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A STUDY OF CONSUMER PERCEPTION ON HINDUSTAN UNILEVER PRODUCTS WITH SPECIAL REFERENCE TO VILLUPURAM TOWN

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Abstract

The study highlighted on consumer perception on Unilever products. It had an objective to determine the consumer awareness on Hindustan Unilever products and the primary objective was to study the consumer satisfaction and the brand loyalty towards customers in the relation with price and quality of the products in Hindustan Unilever. The data was collected from 50 respondents through primary data. The sample study of respondents was selected through random sampling method. After collecting the data, simple percentage analysis method and chi-square test was used as statistical tools for the data collected. From the data analysed in this study, the respondents are satisfied with the availability of products and some are dissatisfied with the price of the products. The suggestion was to improve media publicity. The conclusion was the level of satisfaction and the perception towards Hindustan Unilever products have significant connection.

Keywords: FMCG, Beauty products, Awareness, Perception, HUL.

Introduction

Hindustan Unilever is a subsidiary company of Unilever. It is company which is headquartered in Mumbai, India. Hindustan Unilever was established in 1931 as Hindustan Vanaspati Manufacturing Co. and it was a merger of constituent groups in 1956, which was renamed Hindustan Lever Limited. Its products include beverages, food, water purifier, cleaning agents, personal care products and other fast-moving consumer goods. The company was renamed in June 2007 as Hindustan Unilever Limited. It believes that an organisation's worth is also in the service it renders to the community and focuses on hygiene, nutrition, enhancement of livelihoods, reduction of greenhouse gases and water footprint. It is also mixed up in education and rehabilitation of special or underprivileged children, care for the destitute and HIV-positive, and rural development. HUL has also responded in case of national calamities / adversities and contributes through various welfare measures, most recent being the relief and rehabilitation of the people affected by the Tsunami disaster, in India. Hindustan Unilever faces an aggressive competition with other FMCG products, which is No. 1 in FMCG sector. The most critical aspect of this industry's growth is increased visibility, better access to goods and change in lifestyles.

Top FMCG Companies:

The top companies are Nirma, Bikanervala, Marico, CavinKare, Dabur India Ltd., Amul, Hindustan Unilever, Pidilite Industries, Emami, Parle Agro, Colgate Palmolive India Ltd., Haldiram's, Britannia, etc. The company's portfolio comprises leading household brands such as Surf Excel, Lux, Lifebuoy, Pond's, Vaseline, Rin, Wheel, Clinic Plus, knor, Fair & Lovely, Kwaliti Wall's, Lakmé, Pepsodent, Dove, Closeup, Sunsilk, Axe, Bru, Brooke Bond, Pureit, Kissan, soaps, skin care, detergents, deodorants, shampoos, toothpastes, cosmetics, packaged foods, tea, water purifiers, coffee, and ice cream.

Competitors:

The competitors of HUL in FMCG sector, ITC, Marico, Godrej Consumer, Nima Ltd., Colgate-Palmolive, Procter and Gamble, L'Oréal, Dabur. It is said that Hindustan Unilever, the country's largest FMCG company, will reskill or upskill all its employees for future-fit skills by 2025, increase inclusivity and raise living standards across value chain as part of a global initiative of its parent Unilever. In 2021, HUL will make their Climate Transition Action Plan setting ourselves the goal of reducing their greenhouse emissions to nil by 2030, and the value chain to nil by 2039. Globally, their commitments include three aspects of the future of work. HUL also ensures that everyone who directly provides goods and services to the company earns at least of a living wage or income in future.

Review of Literature

Mahadeva Murthy C, Veena K P (2015) Published on International Journal of Multinational Research Review, Export Opportunities and Challenges Of FMCG Sector: A case study of Hindustan Unilever Limited Vol.1, Issue 4, (P)1-7. This study focuses on Fast Moving Consumer Goods sector of Indian Economy. It highlights the problems faced, growth trends in sales exports and imports of HUL industry. It insists that it is possible for FMCG Industries to bring about changes in their strategies in creating consumer preferences. The export opportunities and challenges in FMCG products, has seen a wide range of innovations in India. In spite of their drawbacks.

Chintan Suthar, Sorava Sharma, Jayprakash Lamoria (2021) Published on International Journal of Creative Research Thought (IJCRT) "A Study of Emerging Trend of Hindustan Unilever Limited (FMCG) of Bath Soap product in Vadodara City". Vol.9, Issue 4, (P)872-881. This study focuses on the availability of those goods is therefore not a conic 10% of the population of India likes un rural areas so about 50% of the Soaps is sold in rural market. Sample plane using of sample are. Selected using the following sampling. Techniques Simple random Sampling convenience Sampling Hut also Launched the project SHAKTI, which provide it with direct access to the rural market.

