

CONSUMER SATISFACTION TOWARDS PERSONAL CARE PRODUCTS OF HINDUSTAN UNILIVER LIMITED

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ABSTRACT

Now a day's most business organizations are operating in a complex and competitive environment where demands are constantly changing. 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 industry is composed of hair care, bath products, skin care and cosmetics, and oral care. Hindustan Unlived 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 Unlived 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 Dindigul and a sample of 107 responds was taken. The collected data with the help of well-structured questionnaire. The study shows that consumer 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 group and educational level of respondents was also analyzed in this article. The finding of the study reveals that the maximum of the respondents are female and most of the respondents are graduates using HUL personal care products.

I INTRODUCTION

BACKGROUND OF THE STUDY

Consumer is one who buys goods or services for his own consumption and not for sale. Consumer are frequently misguided and exploited by the manufactures as well as middlemen for whom profit making is the sale motive. Their position becomes pathetic because they may not know at all, that they are being exploited and that sub standard goods are forced on him.

In this modern world, the consumer is said to be the king and businessmen are supposed to serve and satisfy him, but in reality the consumer are exploited in many ways. In the existing business environment, market are turbulent and the needs of the customers and also changing. So it is the requirement of the companies to satisfy the customer needs by offering services and quality of products. A consumer is the spirit of every concern.

In the 20th century, there has been a rapid increase in the supply of consumer goods and the provision of consumer services as well as new methods for distribution of consumer products.

PERSONAL CARE PRODUCTS:

Personal care products 'Personal care products' is a term used for many products which are used for the self-care and applied externally on the body part. However, for the research purpose, it is essential to describe its meaning following definitions clarify the meaning of personal care products.

As per the National Sanitation Foundation (NSF) of USA. "Personal care product: A non-medicinal consumable product that is intended to be used in the topical care and grooming of the body and hair and that is rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to a body, human or animal, for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions.

Personal care products are specifically for use in such activities as cleansing, toning, moisturizing, hydrating, exfoliating, conditioning, anointing, massaging, coloring/decorating, soothing, deodorizing, perfuming, and styling."

STATEMENT OF THE PROBLEM:

At present, the consumer is more dynamic. Their needs and preferences are changing as per the current scenario. The consumer now prefers for product differentiation and the convenience offered. The consumer has certain expectation from branded HUL in terms of its quality, price and packing. The increasing money spent on advertisement make the consumer aware of the latest brands in the market, a plenty of HUL personal care products are available. Each one is having its own features and consumers can select any one particular brand that they prefer.

In this context, the present study is undertaken to determine the customer attitude of HUL products to measure the consumers brand loyalty about a particular brand preference and to identify the problems faced by the consumers. Hence, the study entitles “A Study of Customer Attitude towards Personal Care Products of HUL”. By a general analysis of the present day market. It is seen that all the brands of HUL products introduced in the market might succeed. Some brands have a well established market while some brands even struggle to thrive in the market.

SCOPE OF THE STUDY

This study is mainly concerned with consumer preference for personal care products of HUL. It is based upon the views, feeling and response expressed by sample consumers belonging local place. This study also covers promotional methods adopted by the manufacturers, consumer opinions relating with brand loyalty, decision making and awareness. The present study throws right on home care products, personal care products, manufacturing opinion etc., for further research.

RESEARCH METHODOLOGY

Research is common and refers to search for knowledge. Research is an academic activity and as such the term should be used in a technical sense. The Advanced Learner’s Dictionary of Current English lays down the meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”. It is a process of systematic and in depth study or search in any particular topic, subject or area of investigation, backed by the

collection, compilation, presentation and interpretation of relevant details or data. The purpose of the research is to discover answers to questions through the application.

II REVIEW OF LITERATURE

Vaishali Gohil (2021) the proper titled “A study of consumer’s attitudes towards the personal care products”. Personal care products are these products which a consumer uses his personal purpose. It includes different types of cosmetic and skin care products like talc, cold cream, fairness cream, toothpaste, perfume, deodorant, hair oil, shampoo, soap and all type of baby care and beauty care products. The consumer is the king of the market Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic product on their own.

