The process of marketing allows brands or a company or organization to understand customers, provide customer value, and capitalize on long-term customer relationships.
7. **Physical evidence:** - According to Booms and Biter's framework, the physical evidence is "the service delivered and any tangible goods that facilitate the performance and communication of the service". Physical evidence refers to the physical environment that



experienced by a customer. Customers usually base their decision on physical evidence of the firm or organization before buying the product. It's a responsibility of the marketer to provide and develop noticeable evidence such as physical environment, ambience, spatial layout and corporate branding, signs and symbols. For examples such as tourism attractions and resorts depend heavily on physical appearance of the organization.

#### 1.4 CHARACTERISTICS OF MARKETING MIX

1. **Goal Oriented:** - The ultimate goal of marketing mix is to generate profits through the satisfaction of the customer. Marketing mix focuses on ways to sell customers the products they're looking for and give them an excellent experience that encourages them to buy more.
2. **Consumer Oriented:** - All firms or companies exist because of their business to satisfy the human needs, wants and demands. The ultimate objective of marketing mix is to find out what consumer wants and how to fulfill consumer need.
3. **Applicable to business and non-business organization:** - Marketing mix is applicable not only to business organizations but also to non-business organizations, such as clubs and educational institutions.
4. **Dynamic:** -The marketing manager has to constantly review the mix and conditions of the market and make necessary changes in the marketing mix according to changes in the conditions of the market and complexity of the market.
5. **Marketing mix is the essence of the marketing process:** - Marketing mix involves many crucial decisions relating to each element of the mix. The impact of the mix will be the best when proper weightage is assigned to each element and they are integrated so that the combined effect leads to the best results.

#### 1.5 OBJECTIVES OF MARKETING MIX:

1. **Customer Satisfaction:** The primary motive of a company is to satisfy the needs of customers. All firms or companies exist because of their business to satisfy the human

needs, wants and demands. The ultimate objective of marketing mix is to find out what consumer wants and how to fulfill consumer need.

2. **Increase Sales Volume:** It is a rigorous process of increasing the sale of product or service to generate revenue, It works for generating the demand for products and services among the customers.
3. **Creation of goodwill:** The marketing department provides quality products to customers at reasonable prices and thus creates its impact on the customers. It create a good image of their brands.
4. **Increase Brand Awareness:** When a company launching a new product, or decided to target a new audience, increasing awareness of the brand or products is a good goal to guide your marketing plan.
5. **Attract New Customers:** Attracting new customers to any brand is an important way of ensuring the relevancy and longevity of a company. Attracting new customers should involve different processes than retaining your current ones.
6. **Retain Current Customers:** Increasing customer loyalty is another common marketing objective. It's important to remain invested in audiences. A company can do this by creating loyalty programs, improving your customer service, or creating an email marketing campaign to engage their customers.

## 1.6 SIGNIFICANCE OF MARKETING MIX

1. **Reduces marketing costs:** A right balance between different marketing ingredients or marketing mix tends to reduce marketing costs of the firm.
2. **Increases sales and profits:** Since the marketing program of the firm takes case of the needs and satisfaction of the customers and right marketing mix reduce costs, the resultant gain is increase in profitable sales and profits.
3. **Promotes integrated marketing:**The concept of the marketing mix signifies that its various elements are interrelated and interdependent. Therefore, decisions or changes in one element will usually affect decisions or changes in the others.

4. **Services a marketing link:** marketing mix serves are the link between the firm or company and its customers. The company itself informed about the needs, wants, taste of customers and in turn customers get the best offers of the company.
5. **It helps in differentiation:** When a company analyzes the marketing mix of Competitors, there are many different ways that a company can differentiate itself from the competitor.
6. **Being dynamic:** It helps to being dynamic: The Company needs to be dynamic in nature. Such a company needs to understand its product, processes, people, promotions and all other P's better. If it understands them, it will respond with a better agility.

### 1.7 LIMITATIONS OF MARKETING MIX:

1. **Demand Model is not agile:** The demand model is developed based on historical business outcomes based on probability. Modern marketing mix lacks agility and cannot be optimized for day-to-day changes.
2. **Relies on Historical Data:** marketing mix relies too much on historical data, it may not be relevant for forward-looking projections.
3. **Lack of causality:** Marketing mix is a correlation model, so the direction of causality cannot be determined using this model.
4. **Omitted variables:** The implications of the Modern marketing mix or MMM model revolves around the focus and control variables that we consider in the model framework. Considering the dimensional challenges model framework often limits to a set of variables that leads to omitted variable bias.
5. **Measurement error:** Often agencies capture the sales at store level while marketing activities are implemented at designated market areas. The heterogeneity in the unit of measurement between measurable media performance and business sales poses a challenge in setting up right econometric model.

## 1.8 COMPANIES PROFILE

### 1.8.1 HINDUSTAN UNILEVER LIMITED



*Hindustan Unilever Limited*

Type	Public
Traded as	BSE: 500696 NSE: HINDUNILVR BSE SENSEX Constituent NSE NIFTY 50 Constituent
ISIN	INE030A01027
Industry	Consumer goods
Predecessor	Indian Vanaspati Manufacturing Company (1931–1956) Lever Brothers India Limited (1933–1956) United Traders Limited (1935–1956) Hindustan Lever Limited (1956–2007)
Founded	1933; 90 years ago,
Headquarters	Mumbai, Maharashtra
Key people	Sanjiv Mehta (CEO) <sup>[1]</sup>
Products	Foods, cleaning agents, personal care, skin care and water purifiers
Revenue	▲ ₹61,092 crore (US\$7.7 billion) (2023) <sup>[2]</sup>
Operating income	▲ ₹13,409 crore (US\$1.7 billion) (2023) <sup>[2]</sup>
Net income	▲ ₹10,143 crore (US\$1.3 billion) (2023) <sup>[2]</sup>
Total assets	▲ ₹73,087 crore (US\$9.2 billion) (2023) <sup>[2]</sup>
Total equity	▲ ₹50,522 crore (US\$6.3 billion) (2023) <sup>[2]</sup>
Number of employees	21,000 (2020) <sup>[2]</sup>
Parent	Unilever plc (61.90%)
Website	www.hul.co.in

Source - [https://en.wikipedia.org/wiki/Hindustan\\_Unilever](https://en.wikipedia.org/wiki/Hindustan_Unilever)

Hindustan Unilever Limited or HUL is an Indian consumer goods company and it is India's largest fast-moving consumer goods company with a heritage of over 90 years in India and touches the lives of two out of three Indians. Its headquartering situated in Mumbai India. With 50+ brands spanning 15 distinct categories it includes foods, beverages, skin care, personal care, water purifiers, home, hygiene and other fast-moving consumer goods. HUL was established in 1931 as Hindustan Vanaspati Manufacturing Company. Following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The company was renamed again in June 2007 as Hindustan Unilever Limited. The company is a part of the everyday life of millions of consumers across India. HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries. HUL is the one of the country's largest exporter. It has been recognized as a golden super star trading house by the government of India.

Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf excel, Rin, Wheel, Glow & Lovely, Pond's, Vaseline, Lakme, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Boost, Bru, Kissan, Kwality Wall's, Horlicks, Brooke bond, cornetto, Pure it etc. They are manufactured over 40 factories across India. Its operations involve over 2000 suppliers and associates.

HUL is focusing on health & hygiene, water management and women empowerment, involved in education and rehabilitation. In 2001, the company initiated an ambitious program known as Shakti. It aims to create micro enterprise opportunities for rural women, and health & hygiene education. HUL also running a rural health programme – lifebuoy swasthyachetna. We are known for our great brands, the positive social impact we create and our belief in doing business the right way.

HUL believes in continuous innovation to create the products and experiences that people love, and to help realize their vision of making sustainable living commonplace. The tagline of HUL is A treat, pleasure and enjoyment.

