



A STUDY ON CONSUMER PREFERENCES TOWARDS HINDUSTAN UNILEVER PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study focuses on the relationship between consumer preferences and purchase of Hindustan Unilever Products and also to know the most important factor of consumer behavior in Coimbatore district. For the current topic the data was collected through questionnaires based survey. This study not only focus on consumer needs and wants, their habits, taste, their likes and dislikes, and it also answer the questions like What they buy? Why they buy? Where they buy? Added to this consumer satisfaction, is widely recognized as a key pressure in the formation of consumer's future purchase intentions.

Key words: HUL, consumer satisfaction, buying behavior

INTRODUCTION

Hindustan Unilever Limited (HUL) is India's leading Fast Moving Consumer Goods Company. It works to make enhanced future every day and helps people feel fine, look good and get more out of life with brands and services that are good for them and good for others. The business introduced over 42 brands such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a element of the everyday life of millions of consumers across India. It is the leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Close-up, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pure it etc., To sustain their market management, it pursue innovative sharing mechanisms to reach the millions of possible consumers in both urban areas and small remote villages where there is no retail sharing network, no advertising exposure, and poor roads and

transport. To uphold their competitive advantage, it has assertively extended more deeply in India, moving from large to small towns, and from urban to semi-urban areas. The present study is an attempt to identify the preferred brand and the level of satisfaction on the Personal care products of HUL in Coimbatore City.

REVIEW OF LITERATURE

Arunkumar and Madhvi., (2006) in their paper entitled “Rural Marketing for FMCG” found that, changes from domestic to global, economy is confirmed to major and far-reaching. Corporate sector has already realized the vast opportunities existing in the rural sector and are trying to harness these with their strategies specially aimed at rural markets. Marketing in rural areas needs altogether different strategy as against the marketing in urban area.

Bhatta and Jaiswal., (1986) in their study entitled “A Study of an Advertising Impact and Consumer Reaction” analyzed that the reaction consumers towards washing powder advertising and purchase behavior of consumers in Baroda city. In most of the cases the study discovered that females took decisions regarding the purchase of a particular trade name considering some important aspects like good quality, less consumption, advertisement and low cost. Founded Maximum numbers of consumers were attracted by television advertisements.

OBJECTIVES OF THE STUDY

- To study the consumer ideas, and preferences on HUL products relating to Home care, Skin care, Detergents, Refreshments etc.
- To determine the influencing factors towards buying HUL products.
- To measure the level of satisfaction towards the marketing mix factored HUL products.

SCOPE OF THE STUDY

Data analysis of the study represents the analysis and interpretation of consumer preferences on the HUL products. The scope of the study is limited to consumer in Coimbatore City only. HUL has variety of products, so need to identify the consumer buying behavior with include consumer preferences, consumer satisfaction and brand loyalty of HUL. Research gap has been identified on consumer preferences on various products of HUL.

AREA OF THE STUDY:

The area of study describes the perception about Consumer preferences towards Hindustan Unilever Limited products with special reference to consumer satisfaction and consumer's influence towards the product.

SAMPLE SIZE:

For the purpose of the study 50 questionnaires were collected. Convenience sampling method is administered in this study.

TOOLS USED FOR ANALYSIS:

Percentage analysis and chi - square method is also used.

DATA ANALYSIS AND INTERPRETATION

Table no 1 describes the Socio Economic Background of the Consumers

S.no	Particular	Classification	No of respondents	Percentage
01	Age group	Below 18 years	7	14
		19 –40 years	34	68
		41 – 60 years	8	16
		Above 60 years	1	2
		Total	50	100
02	Gender	Male	28	56
		Female	22	44
		Total	50	100
03	Educational Qualification	School level	17	34
		UG/PG	30	60
		Research scholar	-	-
		Other specify	3	6
		Total	50	100
04	Occupational Status	Employee	25	50
		Business	7	14
		Professional	2	4
		Other specify	16	32
		Total	50	100
05	Monthly Income	Less than 15000	13	26
		15000 - 30000	29	58
		More than 30000	8	16
		Total	50	100
06	No. of members in family	2 - 4	36	72
		4 - 6	13	26
		Above 6	1	2
		Total	50	100