Dr.M.Vasan (2018) “Consumer’s Attitudes Towards Personal Care Products of Patanjali Ayurved Limited”. The increase in the desire for grooming among the people and changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reason for sharp rising demand of cosmetics among India men especially the youth. The brand loyalty and consumer satisfaction are highly influenced by the consumer attitudes, beliefs and perceptions play a key role purchase decision making.

Shilpy Amphora (2014) the proper titled "A Study on advertising fast moving consumer goods". The paper centre's on promoting of quick moving purchaser merchandiseis 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.

Pradeep randiwela, P.M.N.Mihirani (2015) “Consumer Buying Behavior and Attitude towards Eco-friendly fast moving consumer goods - cosmetic & personal care products”. The research was conducted in the Western province of Sri Lanka employing a conceptual framework that identified four major factors that affect consumer green purchasing behavior such as: Individual belief, environmental factors, socio economic characteristics awareness & knowledge. Many manufacturing companies today, moves towards green as the consumers are becoming more conscious about the natural surroundings.

S.Gayathiri, Dr. S.Gandhimathi, Dr.S.Gunasundari (2021) the paper titled "A Study on Consumer Buying Behaviour towards Hindustan Unilever limited with References to Coimbatore. Basic researches are found on the marketing strategies of Hindustan Unilever ltd. HUL has variety of products ,so need is to identify the consumer buying behaviour which include consumer preference, consumer satisfaction. Consumer wants the brand names to help them in quality, quantity, price, style, package, difference and shop.

Akhilesh chadra pande, Visha soodanl (2015) "Role of consumer Attitudes beliefs and subjective norms as predictors of purchase behaviour: A study on personal care purchases" consumer psychology is complex and uncertain. The uncertain state of mind and black box of consumers make it difficult for a marketer to predict the way a consumer will behave towards a product. The study is based on the attributes of TPB model to predict consumer purchases with respect to FMGG. It is the attitude of the consumer which helps in determining actual purchase of a personal care product brand.

III PERSONAL CARE PRODUCTS OF HINDUSTAN UNILEVER LIMITED

3.1 INTRODUCTION

Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company. We are known for our great brands, the positive social impact we create and our belief in doing business the right way.

Nine Out of ten Indian households use one or more of HUL Brands. Divisions – Home Care, Beauty & Personal Care and Foods and Refreshment – Hindustan Uniliver products includes a portfolio of brands that serve consumers across the length and breadth of India.

3.2 HISTORY

Hindustan Unilever Limited (HUL) is a consumer goods company head quatered in Mumbai, India. It is a subsidiary of Unilever, a British company. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods.

In the summer of 1888, visitors to the Kolkata harbor noticed crates full of sunlight soap bars, embossed with the words “Made in England by Lever Brothers”. With it, began an era of marketing branded Fast Moving Consumer Goods”.

3.3 HEADQUARTERS

Hindustan Unilever’s corporate headquarters are located at Andheri, Mumbai. The campus is spread over 12.5 acres of land and houses over 1,600 employees. Some of the facilities available for the employees include a convenience store, a food court, an occupational health centre, a gym, sports & recreation centre and a day care centre. The campus is designed by Mumbai based architecture firm Kapadia Associates.

3.4 RESEARCH FACILITIES

The Hindustan Unilever Research Centre was set up in 1966 in Mumbai and Unilever Research India in Bangalore in 1997. In 2006 the company’s research facilities were brought together at a single site in Bangalore.

More than 650 science, technology and engineering experts work in HUL across three sites. Mumbai, Gurgaon, Bangalore.

IV ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION:

The data after collection is to be processed and analyzed in accordance with the outline and down for the purpose at the time of developing research plan.