Sarath A, Kamalakannan K (2018) Published on International Journal of Science, Engineering and Management. "Consumer satisfaction on personal care product of Hindustan Unilever limited with reference to toothpastes". Vol.3 Issue 4, (P)628-631. This study focus on Hindustan Unilever is another significant player with toothpaste brand pepsodent and close up. The sample respondents are classified preference place of purchase personal care products. It is presented in the following. It is also association between the variable selected and the level of satisfaction of the consumers.

Pushpraj Wagh (2021) Published on UGC CARE Journal "A study of consumer behaviour towards cosmetic products with reference to Lakme" Vol 44, NO.1(III), (P)38-44. This study focuses on Lakme is the Indian's well – known, popular and successful brand over 65 years. Lakme provide a wide range of beauty products for women like face wash, scrub, lotion, moisturizer, cleansers, etc. Lakme has proven record of consistent quality of product, the design and towards customer service. The researcher, with the use of a structured questionnaire collected information from 100 women in Pune City using lakme products. The information was analysed by using statistical techniques – factor analysis, chi – square analysis, pie charts, percentages etc.

Farhad Uddin (2021) Published on Global Journal of Management and Business Research E Marketing "Glow and lovely: old wine in a new bottle" Vol 2, issue 4,(P)4-12. This study focuses on Unilever a well – profiting cosmetic company, changing its products name 'Fair and lovely' to 'Glow and lovely' does the same thing as other cosmetic companies do in their advertisement looking like old wine in a new bottle. In this research purposive sampling has been adopted, as elements, taken to analyze in this research, have specific characteristics or qualities people here consider light skin more attractive and desirable and create discrimination showing no attraction to dark – skinned people especially women. The 'signs' in the advertisement rein force their perceptions about Beauty and establish myths.

Statement Of Problem

If the cost of Raw material rise, the production cost and distribution cost may also increase, which may lead to expensive rates of FMCG Products. This may affect the buying pattern of the customers, which may lead to dissatisfaction in the products.

Objectives Of The Study

1. To measure the customer awareness on HUL Products.
2. To study the customers` satisfaction on products of HUL.
3. To study the brand loyalty towards customers in relation with price and quality.

Scope Of The Study

As the rural market is in its infant stage of growing it offers a good scope for the research. The market is in developing stage. Hindustan Unilever has wide range of products and it is the no.1 fast moving consumer goods.

Hence the research is made to analysis about the perception and awareness towards Hindustan Unilever products and the purchasing power of its customers.

Limitations Of The Study

India is the vast country and predominantly dominant by the ruler areas. It has diversity in development stages. There is regional imbalance of socio-economic development from various districts. Sincere efforts were taken to collect maximum information from the respondents. The study is made in Villupuram city only. Only 50 respondents have been taken for the study. This research focus on personal and beauty care products. The selected products have alone been considered for the research is Lakme, Elle 18, dove. The respondents felt bit shy in furnishing the information, rather of giving the point of information which has been required to refined.

Research Methodology

Research Design

A research design is the arrangement of condition for collection and analysis data in a manner that aims to combine to research purpose. The decision is regarding What, How much by what means concerning a research study by constituting a research design. We have used Descriptive research for our study.

Sample Design

The Researchers chose to simple random sampling method. Simple random sampling. It involves selecting the desired sample size and also picking observations from people in a way that everyone has an identical chance of getting selected until the final sample size is finalised.

Sample Size Of The Study

Only 50 respondents have been selected through Primary sampling method. Primary sampling unit refers to sampling units that are selected in the first (primary) stage of a multi-stage sample ultimately aimed at selecting individual elements.

Area of the Study

The area of study focuses on Villupuram Town of Tamil Nadu.

Period of the Study

The Researchers had a time duration from July to November (2022) for the study of the research.

Hypothesis Of The Study

H₀₁ – There is no significant relationship between level of satisfaction of respondents and their perception towards HUL Products.

H₀₂ – There is significant relationship between level of satisfaction of respondents and their perception towards HUL Products.

Statistical Methods And Tools

- Simple Percentage Analysis
- Chi-Square Test

DATA ANALYSIS AND INTERPRETATION

1. Where do you buy FMCG products?

PARTICULARS	FREQUENCY	CUMMULATIVE	PERCENTAGE
Super Market	29	29	58
Retail Stores	13	42	26
Online	04	46	08
Others	04	50	08
TOTAL	50	50	100

Source: Primary Data



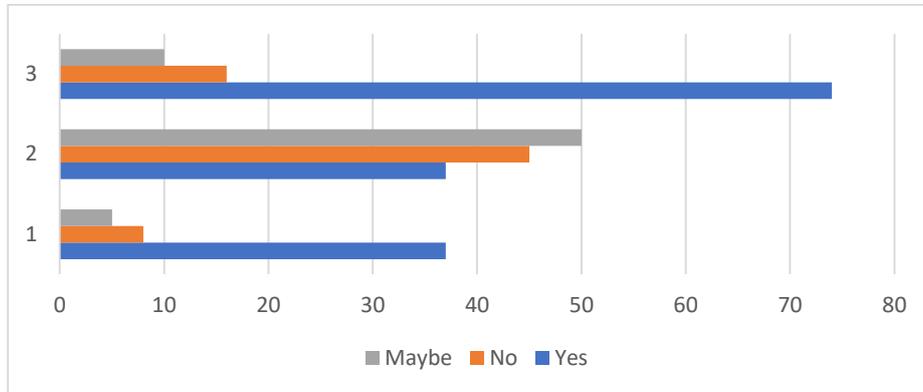
Interpretation:

This table exhibits majority 58% of respondents shop from super market, 26% of respondents shop from retail stores, 8% of respondents shop from online/others.

