

Consumer Buying Behavior - A Comparative study between HUL and P&G in Hyderabad

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ABSTRACT - Marketing is a very important aspect of business, because it contributes large extent to the overall success of the organization, thus production and distribution depends exactly on it. Promotional activities and other relevant factor of purchasing decision making attracts customers to at least try the product, and then decide if the quality meet the necessary requirements of their needs and demands. This report addresses the aspect of promotion strategies and the factors influencing the consumer buying behaviour of hair care brands. The purpose of this paper is to analyze the impact of promotional activities during the decision-making process and the buying behavior of hair care products of two companies HUL and P&G. For the purpose of this report, the research was conducted through questionnaires. 155 responses have been collected and the data was analyzed accordingly. Target groups selected for interview were of different ages and different professions. Research was conducted in the twin cities of Hyderabad.

Keywords: Promotional strategies, consumer buying behavior, Influencing factors

I. INTRODUCTION

In marketing, **promotion** refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps, i.e., product, price, place, and promotion. Promotion covers the methods of communication that a marketer uses to provide information about its product. Information can be both verbal and visual.

An effective promotional effort contains a clear message that is targeted to a certain audience and is done through appropriate channels. The target customers are people who will use, as well as influence or decide the purchase of the product. Identifying these people is an important part of market research. The following are few of the promotional strategies ,

PRICE DISCOUNT

A product discount is a temporary decrease in price for a good or service, often for a specific purpose. Companies may develop discount pricing strategies such as quantity, seasonal, cash or promotional discounts to increase sales revenues.

COUPON DISCOUNT

coupons are issued by manufacturers of consumer packaged goods or by retailers, to be used in retail stores as a part of sales promotions. They are often widely distributed through mail, coupon envelopes, magazines, newspapers, the Internet (social media, email newsletter), directly from

the retailer, and mobile devices such as cell phones. Since only price conscious consumers are likely to spend the time to claim the savings, coupons function as a form of price discrimination, enabling retailers to offer a lower price only to those consumers who would otherwise go elsewhere. In addition, coupons can also be targeted selectively to regional markets in which price competition is great.

FREE SAMPLE

A method used to stimulate consumption by consumers. A free sampling of product are given to the consumer, enabling them access to the product before they are purchased. Such product samples, at a certain point, were dispensed at stores only. Nowadays, samples can be delivered to homes upon order from the company.

ELECTRONIC MEDIA

Electronic media means marketing using digital technologies such as websites, mobile devices and social networking to help reach the customers, create awareness of the brand and sellgoods or services. The basics of marketing remain the same - creating a strategy to deliver the right messages to the right people.

PRINT MEDIA

Print media means usage of the physically printed media such as Newspapers, Magazines to reach the consumers and create awareness or to generate sales of the given product.

BUY ONE GET ONE FREE

"Buy one, get one free" or "two for the price of one" is a common form of sales promotion .The price of "one" is somewhat nominal and is typically raised when used as part

of a buy one get one free deal. Whilst the cost per item is proportionately cheaper than if bought on its own, it is not actually half price.

This technique is commonly known in the marketing industry by the acronym **BOGOF**.

OUTDOOR ADVERTISEMENT

Any advertising done outdoors that publicizes the business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of the brick-and-mortar location.

CELEBRITY ENDORSEMENT

Celebrity Endorsement refers the use of celebrities by advertisers as spokespeople for their brands. This is done due to the perception that messages conveyed by attractive or well-known sources can achieve higher retention and recall. The use of celebrities to endorse a product will be particularly effective when his/her personality matches a key product attribute. The most important aspect is the spokesperson's credibility.

POINT OF SALE DISPLAY

Point of Sale (POS) displays are designed to meet specific marketing objectives and uses both creative, structural and graphical design to maximize brand impact and drive increased sales. They are also know as point of purchase displays, kiosks displays. They serve as the reason to attract the consumer attention to products which are new in the market as well, exclusive offers and special events such as holiday or weekend offers. These are primarily Shelf – talkers, window displays, hanging signs (mobiles), etc. and are aimed at influencing the purchasing behavior of a consumer.

CONSUMER BUYING BEHAVIOUR

Consumer behavior is a complex issue and significant in marketing. In general it is associated with psychological status of the consumer in taking or rejecting buying decision. The most important part of consumer behavior is the action that taken by the buyer to accept or reject the product available in the market. While taking a buying decision by a consumer he/she consider many aspects related to a product ,price, quality, availability, etc. Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, culture, personal preferences. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demo graphics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Research suggests that customers go through a five-stage decision making process in any purchase. This is summarized as below.

| |
|----------------------------|
| Need Recognition |
| Information search |
| Evaluation of alternatives |
| Purchase |
| Post purchase |

This model implies that customer pass through all stages in every purchase. However, in most routines purchases, customers often skip or reverse some of the stages.

II. RESEARCH METHODOLOGY

Objectives of the study:

- To find the most preferred promotional strategies.
- To study the factors influencing the consumer buying behavior
- To find the impact of promotional strategies on consumer buying behavior
- To find the reasons of customer turnover

Need of the study:

FMCG is a classic case of low margin and high-volume business. This topic is chosen to study the factors influencing the customers while buying fmcg products especially hair care , also this study focuses on the promotional strategies that the consumers usually look into and it tried to discover does these strategies really have an impact on the consumer buying behavior.

Scope of the study:

Scope of the study is confined to understand the impact of promotional strategies on the consumer buying behavior of the hair care products, particularly the two companies HUL and P&G and the study is limited to the consumers of the twin cities(Hyderabad & secunderabad)

Sources of the data:

The collection of the data was done using two sources . They are,

1. **Primary data:** Primary method includes structured questionnaire method. The qualitative data is collected through the sampling from the consumer. Convenience sampling has been used for the study. The sample individual is selected from different age group and from various locations of Hyderabad. The diverse groups of people including student, employee and unemployed, housewives, etc are considered as sample for the study.
2. **Secondary data:** This is the data that has previously been gathered. Secondary method for the study includes Official publications, Journals, magazines, online websites.

Sample size and profile of the sample:

- Convenience sampling technique has been used for the study
- Sample size: 155 consumers of the provided hair care products responses has been recorded and the data has been analysed with the help of the collected responses.

Tools for the Analysis:

- Descriptive statistical analysis
- Regression

Limitations of the study:

- This area for the study is restricted to twin cities of Hyderabad and secunderabad.
- The view of 155 respondents cannot replicate the responds of the entire district or the state.
- This study is based on the prevailing buying behaviour of the respondents , but their behaviour may change according to time and technology.
- The study covered consumer buying behaviour in the context of only hair care products thus the findings might not apply to other segments of the FMCG industry.

III. REVIEW OF LITERATURE

Pooja Sisodiya, Dr. Gargi Sharma(2018) This study provides insights into consumers perception on marketing mix elements and how these factors influence their buying behavior. In this study One-way ANOVA analysis shows that age has no significant impact on consumer buying behaviour in FMCG Company whereas, education and family income has significant impact on consumer buying behaviour. Specifically, the results show that price is the most crucial factor that affects consumer purchasing behaviour towards the FMCG products.

Miss. Anjali Bhalerao, Dr. Rajesh Kumar Pandey (2017) This study tells that the main purpose behind marketing a product is to satisfy demands and wants of the Consumers. Study of consumer behaviour helps to achieve this purpose, this helps marketers to recognize and forecast the purchase behaviour of the consumers. Thus, with the help of the recommended model ,that is knowing the factors affecting the consumer behaviour like attitude, motivation, quality ,demography it will be easy to know how the consumer’s behaviour is influenced and what are the main factors influencing consumers in today’s modern era.

Ms. Sharma Pallavi, Ms. Bharadwaj Priyanka(2017) The research tells that Brand image, persuasiveness, and celebrity endorsement in the advertising are the key factor, which raise the consumer's intentions toward the product and buying behaviour. The study explores that a creative and well executed advertisement has always a great impact on the buying trends and the purchasing behaviour of the

consumers. At the same time quality of the of the product and price are also included with their strong impact on buying behaviour of consumer.

