

INNOVATIVE STRATEGIES IN RURAL MARKETING USED BY HUL TO REACH RURAL CONSUMER IN OUTER DELHI VILLAGES TO PROMOTE LIFEBOUY SOAP

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Abstract

The paper aims at revealing the significance and impact of “Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap.” It also draws attention on the challenges and opportunities of innovative communication in rural outer Delhi villages.

Consumer markets within the developing world are a huge however still-untapped chance for corporations seeking new sources of growth. Inside that cluster is a lot of unnoticed opportunity: the rural consumer. There's a good chance for the marketers within the rural areas. Two-thirds of countries consumers live in rural area. Naturally the rural markets are a crucial part of the whole market. Going rural is the new selling mantra. In recent years, rural markets have non-heritable significance, because the overall growth of the economy has resulted into substantial increase within the buying power of the rural/rural community. On account of Rural revolution; the rural areas are consuming a large quantity of fmcg and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has emerged. Globalization, decentralization, migration trends and the emergence of new product and service markets pose new challenges and opportunities to rural areas.

Keywords: Rural markets, Rural Marketing, Rural Consumer, Buying Behaviour, Innovative Branding strategy, outer Delhi villages

Introduction

The Census of India defines rural as any habitation with a population density of not up to four hundred per sq. km, wherever a minimum of 75 % of the male operating population is engaged in agriculture and wherever there exists no municipality or board. So the rural population nowadays consists of 800 million inhabitants accounting for 70 % of India's population. Rather than following the **census definition**, several organizations and corporations outline rural markets as per their own selling needs.

Around two-fifths of the rural population is uneducated and education levels vary massively among altogether totally different states. To talk effectively with the less educated, it becomes necessary that the central purpose is on creating a simple communication message. The restricted scope of mass media in rural areas and its regional and state deviation put together produce limitations on a generic approach to communication for rural consumers. At intervals the light-weight of these threats, a rural

vender needs to confirm the foremost applicable mean to verify the foremost geographical reach across the country; develop region-specific consumer profiles to understand the characteristics of the target market; and magnificence the foremost effective and provocative communication and promotional strategies to induce the target audiences acquire his product or service.

Rural Market

As per the Census of India (2001), any habitation with a population density of less than 400 per sq. km, where at least 75% of the male working populations are engaged in agriculture and where there exists no municipality or board as a rural habitation. Thus, according to my research the rural population consists of 800 million inhabitants, accounting for 70% of the total Indian population.

While defining the market as rural, the following facts and figures should be considered:

- a) According to the 2011 Census, India has more than 20,000 villages whose population ranges from 5,000-10,000. So any population cutoff criteria should definitely include these villages as rural areas. The majority of rural institutions, agricultural markets and rural banks are located in larger villages and towns, which have a population of up to 10,000. As the population crosses the figure, characteristics such as occupation, consumption and buying behavior show a marked change indicative of the transition from a rural to an urban/semi-urban set-up.
- b) Many villages continue to retain their rural character, even after being notified as towns due to their economic growth over the last three or four decades
- c) According to the data collected during my research, most of the companies in the FMCG sector, except Hindustan Unilever and ITC sector, define a rural set-up as any place with a population of up to 20,000, while durable and agro-input companies set the limit at 50,000.

Features of rural markets

The key features of the existing rural markets are:

- Large and scattered area
- Standards of living is low
- Traditional outlook
- Socio-economic backwardness
- lack of good infrastructural facilities.
- Literacy rate is very low

The major problems faced in the rural areas of the Delhi –NCR outer villages are the lack of infrastructure, illiteracy, ethnic problems facing people, multiple dialects, and prevalence of ordinary brands, seasonal demands contributing to under-developed and dispersed markets.

Rural Marketing

The Rural marketing can be described as a two-way methodology, i.e.

- Urban to Rural: FMCG product, rural fertilizers, vehicles, etc. unit of measurement offered by the urban market to the rural market.
- Rural to Urban: the rural provides viz. Fruits, vegetables, flowers, milk, etc. from the rural market to the urban market.

