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Analyzing Factors Influencing Consumer Behavior and the Impact of Marketing Mix on Purchase Attitude And Intention of Fmcg Products from Hindustan Unilever Limited in Malappuram District

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This study investigates the rural buying behavior of FMCG products offered by Hindustan Unilever (HUL) in the Malappuram District. The objectives include determining consumer awareness of HUL brands, examining the influence of socio-economic and demographic factors on consumer perception of the marketing mix, evaluating the buying aspects that influence consumer behavior, and studying the impact of the marketing mix on purchase attitude and intention.

Keywords: Buying Behaviour, Fast Moving Consumer Goods, Purchase Intention, Purchase Attitude, Attitudinal Disparities, Purchase Frequency , Marketing Mix Elements, Consumer Attitudes.

1. Introduction

Fast-Moving Consumer Goods (FMCG) are everyday products, such as food and personal care items, that consumers frequently replace due to high turnover and low prices. Although each unit generates a small profit, large volumes drive substantial overall profit. Demand for FMCG products is high, with quick consumption and short shelf life due to rapid deterioration.

Rural India's FMCG Market: India’s rural areas, comprising 600,000 villages and 70% of the

world's rural population, present a vast opportunity for FMCG companies. Research highlights that rural consumer needs differ significantly from urban ones, creating unique market potential. Rising purchasing power in these areas

SIGNIFICANCE OF THE STUDY

With urban markets becoming saturated, businesses are increasingly targeting rural consumers in India, where growth is expected to outpace urban areas. For rural buyers, products must meet practical needs and offer psychological benefits. Although more conscious of social status, rural consumers are also highly price-sensitive due to lower disposable incomes. Consequently, the unique shopping patterns and preferences of rural consumers are now a major focus in market research.

SCOPE OF THE STUDY

This study will inform consumers about product options, pricing, promotions, and availability in their area. It will also help HUL understand rural consumer expectations, guiding their strategies in marketing, product development, pricing, and advertising to improve mass-market reach. Academically, the study provides valuable reference material for further research on this topic.

OBJECTIVES OF THE STUDY

1. To evaluate the buying aspects influencing HUL consumers' behavior (attitude and intention).

2. To study the impact of marketing mix on Purchase Attitude and Intention of HUL consumers in the study area.

2. Research Methodology

This descriptive research employed a probability-based quasi-sampling method. Using quota sampling, the population was divided into seven Taluks, with 80 samples from each (560 total), including equal male and female representation. Snowball sampling further aided data collection. This sampling design, balancing Taluk and gender diversity, ensures a representative, reliable, and valid sample, allowing comprehensive data analysis tailored to the study's objectives.

The study uses a comprehensive statistical framework, including:

- Descriptive Statistics: Summarizes consumer demographics, preferences, and behaviors.
- ANOVA: Identifies significant differences across groups.
- Correlation Analysis: Examines relationships between variables.
- Regression Analysis: Models the impact of marketing mix elements on consumer attitudes and intentions.
- Confirmatory Factor Analysis (CFA): Ensures the validity and reliability of measurement models.

- Structural Equation Modeling (SEM): Tests and validates complex relationships influencing consumer behavior.

This robust approach offers in-depth insights into consumer dynamics.

HYPOTHESIS OF THE STUDY

A hypothesis is a tentative statement about the relationship between two or more variables. It is a prediction that describes in concrete, rather than theoretical terms, what is expected in the study and what happened. The general hypothesis declared for the study includes,

H1: Attitude directly impacts HUL consumer's Purchase Intention

H1Marketing Mix directly impacts HUL consumer's Attitude

FACTORS INFLUENCING CONSUMER BEHAVIOR AND MARKETING MIX IMPACT ON PURCHASE ATTITUDE AND INTENTION FOR HUL FMCG PRODUCTS IN MALAPPURAM DISTRICT

Malappuram, the most populous district in Kerala, makes up about 13% of the state's population. Established on June 16, 1969, it spans approximately 3,554 km². As Kerala's fourth-largest urban area and India's 25th, Malappuram has 1.7 million residents, with 55.8% in rural areas (2011 census). Known for its educational prominence, it hosts four state universities, including the University of Calicut. The district is divided into two revenue divisions, seven taluks, twelve municipalities, fifteen blocks, ninety-four Grama Panchayats, and sixteen state constituencies.

Taluks in Malapuram District:

1. Ernad
2. Kondotty
3. Nilambur
4. Perinthalmanna
5. Ponnani
6. Tirur
7. Tirurangadi

Consumer Behaviour Research

India's FMCG industry is expected to reach ₹400,000 crore by 2025, with key growth trends shaping its future. Skincare, for instance, grew fivefold from 2017 to 2018, driven by high demand for anti-aging products like Olay, which now holds a 37% market share. Hindustan Unilever Ltd. (HUL), one of India's largest FMCG companies, offers popular brands across personal care, home care, and food, including Dove, Surf Excel, and Lipton.

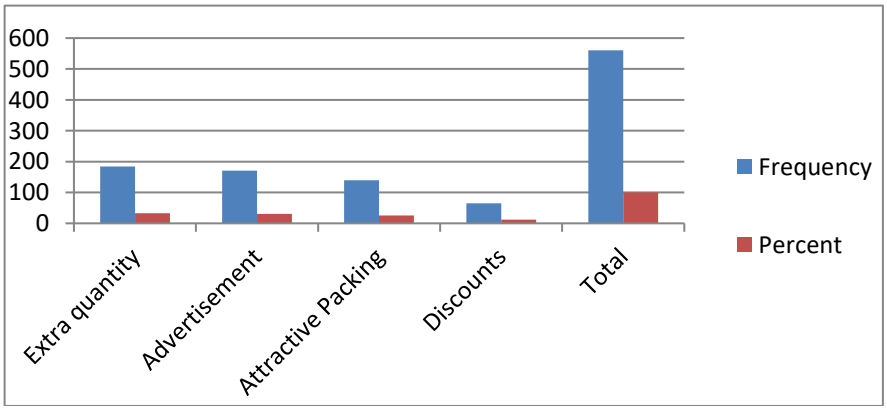
Hindustan Unilever Limited

HUL is India's largest FMCG company with over 20 product categories. It employs 16,500+ people and is headquartered in Mumbai.

