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Impact of Socio-Economic Factors on Consumer Preference in Selective Products of Hindustan Unilever 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 : semi-urban areas, small remote villages, innovative distribution.

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.

Key Words: Homecare, food, purifier, personal care.

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.

Analysis and Interpretation

Distribution of the sample respondents

Table A

S.No	Gender	No. of Respondents	%
1.	Male	50	33.33
2.	Female	100	66.67
	Total	150	100

Source: Survey Data

The above table A shows that out of 150 respondents, 33% of the respondents are male, 67% of the respondents are Female.

Table B

S.No	Age	No. of Respondents	%
1.	Up to 25 yrs	14	9.3
2.	25-35 yrs	60	40
3.	35-45 yrs	50	33.33
4.	45 and above	26	17.33
Total		150	100

Source: Survey Data

The above Table B shows that out of 150 respondents, 9.3% of the respondents are upto 25 yrs, 40% of the respondents are 25-35 yrs, 33.33% of the respondents are 35-45 yrs, 17.33% of the respondents are 45 and above.

Table C

S.No	Occupation	No. of Respondents	%
1.	House Wife	50	33.33
2.	Employee	40	26.66
3.	Business	44	29.33
4.	Student	16	10.6
Total		150	100

Source: Survey Data

The above Table C shows that out of 150 respondents, 33.33% of the respondents are House wife, 26.66% of the respondents are Employee, 29.33% of the respondents are Business, 10.6% of the respondents are Students.

Table D

S.No	Educational Qualification	No. of Respondents	%
1.	Illiterate	10	6.66
2.	School Level	30	20
3.	Graduate	56	37.33
4.	Post Graduate	40	26.66
5.	Diploma	14	9.33
Total		150	100

Source: Survey Data

The above Table D shows that out of 150 respondents, 6.66% of the respondents are Illiterate, 20% of the respondents are School level, , 37.33% of the respondents are Graduate, 26.66% of the respondents are Post Graduate, 9.33% of the respondents are Diploma.

Table E

S.No	Marital Status	No. of Respondents	%
1.	Married	120	80
2.	Unmarried	30	20
Total		150	100

Source: Survey Data

The above Table E shows that out of 150 respondents, 80% of the respondents are married, 20% of the respondents are Unmarried.

Table F

S.No	Preference of Products	No. of respondents	%
1.	Dove(Shampoo)	50	33.33
2.	Sunsilk	40	26.67
3.	Clinic plus	60	40
Total		150	100

Source: Survey Data

The above Table F shows that out of 150 respondents, 33.33% of the respondents are Dove(Shampoo) , 26.67% of the respondents are Sunsilk, 40% of the respondents are Clinic plus.

Table G

S.No	Preference of products based on consumer	No of respondents	%
1.	Brand image	50	33.33
2.	Quality	36	24
3.	Price	16	10.67
4.	Quantity	24	16
	Total	150	100

Source: Survey Data

The above Table G shows that out of 150 respondents, 33.33% of the respondents are Brand image, 24% of the respondents are Quality, 10.67% of the respondents are price, 16% of the respondents are Quantity.

Ranking Analysis

Table H The relationship between Products Name and Buying decisions

S.No	Product Name	Buying Decision	D1	D2	D(D1-D2)	D^2
1	Dove(Shampoo)	Self	2	3	-1	1
2.	Sunsilk	Friends/ Relatives	3	1	2	4
3.	Clinic plus	Advertisement	1	2	-1	1
$\sum d^2=$						6

Source: Calculate Data

$p = \mathbf{1-6\sum d^2/n(n^2-1)}$

The correlation value is -0.08. it shows the negative relationship. So it is clear that there is no relationship between Brand Name and Buying decision.

Table I The relationship between Products name and purchase of Shampoos

S.No	Product Name	Purchase of Products	D1	D2	D(D1-D2)	D^2
1	Dove(Shampoo)	Brand image	2	1	1	1
2.	Sunsilk	Quality	3	3	0	0
3.	Clinic plus	Quantity	1	2	-1	1
$\sum d^2=$						2

Source: Calculate Data

The correlation value is -1.09. it shows the negative relationship. So it is clear that there is no relationship between Product Name and purchase of shampoos.

Findings, Suggestions and Conclusion

Findings

1) Majority of the respondents are Female.
2) Majority of the respondents belong to the age group of 25-35 years.
3) Majority of the respondents are House wife, prefer to purchase of shampoos.
4) Majority of the respondents are completed Graduation level.
5) Majority of the respondents are married.
6) Majority of the respondents are purchasing the Clinic plus shampoo.
7) There is no relationship between Product Name and Buying decision. There is no relationship between Product Name and purchase of shampoos

Suggestions

1) The companies should work on promotional efforts to increase the awareness of the consumers.
2) The Company should give more attention to all the segments.
3) The companies should come up with some attractive schemes to attract more & more customers.
4) Proper advertisement should be given in order to remind the customers.
5) People generally consider price while purchasing shampoos, hence the company should consider the same.

Conclusion

In recent years, the FMCG sector declined due to down trading. Also because of presence of large number of companies trying to seize this opportunity, this force the old HUL for the change and thus, their transformation has resulted in a new HUL, which has successfully faced this challenge and revised this trend it has done so by substantially strengthening they are brands and building capabilities. 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. Through there was some downfall in sales and profit of the company in the beginning of this decade but after that HUL has shown considerable rise in both sakes and profit. 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. This will also helpful not only increasing its market show but also fight competition.

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