### 1.8.2 PATANJALI AYURVED LIMITED



Type	Private <sup>[1]</sup>
Industry	Conglomerate
Founded	2006; 17 years ago,
Founder	Acharya Balkrishna Baba Ramdev
Headquarters	Haridwar, Uttarakhand
Area served	Worldwide Indian subcontinent Middle East [2]
Key people	Balkrishna (Chairperson, Managing Director & Chief Executive Officer)
Products	Ayurvedic medicine, Consumer goods Healthcare, Personal care, Cosmetics Cleaning agents, Beverages Fashion Foods
Revenue	▲ ₹30,000 crore (US\$4.02 billion) (FY2021)
Net income	▲ ₹590 crore (US\$80 million) (FY2021)
Total assets	▲ ₹4,345 crore (US\$590 million) (2019)
Owner	Balkrishna (94%)
Number of employees	2,00,000 <sup>[3]</sup>
Subsidiaries	Paridhan, Ruchi Soya, Herboved Patanjali Renewable Energy Pvt Ltd Advance Navigation and Solar Technologies
Website	www.patanjaliayurved.org

Source - [https://en.wikipedia.org/wiki/Patanjali\\_Ayurved](https://en.wikipedia.org/wiki/Patanjali_Ayurved)

Patanjali Ayurveda is an Indian FMCG company, founded by Baba Ramdev and Acharya Balkrishna in 2006. Its headquarters in the industrial area of Haridwar, Uttarakhand, India and office are in Delhi with manufacturing units. Patanjali Ayurveda comes with a thought of creating a healthy society through Yoga and Ayurveda. It imports herbs for their product from Himalaya and Nepal. The CEO of the company with a 94% share hold is Acharya Balkrishna and Baba Ramdev represents the company and makes strategic decisions.

Patanjali was one of the fastest-growing FMCG companies in India in 2016. It was valued at Rs 3,000 crore in 2020. According to a report by India Infoline approx. 13 listed companies would be affected by Patanjali success; they included Hindustan Unilever, Colgate, Dabur, ITC, and Godrej Consumer Products. Patanjali Ayurveda is one of India's best to buy a wide range of herbal products including Ayurvedic products, Nutrition and Supplements, Grocery, Medicine, Home Care, skin care and much more. The company manufactures cosmetics, ayurvedic medicine, and personal care and food products such as Chyawanprash, honey, ghee, diet food, health drinks, soap, powder, shower gel, body lotion, bar, and other FMCG. The company opened Patanjali Paridhan; Paridhan is a store in Delhi, in November 2018. It includes cloths for all age, accessories, footwear, home furniture etc.

The mission and vision of Patanjali Ayurveda is to make India an ideal place for the growth and development of Ayurveda, Keeping Nationalism, Ayurveda and Yoga as our pillars, we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning and realism, we are poised to write a new success story for the world.

Few years are hard for Patanjali because about 100 cases filed against Patanjali Ayurveda and Baba Ramdev. The allegations involve – misleading advertisement, poor quality of amla juice, Ganges pollution, fake covid-19 treatment etc. but after that Patanjali improved and come back to the market with new energy.

### 1.8.3 DABUR LIMITED



Type	Public
Traded as	BSE: 500096 NSE: DABUR
ISIN	INE016A01026
Industry	Consumer goods
Founded	1884; 139 years ago,
Founder	S. K. Burman
Headquarters	Ghaziabad, Uttar Pradesh
Area served	Worldwide
Key people	Amit Burman(Chairman) Mohit Burman(CEO)
Products	Personal care Skin care Hair care Oral hygiene Health supplements Drinks
Revenue	▲ ₹11,281 crore (US\$1.4 billion) (FY22)
Operating income	▲ ₹2,309 crore (US\$290 million) (FY22)
Net income	▲ ₹1,744 crore (US\$220 million) (FY22)
Total assets	▲ ₹9,354 crore (US\$1.2 billion) (2020) <sup>[1]</sup>
Owner	Burman family (66.24%) <sup>[2]</sup>
Number of employees	7,740 (March 2020) <sup>[1]</sup>
Subsidiaries	Dabur Research Foundation, Aviva India H&B Stores Ltd
Website	www.dabur.com

Source - <https://en.wikipedia.org/wiki/Dabur>



Dabur is one of the largest fast-moving consumer goods company in India. It manufactures Ayurvedic medicine and natural consumer products. Dabur Ltd is an Indian multinational consumer goods company, founded by S. K. Burman in Kolkata, India in 1884. It's headquartered in Ghaziabad, Uttar Pradesh, India. Dabur is the 138-year-old Ayurvedic Company. The current chairman, Dr. Anand Burman, and vice-chairman Amit Burman, are part of the fifth generation of the family. They were among the first business families in India to separate ownership from management, when they handed over the management of the company to professionals in 1998.

It started as an ayurvedic medicine business in a small pharmacy in Kolkata, India. The local people of Kolkata called Burman as Daktar Burman (Doctor Burman) in their local language. The company's name Dabur combines the syllables "da" and "bur."

Dabur's products are available in more than 60 countries and span categories including hair care, skin care, health care and food. Dabur markets its products under Vatika, Hajmola, Dabur Amla, Fem, Real, Odonil and Odomos brand names. Dabur has manufacturing facilities spread across 12 locations in India and 8 overseas. Today, Dabur India has a portfolio of over 250 Herbal and Ayurvedic products. Products include Hajmola, shampoo, oil, chyawanprash, fruit juice, medicine, toothpaste, honey, soap, powder, sprays etc.

Dabur aims to make the traditional knowledge of Ayurveda more contemporary and keep pace with the changing needs and aspirations of the millennium and century. Dabur's Vision is Dedicated to the Health & Well-Being of every Household. Dabur's Mission is to Contemporize Ayurveda and make it relevant for the new generation.

Dabur's Sustainable Development Society "Sundesh" is a non-profit organization started by Burman that aims to carry out welfare activities in the spheres of health care, education and other socio-economic activities. Dabur drives its corporate social responsibility initiatives through Sundesh.

## 1.9 MARKETING MIX STRATEGIES OF SELECTED FMCG COMPANIES

### 1.9.1 Marketing mix of Hindustan Unilever Company

1. **Product Mix:** - Hindustan Unilever or HUL is one of the leading FMCG companies in India. The HUL product portfolio has been mostly categories into four. They are Homecare, Skincare or Personal care, Food and Water purifiers.



Source: <https://ymwsolution.com/hindustan-unilever-distributorship-cost/>

HUL'S brand and portfolio consists of-

- **Homecare:** -Home Care brands of HUL offers a variety of detergents, including Surf Excel, Rin, Comfort, Wheel, and Sunlight. And household cleaning including Cif and Domex as well as Vim and Cif in the dishwashing segment.
- **Personal Care:** - In the shampoo category, Hindustan Unilever Limited has Tresemme, Clinic Plus, Sunsilk, Dove, Lux, and Pears. The company also provides a variety of home cosmetics. Vaseline belongs to the skincare category and Lifebuoy belongs to the hand soap category. In the skin-care category HUL has Lux and Dove soap and Axe grooming products are highly popular. Glow & Lovely and Lakme have gained a huge amount of popularity for skin care and beauty products. Close-up and Pepsodent lead the toothpaste category in marketing mix of HUL.

- **Food and Beverages:** - Brands related to the drink category and the ice cream sector in HUL's marketing mix are highly popular in the industry and enjoy immense brand loyalty. In the ice cream sector, HUL has Kwality Wall's, Cornetto, and Magnum. The company owns Lipton in the tea category, as well as Taaza, 3 Roses, Red Label, and Taj Mahal under the Brooke Bond brand. Bru of Hindustan Unilever Limited is the No. 1 brand in the coffee sector. Salt and Atta are sold under the Annapurna brand. It also provides instant food and spices under the Knorr brand, which includes noodles, and also provides ketchup, squashes, and jam under the Kissan brand.
  - **Water Purifier:** - In the water purifier category, Pureit is the sole brand from Hindustan Unilever's product mix with quite a maximum number of products concerning water purification systems.
2. **Price mix:** - HUL generates a huge amount of sales in different parts of countries with its reasonable pricing policy. The firm has always been known for its products, which have a diversified economy to reach the rural market and are priced competitively. It applies a simple pricing strategy. Most of the daily used products in middle class Indian households have a standard quality with low costing. To maintain proper balance in the market with its competitors, HUL sets a competitive pricing policy. This leads to an increase in price with the increase in competitor's price of similar goods while a decrease in price with the decrease in competitor's price.. Other than competitive pricing policy HUL adopted premium pricing strategy and bundle pricing policy. In October 2022, the MD of HUL said that the company will be following a mixed approach in the pricing policy of Unilever's marketing mix. The consumer goods company wants to observe how commodity prices of a product behave in the different categories and then adopt a pricing strategy that will drive further sales in the future
3. **Promotion Mix:** - Promotion is an important part of any company to create a magnificent impression on consumers. Unilever's promotional strategies include –
- **Media:** - HUL using traditional media for advertising its products. These include making popular commercials and displaying them through TV, radio, newspaper, magazines and hoardings.