The Rural Indian market has unfolded within the previous few decades. In the past the brands centered their efforts in fulfilling the requirements of urban consumers. However, these days the main target of the Brands has shifted towards the Rural India as the real location for the marketers. Massive Brands are adopting new Innovative marketing methods to succeed in this competitive and for the most part untouched market. Rural India is rising as an outsized marketplace for variety of products and services – be it a consumer sensible or a white good or a monetary service. Brands have incorporated different methods to succeed in the rural audiences.

The Indian established Industries have the benefits that MNC do not relish during this regard. The strong Indian brands have strong brand equity, consumer demand-pull and efficient and dedicated dealer network which have been created over a period of time. The Rural market contains a grip of strong country outlets that have an effect on the sale of varied products in rural market. The businesses try to trigger growth in rural areas. They are identifying the fact that rural people are now in the better position with disposable income. The low rate finance convenience has conjointly enhanced the affordability of buying the pricey products by the rural folks. Seller ought to perceive the value sensitivity of a consumer in an exceedingly geographic area. This paper is thus an endeavor to grasp opportunities, challenges and techniques within the rural market. Indian Marketers on rural marketing have two understanding:

a) The urban underground products and marketing products will be enforced in rural markets with some or no amendment.

b) The Rural Marketing needed the separate tools and trends from its urban counterpart.

Realities before the Marketers: 70% of the Indian target population lives in rural areas. This section ordinarily brought up because the 'bottom of the pyramid', presents an enormous chance for firms. In last few years, rural markets have no genetic significance, because the overall growth of the financial status has resulted into substantial increase within the buying power of the rural target audiences. On account of Rural revolution, the rural areas are consuming a large quantity of FMCG and urban manufactured products. During this context, a special marketing strategy, namely, rural marketing has emerged.

Opportunities in Indian Rural Market: In Rural India, marketing of a product principally happens by the word of the mouth and by peer experiences of use of the products, as a result of the comparative less use of TV and nearly no access to internet. Market Research has also proved that rural populations do not change their products quite often if they are satisfied with the product. Brand loyalty is important. Therefore the primary focus of any organization should be to position their brand in the mind of the rural target audience well, during the launching phase which will enable them to have a permanent and long lasting existence in the market.

HUL has been the pioneer in rural marketing by the launch of the campaign HUL Shakti wherever girls in villages are used to make a distribution network of HUL products within the Rural areas focusing the large market share that FMCG products holds within the rural areas additional organizations ought to follow this marketing strategy to promote their products and have a bigger reach. On a special note the natural philosophy firms can even follow the BOP product structure followed by the FMCG firms in producing low finish little variants of refrigerators and air coolers/conditioners.

Challenges in Indian Rural Village Market: Rural markets, as part of any financial status, have untouched potential. There are several difficulties facing the effort to fully excavate the rural markets. The idea of rural markets in India is still in growing stage, and the sector poses a variety of challenges. Distribution economical viability and non-availability of retail outlets are major problems observed by the marketers. The success of a brand in the Indian rural market is as unpredictable as rain. Big brands, which should have been successful, have failed mega way. This is because most organizations try to extend marketing plans that they use in urban areas to the rural markets. The unique consumption patterns, tastes and needs of the rural consumers should be analyzed at the product planning stage so that they match the needs of the rural people.

Chetna was introduced. The intent was to facilitate behavioral change in favor of soap usage among school going kids.

They targeted children in the age group of 5-13 years, studying in primary and middle schools. A range of activities for children like quizzes, games, songs, pictorial storytelling through flip charts, and the popular GLO-GERM demonstration kit, which showed the germs present when they rinsed their hands with only water- was organized as part of the program. This was a multi-phased activity during which HUL representatives initiated contact with students and influencers in the rural community, like the Panchayat bodies, Anganwadi workers, medical practitioners and school teachers, to further promote this initiative and gain a larger acceptance within the community. This campaign helped in long-term brand image- building for lifebuoy in rural India.