Aggarwal (2014) suggested that Consumer behavior research is the scientific study of the process’s consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent they understand their customers. The main objective of this paper was to study the demographic differences in consumers buying behavior of persons living in Madhya Pradesh and when they buy FMCG products and the factors which influences them the most in buying the tooth care brand.

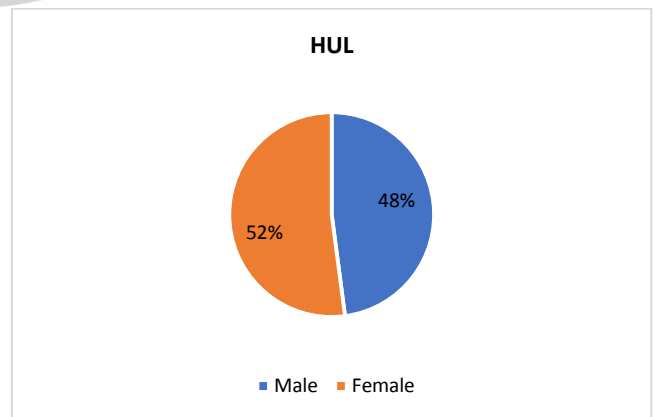
Kotler K. at.et., 2013). Buying behavior is the decision process and acts of people involved in buying and using products. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use , and dispose of goods , services, ideas or experiences to satisfy their needs and wants (Kotler K. at.et., 2013). According to them, consumer behavior is influenced by cultural, social and personal factors in addition to the external and internal stimuli.

IV. DATA ANALYSIS

PERSONAL INFORMATION:

NUMBER OF RESPONDENTS: 155

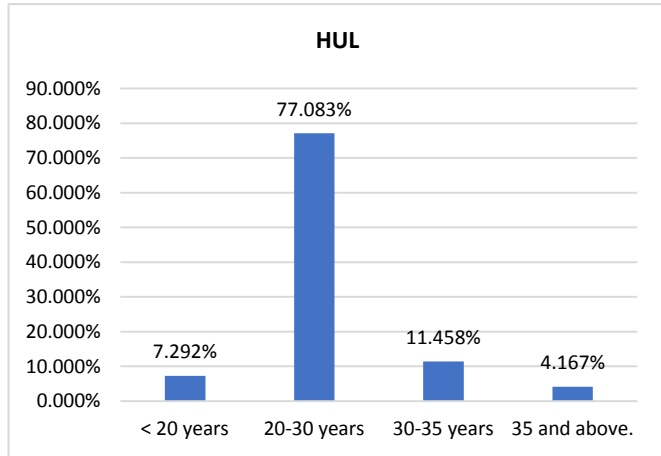
| HUL | | | P&G | |
|--------|-------------------|------------|-------------------|------------|
| Gender | No of respondents | Percentage | No of respondents | Percentage |
| Male | 46 | 48% | 41 | 69% |
| Female | 50 | 52% | 18 | 31% |
| Total | 96 | 100 | 59 | 100 |



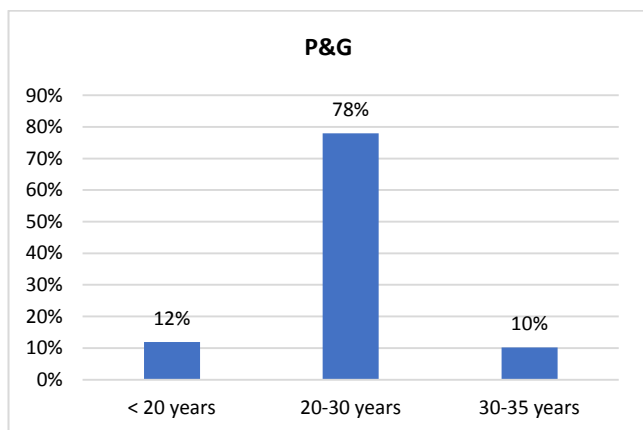
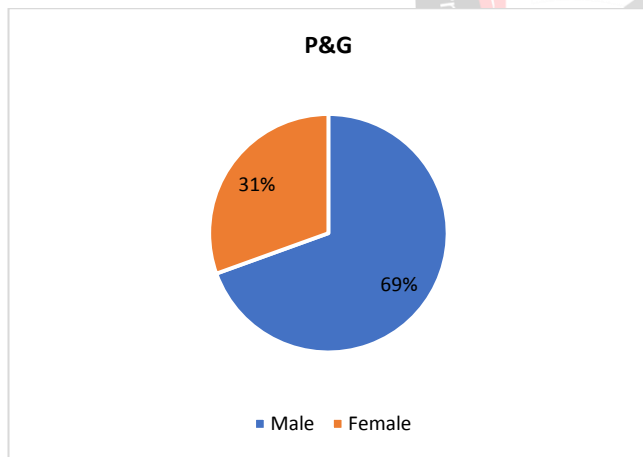
INTERPRETATION: The above tables shows that out of 155 respondents, 96 of them use HUL products (i.e. out of 100%, 50% are female and 46% are male) and 59 use P&G products(i.e. out of 100%, 31% are female and 69% are male)

AGE OF RESPONDENTS:

| HUL | | | P&G | |
|---------------|-------------------|------------|-------------------|------------|
| Age Group | No.of respondents | Percentage | No.of respondents | Percentage |
| < 20 years | 7 | 7.29% | 7 | 12% |
| 20-30 years | 74 | 77.08% | 46 | 78% |
| 30-35 years | 11 | 11.45% | 6 | 10% |
| 35 and above. | 4 | 4.16% | - | - |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table shows that no. of respondents for HUL ,between age group of <20 are 7(7.29%) , between 20-30 are 74(77.08%), between 30-35 are 11(11.45%), and for 35 and above it is 4(4.16%).



INTERPRETATION: The above table shows that no. of respondents for P&G ,between age group of <20 are 7(12%) , between 20-30 are 46(78%), between 30-35 are 6(10%)

Which of the following brands you generally use for hair care?

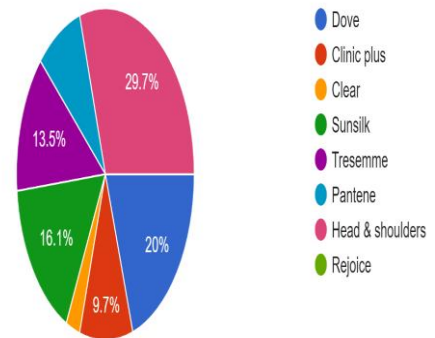
HUL

| Brands | No of respondents | percentage |
|-------------|-------------------|------------|
| Clear | 4 | 4% |
| Clinic plus | 15 | 16% |
| Dove | 31 | 32% |
| Sunsilk | 25 | 26% |
| Tresemme | 21 | 22% |
| Total | 96 | 100% |

P&G

| Brands | No of respondents | Percentage |
|------------------|-------------------|------------|
| Head & shoulders | 46 | 78% |
| Pantene | 13 | 22% |
| Total | 59 | 100% |

155 responses

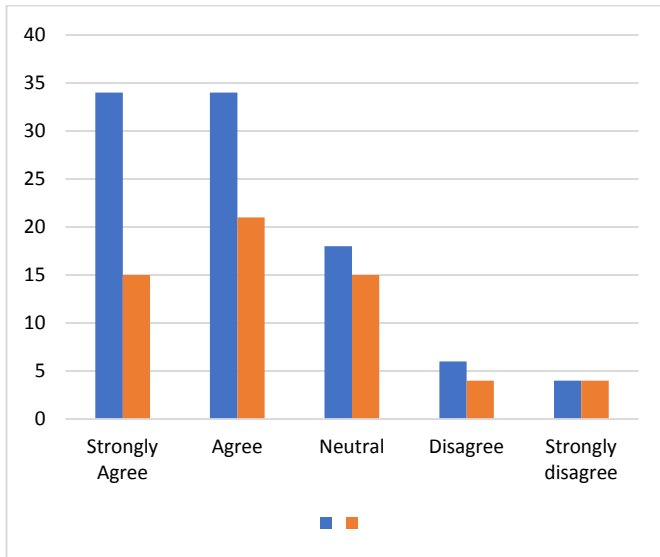


INTERPRETATION: The above table and pie chart shows that the respondents are using more of HUL products when compared to that of P&G and the hair care product Dove has more users in HUL and the hair care product Head & shoulders have more users in P&G.