BUYING ASPECTS INFLUENCING HUL CONSUMERS BEHAVIOR

Promotional Activity Most Induced the HUL Consumers

Promotional Activity	Frequency	Percent
Extra quantity	184	32.9
Advertisement	171	30.5
Attractive Packing	140	25.0
Discounts	65	11.6
Total	560	100.0



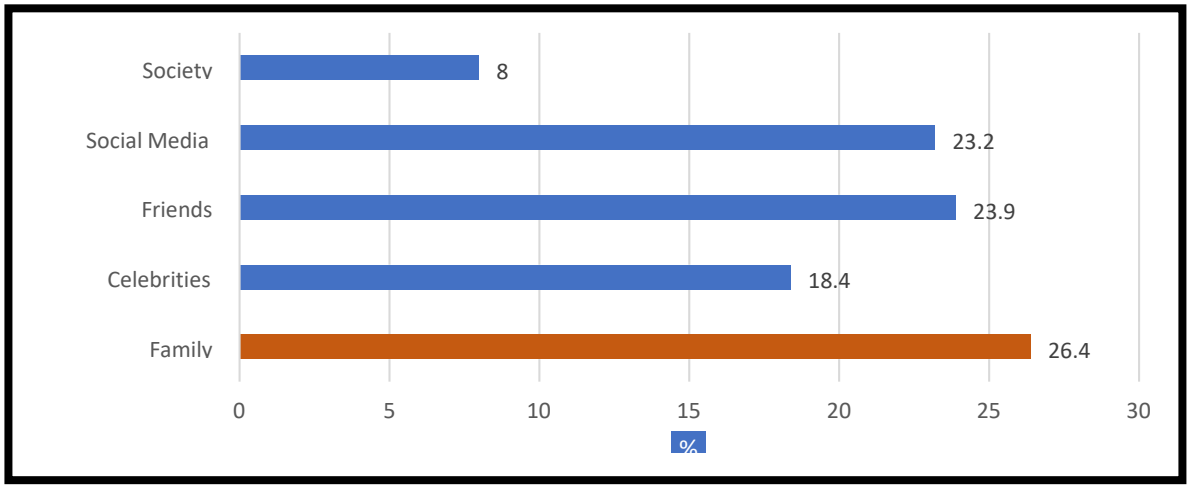
Most Induced Promotional Activity

HUL consumers are most influenced by extra quality (32.9%) and advertisements (30.5%), followed by attractive packaging (25%) and price discounts (11.6%).

Influencers on Buying Decisions

Influencers	Frequency	Percent
Family	148	26.4
Celebrities	103	18.4
Friends	134	23.9
Social Media	130	23.2
Society	45	8.0
Total	560	100.0

Promotional Activity

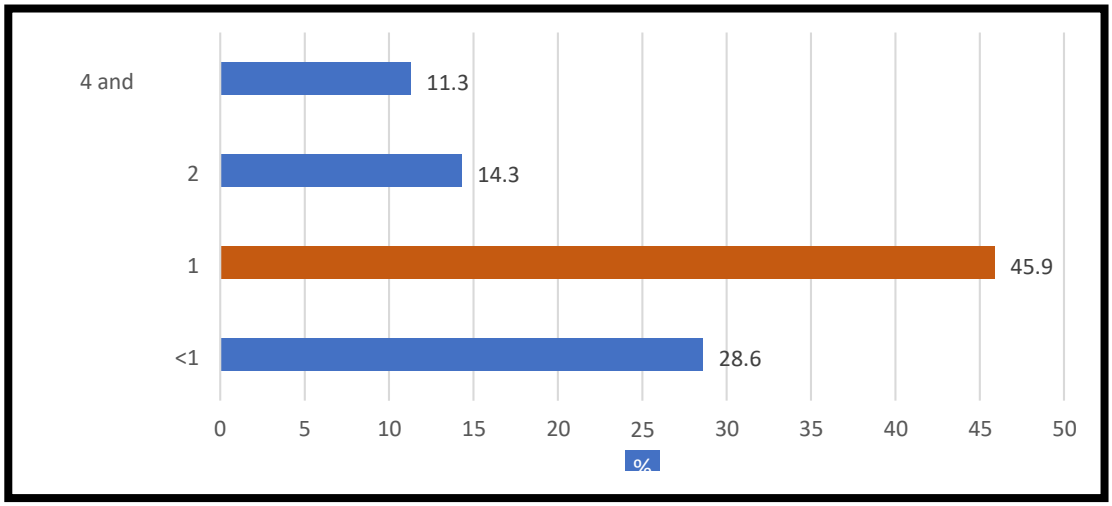


Influencers on Buying Decisions

HUL consumers are primarily influenced by family (26.4%) and friends (23.9%), followed by social media (23.2%), celebrity endorsements (18.4%), and society (8%).

Vicinity of Approach for HUL Products

In Km.	Frequency	Percent
<1	160	28.6
1	257	45.9
2	80	14.3
4 and Above	63	11.3
Total	560	100.0

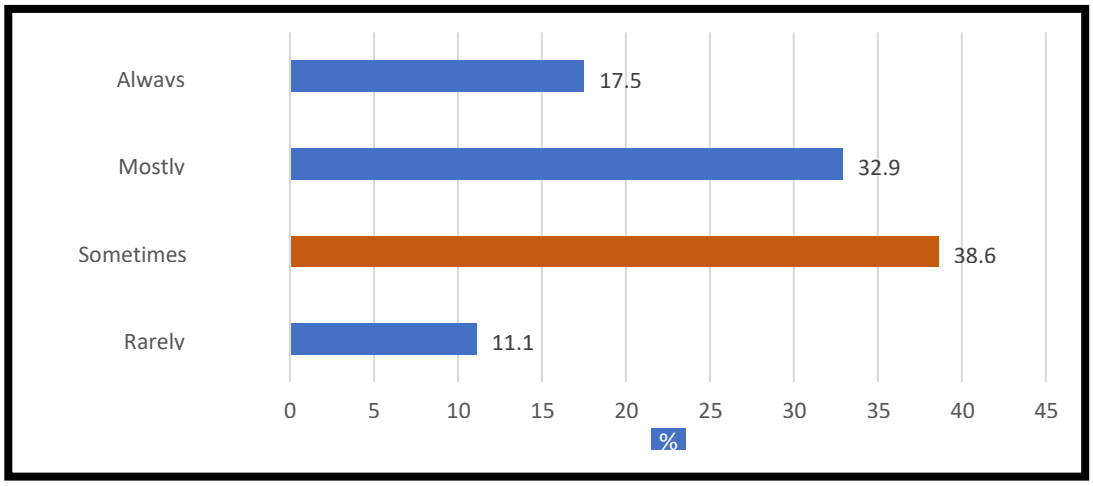


Vicinity of Approach for HUL Products

Most HUL consumers (74.5%) traveled 1 km or less to find HUL products. 14.3% traveled 2 km and 11.3% traveled 4 km or more.

