A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS HINDUSTAN UNILEVER LIMITED WITH REFERENCE TO COIMBATORE

S. Gayathri
B.Com Student, Department of Commerce, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore

Dr. S. Gandhimathi
Associate Professor, Department of Commerce,
Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore

Dr. S. Gunasundari
Associate Professor, Department of Commerce,
Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore

ABSTRACT
Hindustan Unilever limited formerly called as Hindustan lever limited is Indian's largest consumer products company and was formed in 1933. Headquartered was currently located in Mumbai. The Anglo-Dutch company Unilever owns in a Hindustan Unilever limited. The company was renamed in June 2007 "Hindustan Unilever limited".   In 1931, Unilever set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited (1933) and United Traders Limited (1935).

KEYWORDS: *Hindustan Unilever limited, buying behaviour, awareness, preference.*

INTRODUCTION
Hindustan Unilever Limited (HUL) is India's largest consumer goods company based in Mumbai, Maharastra. From 2004 to 2008 it has reduce the emission of carbon- di-oxide by more than 25%in the manufacturing.

HUL follows 5 R strategies to deal with the Green House Gases (GHG):
- ➢ Reduce
- ➢ Re-use
- ➢ Recycle
- ➢ Recover
- ➢ Renew
- ❖ HUL uses Agriculture wastages as the fuel (Ground nut shells, bagasse, saw dust, coconut shells, cashew, etc)

- ❖ DOMEX, a product of HUL is planning to sponsor the "world toilet day" on the 19th November every year.

PROJECT SHAKTI
- ❖ **ICICI bank is the financial partner of HUL in the project Shakti**
  - • As competition is increasing day by day, it's difficult to maintain the leader position & to further strengthen the distribution network HUL made a project called project SHAKTI which will serve the following purpose:
- **A) To reach**
  - • Small, scattered settlements and poor infrastructure make distribution difficult.

- Over 5, 00,000 villages not reached directly by HUL.

B) To communicate
- Low literacy hampers effectiveness of print media.
- Poor media-reach: 500 million Indians lack TV & Radio.

C) To influence
- Low category penetration, consumption.

D) Awareness
- Per capita consumption in Unilever categories is 33% of urban level.
- Project Shakti

Scope of the Study

Research gap has been identified that previous researches only done on the brand loyalty, consumer behaviour of various products or on the marketing strategies of the products of Hindustan unilever ltd. Basic researches are found on the marketing strategies of Hindustan unilever ltd .Hindustan unilever ltd has variety of products, so need is to identify the consumer buying behaviour which include consumer preference, consumer satisfaction, brand loyalty regarding personal care products of Hindustan Unilever ltd. Data analysis of the study represents the analysis and interpretation of various questions asked by consumer who purchase personal care products of Hindustan Unilever ltd. The scope of the study is limited to consumer in coimbatore city only.

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 various competitors 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 and the customer remembers the product, its logo, features and rest of its attributes very well.

OBJECTIVES OF STUDY
- To study about respondents awareness on Hindustan Unilever limited.
- To know the buying behaviour of respondents regarding Hindustan Unilever limited (HUL) Product.

RESEARCH METHODLODY
Research design:
A research design is purely and simply the framework of plan for a study the Guides

the collection and analysis of the data. The research is descriptive in nature.
Area of the study:
The study has been conducted in a Coimbatore city.

Sample size:
The sample size for the study is 150 respondents .
Sampling techniques
Convenience sampling techniques is used for a study.
Period of the study
The period of the study is from December 2020 to March 2021.

DATA COLLECTION METHOD
Source of data
Both primary and secondary data are used for the data collection.
Primary data
A primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire. **Secondary data** Secondary data consists of information that already exits somewhere, having been collected for some other purpose. In this study the secondary data was collected from Studies, Journals and Websites.

TOOLS USED FOR THE STUDY
The following tools were employed in tune with objectives of the study.
- Simple Percentage analysis
- Average Ranking analysis
- Weighted average analysis
- Chi-Square analysis

LIMITATION OF THE STUDY
1. The study confined to Coimbatore District only and hence the results cannot be generated to other areas.
2. Internal prejudice of the respondents serves as a limitation of the study.
3. Due to time constraints, the number of respondents taken for the study is limited to 150.

REVIEW OF LITERATURE
Shilpy Amphora (2014), the paper titled "A Study on advertising Fast Moving Consumer Goods"- The paper centres on promoting of quick moving customer products. Quick moving purchaser merchandise is 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

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classes of items. Another region cantered in the paper is the means by which subsidence influences the interest for quick moving Consumer Goods and what are the explanations behind these changes. In such a circumstance, it winds up vital for the makers or the organizations to expand the interests in these brands and items with the goal that purchasers are pulled in towards them.