Promotional strategies which influences the consumer buying behaviour?

Price Discounts as the promotional tool

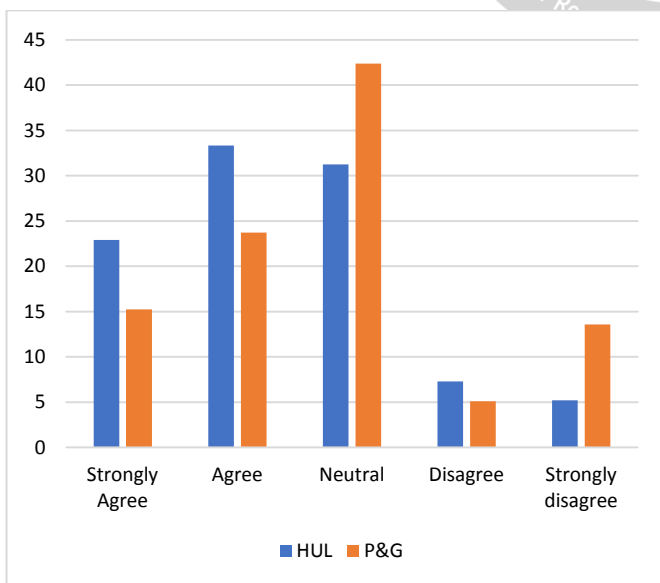
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 34 | 35.41 | 15 | 25.42% |
| Agree | 34 | 35.41 | 21 | 35.59% |
| Neutral | 18 | 18.75 | 15 | 25.42% |
| Disagree | 6 | 6.25 | 4 | 6.78% |
| Strongly disagree | 4 | 4.166 | 4 | 6.78% |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about Price discount rating as the promotional tool. The results show that 35.41% have strongly agreed with respect to HUL and in case of P&G the highest rating is given to Agree i.e.,35.5%

Coupon discounts as the promotional tool

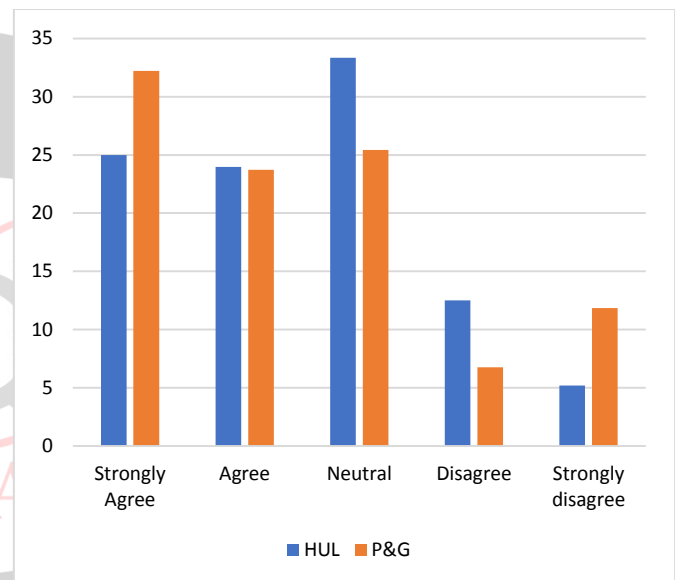
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 22 | 22.92 | 9 | 15.25 |
| Agree | 32 | 33.33 | 14 | 23.73 |
| Neutral | 30 | 31.25 | 25 | 42.37 |
| Disagree | 7 | 7.29 | 3 | 5.08 |
| Strongly disagree | 5 | 5.21 | 8 | 13.56 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about Coupon discount as the promotional tool. The results show that 33% respondents have agreed with respect to HUL but in case of P&G users most of the respondents i.e 42% of them have the neutral opinion.

Free sample as the promotional tool

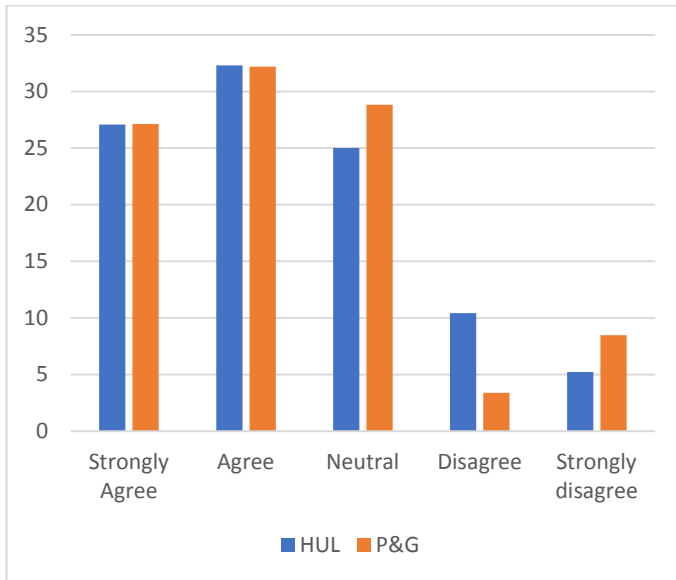
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 24 | 25 | 19 | 32.20 |
| Agree | 23 | 23.96 | 14 | 23.73 |
| Neutral | 32 | 33.33 | 15 | 25.42 |
| Disagree | 12 | 12.5 | 4 | 6.78 |
| Strongly disagree | 5 | 5.21 | 7 | 11.86 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about Free sample as the promotional tool. The chart shows that the highest number of respondents have neither agreed nor disagreed for free samples as the influencing promotional tool in their buying behaviour with respect to both HUL and P&G products.

Electronic and print media as the promotional tool

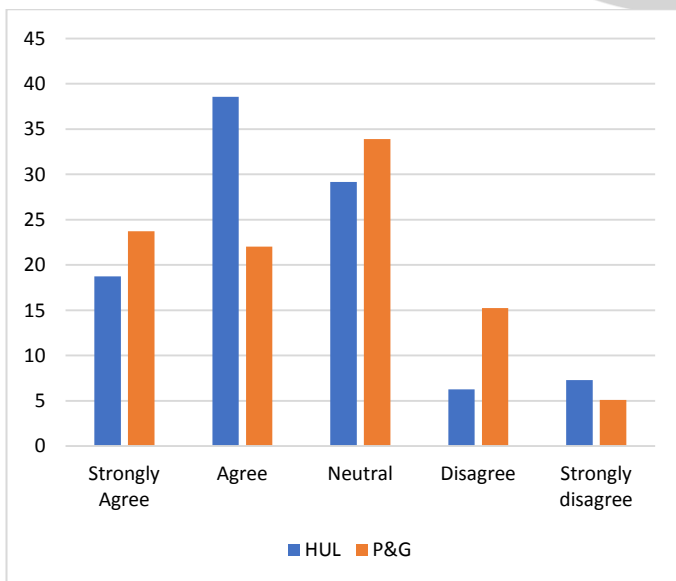
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 26 | 27.08 | 16 | 27.12 |
| Agree | 31 | 32.29 | 19 | 32.20 |
| Neutral | 24 | 25 | 17 | 28.81 |
| Disagree | 10 | 10.42 | 2 | 3.390 |
| Strongly disagree | 5 | 5.21 | 5 | 8.48 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about Electronic and Print media as the promotional tool. The chart shows that the highest number of respondents have agreed for Electronic and print media as the influencing promotional tool in their buying behaviour with respect to both HUL and P&G products.