HUL Products Store Availability

Availability	Frequency	Percent
Rarely Available	62	11.1
Sometimes Available	216	38.6
Mostly Available	184	32.9
Always Available	98	17.5
Total	560	100.0



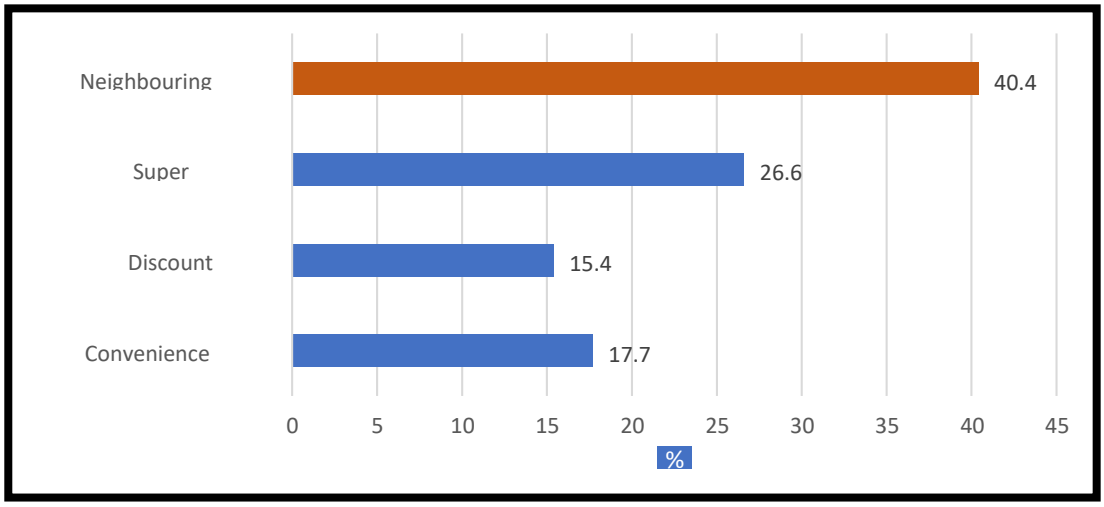
HUL Products Store Availability

Most HUL consumers perceive that HUL products are sometimes (38.6%) or mostly (32.6%) available in stores. 17.5% find them always available and 11.1% rarely.

LEVEL OF PREFERENCE

Place of Preference

Preference through	Frequency	Percent
Convenience Stores	99	17.7
Discount shops	86	15.4
Super Markets	149	26.6
Neighbouring stores	226	40.4
Total	560	100.0



HUL consumers primarily shop at neighborhood stores (40.3%) and supermarkets (26.6%), with less preference for convenience stores (17.7%) and discount stores (15.4%)

The Attitude of Consumers Buying HUL Products

Attitude	Mean& SD	SDA	DA	N	A	SA
I have trust in the brand I Purchase	3.67 (1.227)	34 6.07%	68 12.14%	136 24.29%	133 23.75%	189 33.75%
I hold a positive attitude towards HUL products that are available on themarket.	3.03 (1.161)	53 9.46%	137 24.46%	181 32.32%	117 20.89%	72 12.86%
I am highly satisfied withthe HUL products I buy and consume	3.08 (1.053)	25 4.46%	141 25.18%	230 41.07%	91 16.25%	73 13.04%
I intend to continue buying HUL products regularly.	3.27 (1.005)	5 0.89%	122 21.79%	239 42.68%	104 18.57%	90 16.07%
Reliability	Cronbach's Alpha=0.726					

HUL consumers have a strong positive attitude towards the brand, with trust and intent to repurchase being the highest-ranked factors. Overall, attitude significantly influences their purchasing behavior.

Purchase Intention of Consumers Buying HUL Products

Intention	Mean & SD	SDA	DA	N	A	SA
There is more probability of buying the same brand again and again.	3.58 (1.097)	8 1.43%	86 15.36%	196 35.00%	112 20.00%	158 28.21%
The likelihood of recommending the HUL products to my near and dears	3.24 (1.102)	11 1.96%	153 27.32%	192 34.29%	101 18.04%	103 18.39%
My buying intentions and pattern of	3.10	21	153	217	86	83

choosing HUL products will not change.	(1.078)	3.75%	27.32%	38.75%	15.36%	14.82%
Reliability	Cronbach's Alpha=0.850					

HUL consumers have a strong intention to repurchase and recommend HUL products. They are likely to maintain their current buying patterns, indicating a strong positive attitude towards the brand.

ANOVA

H_0:No difference observed between Shopping Behaviour and Attitude as well as Shopping Behaviour and Purchase Intention of HUL Consumers

H_1: Significant difference observed between Shopping Behaviour and Attitude as well as Shopping Behaviour and Purchase Intention of HUL Consumers

Promotional Activity Most Induced the HUL Consumers Differ with Attitude and Purchase Intention

Constructs	Promotion	N	Mean	SD	Sum of Squares	Mean Square	F (3,556)	Sig.
Attitude	Extra quantity	184	3.26	0.862	6.671	2.224	3.301	.020
	Advertisement	171	3.23	0.811	374.534	.674		
	Attractive Packing	140	3.40	0.797	381.205			
	Discounts	65	3.02	0.770				
	Total	560	3.26	0.825				
Purchase Intention	Extra quantity	184	3.27	0.970	.463	.154	0.167	.918
	Advertisement	171	3.32	0.956	512.358	.922		
	Attractive Packing	140	3.34	0.981	512.820			
	Discounts	65	3.28	0.888				
	Total	560	3.30	0.957				

Promotional activities significantly influence HUL consumer attitudes, but not their purchase intentions. 38.6% of consumers' attitudes are affected by these activities..