2. Do you know about Hindustan Unilever?

PARTICULARS	FREQUENCY	CUMMULATIVE	PERCENTAGE
Yes	37	37	74
No	08	45	16
Maybe	05	50	10
TOTAL	50	50	100

Source: Primary Data



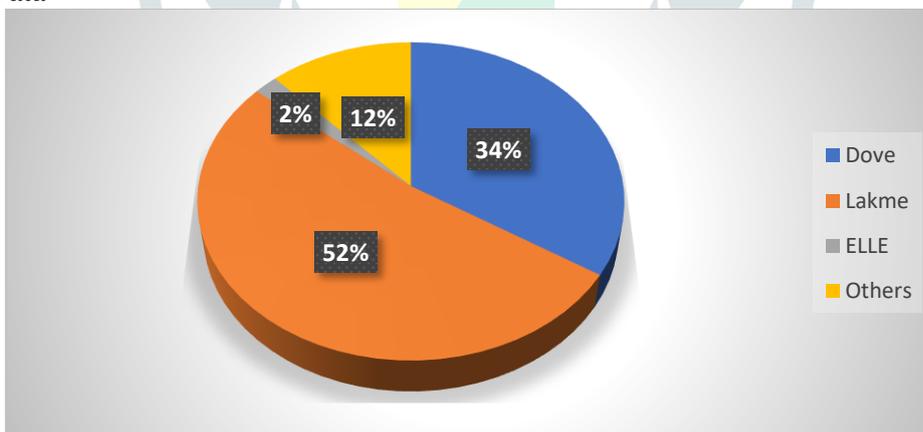
Interpretation:

This table expose majority 74% respondents of “yes”, 16% of respondents “No”, 10% of respondents are maybe.

3. Which among the beauty products of HUL you prefer?

PARTICULARS	FREQUENCY	CUMMULATIVE	PERCENTAGE
Dove	17	17	34
Lakme	26	43	52
ELLE	01	44	2
Others	06	50	12
TOTAL	50	50	100

Source: Primary Data



Interpretation:

This table shows majority 52% respondents of Lakme, 34% of respondents of dove, 12% of respondents are others 2% of respondents are ELLE 18.

CHI SQUARE TEST

Table: 1

RELATIONSHIP BETWEEN LEVEL OF SATISFACTION OF RESPONDENTS TO THEIR PERCEPTION TOWARDS HUL PRODUCTS

FACTORS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DIS-SATISFIED	HIGHLY DISSATISFIED	TOTAL
Price	09	20	16	04	01	50
Quality	11	26	13	0	0	50
Quantity	09	19	22	0	0	50

Brand	11	23	13	1	02	50
Availability Of Products	9	29	11	1	0	50
TOATL	49	117	75	06	03	250

Source: Primary Data

H₀₁ – There is no significant relationship between level of satisfaction of respondents and their perception towards HUL Products.

H₀₂ – There is significant relationship between level of satisfaction of respondents and their perception towards HUL Products.

Level of Significance : 5%

Degree of Freedom : 16

Tabulated value : 26.296

Calculated value : 22.697

Since the calculated value is lesser than table value the null hypothesis is rejected. There is significant relation between level of satisfaction of respondents and their perception towards HUL Products.

Findings

- Most graduated people have awareness about Hindustan Unilever products.
- Majority people buy FMCG products in super market.
- People get attention for making purchase through television.
- Can categorise a product only after years of product usage.
- People has satisfaction in Hindustan Unilever products.

Suggestions

- Can make familiar about B2B of Hindustan Unilever.
- Media publicity can be improved.
- Innovation of products is an absolute way of finding new customers.
- The company can introduce more varieties of beauty products for Men.
- Way of packing products can attract people even more.

Conclusion

A survey of people has been conducted to know the perception in Personal Care and Beauty Products of Hindustan Unilever. Some people often like to have make over with quality, quantity and availability of products. Hindustan Unilever is No. 1 in FMCG Sector which has consumer satisfaction as its one of the main objectives. The company is fond of Women Empowerment in the country. The study also reveals the consumer awareness and consciousness towards to products are stable in the varied category of price, quality, quantity, brand and Availability of Products. Hence the researchers conclude that the level of satisfaction and the perception towards HUL products of the consumers has significant connection. In this era of ever-increasing competition. It is very important for HUL to keep a constant eye on preferences and behavior of their customers in order to capture the mass number of untapped market in both rural and urban areas of India.

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