Outdoor Advertisement as the promotional tool

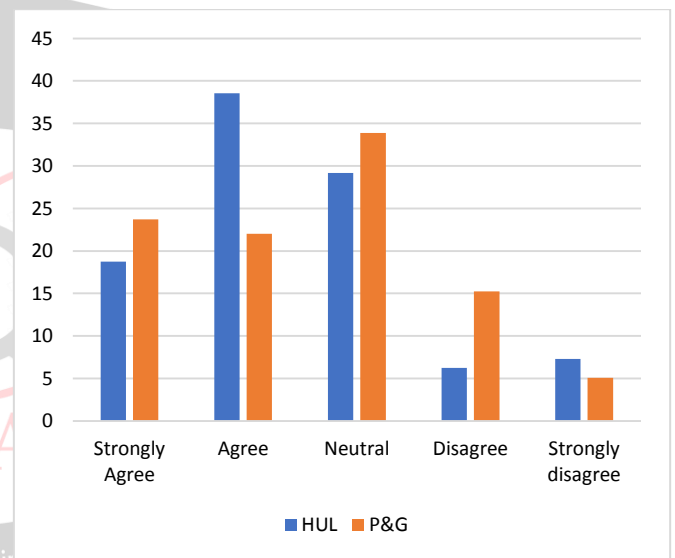
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 18 | 18.75 | 14 | 23.73 |
| Agree | 37 | 38.54 | 13 | 22.03 |
| Neutral | 28 | 29.17 | 20 | 33.90 |
| Disagree | 6 | 6.24 | 9 | 15.25 |
| Strongly disagree | 7 | 7.30 | 3 | 5.08 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about Outdoor advertisement as the promotional tool. The chart shows that the highest number of respondents have agreed for outdoor advertisement to be the influencing promotional tool in their buying behaviour with respect to both HUL (39%) and the most of P&G consumers have a neutral opinion(34%)

Celebrity endorsement as the promotional tool

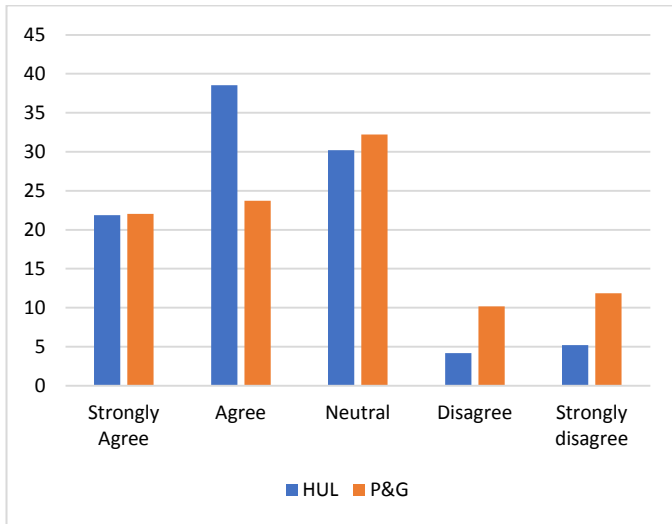
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 18 | 18.75 | 14 | 23.73 |
| Agree | 37 | 38.54 | 13 | 22.03 |
| Neutral | 28 | 29.17 | 20 | 33.90 |
| Disagree | 6 | 6.25 | 9 | 15.25 |
| Strongly disagree | 7 | 7.29 | 3 | 5.08 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about Celebrity endorsement as the promotional tool. The chart shows that the highest number of respondents have agreed for celebrity endorsement to be the influencing promotional tool in their buying behaviour with respect to both HUL (39%) and the most of P&G consumers have a neutral opinion(34%)

Point of sale as the promotional tool

| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 21 | 21.88 | 13 | 22.03 |
| Agree | 37 | 38.54 | 14 | 23.73 |
| Neutral | 29 | 30.21 | 19 | 32.20 |
| Disagree | 4 | 4.17 | 6 | 10.17 |
| Strongly disagree | 5 | 5.21 | 7 | 11.87 |
| Total | 96 | 100 | 59 | 100 |

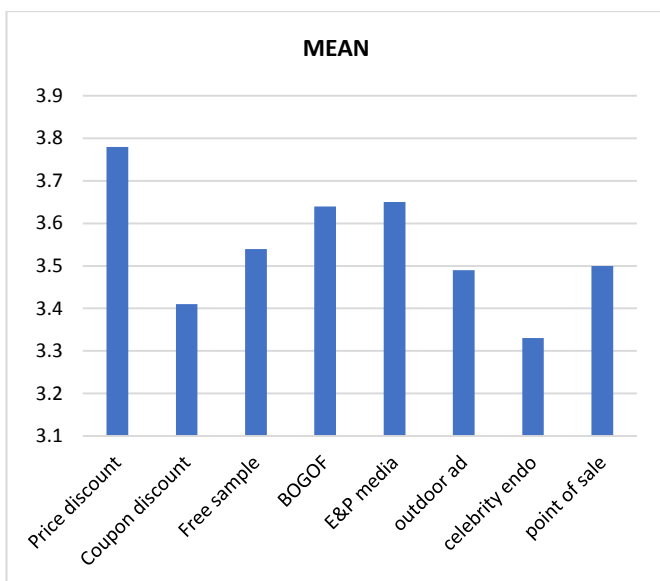


INTERPRETATION: The above table explains about Point of sale as the promotional tool. The chart shows that the highest number of respondents have agreed for Point of sale to be the influencing promotional tool in their buying behaviour with respect to both HUL (39%) and the most of P&G consumers have a neutral opinion(32%)

OBJECTIVE 1: TO FIND THE MOST EFFECTIVE PROMOTIONAL STRATEGY.

5-STRONGLY AGREE, 4-AGREE, 3-NEUTRAL, 2-DISAGREE, 1-STRONGLY DISAGREE

| | HUL | P&G | MEAN |
|-----------------|------|------|------|
| Price discount | 3.91 | 3.66 | 3.78 |
| Coupon discount | 3.61 | 3.22 | 3.41 |
| Free sample | 3.51 | 3.57 | 3.54 |
| BOGOF | 3.66 | 3.62 | 3.64 |
| E&P media | 3.65 | 3.66 | 3.65 |
| outdoor ad | 3.55 | 3.44 | 3.49 |
| celebrity endo | 3.51 | 3.15 | 3.33 |
| point of sale | 3.67 | 3.33 | 3.5 |

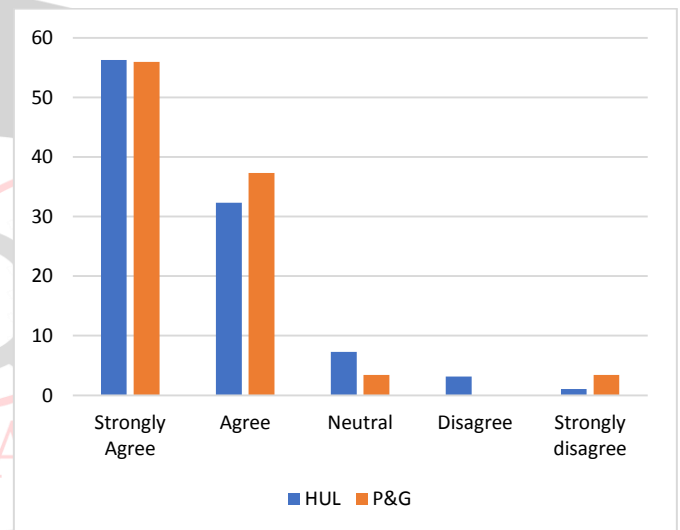


INTERPRETATION: The above table explains that price discount acts as the most preferred promotional tool that influences the consumers to buy the brands in case of both HUL and P&G consumers.

Following factors which you see when you purchase the mentioned brand?

PREVIOUS USUAGE EXPERIENCE

| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 54 | 56.25 | 33 | 55.93 |
| Agree | 31 | 32.29 | 22 | 37.29 |
| Neutral | 7 | 7.29 | 2 | 3.39 |
| Disagree | 3 | 3.13 | 0 | 0 |
| Strongly disagree | 1 | 1.04 | 2 | 3.39 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about the importance consumers given for the previous usage experience when they buy the products. Its seen from the graph that both the HUL consumers and P&G consumers strongly agree with the factor.