ANALYSIS AND INTERPRETATION
Simple Percentage Analysis

TABLE
CATEGORIES USED IN HUL BY THE RESPONDENTS

| S.NO	CATEGORIES IN HUL	NO OF RESPONDENTS	PERCENTAGE
1	Soaps	43	28.7%
2	Skin care	50	33.3%
3	Hair care	48	32%
4	Oral care	9	6%
	TOTAL	**150**	**100**

Source: PRIMARY DATA

INTERPRETATION

The above table reveals the categories used in HUL by the respondents. 28.7% of the respondents are using soaps, 33.3% of the respondents are using Skin care products, 32% of the respondents are using Hair care, 6% of the respondents are using oral care.

Majority (32%) of the respondents are using hair care product.

CHART
CATEGORIES USED IN HUL BY THE RESPONDENTS
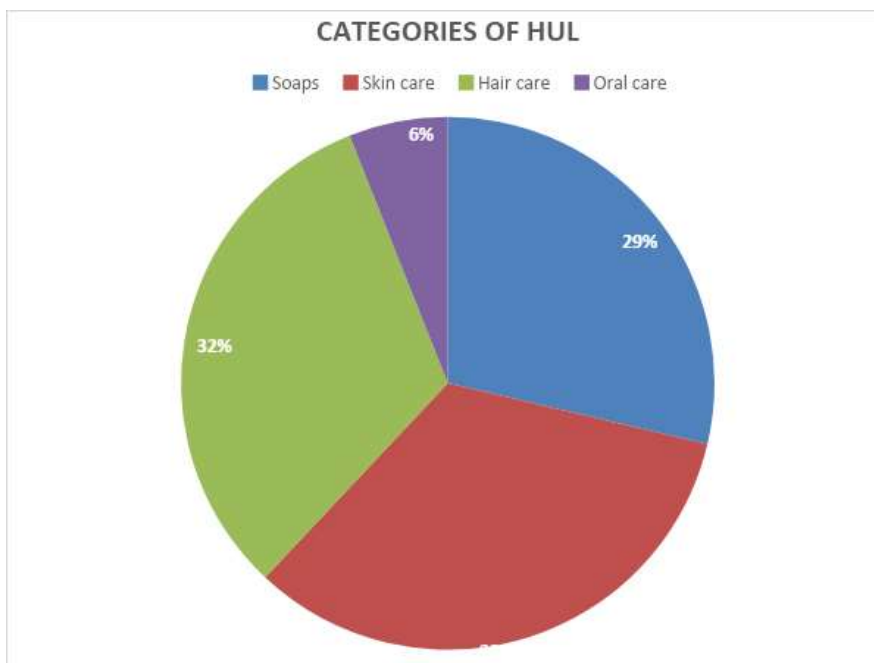
WEIGHTED AVERAGE ANALYSIS

TABLE
FACTORS INFLUENCE OF THE RESPONDENTS

FACTOR	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	TOTAL	MEAN SCORE
Quantity	44 264	33 165	46 184	6 18	3 6	18 18	150 655	4.3666
Effectiveness	9 54	75 375	31 124	13 36	21 42	1 1	150 632	4.2133
Price	14 84	29 145	56 224	38 114	10 20	3 3	150 590	3.9333
Offer	14 82	41 205	27 108	33 99	26 52	9 9	150 557	3.7133
Packing	17 102	34 170	22 88	32 96	36 72	9 9	150 537	3.58
Advertising	18 108	31 155	22 88	33 99	20 40	26 26	150 516	3.44

INTERPRETATION

The above table justifies the factors influence of the respondents in Hindustan Unilever limited. The highest mean score or average is rises to 4.3666 of the product.

CHI-SQUARE TEST

TABLE
RELATIONSHIP BETWEEN AGE AND CATEGORIES IN HUL THAT ARE USED BY THE RESPONDENTS

S.NO	AGE	CATEGORIES IN HUL USED BY THE RESPONDENTS				TOTAL
		Soaps	Skin care	Hair care	Oral care	
1	below 20 years	17	8	2	1	28
2	21 to 30 years	18	25	27	6	76
3	31 to 40 years	4	15	10	1	30
4	above 40 years	4	2	9	1	16
	TOTAL	43	50	48	9	150

To find out the association between age and categories in HUL that are used by the respondents, chi square test is used and result is given below.

HYPOTHESIS

There is no significant relationship between age of the respondents and categories in HUL that are used by the respondents.

CHI-SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
Age	27.749[a]	9	16.92	Rejected

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is rejected. So there is a relationship between age of the respondents and categories in HUL that are used by the respondents.

SUGGESTION

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.

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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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