- **Celebrity Endorsements:** HUL has tied up with celebrities like KajolDevgn, Varun Dhawan, Akshay Kumar, Kareena Kapoor, and Shahrukh Khan Etc. to create brand awareness in the consumer market.
  - **Sustainable Projects:** To target the rural area HUL has come up with sustainable projects to support and uplift green alternatives like Shakti campaign, Project Bharat, Lifebuoy SwasthyaChetna.
- 4. Place Mix:** The organization has a broad distribution network which includes directly 2 million outlets and retail outlets of 7.7 million across the world. The company has a direct selling network which is regulated by the Hindustan Unilever Limited network. The important distribution channels in Unilever's marketing strategy are convenience stores, retail outlets, online stores, hypermarkets, wholesalers, local grocery stores, supermarkets and corner shops etc.

### 1.9.2 Marketing Mix of Patanjali Ayurveda

- 1. Product mix:-** Baba Ramdev is constantly pushing the Indian people to start using Indian brands, use ayurveda and natural products and contribute to the economic growth of the company. Patanjali Ayurveda is planning to take over all reputed brands dealing in food and beverages.

Some of the product lines of the company are-

- **Ayurveda & Herbs:** Patanjali is famous for its ayurvedic products includes- Drishti eye drops, Amla extract capsules, shatvarchuran, ashvashila capsule, shilajit sat capsule, ashvagandha capsules, amla candy, amla juice, various types of bhasma etc.
- **Foods & Beverages:** It includes chyawanprash, flours, biscuit, honey, jam, pulses, tea, coffee, juice many other categories of food products.
- **Personal care products:** Patanjali has many personal care products like cream, face wash,

lotion, oil, soap, shampoo, mask, toothbrush, toothpaste etc.

- **Cleaning agents:** Bar, detergents, floor cleaner.

## PATANJALI PRODUCTS



Source: <http://reviewsimpact.com/patanjali-products>

**2. Price Mix:** Pricing has played an important role in getting Patanjali Ayurveda ahead of its tough competitors. The love for the Indian products that grow in people's hearts is making Patanjali one of the best companies in FMCG and Ayurvedic Product. But still the company faces stiff competition in the market in almost all the product categories. It becomes necessary for brands to maintain similar prices most importantly competition pricing strategy in such scenarios to maintain their existing customer base. Patanjali conveys to consumers the benefits of using its products. The price strategy is undoubtedly making a mark because Patanjali knows that the company is unable to capture the market at higher prices. Almost every product records a price decline of 25-30 per cent in contrast with the foreign brands that help Patanjali penetrate every household in a country like India.

### 3. Promotion Mix:

- **Celebrities Endorsements:** The brand ambassador of Patanjali is Baba Ramdev, who himself has a huge fan following, which enabled the brand to catapult into the big league within a short span.
- **Advertising Media:** The promotion and advertising in Patanjali marketing mix make use of all media sources like newspaper, magazine, television, online advertisement.
- In its advertisement they have highlighted the significance of using natural and ayurvedic ways of creating products and consumer health benefits. Patanjali ad campaigns have always focused on surpassing information that – revenue of Patanjali is for charity not for the owner.

4. **Place Mix:** Patanjali Ayurveda has an effective distribution network. It has tied up with the Future Group, Reliance retail, hyper city, and other huge companies. Patanjali brand ensure that its products are widely available across urban and rural areas in India. Around 5000 retailers are actively promoting Patanjali products along with local grocery stores and ayurvedic remedy centers. Patanjali spread its wing to other countries like Nepal, Srilanka etc. Patanjali is also increasing its presence online.

### 1.9.3 Marketing Mix of Dabur

1. **Product Mix:** Dabur has a wide range of product portfolio.



Source: <https://www.basketor.com/dabur>

- **Health Care:** Chyawanprash, Honey, Shilajit and Health supplements like neem juice.
  - **Personal Care:** Dabur has many personal care products like shampoo, Oil, toothpaste, rose water, bleach, cream etc. Dabur also has products of baby care.
  - **Food & Beverage:** Dabur does not have many products in foods and beverage. Dabur has Pickle, ginger garlic paste, juices, coconut milk and peanut butter.
  - **Home care:** Dabur has home care products like air fresheners and flies' sprays.
2. **Price Mix:** Dabur follows different pricing strategies in its marketing mix for different product offerings. For its premium products such as Dabur Herbal, body wash and creams are priced at

a premium as they are targeted at high end target segment. For its low-cost products, the prices are kept low and competitive pricing strategy is followed for its non-



premium products to sustain itself in the long run. Its products are priced low to gain more customer base. Its main aim is to sell more units although through a lesser margin.

3. **Promotion Mix:** In India, Dabur has launched a full-fledged advertising campaign which helps in making the customers aware of all the Dabur products, their prices, their main features.
  - **Advertising Media:** Dabur does its major promotions through TV advertisements. It also advertises in newspaper and on hoardings. Dabur also has its online store.
  - **Celebrities Endorsements:** Indian celebrities and sportspersons endorse their products like Amitabh Bachchan is seen in ads like Dabur Chyawanprash and Dabur Hajmola, Sonakshi Sinha and Samantha are seen in Dabur Vatika Hair Oil, Salman Khan is promoter of Ranbaxy's Revital 30+. The promotions by celebrities help in the continuous and high sales of the products.
4. **Place Mix:** Dabur has showrooms and retail outlets in millions. It has covered its base successfully in both the markets of rural and urban. In India, Dabur has various plants manufacturing located throughout the country. The products of Dabur are transported to the distributors, wholesalers and then retailers and Kirana stores from where the consumers can purchase the products. Dabur also exports its products to Dubai, Bangladesh, UK, Nigeria, US and Nepal where they have overseas offices which manage the distribution and sales.

## 2. LITERATURE REVIEW

**2.1 MEANING OF LITERATURE REVIEW:** - It is a comprehensive summary of previous research on a particular topic. It is a written summary of journals, articles, books and other documents on a particular topic of research.

According to Creswell (2008), "a review of literature is a written summary of journal articles, books and other documents that describes the past and current state of information, organizes the literature into topics and documents a need for a proposed study. "

## 2.2 LITERATURE REVIEW

1. **(BOBEICA, 2011) :** - Marketing Mix policies in FMCG case- study: the advertising strategy

by Ana Maria Bobeica explores the relationships between selected marketing mix elements in the area of FMCG. It proposes a conceptual framework in which marketing elements are related to the dimensions of brand equity and brand awareness. It also presents a case study deriving from advertising strategies of FMCG Companies showing that the change in advertising spending is related to changes in market share, changes in product plans and changes in the number of competitors modified by the number of customers, their concentration and the size of the advertising budget.

2. **(SHARMA D. N., 2013):** - This research paper by Dr. Neetu Sharma has objectives is to find out the importance of the concepts of FMCG in a competitive business enterprise organization and to identify the application of these concepts in Product Vs Service marketing of FMCG organizations. The goals in respect of strategy, competition, product, price, promotion and distribution will be different for the different stages of the product life cycle. This article is focusing on a number of the primary product life cycle management techniques that can be used to optimize a product's revenues in respect to its effective positioning in a market during the introduction stage of the product life cycle.
3. **(SARKAR & PAREEK, 2013):** - This researcher paper “Rural Marketing Mix in Bhutan: An FMCG Perspective” are based on the study in Bhutan. Bhutan has a unique rural market structure, and the 4Ps and 4As of rural marketing are also governed by unique regulations formulated by the Government of Bhutan. The research tool used is a qualitative survey of the national distributors operating in Bhutan and of some wholesalers in each district of Bhutan, followed by a quantitative analysis of the associations between the factors. Absolutely no literature is available on rural marketing in Bhutan, and this paper aims to advance that body of knowledge from a practitioner’s point of view.
4. **(MOHANRAJ & KALAIIVANI, 2016):** - The promotional activities always attempt to affect knowledge, attitudes, preferences, and behavior of the buyers. In any exchange activity, communication is absolutely necessary. The company may have the best product, package etc. but still people may not buy the product if they haven’t heard of it. In this paper an attempt is made to identify the effectiveness of various promotional mixes by carrying out a descriptive

marketing research. The main objective of the study is "To study on impact of Promotional Mix strategies of FMCG Marketers among Households in Salem District ". And to identify the level of influence of various promotional mix of FMCG products.