Consumer buying behavior model in Rural India

During my research I learnt that consumer buying behavior is influenced by four factors: social, personal, cultural, and psychological. These factors can be used to identify buyers and improve customer service. Out of all the factors, the cultural factor is the most important determinant of an individual's behavior in rural India. It includes cultural, social, customary and traditional aspects.

People get highly influenced by the preferences of other people around them like family, friends and neighbors and by roles and status. These play a major role in deciding the product and its brand.

Personal characteristics like age and lifecycle stage, occupation, economic situation, lifestyle, personality and self-concept also influences a buyer's decision.

It is also essential for the marketer to understand the psychological factors like perceptions, beliefs and attitudes and suitably motivate prospective consumers to buy the products accordingly.

Outer Delhi villages

Target Population for this study has been selected rural areas of Central, North, North Eastern, Eastern, South, South Western, Shahadra, New Delhi district in Delhi NCR state. The main focus of the present study is the rural customer and hence rural areas and residents of these areas of these districts have been considered as the target population. The reasons for considering these areas are fast developing areas or undeveloped areas, low literacy level, low level of living standards, unstructured transportation facilities, water supply, etc.

As Delhi NCR state comprising of 26 districts divided into 225 sub districts/Talukas and these comprise of 18225 villages across Delhi NCR. These villages consists of 34, 670, 817 residents members. These populations of the rural Delhi NCR have been considered as target population for this particular study. Out of total village the villages consisting of population between 500 – 2500 have only been considered for this study as target respondents.

Brands

HUL is the Pioneer in market in Indian FMCG products with the presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian target audience using its products. Sixteen of HUL's brands featured in the ACNielsen Brand Equity list of 100 Most Trusted Brands Annual Survey (2014), carried out by Brand Equity, a supplement of The Economic Times.

The "most trusted brands" from HUL in the top 100 list (their rankings in brackets) are: Lux, Surf Excel, Clinic Plus, Rin, Lifebuoy, Close up, Pond's, Pepsodent, Fair & Lovely Dove, Sunsilk, Wheel, Vaseline, Pears, Lakme. The latest product launches for Hindustan Unilever include: Knorr Chinese Noodles, Schezwan and Hot & Spicy, Lakme Absolute Sculpt Range, Lakme Lip Love, Magnum Choco Cappuccino and Axe Gold Temptation.

Unilever has launched a number of latest things that it has find market to other regions in its focus on addressing rural market probability.

- **Tap women to power sales**

With its Shakti initiative, Hindustan Unilever Limited (HUL) first to own the concept of training local women as rural sales agents who sell Unilever products door to door in their communities. As of 2015, the action had grown to 70,000 sales agents serving 165,000 Indian villages, and HUL had harnessed them with smart phone apps to help them manage inventory and alternative aspects of their Market.

- **Create new channels for advertising**

One challenge in sound the rural market is the way to reach consumers in remote areas with restricted electricity and small access to mass media.

In India, geographical area Unilever has used mobile technology to make audio amusement for rural areas, adapting a typical follow among scotch wireless telephone users – the lost decision. To

conserve speak time, movable users dial variety, then suspend up before they're charged, though the opposite person will see UN agency known as. It's how of material possession somebody recognize you would like to succeed in them. In 2011, HUL exploited the follow in a pilot promotion for its Active Wheel detergent in a number of India's poorest and most rural areas. Folks were asked to decision variety that stop when 2 rings, therefore it value them nothing. Associate in nursing automatic free request provided some comic dialogue from film industry star Salman Khan and ads for Wheel. In 4 months, HUL got sixteen million calls and Wheel sales tripled within the region.

- **Design product (and set prices) for rural consumers**

Years ago, HUL pioneered the employment of cheap, single-use packets to form its product reasonable for lower-income consumers UN agency usually look daily for wants. Currently these packets are omnipresent in developing countries round the world. HUL itself sells twenty seven billion sachets a year.

Underlying HUL's success in rural Asian nation could be a program that needs managers to pay a month throughout their initial year living in a very village. They see however rural consumers live, and obtain a primary perspective on their wants and aspirations. That non-public expertise provides them insights that they may ne'er gain from reading reports or typical market visits.