Promotional Activity Most Induced the HUL Consumers Differ with Attitude

Promotional Activity	N	Subset = 0.05	
		1	2
Discounts	65	3.02	
Advertisement	171		3.23
Extra quantity	184		3.26
Attractive Packing	140		3.40
Sig.		1.000	.144

HUL consumer attitudes are significantly influenced by promotional activities. Attractive packaging has the highest impact, followed by discounts, advertisements, and extra quantity.

The Vicinity of Approach for HUL Products Differs with Attitude and Purchase Intention

Constructs	Vicinity	N	Mean	SD	Sum of Squares	Mean Square	F (3,556)	Sig.
Attitude	<1	160	3.19	0.806	2.078	.693	1.016	0.385
	1	257	3.30	0.802	379.128	.682		
	2	80	3.33	0.927	381.205			
	4 and Above	63	3.17	0.831				
	Total	560	3.26	0.825				

Purchase Intention	<1	160	3.28	0.927	1.807	.602	0.655	.580
	1	257	3.27	0.970	511.013	.919		
	2	80	3.42	1.019	512.820			
	4 and Above	63	3.35	0.906				
	Total	560	3.30	0.957				

HUL consumer attitudes and purchase intentions are not significantly influenced by the vicinity of product availability.

Place of Preference Differs with Attitude and Purchase Intention

Constructs	Place of Preference	N	Mean	SD	Sum of Squares	Mean Square	F (3,556)	Sig.
Attitude	Convenience Stores	99	3.19	0.754	2.576	.859	1.261	.287
	Discount shops	86	3.39	0.869	378.629	.681		
	Super Markets	149	3.20	0.776	381.205			
	Neighbouring stores	226	3.28	0.866				
	Total	560	3.26	0.825				
Purchase Intention	Convenience Stores	99	3.19	0.994	6.443	2.148	2.358	.071
	Discount shops	86	3.53	0.924	506.377	.911		
	Super Markets	149	3.24	0.981	512.820			
	Neighbouring stores	226	3.30	0.929				
	Total	560	3.30	0.957				

HUL consumer purchase intentions are significantly influenced by their preferred shopping place, while their attitudes are not. 41.6% of consumers' intentions are affected by this factor.

Place of Preference Differs from Purchase Intention

place of Preference	N	Subset = 0.05	
		1	2
Convenience Stores	99	3.19	
Super Markets	149	3.24	
Neighbouring stores	226	3.30	3.30
Discount shops	86		3.53
Sig.		.380	.058

HUL consumer purchase intentions are significantly influenced by their preferred shopping place. Discount shops have the highest impact, followed by convenience stores, supermarkets, and neighborhood stores.

HUL consumer attitudes and purchase intentions are significantly influenced by their purchase frequency. 41.6% of consumers are affected by this factor.

Constructs	Place of Preference	N	Mean	SD	Sum of Squares	Mean Square	F (3,556)	Sig.
Attitude	Very Frequent	43	3.23	0.756	5.288	1.763	2.609	.050
	Frequent	190	3.38	0.908	375.917	.676		
	Occasional	233	3.22	0.773	381.205			
	Rare	94	3.12	0.784				
	Total	560	3.26	0.825				
Constructs	Place of Preference	N	Mean	SD	Sum of Squares	Mean Square	F (3,556)	Sig.
Purchase Intention	Very Frequent	43	3.40	1.035	7.585	2.528	2.782	.040
	Frequent	190	3.45	0.980	505.236	.909		
	Occasional	233	3.20	0.934	512.820			
	Rare	94	3.21	0.903				
	Total	560	3.30	0.957				

HUL consumer attitudes and purchase intentions are significantly influenced by their purchase frequency. 41.6% of consumers are affected by this factor.

IMPACT OF MARKETING MIX ON PURCHASE ATTITUDE AND INTENTION OF HUL CONSUMERS

MARKETING MIX AND ATTITUDE (REGRESSION ANALYSIS)

The regression analysis reveals inter-correlations between marketing mix elements and consumer attitudes.It's important to identify and assess weak predictors to improve the model's effectiveness.

Multi-CollinearityTest

Predictors	Tolerance	VIF
Product	.996	1.004
Price	.625	1.601
Place	.637	1.571
Promotion	.963	1.038

The analysis checked for multicollinearity among the marketing mix elements (product, price, place, and promotion) to ensure their unique impact on consumer attitudes. VIF values were well below the threshold, indicating no significant collinearity issues. The enter method was used in linear regression to examine the influence of these elements on consumer attitudes towards HUL products in Malapuram District.. Thus, the equation is:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$

Therefore,

Y = Attitude of HUL consumers

The four explanatory factors are Product(Pd), Price(Prc), Place(Plc) and promotion(Prm)

X1 : Product X2 : Price X3 : Place X4 : Promotion

The table presents the correlation and variance explained by the Marketing Mix sub-constructs in measuring the Attitude outcome.

The correlation observed in the model was moderate, with r = 0.604

The value of R^2R2 registered at 0.212

In summary, the marketing mix sub-constructs explained 21.2% of the variance in consumers' attitudes toward HUL products.

Service Aspects Predicting Customer Behaviour (Multiple Regression)

Dependent	Sub-Constructs	Un-std.		Std.	t	P
		B	SE	Beta		
Attitude	(Constant)	4.366	.222		19.642	.000
	Product	.141	.032	.168	4.438	.000
	Price	.044	.040	.053	1.104	.270
	Place	.101	.040	.119	2.524	.012
	Promotion	.385	.036	.415	10.799	.000
F(df=4,555), Sig.		37.236, 0.000				

R	0.460
R^2 (SE)	0.212 (0.736)

HUL's product quality, distribution, and promotion positively influence consumer attitudes. Price has no significant impact.