5. **(ALHAWSAWI, 2016):** Selected marketing mix of three leading FMCG companies. It discusses the approach and the positive results of FMCG companies dominating the current marketing paradigm. FMCG companies employ different marketing policies, and customer relationship approaches to increase profitability, customer loyalty, and brand awareness. It also presents advertising and pricing strategies of FMCG companies revealing that FMCG companies spend millions on their annual revenue to reach the broad market, face-off competitors, and change the product line.

**(SHARMA & SHARMA, 2017):** This research papers shows a lot of aggressive mode of selling methods is utilized by all the FMCG corporations in India, particularly in country because it remains an untapped marketplace for all the businesses in India. This paper is that the outcome of a secondary knowledge and investigator observation on FMCG corporations with special respect to ITC and HUL. To complete this, annual reports, numerous books, journals and periodicals are consulted, many reports on this specific space are thought-about, and net looking has additionally been done.

6. **(DHANALAKSHMI & AZEES K A, 2018) :** - The paper focuses on marketing of fast-moving consumer goods. It is very important to focus on how to improve brand value for the customers as many brands are available for the same categories of products. Another area focused in the paper is how recession affects the demand for fast moving Consumer Goods and what are the reasons for these changes. In order to support these observations Dove's Real Beauty Campaign has been elaborately discussed and the points which lead to the success of this campaign have been highlighted.
7. **(Acikgöz, 2018) :** - Deciding on the right products to offer to the target market is a demanding and crucial task that requires understanding and insight into the customer's needs wants and demands. Therefore, the continuous development of new product strategies can be an

important determinant of sustained company performance. This paper reviews the findings of empirical work into the strategies developed for and by industrial FMCG companies for their products. It is the prime objective of this work to summarize the most important findings in a compact and structured way and also to provide theoretical insight as to how these product strategies are planned, implemented and controlled.

8. **(SISODIYA & SHARMA, 2018) :** - This paper takes a cautionary stance to the impact of marketing mix on consumer buying behavior, on selected retail sector in Jaipur city. The objective of the study is to study the impact of demographic variables on consumer buying behavior and to analyses the relationship between of marketing mix on consumer buying behavior in FMCG Company. One way ANOVA and multiple correlation analysis is used to prove the hypotheses base on the marketing mix model 4Ps. Results reveal that all the factors of marketing mix have significant relationship between consumer buying behavior whereas price factor exerts greatest influence on consumer buying decision.
9. **(THABIT & RAEWF, 2018):** - This research paper presenting a theoretical view for the studied subject i.e., The MM Elements by focusing on the concepts in organization as general, and marketing. This paper focuses on the impact of marketing mix elements in increasing the effectiveness of product promotion and their role to decrease the problems within the organization. The paper aims to investigate the influencing of marketing mix elements - product, price, promotion and place or distribution on increasing the effectiveness of product promotion and their role to reduce the problems within the organization.
10. **(TRIHATMOKO, 2020):** - This paper aims to explore the strategy of the product mix to perceive and describe theoretically through understanding of the analysis of new products in market competition. Deepening efforts through identifying product strategies is to target the chances of success of new product strategies from the FMCG industry. The study results revealed with a construction that the success of the performance of new products through a product strategy entering the market will be depend on customer and market competition. The results of this study can be as recommendations to marketers, practitioners and consumers, especially in FMCG marketing.

- 11. (KUMAR & OBULESU, 2020):** - FMCG have attracted Indian villagers. When the urban demands for the FMCG goods are getting saturated, the FMCG companies look at this development as an opportunity. The untapped rural market is fast becoming a major attraction to many domestic and foreign organizations. But they lack in getting required support which is a handicap in becoming more competitive in the national and international markets. The rural market, thus, are the growth engines of Indian economy, a number of international brands are entering in to India which is one of the fastest growing and highly competitive markets in the world. Though, most of the global firms failed to understand the needs of Indian consumers as well as the market characteristics but there are a few of them who have been successful in positioning their brands into the Indian market.
- 12. SHARMA & ADEWA, 2021) :** - FMCG sector is growing leaps and bounds. Present study is based upon the findings of marketing mix factors and variables used by FMCG companies (with special reference to Patanjali Ayurveda Limited and Himalaya Herbals) in the Indian market. The research is based upon a consumer survey of 500 samples. Objective of present research is to study the implications of the marketing strategies of selected FMCG companies. The researcher has developed regression equation with the help of survey data that can use to optimize the marketing efforts in future.
- 13. (ADELEH & ELEYN, 2021):** - Any business aiming to increase the selling process which is obviously very hard, thus, managers use marketing in order to motivate consumers to buy the products or the service. In order to study the impact of marketing mix on sales, this research paper studied a number of researches about the marketing mix and its effect on customer behavior, considering specific type of procedure and method in order to guarantee valid research.
- 14. (SAYYAD, 2021):** - In this study researcher aims to analyze various marketing strategies of Fast-moving consumer durable goods (FMCG) companies to promote products into rural segment. And also, to study how these companies followed marketing strategy to cover such huge rural market

### 3. RESEARCH METHODOLOGY

**3.1 MEANING** - Research methodology is the specific procedures or techniques used to identify and analyze information about a topic. According to Kothari (2004) the research methodology is the systematic, theoretical analysis of the procedures applied to a field of study. It involves procedures of describing, explaining and predicting phenomena so as to solve a problem.

In this project qualitative and quantitative methods are used.

### 3.2 OBJECTIVES OF THE STUDY

- To review the marketing mix strategies adopted by the largest FMCG companies Like HUL Ltd. Patanjali Ayurveda and Dabur India.
- To study the tools or techniques of marketing mix, impacts on sales and growth of company
- To analyze the various and unique promotion strategies adopted by selected FMCG companies.
- To know the concept of 4 Ps in selected FMCG companies.
- To understand the present performance and statues of selected FMCG companies.

### 3.3 HYPOTHESIS

A hypothesis is defined as a formal statement which gives the explanations about the relationship between the two or more than two variables of the specified population. It helps the researcher to translate the given problem to a clear explanation for the outcome of the study. According to Lundberg, (1942) - “A hypothesis is a tentative generalization, the validity of which remains to be tested.”

#### 3.3.1 TYPES OF HYPOTHESIS

1. **H<sub>0</sub>:** -There is no significant relationship between the different aspects of marketing strategies used by selected FMCG companies.

2. **H1:** -There is significant relationship between the different aspects of marketing strategies used by selected FMCG companies.

### **3.4 NATURE AND SOURCE OF DATA**

This project is based on primary and secondary data. The primary data are collected from customers and retailers. Secondary data are collected through websites, research papers and records of companies.

### **3.5 PERIOD OF STUDY**

This study is based on last 5 years data of selected companies from 2018 to 2022.

### **3.6 TOOLS AND TECHNIQUES**

Questionnaire is used as a tool for this study. The questionnaires have been used for the collection of data from the respondents from different places.

### **3.7 LIMITATIONS OF THE STUDY**

- Secondary data from sales records of the companies was difficult to get.
- Peoples hesitate to share the data.

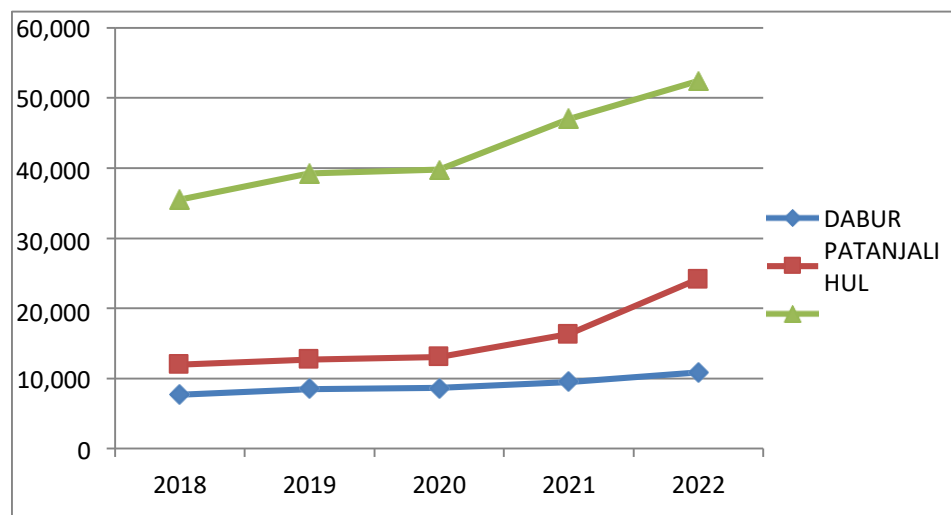
#### 4. DATA ANALYSIS AND INTERPRETATION

##### 4.1 SALES AND PROFIT RECORD –

➤ Last 5 years sales record of selected companies-

	DABUR	PATANJALI	HUL
2018	7,722 CR.	11,994 CR.	35,545 CR.
2019	8,515 CR.	12,729 CR.	39,310 CR.
2020	8,685 CR.	13,118 CR.	39,783 CR.
2021	9,562 CR.	16,319 CR.	47,028 CR.
2022	10,889 CR.	24,205 CR.	52,446 CR.

