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A study on brand preference towards Hindustan Unilever limited in Coimbatore city

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Abstract

Customers in India are also spending more in FMCG as their standard of living is growing. HUL has placed itself successfully in the position of market leader in FMCG products. To maintain their market leadership, it pursues innovative distribution mechanisms to reach the millions of potential consumers in both urban areas and small remote villages. 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. The future of the company is also looking bright as FMCG market in India is still expanding and so we can safely conclude that HUL will be able to secure its number one position in FMCG product.

Keywords: Homecare, food, purifier, personal care.

Introduction

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company. It works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others. 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. 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 maintain their market leadership, it pursues innovative distribution mechanisms to reach the millions of potential consumers in both urban areas and small remote villages where there is no retail distribution network, no advertising coverage, and poor roads and transport. 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.

Scope of the Study

This research is made to know about the various Products of Hindustan Unilever and how the preferences of consumers over the products. The study is confined to Coimbatore city only.

Objectives of the Study

- To study the preferences of respondents in purchasing of selective HUL products.
- To analyze the various influencing the purchase of shampoos products.
- To study the brand awareness of shampoos among the residents of Coimbatore city.
- To offer suggestions based on the results of the study.

Limitations of the Study

Although sincere efforts have been made to collect the maximum information from the respondents, this research is subject to following limitations.

- 1) The study is made in Coimbatore city only.
- 2) Only 150 respondents have been taken for the study.
- 3) The select brands have alone been considered for the study.

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Research Methodology

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. 120 samples were selected by simple random sampling method. It is one of the probability sampling techniques.

Sampling Method

Convenience sampling method is adopted for collecting the data from the respondents.

Sampling Size

Sampling refers to the number of items to be selected from the universe to constitute a sample. Total population of the study refers to the entire “Coimbatore city” which consists of 13 lakhs people, out of the total population of city 120 respondents have been selected through convenience sampling method.

Method of data Collection

There are two types of methods of data collection used in the study.

- a. Primary data
- b. Secondary data

Tools applied for the Research

Statistical Analysis

The statistical tools used for the purpose of the study are

- Simple percentage analysis
- Chi-Square Analysis

Limitations of the Study

- The survey has been conducted among 120 respondents only. This may reveal approximate result.
- Since, the sample is very small when compared to the universe, the findings and suggestions made are not applicable to the universe.
- The study is confined to the respondents of Coimbatore city therefore the area limits the report.
- Time and cost are the factors limiting the study to a sample of 120 respondents.

Review of Literature

Kishore kumar and K. Rajanath (1987) conducts a study on “factors influencing consumer decision making process towards biscuits” A behavioral analysis in twin cities of Hyderabad and secunderabad. They found that marketers of biscuits have to give considerable importance to taste freshness and brand name.

Dr. P. Purusotham rao and P. Prasad rao (1995) Have conducted a study on “Marketing shampoo in India” in twin cities of Hyderabad and secunderabad.so as to analysis the strategies follows in shampoo marketing by taking into consideration of the products price, place and promotional strategies and they suggested that marketing of non-durable consumer goods is a difficult task.

Martineau (1996) highlights the importance of research in the field of consumer behavior when says, ”human beings are dynamic, complex creatures irrational as well as rational motivated in large degree by emotion, habit and prejudice differing widely in personality structure in aspiration ideas and buying behavior.

Dr. Gpvanmi and B. Ravina (1999) “Indian automobile industry is suffering from a lack of demand and there are no

incentives for retail buyers as well in responses to our are query about what would have bring down car prices to realist level car goods”.

Mr. M. Sivakumar (2003) conducted “A study on brand preference towards cadbury’s chocolates” The main objective was to study the level of consumer satisfaction and brand awareness among the Cadbury’s customer. The sample size was 100 the study revealed good consumer satisfaction towards the product. The consumer were well aware of the imported chocolates available in the market.

He suggested that more flavors are to be added to the product in addition to the ordinary coco flavor.

R. Sambathkumar (2003) pointed out in his study that,”A majority of consumers Now –a-days are highly enlighten lot. They are concerned with the majority of cases, companies trying to attract consumers and their loyalty”.

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 tent to be positively correlated with self-image than the ideal self-image, 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.

Analysis and Interpretation

Table 1: Types of Product Used

S. No	Particulars	No. Of Respondents	Percentage (%)
1	Personal care products	39	32
2	Food care products	27	23
3	Home care products	38	32
4	All the above	16	13
	Total	120	100

Source: Primary Data

Interpretation

The above table shows that, 32% of respondents use personal care products, 23% of respondents use food care products, 32% of respondents use home care products and 13% of respondents use all above products. It is concluded that majority (32%) use Personal care products And Home care products.