IMPACT OF MARKETING MIX AND ATTITUDE ON PURCHASE INTENTION (CORRELATION)

To understand how marketing mix and attitude influence purchase intention, the study examined the relationship between these factors, considering purchase intention as the dependent variable and marketing mix and attitude as independent variables.

Correlation Shows Influence of Marketing Mix and Attitude on Intention

Constructs		Purchase Intention	Marketing Mix	Attitude
Purchase Intention	'r'	1	.411**	.493**
	Sig.		.000	.000
Marketing Mix	'r'	.411**	1	.224**
	Sig.	.000		.000
Attitude	'r'	.493**	.224**	1
	Sig.	.000	.000	

(N=560)

Consumer attitude is a stronger driver of purchase decisions than marketing mix. Building positive brand perceptions is key to drive purchases.

CONFIRMATORY FACTOR ANALYSIS

CFA is used to assess the fit between observed data and a theoretical model of latent constructs. In this study, it's used to examine the underlying factors within the marketing mix that influence consumer purchase intentions towards HUL products. By testing the model against established marketing theory, CFA ensures its validity and reliability.

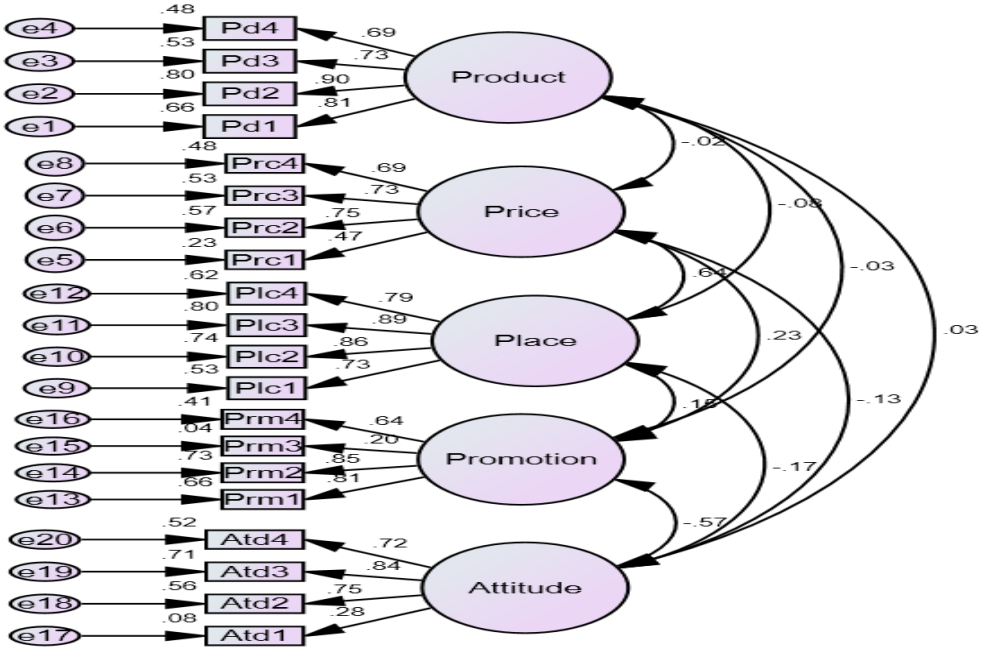
Construct Validity

CFA ensured the fit between data and the theoretical model. The model was refined using AVE, CR, and factor loadings.

Default CFA Measurement Model

Sl.	Latent	Items	Reg. Wgts.	't'	P	AVE	CR	α
1.	Products	Pd1	.941	22.374	***	0.619	0.866	0.865
		Pd2	1.000					
		Pd3	.803	19.496	***			
		Pd4	.803	18.209	***			
2.	Price	Prc1	.650	10.037	***	0.452	0.762	0.735
		Prc2	1.000					
		Prc3	.919	14.904	***			
		Prc4	.866	14.328	***			
3.	Place	Plc1	.763	19.796	***	0.672	0.890	0.891
		Plc2	1.000					
		Plc3	.996	26.591	***			
		Plc4	.870	22.143	***			
4.	Promotion	Prm1	.969	18.279	***	0.459	0.744	0.700
		Prm2	1.000					

		Prm3	.235	4.420	***			
		Prm4	.776	14.933	***			
5.	Attitude	Atd1	.390	6.208	***	0.468	0.760	0.726
		Atd2	.980	17.048	***			
		Atd3	1.000					
		Atd4	.814	16.482	***			



Default CFA Measurement Model

Item loadings exceeded 0.7 and CR values were above 0.7 for all constructs, indicating reliability. Items Prc1, Prm3, and Atd1 were removed to ensure AVE values above 0.5.

Correlations and Square Root of AVE

	Promotion	Product	Price	Place	Attitude
Promotion	0.677				
Product	-0.031	0.787			
Price	0.227	-0.022	0.672		
Place	0.149	-0.076	0.642	0.820	
Attitude	-0.565	0.026	-0.127	-0.165	0.684

The marketing mix sub-constructs (promotion, product, price, and attitude) showed reasonable correlations and AVE values, indicating they are well-defined and have discriminant validity. They explained 41.6% of the variance in consumer attitudes towards HUL products.