Table 1



Graph 1

##### Interpretation-

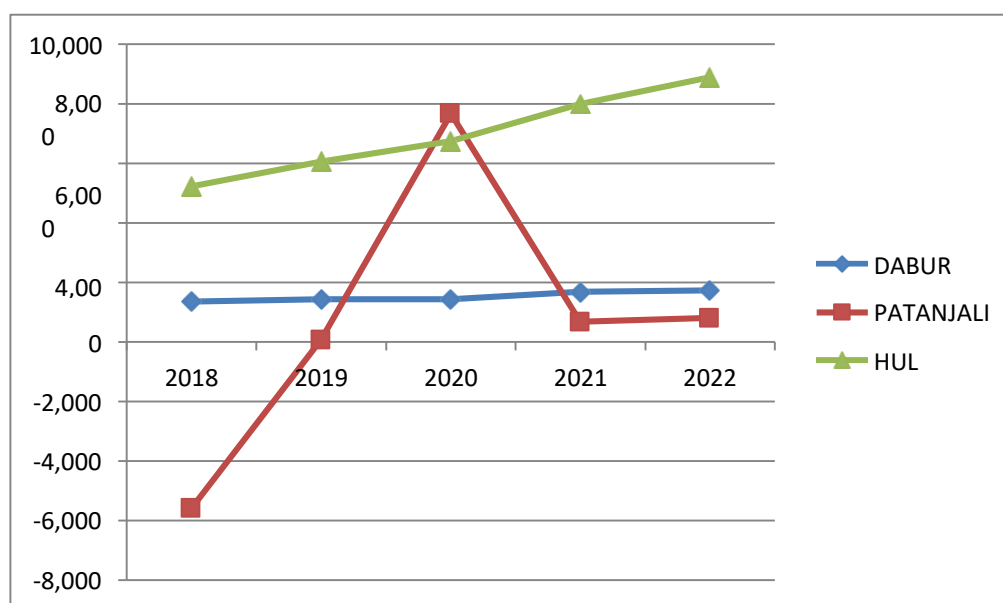
Table 1 and graph 1 shows the sales records of HUL, Patanjali and Dabur company. In graph green line represents HUL, red line represents Patanjali and blue line represents Dabur company. Above data shows the last 5 years sales record of selected companies.



## ❖ Last 5 years profit chart of selected companies –

	DABUR	PATANJALI	HUL
2018	1,358 CR.	-5,573	5,227 CR.
2019	1,446 CR.	77 CR.	6,060 CR.
2020	1,448 CR.	7,672 CR.	6,756 CR.
2021	1,695 CR.	681 CR.	7,999 CR.
2022	1,742 CR.	806 CR.	8,892 CR.

Table 2



Graph 2

**Interpretation-**

Table 2 and graph 2 shows the last 5 years profit of HUL, Patanjali and Dabur Company. Green line represents HUL company, red line represents Patanjali company and blue line represents Dabur

company. In the year 2018 red line shows loss incurred point by Patanjali.

## 4.2 QUESTIONNAIRE -

The following data was collected through a questionnaire. This questionnaire is a set of 10 questions related to the topic “Marketing Mix Strategies for FMCG”. I took 60 samples.

### ❖ AGE –

#### Data Analysis-

Age	No. of respondents	Percentage of respondents
Below 20	18	30%
21 to 30	34	56.7%
31 to 40	4	6.7%
Above 40	4	6.7%

Table 1

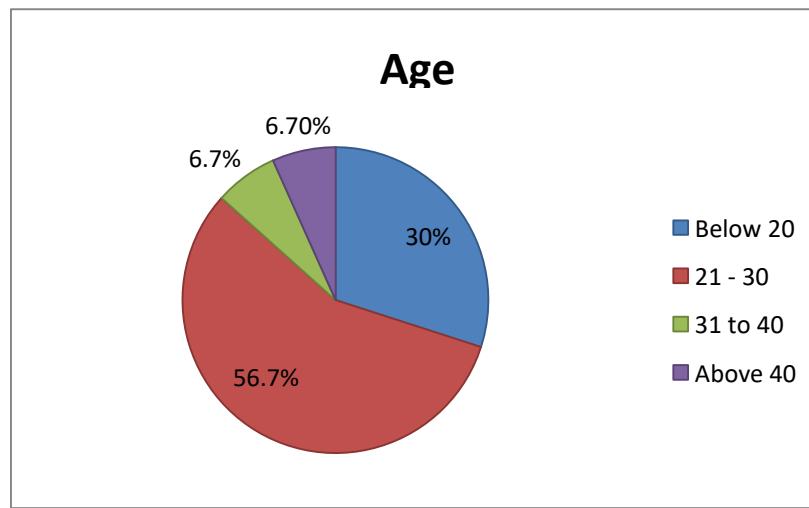


Chart1

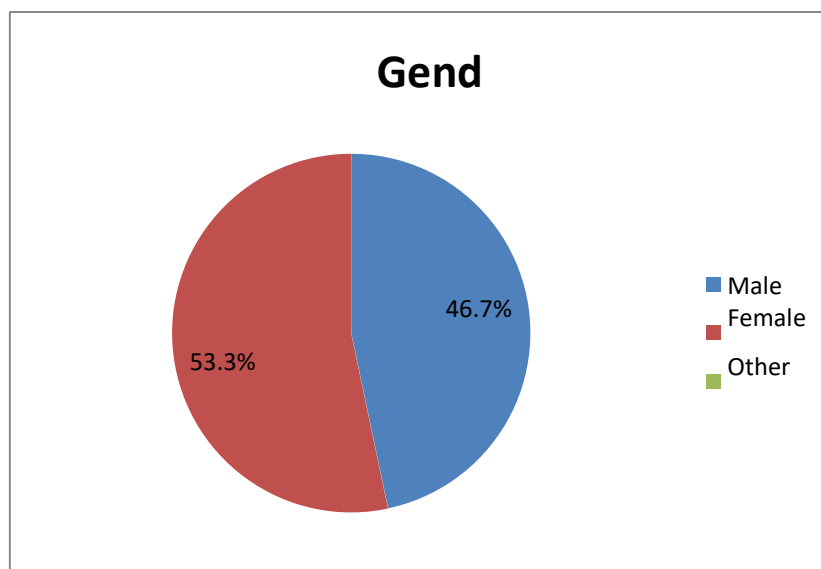
#### Interpretation-

There are total 60 people who responses the questionnaire. Majority respondent are between the ages of 21 to 30. Red part represents age between 21 to 30. Blue part represents age below 20 which is

second most respondents age.

❖ Gender –**Data Analysis**

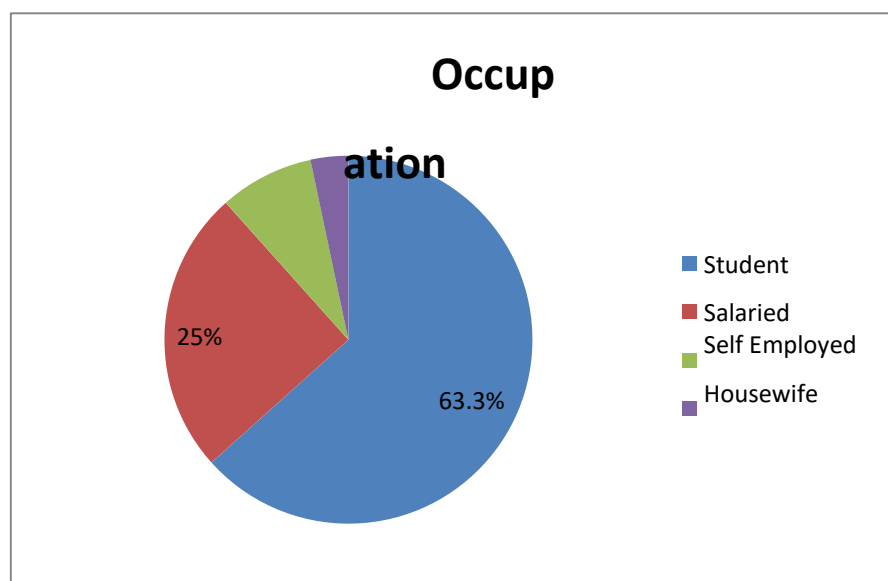
Gender	No. of respondent	Percentage of respondents
Male	28	46.7%
Female	32	53.3%
Other	0	0%

Table 2Chart 2**Interpretation-**

46.7% of respondent are male and 53.3% of respondent are female. In chart 2 red part represents total female respondents and blue part represents total male respondents.

