A STUDY ON SHOPPERS CHOICE TOWARDS HINDUSTAN UNILEVER LIMITED PERSONAL CARE PRODUCTS

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ABSTRACT:
Now a day's most business organizations are operating in a complex and competitive environment where demands are constantlychanging. In this era of intense competition, especially within the FMCG sector, one can achieve success only after having a thorough understanding about their target consumer preference and satisfaction. Personal care category in India was valued at Rs.54.6billion. An average Indian spends 8% of his income on personal care products. Personal care industry is composed of hair care, bath products, skin care and cosmetics, and oral care. Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of two out of three Indians Hindustan Unilever is looking to diversify its beauty and personal care portfolio and is also working on expanding its distribution network across the country over the next two years. The study is conducted in and around Pollachi and a sample of 50 respondents was taken. The study intends to identify the level of satisfaction of various factors on the purchase of personal care products by the consumers. An attempt has been made to identify the preferred brand of personal care products of HUL. The study shows that consumers give more importance to the 'Price' of the personal care brands they buy. Further the variation of the influence of different factors across gender, marital status, age groupand educational level of respondents was also analyzed in this article.
Keywords: FMCG - Preference - Customer Satisfaction– Brand– HUL– Personal care products.

1.1 INTRODUCTION

A shopper is someone who shops in a store. They may, or may not be consumers of what they buy, and they may behave differently on different shopping occasions. At the heart of retail marketing is the understanding of shopper behavior is how people think, how they feel and how they act at any given time in any given situation. Shoppers may differ significantly, among other distinctive features, in their motivations for shopping, mall selection criteria, buying patterns and purchase decision making and these dimensions have used to study shopping behavior.

1.2 STATEMENT OF THE 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 variouscompetitors 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 andthe shoppers remembers the product, its logo, features and rest of its attributes very well.

1.3 SCOPE OF THE STUDY

The study is undertaken to analyses the shopper's choice on personal care product of Hindustan Unilever Limited. The sample respondents are selected for analysis who is residing within the limit of Coimbatore.

1.4 OBJECTIVE OF THE STUDY

The following are the main objectives of the study
➢ To identify the preferred brand of personal care products of Hindustan UnileverLimited.
➢ To study the factors influencing shoppers' choice on the personal care products.
➢ To study the level of consumer satisfaction towards personal care products.
➢ To measure the problem facing by the target audience when purchasing the product.
➢ To investigate the impact of packaging, price, and product quality on consumerspurchasing decision.
➢ To interpret the results of the measurements based on statistical analysis.

1.5 REVIEW OF THE LITERATURE

Farhad Uddin (2021) Published on Global Journal of Management and Business ResearchE 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.

Thiyagaraj (2015) conducted a study to identify the brand preference of hair oil in Tiruppur city of Tamil Nadu. The researcher adopted survey method and deployed structured questionnaire to identify and explore the brand preference in hair oil product mix. The result reveals that advertisement is the vital aspect determining the brand preference followed by quality and income. The researcher suggested that advertisementsshould reflect real life of the consumers to induce them for higher consumption.

1.6 RESEARCH METHODOLOGY

A research methodology is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyze information regarding a specific research topic.

Research design

By the term 'research', we can understand that it's a collection of data that includes critical information by taking research methodologies into consideration. In other words, it is a compilation of information or data explored by setting a hypothesis and consequently coming up with substantive findings in an organized

Period of the study

The study was carried out during the period January 2023 to April, 2023.

Sample size

A sample of 152 respondents were selected on the basis of sampling method with the view of Hindustan Unilever limited products user's how they are aware about personal care products.

Source of data

The study is based on primary and secondary data.

1.7 LIMITATIONS OF THE STUDY

➤ The study is made in Coimbatore city only.

➤ The data has been collected from only 152 respondents.

➤ The study is only focused on shopper choice towards Hindustan Unilever PersonalCare Products.

2. HISTORY

The company was renamed in June 2007 as "Hindustan Unilever Limited". Lever Brothers first commenced operations in India in the summer of 1888, when crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers" were shipped to the Kolkata harbour and it began an era of marketing branded Fast Moving Consumer Goods (FMCG). In 1956, it became known as Hindustan Lever Limited, as a result of a merger between Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. Hindustan Unilever Limited was established in 1933 as Lever Brothers India Limited by Lever Brothers. We will develop new ways of doing business with the aim of doubling the size of our company while reducing our environmental impact.

3. DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. A detailed analysis can be made so as to present suitable interpretation for the same. The data have been analysed using the following statistical tools.

The tools used for analysis are

❖ Simple percentage analysis

❖ Rank analysis

3.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentage mainly to facilitate standardization and comparison between two or more series of data. Percentages are used to describe the relationship.