TEXTURE

| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 38 | 39.58 | 14 | 23.73 |
| Agree | 38 | 39.58 | 25 | 42.37 |
| Neutral | 17 | 17.71 | 14 | 23.73 |
| Disagree | 2 | 2.08 | 5 | 8.48 |
| Strongly disagree | 1 | 1.04 | 1 | 1.70 |
| Total | 96 | 100 | 59 | 100 |

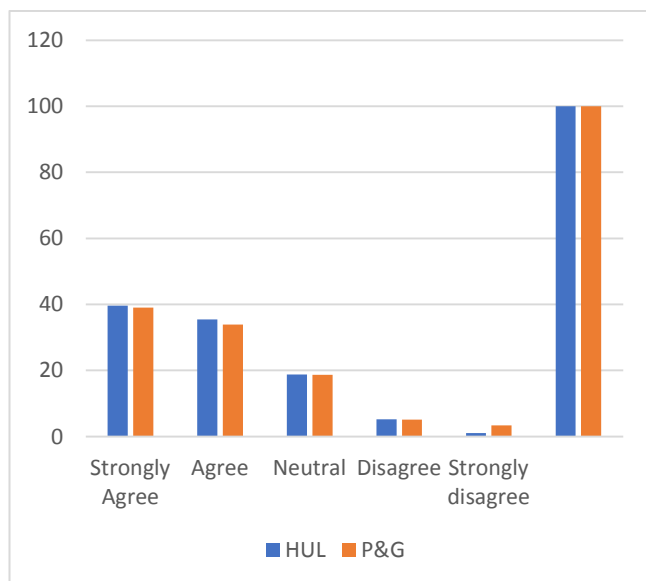
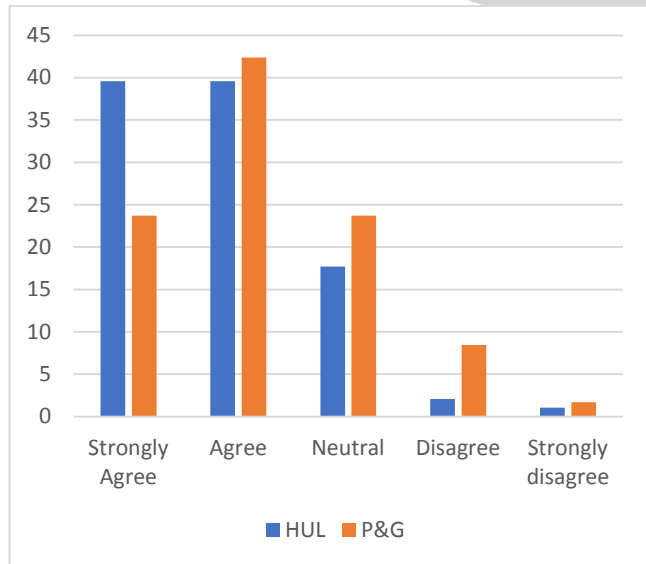
INTERPRETATION: The above table explains about the importance consumers given for the Texture when they buy the products. Its seen from the graph that HUL consumers

are mostly strongly agreeing for the factor(40%) and P&G consumers mostly agree (42%)

INTERPRETATION: The above table explains about the importance consumers given for the packaging when they buy the products. Its seen from the graph that HUL consumers are mostly strongly agreeing for the factor(43%) and P&G consumers mostly agree (36%)

LOYALTY

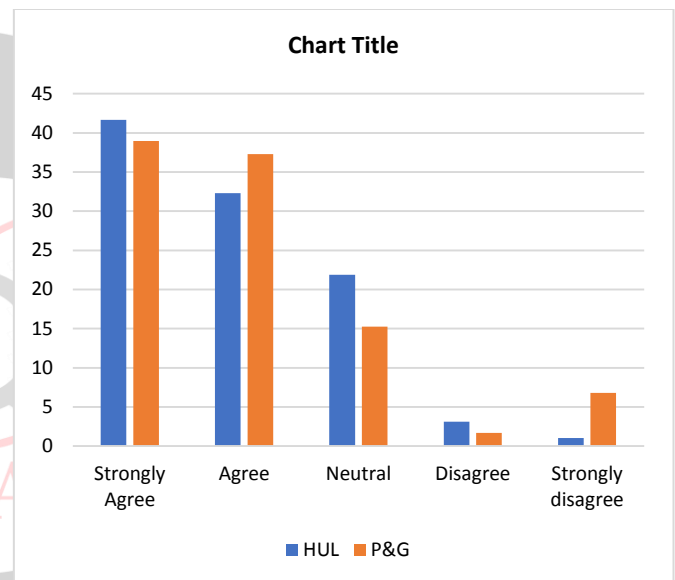
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 38 | 39.58 | 23 | 38.98 |
| Agree | 34 | 35.42 | 20 | 33.90 |
| Neutral | 18 | 18.75 | 11 | 18.64 |
| Disagree | 5 | 5.21 | 3 | 5.09 |
| Strongly disagree | 1 | 1.04 | 2 | 3.39 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about the importance consumers given for the Loyalty they maintain when buying the products. Its seen from the graph that both the HUL and P&G consumers are mostly strongly agreeing for the factor (i.e 40% and 39%)

AVAILABILITY

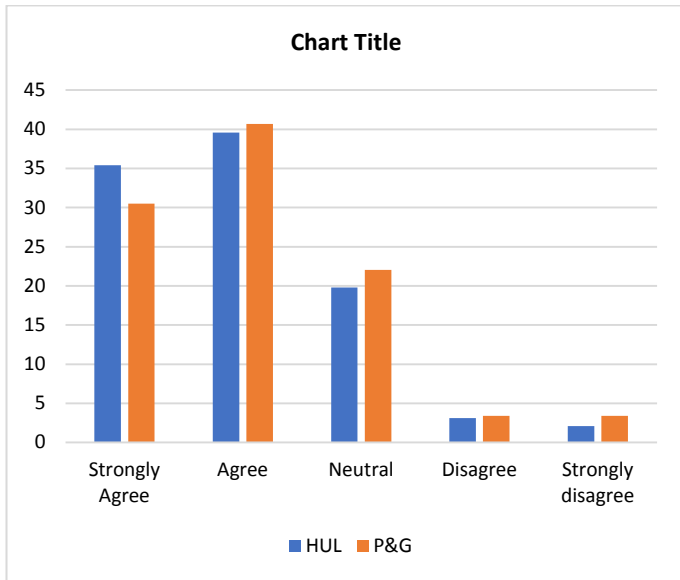
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 40 | 41.67 | 23 | 38.98 |
| Agree | 31 | 32.29 | 22 | 37.29 |
| Neutral | 21 | 21.88 | 9 | 15.25 |
| Disagree | 3 | 3.13 | 1 | 1.70 |
| Strongly disagree | 1 | 1.04 | 4 | 6.78 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about the importance consumers given for the Availability of the product when buying the products. Its seen from the graph that both the HUL and P&G consumers are mostly strongly agreeing for the factor (i.e 42% and 40%)

PURCHASING POWER

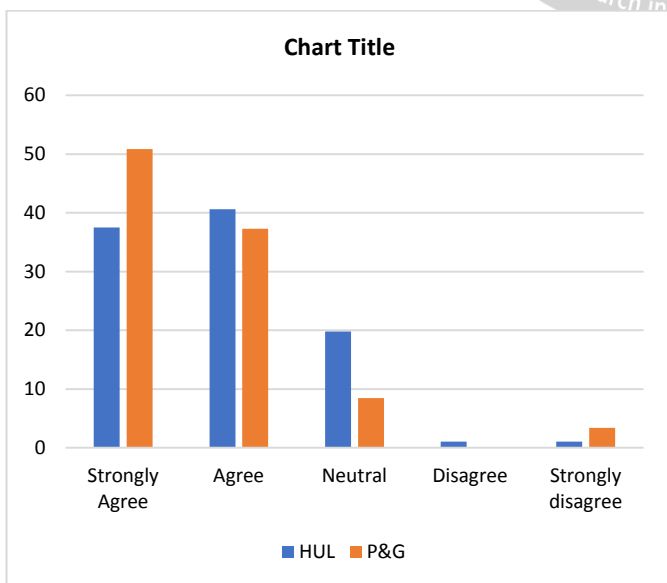
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 34 | 35.42 | 18 | 30.51 |
| Agree | 38 | 39.58 | 24 | 40.68 |
| Neutral | 19 | 19.79 | 13 | 22.03 |
| Disagree | 3 | 3.13 | 2 | 3.39 |
| Strongly disagree | 2 | 2.08 | 2 | 3.39 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about the importance consumers given for their purchasing power when buying the products. Its seen from the graph that both the HUL and P&G consumers are mostly agreeing for the factor (i.e 40% and 41%)