❖ **Occupation –****Data Analysis –**

Occupation	No. of respondent	Percentage of respondent
Student	38	63.3%
Salaried	15	25%
Self Employed	5	8.3%
Housewife	2	3.3%

Table 3Chart 3**Interpretation -**

63.3% of respondent are students who actively answered all the questions. Housewives are very less as a respondent; they are only 3.3% of the total. In graph blue part represents students, red part represents salaried respondents green and purple part represents self employed and housewives.

### 1) Which of the following FMCG Company do you prefer most?

#### Data Analysis –

Options	NO. of respondents	Percentage of respondents
Hindustan Unilever	01	46.7%
Patanjali Ayurveda	05	33.3%
Dabur India	10	10%
P&G	20	8.3%
Other	28	1.7%

Table 4

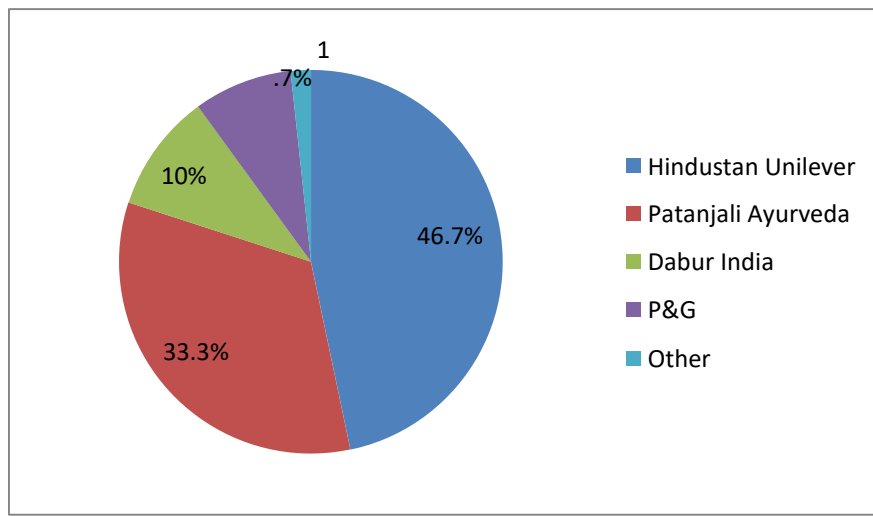


Chart 4

#### Interpretation -

Majority of respondents' i.e., 46.7% prefer HUL over other FMCG Companies. Patanjali Ayurveda is next most preferred FMCG Company. 33.3% of total respondent prefer Patanjali, and only 10% of total respondents prefer Dabur India.

**2) Did you aware with the marketing mix strategies adopted by your preferred FMCG Company?**

**Data Analysis-**

Options	No. of respondents	Percentage of respondents
Yes	24	40%
No	11	18.3%
A little bit	25	41.7%

Table 5

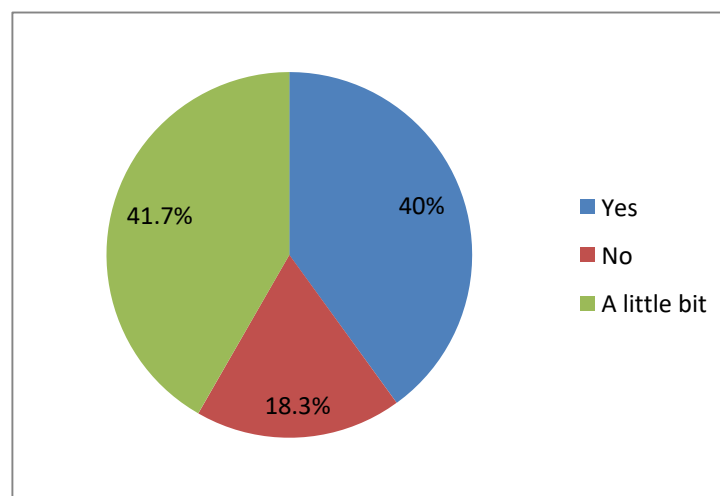


Chart 5

**Interpretation –**

40% respondents know the Marketing Mix strategies adopted by their preferred FMCG Company. 41.7% respondents of the total have a little knowledge about the Marketing Mix strategies adopted by their preferred FMCG Company. There are about 18.3% respondents who don't know about the Marketing Mix strategies adopted by the company.



**3) Which of the following marketing mix strategy of your preferred FMCG Company motivates you to buy their products?**

**Data Analysis-**

Options	No. of respondents	Percentage of respondents
Product mix	32	53.3%
Price mix	16	26.7%
Promotion mix	7	11.7%
Place or Distribution mix	5	8.3%

Table 6

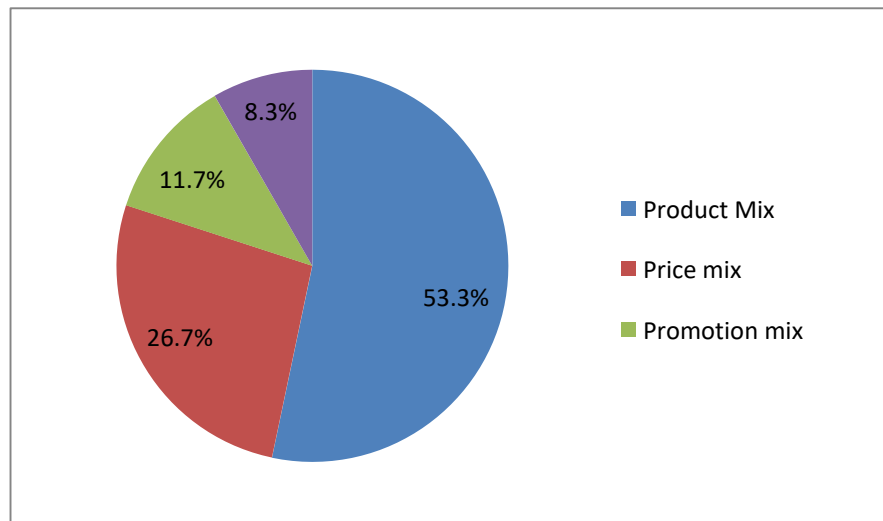


Chart 6

**Interpretation-**

Product Mix strategy of marketing mix attracts majority (53.3%) respondents to buy products. Price mix is second attractive strategy which attracts respondents to buy. Promotion mix and Place or Distribution Mix attracts very less respondents to buy from their preferred FMCG Company.

#### 4) Which FMCG products do you buy frequently?

##### Data Analysis –

Options	No. of respondents	Percentage of respondents
Food & Beverage	29	48.3%
Personal Care	14	23.3%
Household	16	26.7%
Other	1	1.7%

Table 7

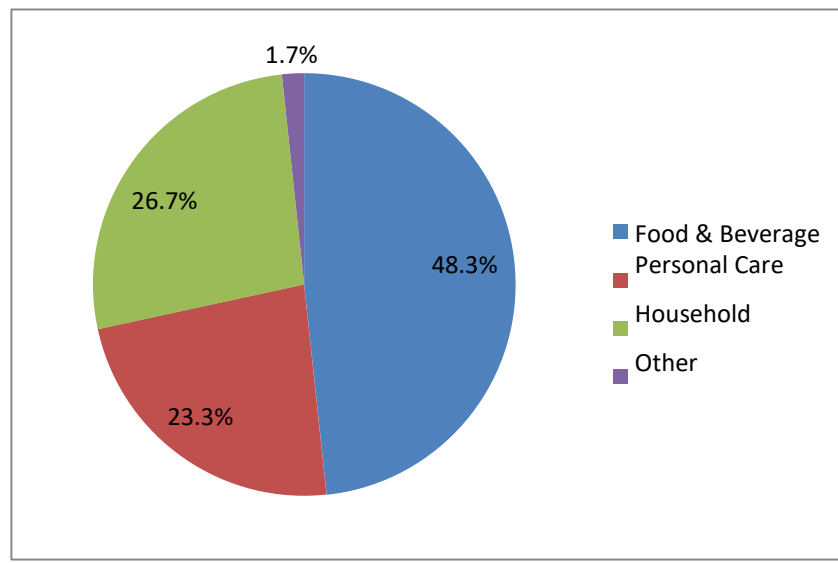


Chart 7

##### Interpretation –

48.3% of the respondents, who are in the majority, often buy food & beverage. 26.7% respondents buy household products often and 23.3% respondents buy personal care products less often.