Summary of Default Model Fitness

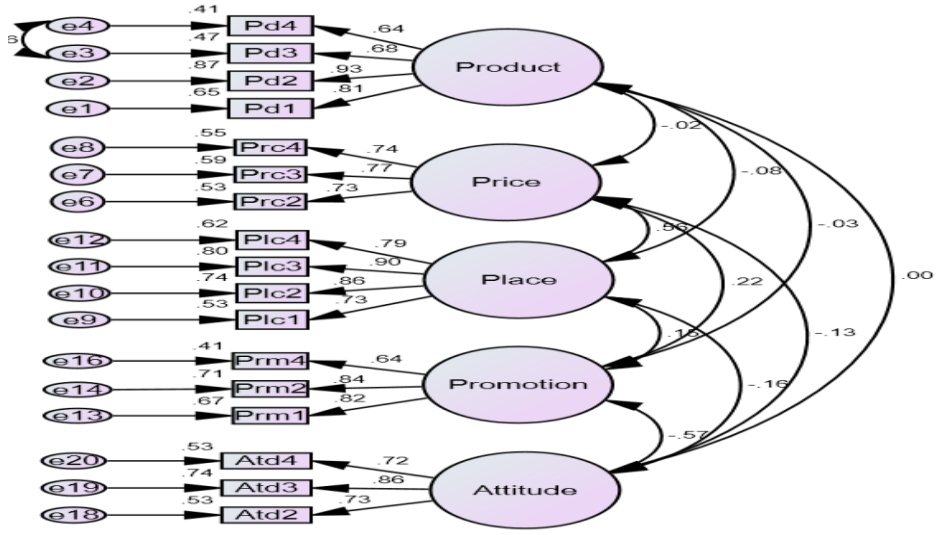
Sl.	Default Model	Values
1.	χ^2	817.769
2.	Df	160
3.	χ^2/df	5.111
4.	, GFI	0.878
5.	TLI	0.848

6.	CFI	0.872
7.	RMR	0.117
8.	RMSEA	0.086

The CFA model measuring consumer perception of HUL's marketing mix and attitude did not meet the threshold for good model fit. The C2/df ratio, RMR, and RMSEA values were higher than recommended, and GFI, TLI, and CFI were marginally below specifications. To improve the model fit, modifications are necessary.

Overview of Model Fit Assessment

The CFA model assessing the marketing mix and attitude constructs did not fit the data adequately. Modifications are needed to improve the model's fit. This might involve re-examining item-factor relationships or exploring alternative model specifications.



Modified CFA Measurement Model

Default CFA Measurement Model

Sl.	Latent	Items	Reg. Wgts.	't'	P	AVE	CR	α
1.	Products	Pd1	.903	21.049	***	0.600	0.854	0.865
		Pd2	1.000					
		Pd3	.725	17.393	***			
		Pd4	.712	15.954	***			
2.	Price	Prc2	1.000			0.558	0.791	0.789
		Prc3	.995	14.893	***			
		Prc4	.955	14.666	***			
3.	Place	Plc1	.763	19.730	***	0.671	0.890	0.891
		Plc2	1.000					
		Plc3	.998	26.481	***			
		Plc4	.869	22.049	***			
4.	Promotion	Prm1	.985	18.150	***	0.598	0.815	0.806
		Prm2	1.000					
		Prm4	.782	14.869	***			
5.	Attitude	Atd2	.933	16.563	***	0.598	0.816	0.810
		Atd3	1.000					
		Atd4	.805	16.511	***			

After removing items from Price, Promotion, and Attitude, the reliability of the modified constructs improved. All constructs now exceed the 0.7 threshold for Cronbach's alpha, indicating reliability and validity. These reliable constructs significantly influence 41.6% of HUL consumer attitudes.

Correlations and Square Root of AVE

	Promotion	Product	Price	Place	Attitude
Promotion	0.773				
Product	-0.028	0.775			
Price	0.225	-0.020	0.747		
Place	0.150	-0.083	0.557	0.819	
Attitude	-0.570	-0.001	-0.128	-0.161	0.773

The marketing mix sub-constructs (promotion, product, price, and attitude) showed reasonable correlations and AVE values, indicating they are well-defined and have discriminant validity. They explained 41.6% of the variance in consumer attitudes towards HUL products.

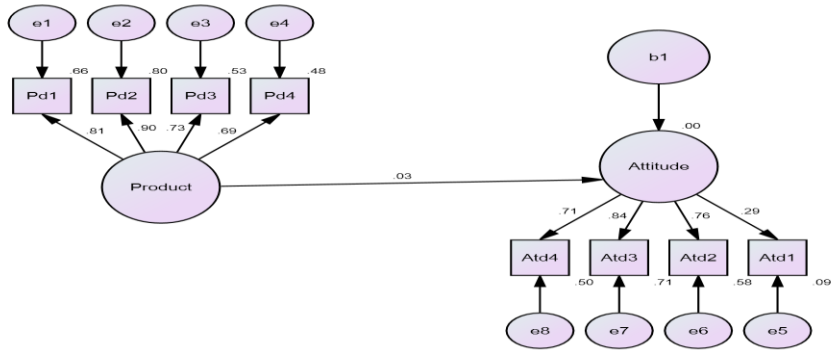
Summary of Modified Model Fitness

Sl.	Default Model	Values
1.	χ^2	290.766
2.	Df	108
3.	χ^2/df	2.692
4.	, GFI	0.944
5.	TLI	0.950
6.	CFI	0.960
7.	RMR	0.050
8.	RMSEA	0.055
9.	PCLOSE	0.134

STRUCTURAL EQUATION MODELING

SEM was used to assess the impact of marketing mix elements (product, price, place, and promotion) on consumer attitude towards HUL products. Maximum Likelihood Estimation in AMOS 20 was used. Path regression analysis was conducted to evaluate the strength and significance of relationships between the marketing mix elements and consumer attitude. Each marketing mix element was individually evaluated against attitude before assessing their combined impact.

DIRECT EFFECTS



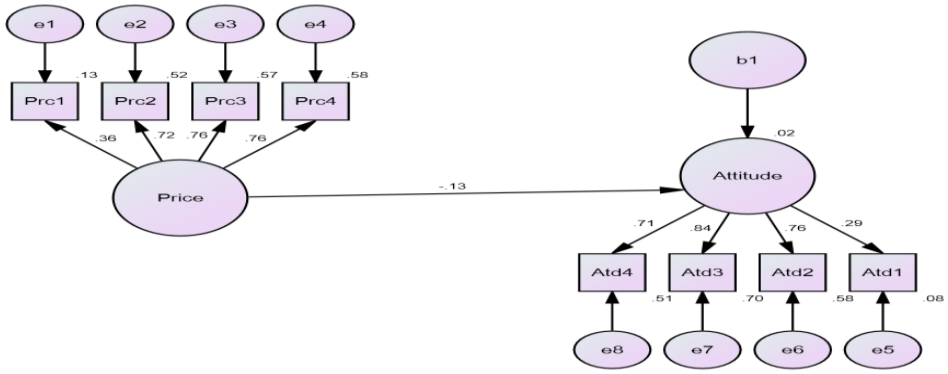
Direct Effect of Product Influence on Purchase Attitude

Direct Effect of Product Influence on Purchase Attitude (Regression Weights)

Direct Impact	Unstd.	Std.	SE	CR	P	Result
Product → Attitude	.011	.029	.018	.579	.563	No Relationship
Model Summary						
CMIN	CMIN/DF	RMR	GFI	TLI	CFI	RMSEA
294.964	15.524	0.188	0.895	0.792	0.859	.161

Overview of the Structural Equation Model

The SEM analysis shows that the product-based marketing mix has a negligible and statistically insignificant impact on consumer attitude towards HUL products. The model's poor fit suggests the need for further exploration and inclusion of additional variables to better explain consumer attitudes.