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$$

TABLE 3.1.1
GENDER OF THE RESPONDENTS

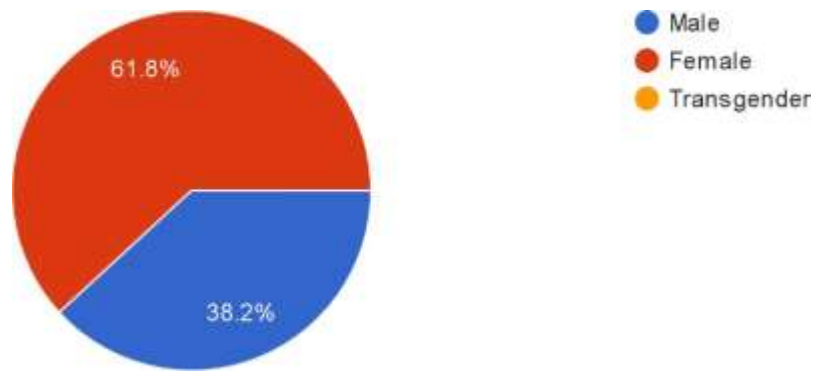| S.NO	GENDER	NO OF RESPONSES	PERCENTAGE
1	Male	94	61.8
2	Female	58	38.2
3	Transgender	-	-
	TOTAL	**152**	100

SOURCE: Primary Data

INTERPRETATION:
It is observed from the above table 38.2% of them are belongs to Male and remaining 61.8% of them are Female.

INFERENCE:
Majority 61.8% of the respondents are belonging to Female.

CHART 3.1.1

GENDER OF THE RESPONDENTS

3.2 RANK ANALYSIS

Ranking the observation according the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in term of the number of respondents. The average is used to find the factors that have the highest priority. The highest priority is ranked as first followed by second, third and so on.

TABLE 3.2.1

RANK THE FOLLOWING FACTORS

PARTICULARS	1	2	3	4	5	TOTAL	RANK
Sunsilk	21(5)	22(4)	52(3)	36(2)	21(1)	462	I
Indulekha	7(5)	46(4)	55(3)	30(2)	14(1)	458	II
Clinic plus	5(5)	25(4)	61(3)	38(2)	23(1)	407	IV
Tresemme	7(5)	33(4)	46(3)	42(2)	24(1)	413	III
Clear	6(5)	21(4)	53(3)	37(2)	35(1)	382	V

(Source: Primary Data)

INTERPRETATION:

It is observed from the above table the preference for Sunsilk is ranked as 1, followed by the preference for Indulekha is ranked as 2, then the preference for Tresemme is ranked as3, and the preference for Clinic plus is ranked as 4,Clear is ranked as 5.

INFERENCE:

Majority of the respondents are sunsilk is ranked 1. Clear is last in ranking.

4. FINDINGS, SUGGESSTIONS AND CONCLUSION

4.1FINDINGS

SIMPLE PERCENTAGE ANALYSIS

❖ Majority (61.8%) of the respondents are Male.
❖ Majority (40.8%) of the respondents are in the age group of 26 Years – 35 Years.
❖ Maximum (41.4%) of the respondents belongs to urban and semi urban area.
❖ Majority (45.4%) of the respondents are unmarried.
❖ Majority (35.5%) of the respondents are Students.
❖ Majority (50.7%) of the respondents are from Nuclear Family.
❖ Majority (32.9%) of the respondents belongs to 2 to 4 members in their family.
❖ Maximum (39.5%) of the respondent's belongs to above Rs.20000 family incomegroup.
❖ Majority (33.6%) of the respondents using the personal care products Weekly.
❖ Majority (41.4%) of the respondents frequently doing research for purchasingpersonal care products.
❖ Majority (40.8%) of the respondents rarely changing their personal care products.
❖ Majority (37.5%) of the respondents choose Hindustan Unilever personal careproducts because of Promotional offers.

RANK ANALYSIS

Majority of the respondents are sunsilk is ranked 1. Clear is last in ranking.

4.2 SUGGESSTIONS

- ❖ The marketers can improvise brand image of the products as it attracts shoppers to make buying decision.
- ❖ As most of the respondent's influenced by advertisement they can improve advertisement to attract customers.
- ❖ Personal care product should not target only specific age group of people like teenagers and adults. They must target all and give more attention to above 20 -30years age group people. So that all people can use HUL products.
- ❖ Personal care product should pay more attention to male segments, as results of the study proves that male shop less in compared to female. So, companies should device the policies and strategies to attract a greater number of people in this segment in future.
- ❖ The personal care product brand needs to work on improving its product offerings and marketing strategies.

4.3 CONCLUSION

From the study, it is clear that though majority of people are familiar with Hindustan Unilever ltd personal care products. The study reveals that ponds, sunsilk, close – up and axe most are the preferred brands of personal care products of Hindustan Unilever Limited provide Satisfaction to the consumers in the way of price, Quality and availability of the product. Some people often like to have make over with quality, quantity, and availability of personal care products. It is also association between the variables selected and the level of satisfaction of the consumers. And it reveals that the level of satisfaction and the perception towards HUL products of the shoppers has significant connection. The study conclude that Hindustan Unilever ltd personal care products has successfully established itself as a trusted and preferred choice among shoppers.

ACKNOWLEDGEMENT

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