Technically speaking, processing implies editing, editing, classification and tabulation of collected data so that they are amendable to analysis. The term analysis refers to the computation of certain measures along with searching for pattern groups. Thus in the process of analysis, relationship or difference should be subjected to statistical tests of significance to determine with what validity data can be said to indicate any conclusion.

The analysis of data in a general way involves a number of closely related operations, which are performed with the purpose of summarizing the collected data and organizing them in

such manner that they answer the research questions. In this study the researcher followed above process carefully and it is presented in the chapter.

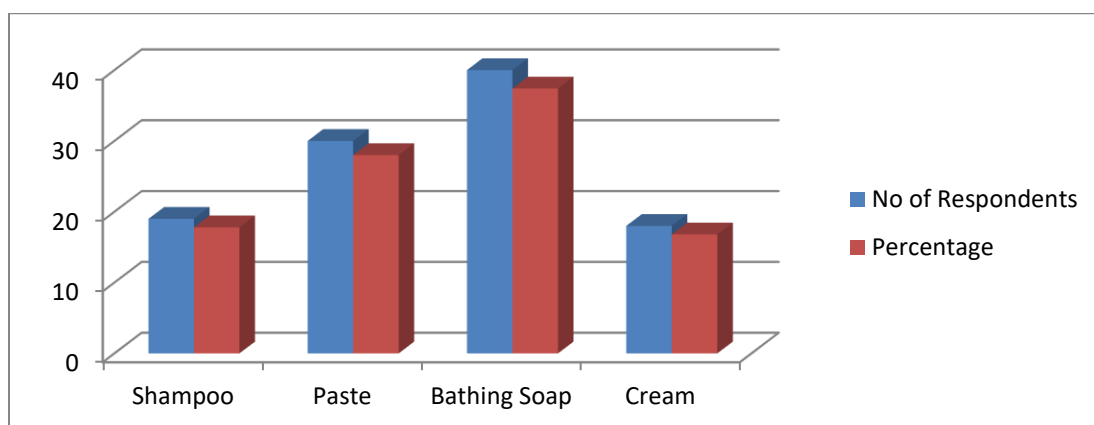
In this chapter and attempt has been made to analyze the profile of the respondents such as age, gender, marital status, educational qualification, occupation, type of family and number of family members. Study is also made to analyze the relationship between selection of brand and the level of satisfaction.

RESPONDENTS ABOUT PREFER TO USE THE HUL PRODUCTS

Prefer to use	No of Respondents	Percentage
Shampoo	19	17.8
Paste	30	28
Bathing Soap	40	37.4
Cream	18	16.8
Total	107	100

Source: Primary data

It is inferred that, 17.8 percent of the respondents are the prefer to using shampoo, 28 percent of the respondents are the paste, 37.4 percent of the respondents are the bathing soap and remaining 16.8 percent of the respondents are using cream.