Brand Story: Lifebuoy

The goal of "lifebuoy" brand is to provide accessible hygiene and health solution with the affordable price that enable people to lead a life without fear and hygiene anxieties and health consequences. Lifebuoy was launched in 1894. For the past 110 plus years of history, this brand has been championing to support life through unbeatable protection. However, the brand has gone through different phases of its evolution.

The 1930's campaign in the US was titled 'stainless hands help watch health', encouraging the use of lifebuoy soap to kill the germs on hands. A similar rural ad campaign continues today as well, with lifebuoy hygiene program in countries like India, Bangladesh, Pakistan, Sri Lanka, Indonesia and Vietnam.

Internal and external business environment

Professional, governmental, economic, cultural, demographic.

Work analysis: Financial growth, sales, shareholder assesment customer achievement, product quality, brand partnership, relative cost, new products, employee aptitude and performance, product analysis

Customer analysis: Segments, motivations, needs.

Source of Strategic options: Past and current strategic problems, organizational capabilities and constraints, strengths and weaknesses.

Competitor/ Industry analysis: Identity, strategic groups, performance, image, objectives, strategies, culture, cost structure,

Market personality analysis: Size, projected growth, profitability, entry barriers, cost structure, distribution system, trends.

Marketing and Communication Strategy for marketing Lifebuoy. Hindustan Unilever Ltd. (HUL) is one of the few FMCG's to be highly successful in rural India. It has been a pioneer in reaching out to the smallest of villages with innovative products. HUL is also open to the idea of creating rural-specific brands since it will only deploy the marketing media effort for the brands. Today, HUL's brands have become household names. The company has access to both global and local research, technology and development teams. It is fully supported by its nation-wide manufacturing and distribution network.

The well-planned market strategy can be vital to the growth of the business. Decisions are mainly taken on the basis of the marketing plan. Marketing strategy can help to not only define the business goals but also help to develop the activities to achieve them. To make the marketing strategy the first thing required is that the company's unique selling proposition, which makes the product apart from the rest of the market. What is unique about the product? Why should the consumer choose the product? These are the points required to be addressed in the strategic plan. The next thing is the target market. Which segment of the consumer the product is targeting. Now the next step is the positioning of the product, and finally the marketing method. A number of the requisites for creating a grip within the rural market include:

- 1) Strong network channel
- 2) Minimum profit gain
- 3) Easy communication message
- 4) Lesser-priced packs to extend shopping for power
- 5) Packaging in smaller units and localized style that draws target customers
- 6) Convenience of storage while use
- 7) Thorough data of the village mindset.

In brief, the strategy revolves around what catch the eye of rural consumers to a product.

Lifebuoy Swastha Chetna: To popularize the Lifebuoy brand in rural India, an innovative communication package known as the Swastha

Review of Literature

A drastic change in perception of marketers towards the vibrant and increase of rural markets is called for, so they can successfully impress on the 230 million Rural audiences spread over approximately six hundred thousand villages in Rural India

While preparing for the research paper, we also reviewed some of the empirical literature available. One such report was a study undertaken jointly by MART and Anugrah Madison in south and north India, covering both urban and rural areas, to assess the comprehension, association, credibility and

acceptability of television commercials for Babool (featuring a young man undertaking a series of activities, yet looking fresh throughout the day) and Navratan hair oil (featuring the film actors Govinda and Rambha in a group dance) in the FMCG category, and Samsung Plano Digital Flat TV (an estranged young couple being united because of the rays emanating from the TV) and Asian Paints exterior emulsion paint (featuring the average Joe Sunil Babu) in the consumer durables category.

Respondents included 60 regular TV viewers in the age group of 18-50 years both male and female from urban and rural areas. The following were the primary findings (Mart Knowledge Centre).

