



CONSUMER PREFERENCE FOR HUL (Hindustan Unilever Ltd) BEVERAGES IN COIMBATORE CITY

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ABSTRACT

This study which focuses on the opinion expectation, and satisfaction of the HUL PRODUCTS. Hindustan Unilever Limited (HUL) is India's largest consumer goods company based in Mumbai, Maharashtra. From 2004 to 2008 it has reduce the emission of carbon- di-oxide by more than 25% in the manufacturing. The company introduced over 35 brands such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of Consumers across India. To maintain their competitive advantage, it has Aggressively extended more deeply in India, moving from large to small towns, and from urban to semi-urban areas.

Keywords: HUL Products, Satisfaction, Expectation, Price, Quality, BRU Coffee.

INTRODUCTION:

HUL was formed in 1933 as Lever Brothers India Limited and came into being in 1956 as Hindustan Lever Limited through a merger of Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. It is headquartered in Mumbai, India and has employee strength of over 15,000 employees and contributes to indirect employment of over 52,000 people. The company was renamed in June 2007 as "Hindustan Unilever Limited". The Anglo-Dutch company Unilever owns a 52% majority stake in Hindustan unilever Limited. Hindustan Unilever's distribution covers over 1 million retail outlets across India directly and its products are available in over 6.3 million outlets in the country, nearly 80% of all retail outlets in India. It estimates that two out of three Indians use its many home and personal care products, food and beverages. Hindustan Unilever was recently rated among the top four companies globally in the list of "Global Top Companies for Leaders" by a study sponsored by Hewitt Associates, in partnership with Fortune magazine and the RBL Group. Hindustan Unilever Limited (HUL) is India's largest consumer goods company based in Mumbai, Maharashtra. From 2004 to 2008 it has reduce the emission of carbon- di-oxide by more than 25% in the manufacturing.

STATEMENT OF PROBLEM:

In this competitive world of products with various similarities coming from different competitors such as similar price, packaging, quality, advertising tactics and more on, It makes it difficult for the company to target their specific audience because there are various competitors in the market offering the similar type of product and it's the responsibility of the company to position their products in such a way that it stands out from the market and the customer remembers the product, its logo, features and rest of its attributes very well. The psychology plays an important role of how the consumers make decision between their needs and the quality of the product. Because of this problem, the purpose of this study is to know how branding affects the consumer's purchasing decision with the special reference to HUL Products.

SCOPE OF THE STUDY:

Research gap has been identified that previous research only done on the brand loyalty, consumer behaviour of various products or on the marketing strategies of the products of Hindustan Unilever Ltd. Basic researches are found on the marketing strategies of Hindustan Unilever Ltd. Hindustan Unilever Ltd has variety of products, so need is to identify the consumer buying behaviour which include consumer preference, consumer satisfaction, brand loyalty regarding personal care products of Hindustan Unilever Ltd. Data analysis of the study represents the analysis and interpretation of various questions asked by consumer who purchase personal care products of Hindustan Unilever Ltd. The scope of the study is limited to consumer in coimbatore city only.

REVIEW OF LITERATURE:

Shilpy Amphora (2014), the paper titled "A Study on advertising Fast Moving Consumer Goods"- The paper centres on promoting quick moving customer products. Quick moving purchaser merchandise is commonly low overall revenue items and along these lines sold in expansive amounts. In this manner, it is essential to concentrate on the best way to enhance brand an incentive for the clients the same number of brands are accessible for similar classes of items.

E. Lirad (2004) clarifies the relative importance of self and ideal self- image to the purchase intention of customers. He concludes that self-image and ideal self-image tend to be positively correlated with self-image than the ideal selfimage, whereas in some other products the purchase intension tents to be more correlated self-image.

Mr. S. Venkatesh (2005) made "A study on Brand preference towards surf excel with special reference to Erode town". The objective of the study was to know about the advertisement effect of surf excel and find out the satisfaction level of the consumer out of 100 customers, 50% felt the price is high and the most effective media of advertisement was found to be television.

Mr. N. Sundar (2006) in his study "Brand preference towards TVS fiero with reference to lotus Agencies", found that more than 70% of the respondents had good satisfaction for the style of the vehicle

Joseph W. Benoy (2006) says attractive is considered the element of source credibility. Many research in academic and business suggest that physical attractiveness is important cue in individual initial judgment of other person. They suggest the contingency approach to the study of source attractiveness and it affect on products and advertisement evolutions.