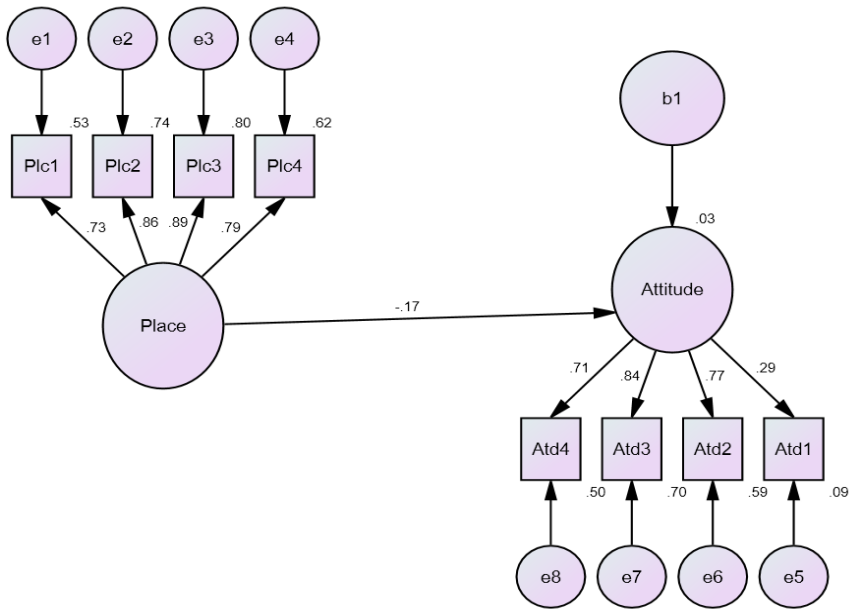


Direct Effect of Price Influence on Purchase Attitude

Direct Impact	Unstd.	Std.	SE	CR	P	Result
Price→ Attitude	-.093	-.132	.041	-2.285	.022	Related
Model Summary						
CMIN	CMIN/DF	RMR	GFI	TLI	CFI	RMSEA
108.394	5.705	0.080	0.954	0.896	0.929	0.092

Overview of the Structural Equation Model

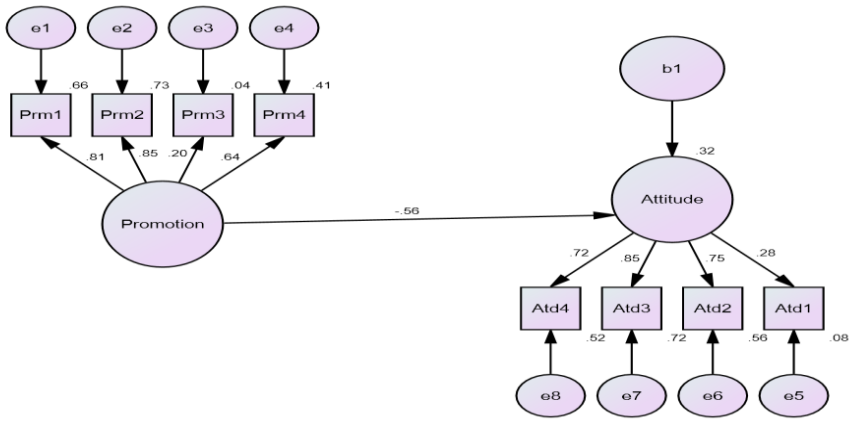
The SEM analysis shows a weak but statistically significant negative relationship between price and consumer attitude towards HUL products. Higher prices negatively impact consumer perceptions. While the model fit is moderate, it provides insights into the importance of pricing strategies for HUL.



Direct Effect of Place Influence on Purchase Attitude

Direct Impact	Unstd.	Std.	SE	CR	P	Result
Price→ Attitude	-.077	-.166	.025	-3.030	.002	Related
Model Summary						
CMIN	CMIN/DF	RMR	GFI	TLI	CFI	RMSEA
96.438	5.076	0.052	0.956	0.943	0.961	0.085

The SEM analysis shows a significant negative relationship between Place (product distribution and accessibility) and consumer attitude towards HUL products. Improved distribution and accessibility can positively impact consumer perceptions. The model has a reasonable fit, emphasizing the importance of effective distribution strategies for HUL. The SEM analysis shows a significant negative relationship between Place (product distribution and accessibility) and consumer attitude towards HUL products. Improved distribution and accessibility can positively impact consumer perceptions. The model has a reasonable fit, emphasizing the importance of effective distribution strategies for HUL.