NAME OF THE BRAND

| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 36 | 37.5 | 30 | 50.85 |
| Agree | 39 | 40.63 | 22 | 37.29 |
| Neutral | 19 | 19.79 | 5 | 8.48 |
| Disagree | 1 | 1.04 | 0 | 0 |
| Strongly disagree | 1 | 1.04 | 2 | 3.39 |
| Total | 96 | 100 | 59 | 100 |

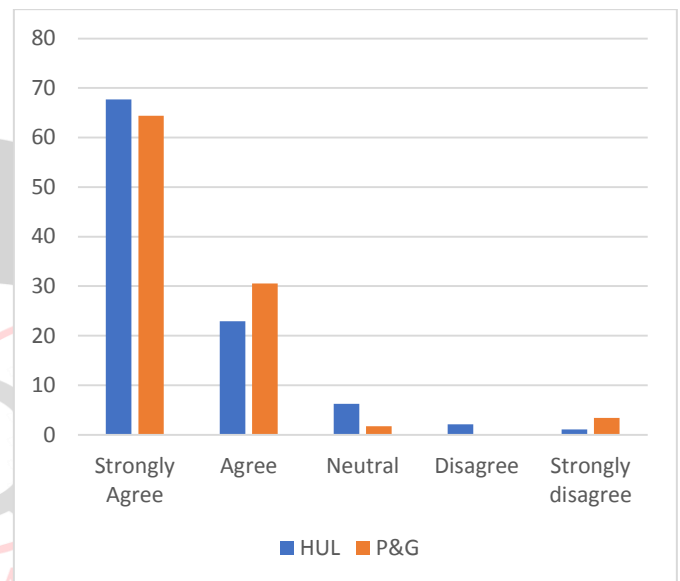


INTERPRETATION: The above table explains about the importance consumers given for the Brand name when they buy the products. Its seen from the graph that HUL

consumers are mostly agreeing for the factor(41%) and P&G consumers mostly strongly agree (51%)

QUALITY

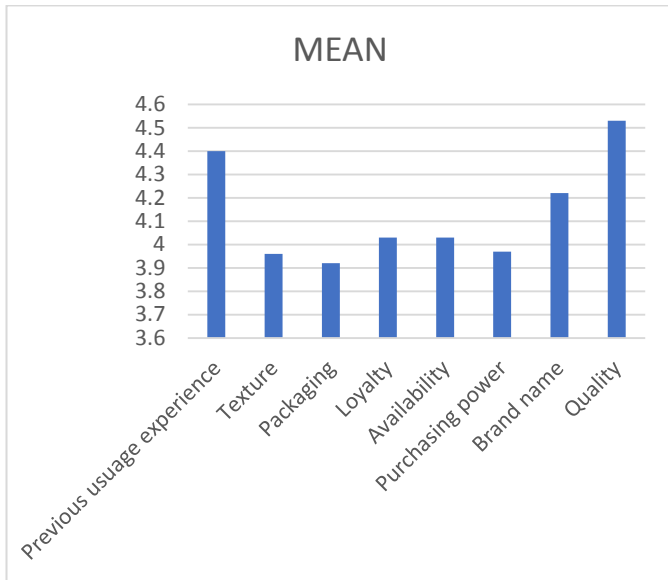
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 65 | 67.71 | 38 | 64.41 |
| Agree | 22 | 22.92 | 18 | 30.50 |
| Neutral | 6 | 6.25 | 1 | 1.70 |
| Disagree | 2 | 2.08 | 0 | 0 |
| Strongly disagree | 1 | 1.04 | 2 | 3.39 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains about the importance consumers given for the quality when buying the products. Its seen from the graph that both the HUL and P&G consumers are mostly strongly agreeing for the factor (i.e 68% and 64%)

OBJECTIVE 2: FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR

| PRODUCT ATTRIBUTES | HUL | P&G | MEAN |
|---------------------------|------|-------|------|
| Previous usage experience | 4.39 | 4.423 | 4.40 |
| Texture | 4.14 | 3.77 | 3.96 |
| Packaging | 4.19 | 3.64 | 3.92 |
| Loyalty | 4.07 | 4 | 4.03 |
| Availability | 4.10 | 4 | 4.05 |
| Purchasing power | 4.03 | 3.91 | 3.97 |
| Brand name | 4.12 | 4.32 | 4.22 |
| Quality | 4.54 | 4.52 | 4.53 |

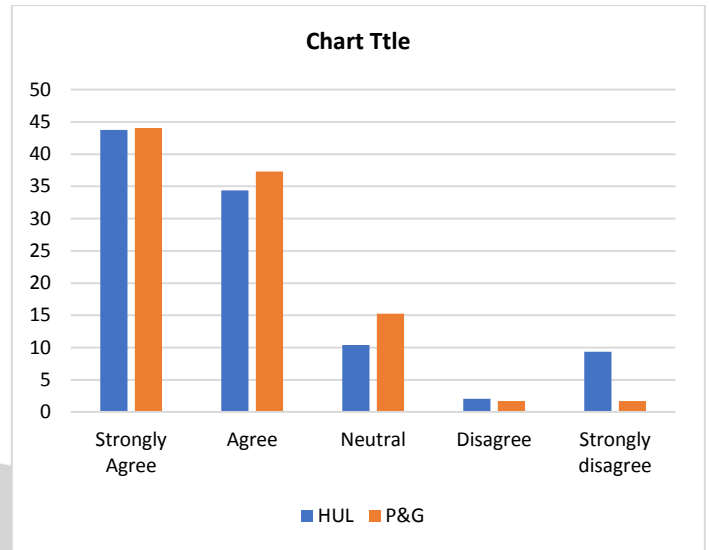


INTERPRETATION: The above table explains the importance consumers give for the product attributes. The results obtained shows that Quality acts as a major source to buy the brand in case of both HUL and P&G consumers.

Individual factors influencing the consumer buying behaviour

| INDIVIDUAL FACTORS | No. of respondents | percentage | No. of respondents | Percentage |
|---|--------------------|------------|--------------------|------------|
| Culture | 6 | 6% | 1 | 2% |
| Personal Preference (Age, income lifestyle, occupation) | 43 | 45% | 30 | 51% |
| Psychological Factors (Motivation, Perception) | 17 | 18% | 6 | 10% |
| Social factors (Friends, family, reference groups) | 30 | 31% | 22 | 37% |

INTERPRETATION: The above table and chart explains that personal preferences of the consumers(Age, income ,lifestyle, occupation) influence the buying behaviour mostly which is followed by social factors(friends, family, reference groups) in case of both the HUL and P&G consumers.