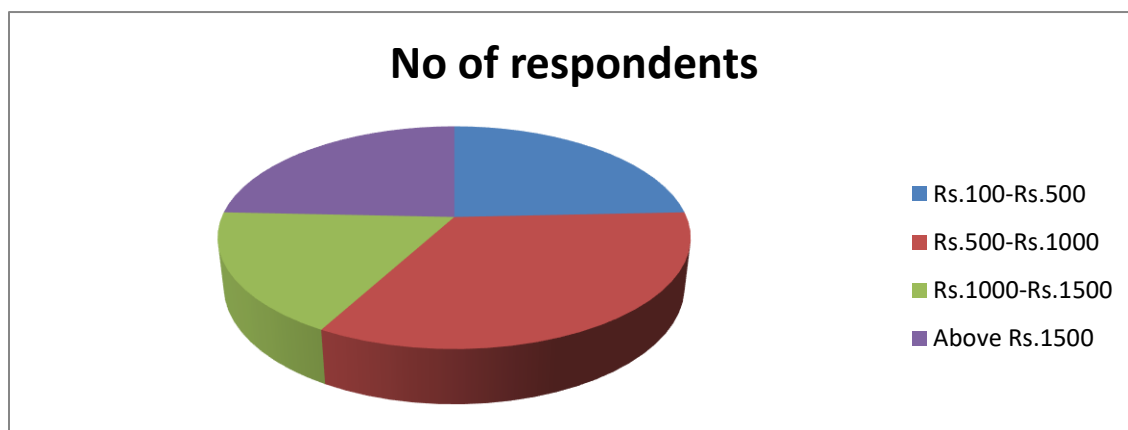


RESPONDENTS TOWARDS SPEND ON AVERAGE AMOUNT OF HUL PRODUCTS

Average money spend	No of respondents	Percentage
Rs.100-Rs.500	26	24.3
Rs.500-Rs.1000	36	33.6
Rs.1000-Rs.1500	19	17.8
Above Rs.1500	26	24.3
Total	107	100

Source: Primary data

It is inferred that 24.3 percent of the respondents are spend the money of Rs.100-Rs.500, 33.6 percent of the respondents are Rs.500-Rs.1000, 17.8 percent of the respondents are Rs.1000-Rs.1500 and remaining 24.3 percent of the respondents are Above Rs.1500.



V SUMMARY OF FINDINGS AND SUGGESTIONS

5.1 SUMMARY OF FINDINGS

SOCIAL FACTORS

- The respondents are more in the age group of below 25 years having the highest percentage of 24.3 percent.
- Female respondents are more 64.5 percent when compare to Male respondents.
- In Marital Status wise classification Unmarried respondents 53.3 percent are higher when compared to Married respondents.
- In Education wise classification Under Graduate 23.4 percent are more compared to other category
- In Occupation wise classification Employees 32.7 percent are more compared to other occupation category.
- Nuclear family 53.3 percent respondents are more.

CONSUMPTION OF THE PRODUCT BY THE RESPONDENT

- The respondents know about HUL Products by way of their Friends 33.6 percent compared to Relatives, Shopkeeper, Television.
- The Respondents about prefer to use the HUL products is having higher category for Bathing Soap 37.4 percent compared to other categories.
- The respondents towards spend on average amount of HUL Products by way of their Rs.500-Rs.1000 of 33.6 Above Rs.1500.rcentage compared to Rs.100-Rs.500, Rs.1000-Rs.1500.
- The respondents about purchase the HUL products is having higher value is Retail shop 55.1 percent compared to other category.
- The respondents towards check up having higher category sometimes the percentage of 30.8 are more compared to other categories.

Level of Satisfaction:

- The respondent's level of satisfaction towards Price is Neutral.

- The respondent's level of satisfaction towards Quality is Agree.
- The respondent's level of satisfaction towards Available is Agree.
- The respondent's level of satisfaction towards Package is Agree.
- The respondent's level of satisfaction towards Quantity is Agree.

5.2 SUGGESTION

- The company should give more emphasis towards their quality in order to retain the old customer as well as to bring prospective customer. Most of the customers are ready to pay more if the quality is assured.
- Quite attractive package, change the color and design will ultimately tempt the customer to have a look at it and to make purchase immediately. Hence it is suggested that the company can improve the package color and design of the products .
- In the present information technology revolution scenario, customers find it very convenient to have online shopping. It saves the time. Hence the company can think of offering online shopping to it is customer.
- Though there are twenty personal care products under the brand name of Hindustan Unilever Limited, the company undertakes advertisements only for nine products. Even the customer is not aware of the other personal care products of HUL. Hence the company shall give equal concentration for all the products in the advertisements.
- The personal care products industries should develop their new products based on the various reason of using personal care products.

5.3 CONCLUSION

The study reveals that the respondents are strongly agree the Quality, Price but not satisfied the Quantity and other offers given by the company. The customer are the king in the market and the competitors are been observers. Therefore, the company has to give emphasis towards new strategies in order to retain its market share and to have future look out on Globalization.

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