Kulkarni, Dr. Hundal B., (2011), Role of Promotion Mix In Influencing Rural Consumers, Int. Jour. of Business & Inf. Tech. Vol-1 No. 1 June 2011, pp-110-118, concluded in his study that, the rural market in India is quite fascinating and challenging in spite of all the difficulties existing. The potential is enormous. Even though, these markets have weaknesses, they also have tremendous opportunities which should be availed by the marketers. It is well known that "Markets are created and not born". The market so created should be tapped effectively.

RESEARCH METHODOLOGY:**RESEARCH DESIGN:**

A Research Design is simply a structural framework of various research methods as well as techniques that are utilized by a researcher. The research design helps a researcher to pursue their journey into the unknown but with a systematic approach by their side. The way an engineer or architect frames a design for a structure, likewise the researcher picks the design from various approaches in order to check which type of research to be carried out.

SIMPLE PERCENTAGE ANALYSIS:

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of the primary data. It deals with the number of respondents' response to a particular question in percentage arrived from the total population selected for the city. The simple percentage can be calculated by the following formula,

GENDER

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	85	31.7
2	Female	40	68.3
	TOTAL	125	100

INTERPRETATION

The above table shows 52% of respondents are male and 48% of respondents are female.

AGE GROUP

S.NO	AGE GROUP	RESPONDENTS	PERCENTAGE
1	21 - 35	32	26.2
2	35 - 45	71	56.3
3	45 - 50	22	17.5
	TOTAL	125	100

INTERPRETATION

The above table shows that, 26.2% of people are between 21-35 years, 56.3% of people are between 35-45 years, 17.5% of people are between 45-50 years.

WORKING STATUS

S.NO	WORKING STATUS	NO.OF RESPONDENTS	PERCENTAGE
1	Working	77	38.1
2	Un-working	48	61.9
	TOTAL	125	100

INTERPRETATION

The above table 4.1.4 shows that out of 125 respondents, 38.1% of the respondents are Working, 61.9% of the respondents are Un-working.

HUL PRODUCTS DO YOU USUALLY PREFER OR USE

S.NO	PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
1	Beverage	53	42.4
2	Skincare	17	13.6
3	Other	55	44
	TOTAL	125	100

INTERPRETATION

In the above table 4.1.9 shows the HUL Product do you usually prefer or use, among the preference out of the 125 respondents, 42.4% of the respondents prefer Beverage, 13.6% of the respondents prefer Skincare, 44% of the respondents prefer Others.

AWARENESS ABOUT BRU COFFEE

S.NO	AWARENESS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	120	96
2	No	5	4
	TOTAL	125	100

INTERPRETATION

In the above table 4.1.18 shows the Satisfaction with HUL Products, among the preference out of the 125 respondents, 96% of the respondents of YES, 4% of the respondents of NO

SHOPS YOU PURCHASE BRU COFFEE

On the basis of the Reason to preference BRU Coffee, the respondents are classified into four categories as shown in the following table.

S.NO	SHOPS	NO.OF RESPONDENTS	PERCENTAGE
1	Department store	98	78.4
2	Hyper market	13	10.4
3	Petti shop	14	11.2
4	Online shopping	0	0
	TOTAL	125	100

INTERPRETATION

The above table 4.1.27 shows that out of 125 respondents, 78.4% purchase in Department store, 10.4% purchase in Hyper store, 11.2% purchase in Petti shop.

SUGGESTIONS:

- Some of the respondents feels that the price of the brand is very high.
- Majority of respondents needs more varieties in the brand.
- Some of the respondents suggest improvement in the quality of the products.
- Some of the respondents purchase HUL products in departmental stores.
- They purchase the branded products on the basis of the brand image, quality and uniqueness of the brand.
- Some of the respondents suggest improvement in the quantity of the products

CONCLUSIONS:

This study is an attempt to focus attention of the brand preference towards HUL products. HUL is striving to lower the cost of our sourcing. Manufacturing and distribution processes while still maintaining and improving the quality of our products. Strong brands help to build the corporate image making it earlier to launch new brands and gain acceptance by distributors and consumers. Consumer wants the brand names to help them in quality, quantity, price, style, package, difference and shop. In the present study, factors and issues relating to brand awareness and prevailing for the HUL has been discussed. The finding help to identify the strong and weak points of various brand and suggestion have been framed with a view to generating higher degree of brand awareness, preference and satisfaction towards the Hindustan Unilever Limited.

The Main important category of consumer behavior research on brand is brand awareness. Suitable forms of marketing activities as a whole can create a positive association and start a purchase action of positively seen brands. Brands represents a certain value in the minds of the consumers. Branding ensures a particular level of quality of the product.

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