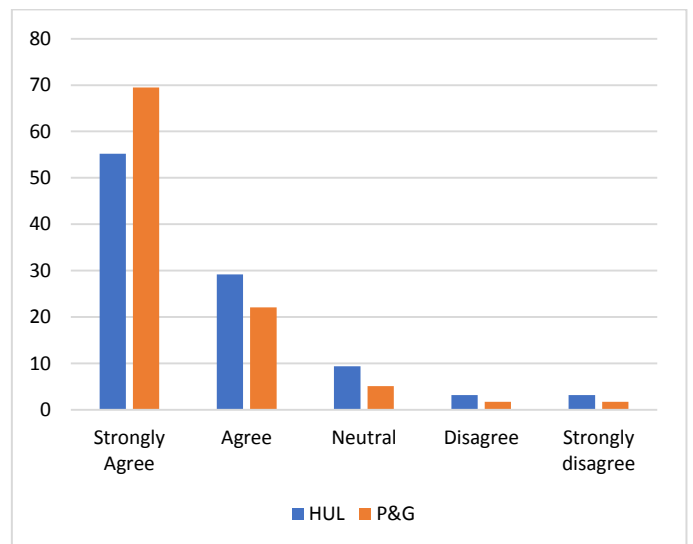
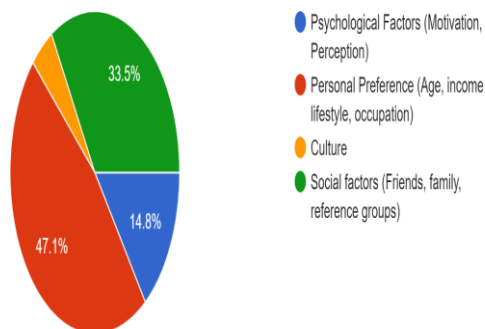


INTERPRETATION: The above table explains about whether they buy the product they like regularly. Its seen from the graph that both the consumers of HUL and P&G have strongly agreed to this behaviour. (i.e 44% each)

In general, I would like to get the best overall quality.

| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 53 | 55.20 | 41 | 69.49 |
| Agree | 28 | 29.17 | 13 | 22.03 |
| Neutral | 9 | 9.38 | 3 | 5.09 |
| Disagree | 3 | 3.13 | 1 | 1.70 |
| Strongly disagree | 3 | 3.13 | 1 | 1.70 |
| Total | 96 | 100 | 59 | 100 |

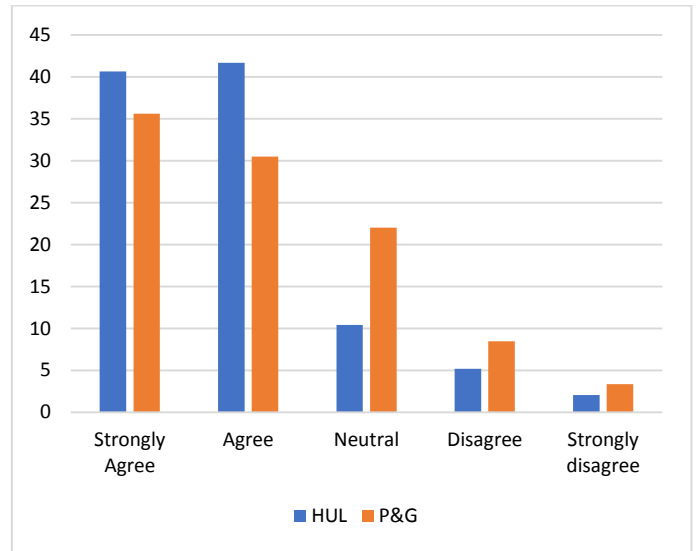
155 responses



INTERPRETATION: The above table explains whether the consumers look for the best quality when buying the products. It is seen from the graph that both the consumers of HUL and P&G have strongly agreed to this behaviour. (i.e 45% and 69%)

I usually buy well-known brands

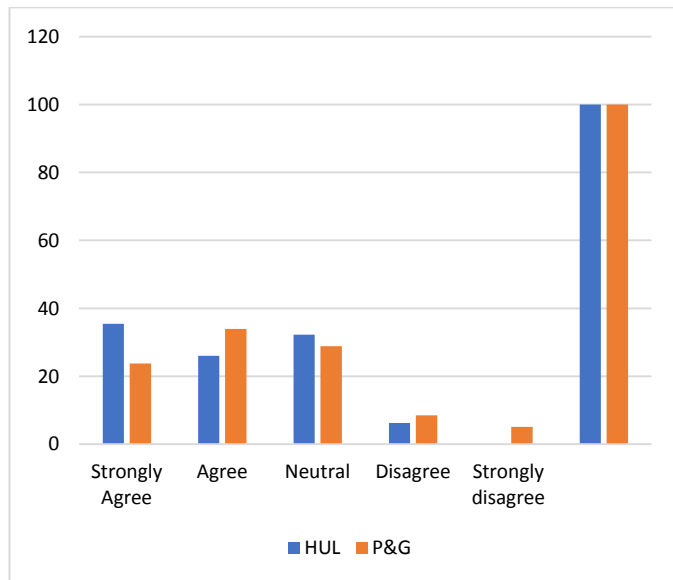
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 34 | 35.42 | 14 | 23.73 |
| Agree | 25 | 26.04 | 20 | 33.90 |
| Neutral | 31 | 32.29 | 17 | 28.80 |
| Disagree | 6 | 6.25 | 5 | 8.48 |
| Strongly disagree | 0 | 0 | 3 | 5.09 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains whether the consumers look very careful to buy the products which provides value for their money. It is seen from the graph that the consumers of HUL have mostly agreed to this behaviour. (i.e 42%) and P&G consumers have mostly strongly agreed to this behaviour (i.e 36%)

I carefully watch how much i spend

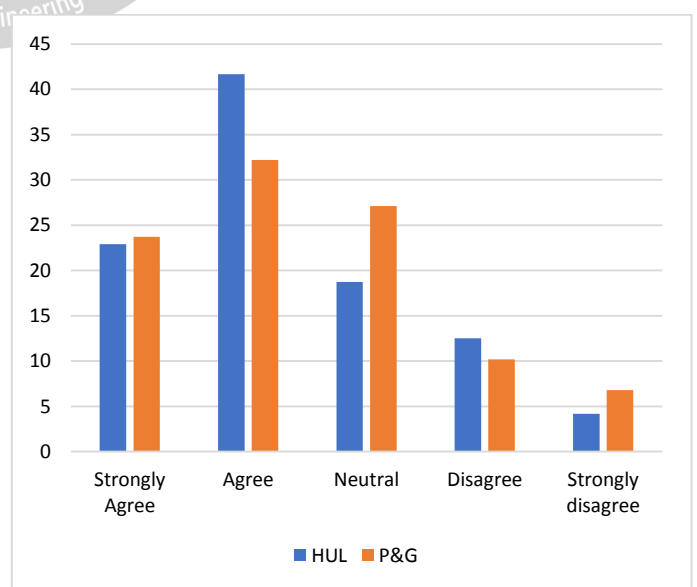
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 22 | 22.92 | 14 | 23.73 |
| Agree | 40 | 41.67 | 19 | 32.20 |
| Neutral | 18 | 18.75 | 16 | 27.12 |
| Disagree | 12 | 12.5 | 6 | 10.17 |
| Strongly disagree | 4 | 4.17 | 4 | 6.78 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains whether the consumers usually buy the well-known brands. It is seen from the graph that the consumers of HUL have strongly agreed to this behaviour. (i.e 35%) and P&G consumers have mostly agreed to this behaviour (i.e 34%)

I look very careful to buy the products which provides value for my money

| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 39 | 40.63 | 21 | 35.59 |
| Agree | 40 | 41.67 | 18 | 30.51 |
| Neutral | 10 | 10.42 | 13 | 22.03 |
| Disagree | 5 | 5.21 | 5 | 8.48 |
| Strongly disagree | 2 | 2.08 | 2 | 3.39 |
| Total | 96 | 100 | 59 | 100 |

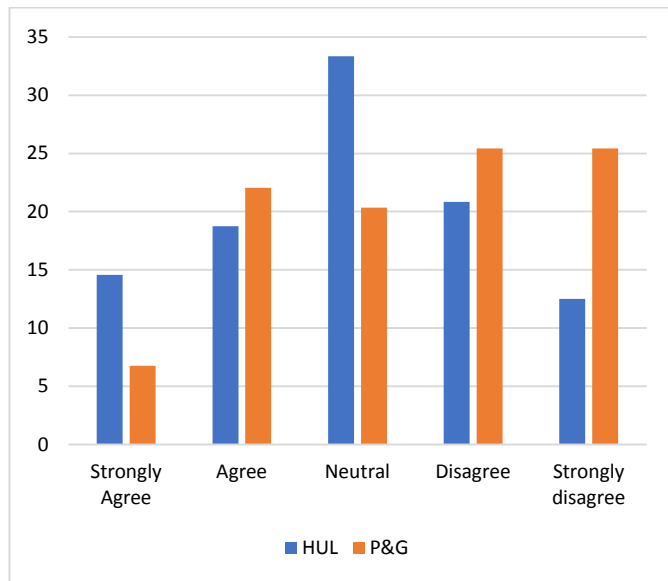


INTERPRETATION: The above table explains whether the consumers look for the how much they spend when buying the brands. It is seen from the graph that both the

consumers of HUL and P&G have mostly agreed to this behaviour. (i.e 42% and 32%)

I usually buy the lower price products.