Table 2: Level of Satisfaction

S. No	Particulars	No. Of Respondents	Percentage (%)
1.	Highly satisfied	25	21
2.	Satisfied	74	62
3.	Moderate	12	10
4.	Dissatisfied	9	7
5.	Highly dissatisfied	0	0
Total		120	100

Source: Primary Data

Interpretation

The above table shows that about 62% of the respondents are satisfied, 21% of the respondents are highly satisfied, 10% of the respondents are moderately satisfied and 7% of respondents are dissatisfied with the product It is concluded that majority (62%)with the product Satisfied.

Table 3: Comparison of Gender and the Customers Are Having Product At Home

Gender/Product Having	Personal Care Product	Food Care Product	Home Care Product	All The Above	Total
Male	18	11	15	6	50
Female	21	16	23	10	70
Total	39	27	38	16	120

Source: Primary Data

Null hypothesis

There is no significant relationship between gender and influence the customers are having product at home

Alternative hypothesis

There is a close relationship between gender and the customers are having product at home.

Interpretation

From the above table it is clear that out of 120 sample respondents, 50 respondents are male and 70 are female respondents. 39 respondents are having personal care product at home, 27 respondents are having food care products at home, 38 respondents are having homecare products at home and 16 respondents are having all the above products at home.

O	E	(O-E)	(O-E) ²	(O-E) ² /E
18	16.25	1.75	3.06	0.18
11	11.25	-0.25	0.06	5.33
15	15.83	-0.83	0.69	0.04
6	6.67	-0.67	0.45	0.07
21	22.75	-1.75	3.06	0.13
16	15.75	0.25	0.06	3.80
23	22.17	0.83	0.69	0.03
10	9.33	0.67	0.45	0.05
Calculated Value				9.63

Degree Of Freedom

Degree of freedom = (r-1) (c-1)
 = (2-1) (4-1)
 = 1*3
 = 3

Level of significant at 5%

Calculated value = 9.63
 Tabulated value = 0.238

From the above table it represents the calculated value 9.63 is greater than table value hence the hypothesis is rejected. Since the table value of 0.238 is less than the calculated value 9.63, the null hypothesis is rejected and hence we concluded that there is a significant relationship between Gender and the customer’s are having product at home.

Comparison of Marital Status and Mode of Payment of Customers

Null hypothesis

There is no significant relationship between comparison of marital status and mode of payment of customers.

Alternative hypothesis

There is a close relationship between comparison of marital status and mode of payment of customers.

Marital Status/ Payment	Cash	Debit Card	Cheque	Total
Married	32	10	2	44
Un Married	34	32	10	76
Total	66	42	12	120

Source: Primary Data

Interpretation

From the above table it is clear that out of 120 sample respondents, 44 respondents are married and 76 are unmarried respondents. 66 respondents are making cash payment, 74 respondents are pay with help of debit card and 12 respondents are pay cheque.

O	E	(O-E)	(O-E) ²	(O-E) ² /E
32	24.2	7.8	60.84	2.51
10	15.4	-5.4	29.16	1.89
2	4.4	-2.4	5.76	1.31
34	41.8	-7.8	60.84	1.46
32	26.6	5.4	29.16	1.10
10	7.6	2.4	5.76	0.76
Calculated Value				9.03

Degree Of Freedom

Degree of freedom = (r-1) (c-1)
 = (2-1) (3-1)
 = 1*2
 = 2

Level of significant at 5%

Calculated value = 9.03
 Tabulated value = 0.340

From the above table it represents the calculated value 9.03 is greater than table value hence the hypothesis is rejected. Since the table value of 0.340 is less than the calculated value 9.03, the null hypothesis is rejected and hence we concluded that there is a significant relationship between comparison of marital status and mode of payment of customers.

Findings

- 32% of respondents use personal care products.
- 62% of the respondents are satisfied.
- 55% of the respondents prefers cash payment
- 80% of the respondents purchase HUL products at Departmental stores.
- 80% of the respondents are continuously using the HUL products.

- There is no significant relationship between gender and influence the customer's are having product at home
- There is no significant relationship between comparison of marital status and mode of payment of customers.

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.
- Majority of the respondents have not seen promotional campaigns.

Conclusion

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.

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