Kavitha T., (2012) studied that, the new phase of rural consumption appears to provide a great opportunity for the F.M.C.G. sectors. The study found that the marketers would need to evolve new strategies to connect and communicate with a more unreserved and aware consumer than ever before. Because of this, the product and brand development cycles will need to undergo a big and dramatic change. Today's rural consumer is not just indulgent, but 'smart' too: she wants products that carry the best of traditional wisdom and modern science, providing her convenience and individualism in one go. This means product and brand strategies that respond to these demands are more likely to succeed.

Sisodia R., (2011), Concluded that in order to achieve double digit growth targets in future in the rural markets, F.M.C.G. companies will have to gain inroads. Once a company carefully weighs in the roadblock, the success is almost certain, considering there's a huge potential and definitely a lot of money in rural India. The companies entering rural market must do so for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market.

.Talwar. P., et al (2011) come to the conclusion that, it has found that F.M.C.G. companies mainly focus on specific customized promotional strategies which include using local language and talent for a particular place. Various F.M.C.G. players provide different training programs in order to expand rural penetration.

Dixit D., (2011) found in his study that, top line or bottom line, growths should not be the objective of getting into rural markets. For as of now, all these markets offer is a future opportunity. One can't really make fortunes out of these markets as yet. It is an investment being made, both in terms of efforts and capital, which will take some time before it shows results. Rural marketing, as of now, is all about seeding the markets, creating awareness about brands and promoting a culture for consumption.

Badugu D. and Chauhan S. (2011) concluded in his study that, looking at the challenges and the opportunities which rural markets offer to the marketers it can be said That only those who can understand the dynamics of rural markets and exploit them to their best advantage can vouch for the fact that the future is very promising. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India.

A way to do non secular marketing to succeed in the consumers of the rural area: For that the seller will target any of the non-secular events of places. Within a short span of time the corporate are going to be ready to communicate to an enormous number of potential customers concerning the products and also the services and may build complete awareness. Kumbhmela, where 30 million folks, largely from rural areas, were expected to come back over the span of a month. The businesses will offer 'touch and feel' demonstrations and distribute free samples. This well-tryed to be very effective in advertising to the rural market. Another potential means of making complete awareness among the rural client is to produce free services. Godrej Consumer Products Ltd is present at the Kumbh Mela, with a kiosk and a team of about five people, adding more people on the main bathing days. These activities are focused mainly on raising awareness of, and inducing sampling for its toilet soaps.

Target Sample size: Primary Data Sample size selection (50 to 100 participants: Marketing Industry Professionals) New Delhi NCR, SEC A+, A, B+ (Research methodology based on questionnaire)

Secondary Data Sample size selection (50 to 100 participants Consumers/Youth in Professionals/Colleges/Schools in rural outer Delhi villages) 30 Days New Delhi NCR, SEC B, C, D (Quantitative research through Content analysis to get brand image perception, attitudes, intention)

Primary Data collection (25 tentative participants: Focus Group Advertisers/Marketing/ Brand Managers/Advertisers) New Delhi NCR, SEC A+, A, B+ (research methodology based on company data survey)

Research Problem

The intent of the paper is to study the opportunities and challenges of "Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap."

Hypothesis

It hypothesizes those innovative strategies in rural marketing to target rural population in Delhi villages is fast emerging as the most effective mechanism of marketing strategy as it influences their purchasing decisions.

Objective of the Study

The objective of the proposed research is to elaborate on the topic "Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap". This research aims to understand and specify how Innovative Strategies in Rural Marketing affects the Indian Consumer mindset in rural villages.

Communication through innovative way reaches the minds of consumer. Consequently, there is change in consumer's behavior. Now they feel attracted towards a particular brand. Example: A study of Hindustan Unilever Brand "Lifebuoy: Help a child reach 5" 360 degree social awareness campaign in Advertising. Brand draws the attention of the consumer by its slogan "Help a child reach 5".

This topic has been hand-picked for study with the subsequent objectives:

- To understand and live the impact of Innovative methods in rural marketing by HUL.
- To understand major call areas like impact of Communication methods by HUL in marketing Lifebuoy Soap among rural audiences with their advertising, mission, message in media and measurement its impact on the buyer.
- To understand and live the impact of Innovation in marketing communication in complete building, complete recall and at last the selection of arrange whereas shopping for it.