### 5) Which of the following promotion method motivates you to buy the product?

#### Data Analysis –

Options	No. of respondents	Percentage of respondents
Advertising	29	48.3%
Sales promotions	06	10%
Personal selling	04	6.7%
Direct marketing	07	11.7%
Public relations	14	23.3%

Table 8

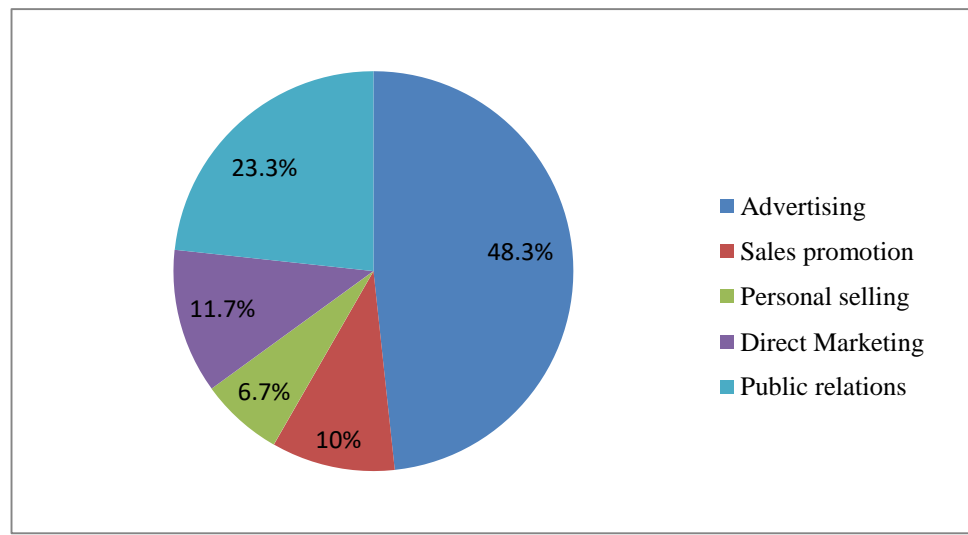


Chart 8

#### Interpretation –

Majority respondents motivated by advertising method of promotion to buy any product. They are 48.3 % of total. Then Public relations method motivates large number of respondents i.e., 23.3% respondents to buy. Direct marketing, Sales promotion and personal selling methods motivate 11.7

%, 10% and 6.7% of total respondents to buy a product.

## 6) What do you recall if you hear a brand/product name?

### Data Analysis –

Options	No. of Respondents	Percentage of respondents
Tagline	06	10%
Jingles	04	6.7%
Advertisement	21	35%
Celebrity Appearance	02	3.3%
Product	27	45%

Table 9

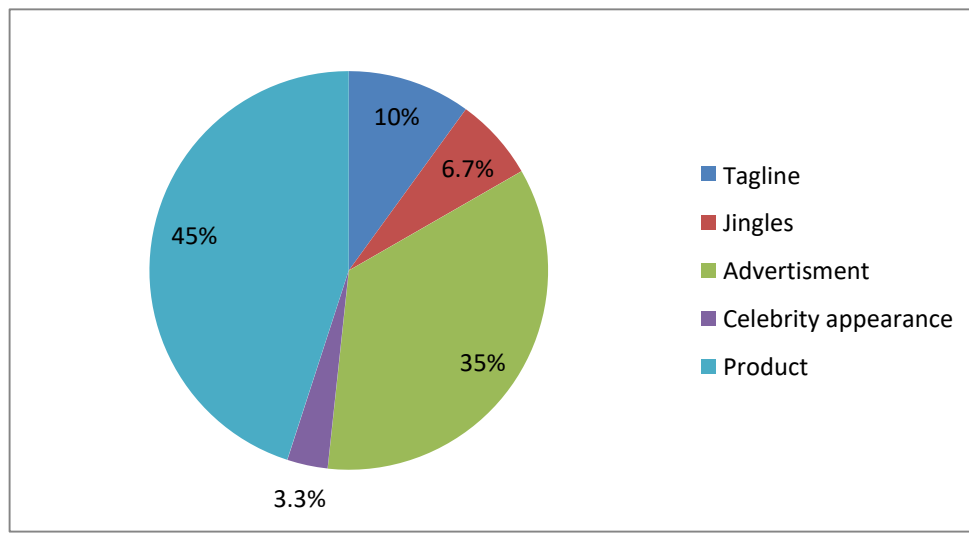


Chart 9

### Interpretation-

45% and 35% of total respondents, recall product and advertisement when they hear a brand or product name. 10 % and 6.7% of total respondents remember tagline and jingles, and very few respondents remember celebrity endorsement when they hear any brand or product name.

## 7) Which of the following sales promotion strategy attracts you more to buy the products?

### Data Analysis –

Options	No. of respondents	Percentage of respondents
Price off/ discount	40	66.7%
Free gifts	05	8.3%
Coupon/voucher	04	6.7%
Extra quantity	08	13.3%
Rebate	03	5%

Table 10

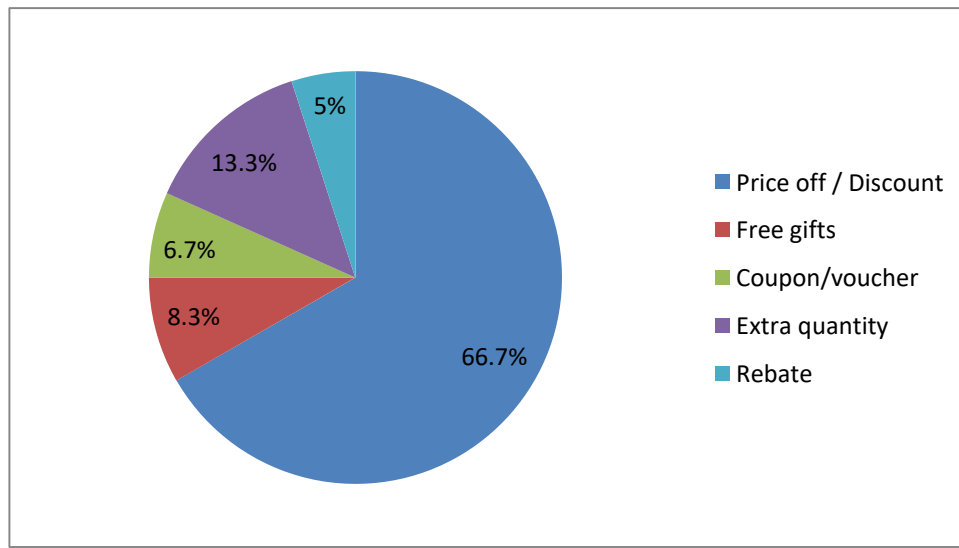


Chart 10

### Interpretation –

Price off or Discount method of sales promotion strategy attracts a large number of respondents i.e., 66.7% of total respondents. Second attractive sales promotion method is extra quantity given by a company in their products. This method attracts 13.3% of total respondents. 8.3%, 6.7% and 5% of total respondents attracted by free gifts, coupon/voucher and rebate method of sales promotion strategy.