INTERPRETATION:

From the above table 1, it is clear that the general profile of the respondents shows that:

- 14% of the respondents are of below 18 years, 68% are of 19-40 years, 16% are of 41-60 years and 2% are above 60 years.
- 56% of the respondents are male and 44% of the respondents are female.
- 34% of the respondents are at the school level, 60% of the respondents are at the UG/PG level, and 6% are other respondents.
- 50% of the respondents are employees, 14% of the respondents are of business, 4% of the respondents are professionals and 32% of the other respondents
- 26% of the respondents have a monthly income of below Rs.15,000, 58% of the respondents between Rs.15,000 to Rs.30,000 and 16% of the respondents have monthly income above Rs. 30000
- 72% of the respondents have a 2-4 members in family, 26% of the respondents have 4-6 members and 2% of the respondents have above 6 members in family.

CHI-SQUARE TEST

Table no2 describes the Relationship between Gender and Categories in HUL that are used by the Respondents

HYPOTHESIS

There is no significant relationship between gender of the respondents and categories in HUL that are used by the respondents.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.645 ^a	3	.001
Likelihood Ratio	16.974	3	.001
Linear-by-Linear Association	.282	1	.595
N of Valid Cases	50		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.28.

INTREPRETATION:

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is rejected. So there is a relationship between gender of the respondents and categories in HUL that are used by the respondents.

FINDINGS

- Majority (56%) of the respondents are Male.
- Majority (68%) of the respondents are belonging to the age group between 19-40years.
- Majority (60%) of the respondents have qualified to UG/PG.
- Majority (50%) of the respondents are employee.
- Majority (58%) of the respondents income level is between 15000-3000 .
- Majority (72%) of the respondents are from 2-4 members in the family .

SUGGESTIONS

- Consumers are not fully aware about all the products of HUL. So HUL should advertise the less aware products so that consumer may become fully aware about each & every products of HUL.
- HUL should focus on all the brand of its products. The main focus is to increase the brand image on its products.
- Very less consumer are using products like foods & deodorants so the quality of these products should increase to increase the sales.
- People also preferred products on the retailer suggestions. So steps should be taken to promote retailers. Retailers should be given more credit time and credit facility. They should be given incentives, gifts on the large sale volume and selling of less aware products.
- Some products in HUL are not purchased by the consumers due to high price. So price should be reduced of these products by HUL.
- Consumer mostly prefers products in small sachets in small size. So some products should be launched in small packages.
- The packaging of the some products should be more attractive.
- The discounts / incentives for the products can be introduced. For eg; extra quantity, price offer
- Some special attention should be focused in Hair care and Toothpaste products in HUL.

- The quality/ quantity of the products must be made in good quality and in more quantity.
- Innovative strategies can be used to increase the sale of products of HUL.

CONCLUSION:

After studying the consumer preference towards the various products of Hindustan Unilever Ltd. Consumer preference is identified. Strong brands help to build the corporate image making it earlier to launch new brands and gain acceptance by distributors and consumers. Consumers want the products names to help them in quality, quantity, price, style, package, difference and shop. Mostly consumers used the Detergents and refreshment products and so on. Respondents mostly aware from the T.V. about all the products of HUL. Quality, Variety, Availability and Advertising, Feedbacks are the most preferring factors for purchase the products of Hindustan Unilever Ltd. Consumers are brand loyal towards the HUL products. The retailer suggestion also affected the purchasing of some particular product. Today low priced competition present in all categories so without studying consumer preferences we cannot survive. And counterfeit products are available in rural areas so company should take steps so that consumer is aware about all the various products of Hindustan Unilever Ltd.

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