Research Methodology

The entire research work will be based on both qualitative and quantitative methods. While focusing on the sample survey method, a diagnostic research design will be framed to develop Integrated Marketing Communication Rural Strategies by HUL in marketing Lifebuoy Soap among rural outer Delhi Villages. This study will use a review study method to analyze the secondary data & observation. In this review study, researcher will analyze secondary data through a series of interviews, expert comments and live cases from various literatures and through live observations to understand the value of communication strategies. Hence the following methodology at various stages of the research will be undertaken.

Qualitative Research methodology

Qualitative research gives us several other interesting methods of understanding rural behaviour, which can be used in participatory approaches or as part of interview techniques. Sometimes these methods are also used as standalone exercises. Outer Delhi villages rural consumers must be understood in the context of their behaviour, beliefs, opinions, emotions, culture and relationships. These are very difficult to uncover with the help of only traditional, urban-based market research techniques.

Qualitative methods help in identifying intangible factors, such as social norms, socio-economic status, gender roles, ethnicity and religion, and community roles, which play a very important role in rural areas. These methods, thus, are especially effective in obtaining culturally specific information about the values, opinions, behaviours and social contexts of rural people.

Such techniques include naratology, storytelling, classical ethnography, projective techniques and metaphor analysis. The basic advantage of these methods is that they study consumer behaviour as it occurs naturally and outer Delhi villagers in their own settings. No attempt is made to manipulate the situation.

They help in getting a holistic perspective, rather than looking at a set of variables and help to discover underlying causes. Companies looking to develop new products or modify products for rural areas will find such techniques especially useful. Such techniques also help in discovering hidden needs which lead to making products that can be successful in rural markets.

Survey : Data collection technique

Types of data:

Primary data collected through sample survey among the consumers who observed communication in the print medium and out-of-home media.

While exploring the primary sources, one-to-one interviews with Marketing practitioners, experts, media planners, brand custodians and social advertising communication market researchers will also be conducted.

Secondary data to be collected through published material in books, articles, newspapers, magazines etc.

Data collected are tabulated and analyzed by using the SPSS (statistical package for social sciences) tools.

Tools of Data Collection:

There are different types of tools available for data collection, out of which the following would be used for collecting data:

- (i) One-to-One Interviews
- (ii) Questionnaire
- (iii) Interviews through Telephone, Mobile phone

I intend to use these above-mentioned methods for data collection in order to examine every aspect of the problem.

Innovative Strategies in Rural Marketing

Rural markets, as a part of any economy, have fresh possibility. The idea of rural markets in India remains in emerging form, and also the sector bearing a range of challenges. Several brands, that ought to be roaring, have failing miserably. This can be as a result of, most corporations attempt to extend marketing plans that they use in urban areas to the rural markets. The distinctive consumption patterns, tastes, and desires of the rural consumers ought to be analyzed at the merchandise starting stage so they match the requirements of the rural folks. Therefore, marketers ought to perceive the social dynamics and angle variations at intervals every village although nationwide it follows a standardized pattern.

Strategies to be followed in Indian Rural Marketing:

a) Marketing Strategy: Marketers ought to perceive the science of the rural consumers then act consequently. Rural marketing involves a lot of complete personal merchandising efforts compared to urban marketing. Companies have to be compelled to abstain from designing product for the urban markets and after pushing them at intervals the rural areas. To effectively faucet the rural market, a whole should associate it with a similar things the rural of us do. this will be done by utilizing the varied rural folks media to achieve them in their own language and in giant numbers so the whole is

related to the myriad rituals, celebrations, festivals, "melas", and different activities wherever they assemble.