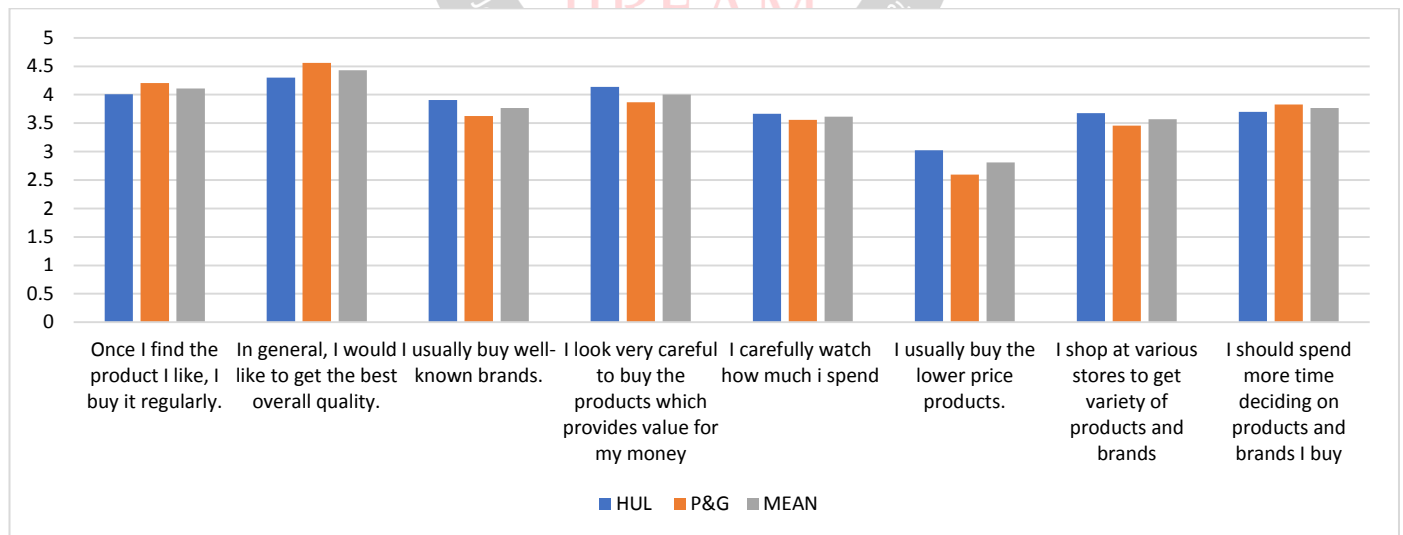
| | HUL | | P&G | |
|-------------------|-------------------|------------|-------------------|------------|
| | No of respondents | Percentage | No of respondents | Percentage |
| Strongly Agree | 14 | 14.58 | 4 | 6.78 |
| Agree | 18 | 18.75 | 13 | 22.03 |
| Neutral | 32 | 33.33 | 12 | 20.34 |
| Disagree | 20 | 20.83 | 15 | 25.42 |
| Strongly disagree | 12 | 12.5 | 15 | 25.42 |
| Total | 96 | 100 | 59 | 100 |



INTERPRETATION: The above table explains whether the consumers usually buy the lower priced products. Its seen from the graph that both the consumers of HUL and P&G have mostly agreed to this behaviour. (i.e 19% and 22%)

Consumer buying behaviour for HUL and P&G

| CONSUMER BUYING BEHAVIOUR | HUL | P&G | MEAN |
|---|------|------|------|
| Once I find the product I like, I buy it regularly. | 4.01 | 4.20 | 4.10 |
| In general, I would like to get the best overall quality. | 4.30 | 4.55 | 4.43 |
| I usually buy well-known brands. | 3.90 | 3.62 | 3.76 |
| I look very careful to buy the products which provides value for my money | 4.13 | 3.86 | 3.99 |
| I carefully watch how much I spend | 3.66 | 3.55 | 3.61 |
| I usually buy the lower price products. | 3.02 | 2.59 | 2.80 |
| I shop at various stores to get variety of products and brands | 3.67 | 3.45 | 3.56 |
| I should spend more time deciding on products and brands I buy | 3.69 | 3.83 | 3.76 |



INTERPRETATION: The above table explain about the consumer buying behaviour .Its seen from the graph that the consumers of both HUL and P&G products mostly prefer to buy the best over all quality product (i.e 4.43)

OBJECTIVE 3: TO STUDY THE IMPACT OF PROMOTIONAL STRATEGIES ON CONSUMER BUYING BEHAVIOUR.

Ho: There is no impact of promotional strategies on the consumer buying behaviour

H1: There is an impact of promotional strategies on the consumer buying behaviour

| PROMOTIONAL STRATEGIES(MEAN) | BUYING BEHAVIOUR(MEAN) |
|------------------------------|------------------------|
| 3.78 | 4.10 |
| 3.41 | 4.43 |
| 3.54 | 3.76 |
| 3.64 | 3.99 |
| 3.65 | 3.61 |
| 3.49 | 2.80 |
| 3.33 | 3.56 |
| 3.5 | 3.76 |

SUMMARY OUTPUT:

REGRESSION STATISTICS

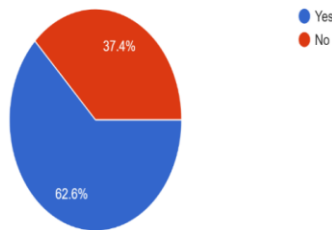
| | |
|-------------------|--------------|
| Multiple R | 0.189402662 |
| R Square | 0.035873368 |
| Adjusted R Square | -0.124814403 |
| Standard Error | 0.50719133 |
| Observations | 8 |

INTERPRETATION: The above table shows the regression statistics. R Square stands for regression value and the results obtained i.e 0.03 indicates that since the value is very low, the effect of promotional tools on consumer buying behavior is very low or negligible.

There is a possibility of switching the brand

| | HUL | percentage | P&G | percentage |
|-----|-----|------------|-----|------------|
| YES | 59 | 61% | 38 | 64% |
| NO | 37 | 39% | 21 | 36% |

155 responses



INTERPRETATION: The above table and chart explains that out of 155 respondents, 59 respondents of HUL and 38 respondents of P&G have agreed that they switch the brands, which overall computes to 62.6% of consumers switching the brand.

V. FINDINGS OF THE STUDY

- Price discount acts as a major source of promotional tool for consumers to buy the product wherein celebrity endorsement least affects the buying decision.
- From the study it is found that consumers give priority for getting the best quality product over other product attributes.
- The study indicates that personal preferences followed by social factors acts as the individual

factor influencing consumers to decide on which brand to buy.

- From the consumer buying behaviour its found that consumers of both the HUL and P&G look for getting the best overall quality brand.
- The study tells that promotional strategies have a low impact on the consumer buying behavior in the case of hair care products, since most of the consumers look for quality.
- In the taken brands, its found that majority of the consumers generally switch the brands and the reason for them to switch the brand is to avail a better-quality product or if they wish to try a new brand

VI. CONCLUSION

From this project its concluded that, the knowledge of Consumer Behaviour leads to the understanding of reasons why consumers differ from one another in buying or using products and availing services and it can be seen that promotional strategies play a vital role but it does not necessarily have an impact in the consumer buying behaviour, since the study tells that Consumer buying behavior is least affected by the promotional tools with respect to hair care products. Hence Companies can focus and spend more on R&D to betterment the quality of the product to lower the customer retention rate.

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