Direct Effect of Promotion Influence on Purchase Attitude

Direct Impact	Unstd.	Std.	SE	CR	P	Result
Price→ Attitude	-.194	-.564	.035	-5.575	***	Related

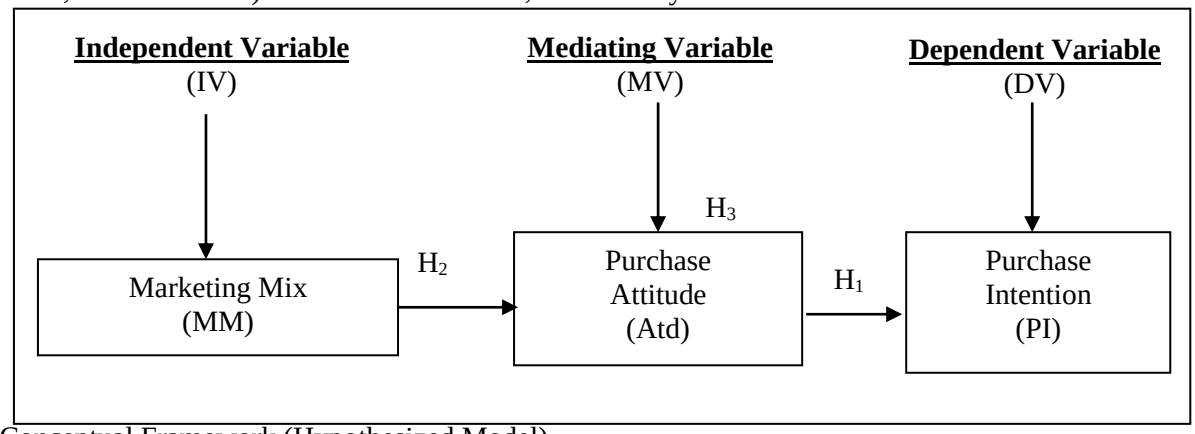
Model Summary						
CMIN	CMIN/DF	RMR	GFI	TLI	CFI	RMSEA
136.099	7.163	0.061	0.944	0.884	0.921	0.105

FINAL PATH MODEL

While SEM is often called "covariance structure modeling," it's more than that. It can also model means of observed variables or latent factors, making it a versatile technique beyond covariance structures.

Validity Testing for Complete Latent Model

The model assesses the direct and indirect impact of the Marketing Mix (Product, Price, Place, and Promotion) on Purchase Intention, mediated by Attitude.



Conceptual Framework (Hypothesized Model)

Validating the Proposed SEM Model

After validating the measurement model using CFA, a full structural model was established to evaluate the impact of the Marketing Mix (Product, Price, Place, and Promotion) on Purchase Intention, mediated by Attitude. This analysis helped address the research questions posed in the study.

PROBLEMS FOR CONSUMERS (DESCRIPTIVE STATISTICS)

Problem stated by the HUL Customers

Barriers Faced	Mean & SD	AO	OO	SO	RO	NO
Expired product	3.60	28	31	100	378	23
	(0.856)	5.00%	5.54%	17.86%	67.50%	4.11%
Package problem	3.97	0	37	70	324	129
	(0.787)	0.00%	6.61%	12.50%	57.86%	23.04%
Poor quality	4.18	0	0	159	136	265
	(0.850)	0.00%	0.00%	28.39%	24.29%	47.32%
Barriers Faced	Mean & SD	AO	OO	SO	RO	NO
Not aware of usage	3.98	80	16	59	84	321
	(1.442)	14.29%	2.86%	10.54%	15.00%	57.32%
Fake product	3.98	13	65	72	176	234
	(1.105)	2.32%	11.61%	12.86%	31.43%	41.79%

Insufficient stock	3.92 (1.080)	0 0.00%	73 13.04%	130 23.21%	123 21.96%	234 41.79%
Health hazards	4.22 (1.158)	15 2.68%	44 7.86%	104 18.57%	32 5.71%	365 65.18%
Reliability	Cronbach's Alpha=0.921					

HUL consumers perceive that barriers like health hazards, poor quality, lack of awareness about usage, and fake products rarely occur. They also indicate that package problems, insufficient stock, and expired products are less frequent issues.

OVERALL SATISFACTION

Satisfaction towards HUL Products

Products	Mean & SD	AO	OO	SO	RO	NO
Soap	3.09 (1.120)	69 12.32%	119 21.25%	60 10.71%	312 55.71%	0 0.00%
Detergent	2.75 (1.160)	95 16.96%	175 31.25%	60 10.71%	230 41.07%	0 0.00%
Shampoo	3.06 (1.165)	72 12.86%	147 26.25%	15 2.68%	326 58.21%	0 0.00%
Skincare	2.93 (1.188)	95 16.96%	129 23.04%	53 9.46%	283 50.54%	0 0.00%
Toothpaste	2.89 (1.242)	112 20.00%	129 23.04%	26 4.64%	293 52.32%	0 0.00%
Deodorants	2.81 (1.282)	135 24.11%	116 20.71%	26 4.64%	283 50.54%	0 0.00%
Cosmetics	3.03 (1.184)	85 15.18%	129 23.04%	30 5.36%	316 56.43%	0 0.00%
Tea & Coffee	2.75 (1.272)	136 24.29%	129 23.04%	30 5.36%	265 47.32%	0 0.00%
Packed food	2.81 (1.251)	124 22.14%	129 23.04%	36 6.43%	271 48.39%	0 0.00%
Home care products. Eg, comfort)	2.88 (1.346)	168 30.00%	37 6.61%	44 7.86%	311 55.54%	0 0.00%
Reliability	Cronbach's Alpha=0.865					

HUL consumers are moderately satisfied with their products. Soap, shampoo, and cosmetics have the highest satisfaction levels. Detergents and tea/coffee have the lowest satisfaction levels. Overall, consumers are reasonably satisfied with HUL's product offerings.

2. Key Findings:

- Influencers: 'Extra quantity' and 'advertisements' were the most influential promotions. 'Family' and 'friends' were key social influencers.
- Accessibility and Availability: Most shopped nearby and perceived products as 'sometimes' or 'mostly' available.
- Marketing Mix: Product, price, place, and promotion influenced attitudes and intentions, with 'promotion' having the strongest impact.
- Consumer Attitudes and Intentions: Consumers held positive attitudes and intended to repurchase and recommend HUL products.

- Barriers and Satisfaction: Health hazards and poor quality were rare. Consumers were moderately satisfied, with 'soap' being the most favored.

Overall, the study emphasizes the importance of effective marketing strategies, product quality, convenient accessibility, and positive brand image for HUL's consumer preference and loyalty.

3. Conclusion

The study analyzes factors influencing consumer attitudes and intentions towards HUL products in rural India. Key findings include the importance of brand awareness, targeted marketing, and addressing concerns about product composition. HUL can strengthen its market position by enhancing awareness, implementing effective promotions, and leveraging brand endorsements. Additionally, focusing on price, quality, genuineness, and sustainability can improve consumer satisfaction and encourage repeat purchases.

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