b) Distribution Strategy: One of the ways could be using company delivery van which can serve two purposes - it can take the products to the consumers in every nook and corner of the market, and it conjointly enables the firm to ascertain direct contact with them, and thereby facilitate commercial. Annual "melas" organized are quite common and supply an awfully sensible platform for distribution as a result of folks visit them to create many purchases. In line with the Indian marketing research Bureau, around 8000 such melas area unit control in rural India once a year. Rural markets have the practice of fixing specific days in an exceedingly week as Market Days known as "Haats" once exchange of products and services are administrated. This can be another potential low value distribution channel available to the marketers. Also, each region consisting of many villages is mostly served by one satellite town termed as "Mandis" wherever folks favor to visit obtain their strong commodities. If marketing managers use these feeder cities, they'll simply be ready to cowl an outsized section of the rural population.

c) Promotional Strategy: Marketers should be extremely careful when selecting the mediums to be used for communication. Only 16% of the rural population has access to a vernacular newspaper. So, the audio visuals should be planned to convey a right message to the rural folks. The rich, ancient media forms like folk dances, puppet shows, etc., with that the rural consumers are acquainted and comfy, will be used for top impact product campaigns. Radio is additionally extremely popular supply of knowledge and diversion, Ads on radio can even be a useful tool for marketers.

Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is owned by Anglo-Dutch Company Unilever which has a 67% controlling share in HUL as of March 2015 and is the holding company of HUL. In India, it is headquartered out of Mumbai. HUL's products include foods, beverages, cleaning agents, personal care products and water purifiers. It employs over 16,000 employees, whilst also indirectly helping to facilitate the employment of over 65,000 people. The company was renamed in June 2007 as "Hindustan Unilever Limited".

Hindustan Unilever's spreads covers over 2 million retail spreads across India directly and its products are accessible in over 6.4 million stores in the country. As per Nielsen market research data, two out of three Indians use HUL products.

HUL provides 14 different categories in personal care, home and food products with 400 brands. No other company in India, touches so many people's lives in so many different ways. The company's brand portfolio has made them a leader in every field. Some popular brands of the company are Lipton, Knorr, Dove, and Omo.

Mission Statement: Mission statement describes what an organization does, what market it serves and what it seeks to accomplish in the future. The mission statement serves a guide for a day to day operation and the foundation for the future decision making. Strong mission statement builds commitment, loyalty, and motivation. (Lifebuoy, 2010)

Values and strategy: The purpose of the organization is to drive, to grow sustainably and in this way to create long-term value for all those who have stakes in the business. Company's efforts are guided by their code of business principles which set the standards of behavior of employees. It also outlines the commitments to stakeholders, including customers, suppliers, employees, communities and the environment

Research Findings & Data: Analysis

The result of the survey conducted as a part of the research study is presented and analysed in this chapter. In the first part of the study descriptive statistic of the survey respondents has been presented. In the second part of the study frequency analysis of the respondents have been presented. In the third part of the study cross tabulation of various demographic profiles has been analysed. Fourth portion consists of the factor analysis of four different factors with its attributes. Fifth part of the chapter consists of correlation analysis. Sixth part of the chapter consists of hypothesis formation, with the help of chi-square test. Seventh and the last portion of the chapter include the hypothesis testing.

Table- a: Main Source of Information for selected H.U.L. Products:

Selected Product s	Television		Radio		Newspaper		Wall Painting		Others		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Lux / Lifebuoy	916	94.4	10	1	6	0.6	7	0.7	31	3.2	970	100
Rin / Wheel	887	93.8	12	1.3	11	1.2	9	1	27	2.9	946	100

Source: Compiled from questionnaire –SPSS Output

Conclusions

The study will help in finding the effectiveness of “Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap”. It will also focus on and how to target customers are influenced by its impact on their purchasing decisions.

Recommendation

While re-launching the lifebuoy in the 2000, lifebuoy is targeting the family and has increase the market segment. According to my view point company can increase the market share by increasing the product range. Company can launch the lifebuoy shampoo variety in Rural markets too. These days in the baby care product Johnson and Johnson is the leading company. Unilever can increase the sales volume of the lifebuoy by entering into the baby care product. This sector of customer is not targeted by the lifebuoy. While launching the baby care product such as Lifebuoy baby shampoo, lifebuoy baby oil, lifebuoy baby talcum powder. The company can reach to the mass consumer.

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