## Packaging of a product influence your buying decision.

### Data Analysis –

Options	No. of respondents	Percentage of respondents
Strongly agree	13	21.7%
Agree	26	43.3%
Neural	20	33.3%
Disagree	1	1.7%
Strongly Disagree	0	0%

Table 11

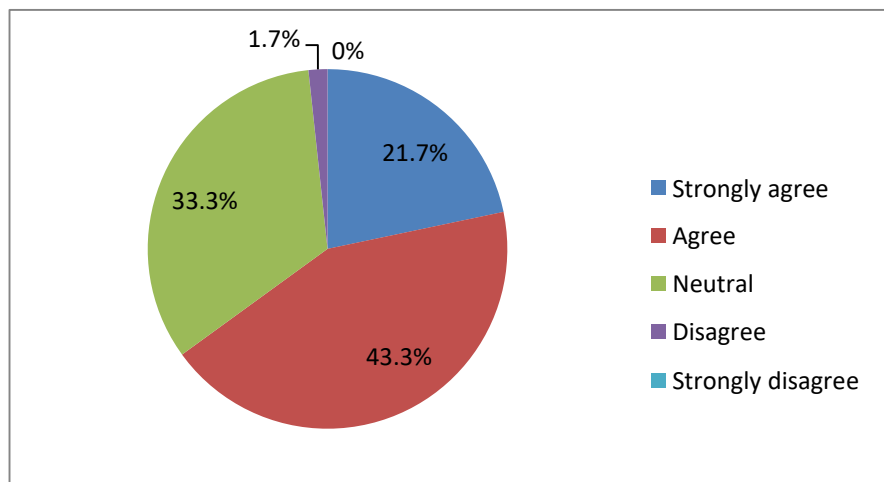


Chart 11

### Interpretation-

“Packaging of a product influence buying decisions.” 21.7% of respondent strongly agree with this statement. Majority respondents agree with above statement. 33.3% of respondents says packaging of a product doesn't make much of an impact. And according to 1.7% of respondents packaging of a product does not influence their buying decisions.

Which of the following format do you prefer to make purchasing?

#### Data Analysis –

Option	No. of respondents	Percentage of respondents
Departmental store	10	16.7%
Convenience store	09	15%
Super market	24	40%
Grocery store	11	18.3%
Online store	06	10%

Table 12

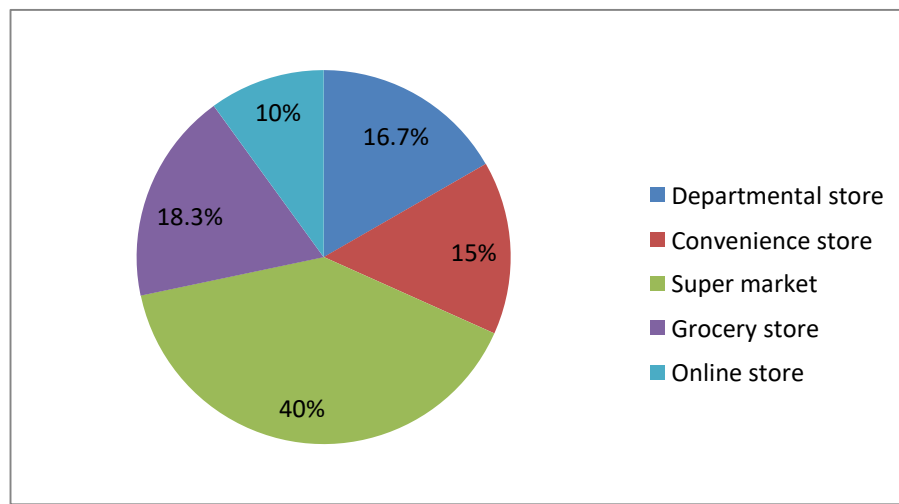


Chart 12

#### Interpretation-

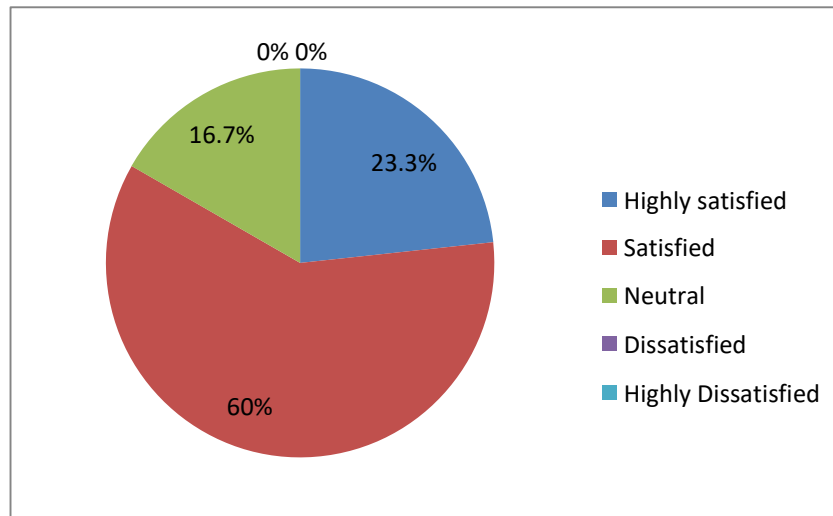
A large number of respondents, which is 40% of respondents preferred super market to buy FMCG products over other stores. Large area in graph covered in green color which shows super market. Grocery store and departmental store preferred by 18.3% and 16.7% of respondents. Very less respondents preferred online store to buy FMCG products.

How was your experience with your preferred FMCG Company?



**Data Analysis-**

Options	No. of respondents	Percentage of respondents
Highly satisfied	14	23.3%
Satisfied	36	60%
Neutral	10	16.7%
Dissatisfied	0	0%
Highly dissatisfied	0	0%

Table 13Chart 13**Interpretation-**

According to 60% of total respondents they are satisfied with their preferred FMCG Company. 23.3% of respondents are highly satisfied with their preferred FMCG Company. It shows loyalty of customers towards their FMCG Company. 16.7% of total respondents neither satisfied nor dissatisfied, they are just okay with their preferred FMCG Company

**5.1 FINDINGS –.**

1. Marketing Mix strategies plays a significant role in growth of a company
2. Customers preferred HUL than other FMCG companies. For natural and ayurvedic product customers preferred Patanjali more.
3. HUL products are more in demand than Patanjali and Dabur.
4. Advertisement and sales promotions methods attract more customers.
5. Celebrity's endorsements create brand awareness and increase loyalty amongst customers.

## 5.2 CONCLUSION

From the FMCG's perspective the 4 Ps of Marketing Mix have been significant role in growth of companies. Marketing mix with its four Ps still serves as an international marketing approach. Different marketing mix elements impact the sales and brand awareness with differing levels of intensity. The studies made by the three FMCG companies found similarities and concluded that advertising strategy occupies the focal point to achieving brand effectiveness and awareness. Also, the different product line of companies is their key to success. HUL is more popular than other FMCG Company because of its product line and sales promotion method.

## 5.3 SUGGESTIONS–

- Various promotional methods are useful for improvement of sales; it should be selected very carefully.
- Pay more attention at customer services.
- All products should be displayed in outlets and brochures.

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#### ❖ QUESTIONNAIRE –

##### Marketing Mix Strategies for Fast Moving Consumer Goods

Name- Age- Gender-

Occupation-

❖ Which of the following FMCG Company do you prefer most?

1. Hindustan Unilever Ltd      2. Patanjali Ayurveda Ltd.      3. Dabur India Ltd.

4. P&amp;G

5. Other

❖ Did you aware with the marketing mix strategies adopted by your preferred FMCG Company?

1. Yes

2. No

3. A little bit

❖ Which of the following marketing mix strategy of your preferred FMCG Company motivates you to buy their products?

1. Product Mix

2. Price Mix

3. Promotion Mix

4. Place or Distribution Mix

5. Other

❖ Which FMCG products do you buy frequently?

1. Food &amp; Beverage

2. Personal Care

3. Household

4. Other

Which of the following promotion method motivates you to buy the product?

1. Advertising

2. Sales Promotion

3. Personal Selling

4. Direct Marketing

5. Public Relations

❖ What do you recall if you hear a brand/product name?

1. Tagline

2. Jingles

3. Advertisement

4. Celebrity Appearance

5. Product

❖ Which of the following sales promotion strategy attracts you more to buy the products?

1. Price Off / Discount

2. Free Gifts

3. Coupons / Voucher

4. Extra Quantity

5. Rebate

❖ Packaging of a product influence your buying decision.

- |                   |                      |            |
|-------------------|----------------------|------------|
| 1. Strongly Agree | 2. Agree             | 3. Neutral |
| 4. Disagree       | 5. Strongly Disagree |            |

❖ Which of the following format do you prefer to make purchasing?

- |                       |                      |                 |
|-----------------------|----------------------|-----------------|
| 1. Departmental Store | 2. Convenience Store | 3. Super Market |
| 4. Grocery Store      | 5. Online Store      |                 |

❖ your preferred FMCG Company?

- |                    |                        |            |
|--------------------|------------------------|------------|
| 1.Highly Satisfied | 2. Satisfied           | 3. Neutral |
| 4.Dissatisfied     | 5. Highly Dissatisfied |            |