

A Study on Consumer's Satisfaction Towards the Personal Care Products of Hindustan Unilever Limited

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Abstract— With technological advancement, globalisation and rise in income level, consumers have become more beauty conscious and hygiene aware in recent years. This has led to the rapid development of cosmetic industry. Personal care industry comprises of hair care, cosmetics bath products, oral care and skin care. Today, the world cosmetic industry faces a huge demand and challenges in providing assured quality of personal care products. This study has been conducted with the main objective of knowing the perception and preference of consumers towards personal care products. The study also makes an attempt to know the satisfaction level of the consumers. The primary and secondary data will be used for the purpose of the study. A Convenience Sampling method will be adopted to collect data from the consumers using personal care products.

Index Terms- Personal care, satisfaction, Hindustan Unilever Limited

I. INTRODUCTION

Hindustan Unilever Limited is the Indian arm of the Anglo-Dutch company-Unilever. Both Unilever and HUL have established themselves well in the Fast Moving Consumer Goods (FMCG) category. In India, the company offers many household brands like Dove, Lifebuoy. Lipton, Lux, Pepsodent, Ponds, Rexona, Sunsilk, Surf, Vaseline etc. The increased aspiration for grooming among individuals, as well as demographic shifts and habits, profound consumer pockets, increasing press attention, larger product selection, expansion in retailing industry, and greater availability, are the explanations for the sharp rise in demand for personal care products among Indians, particularly the youth. This Study aims to show the satisfaction of consumers for the personal care products of Hindustan Unilever Ltd.

Hindustan Unilever a subsidiary company of Unilever has its headquarter in Mumbai, India. Hindustan Unilever was established in 1931 as Hindustan

Vanaspati Manufacturing Co. and was renamed Hindustan Lever Limited in June 2007. Its has wide range of products which includes food, beverages water purifier,s personal care product cleaning agents, and other fast-moving consumer goods. It is also mixed up in education and rehabilitation of special or underprivileged children, care for the destitute and HIV-positive, and rural development. In case of national calamities or adversities, HUL has responded very well and contributes through various welfare measures.

II. STATEMENT OF THE PROBLEM

Hindustan Unilever enjoys a heritage of market maker. Owing India's largest Beauty and personal care business, HUL has created a history of offering wide categories like shampoos, moisturizers, conditioners, cosmetics etc. In this competitive world, as customer base widens, many competitors have come to the market offering wide range of similar products with similarities in price, quality, packaging, advertisement tactics etc. This poses problem for the company to target their specific audience especially with the personal care products. It's the responsibility of the company to position their product in such a way that the customer remembers their product and logo than their competitors product. This study aims at understanding the satisfaction perception and satisfaction of customers towards personal care products of HUL.

III. OBJECTIVES OF THE STUDY

- To know the consumer perception while purchasing the personal care products of HUL.
- To assess the factors influencing the consumers to purchase the personal care products of HUL.
- To study the level of consumer satisfaction towards the personal care products.

IV. SCOPE OF THE STUDY

HUL has a variety of products, so there is a need to identify the consumer buying behaviour which includes consumer preferences, consumer satisfaction and brand loyalty of HUL. Research gap has been identified on consumer preferences on various products of HUL. For the present study the data has been collected from consumers using personal care products in Mangaluru City

V. RESEARCH METHODOLOGY

Primary and secondary data have been used for the purpose of the study. The major sources of data which are used for the analysis and interpretation:

Primary Data:

The primary data are those which are collected for the first time and thus are original in nature. Questionnaire have been used for the purpose of collecting the information. Both open ended and closed ended questionnaires are included.

Secondary Data:

Secondary data refers to second hand information which has already been collected and recorded for one purpose by any other person related to the current research problem. It is the readily available form of data collected from various sources like consumers, government publications, reports, books, journal articles, websites and magazines, newspapers etc.

Research Designs :

The research is conducted based on customers using personal care products of HUL. Convenience sampling method is adopted to collect the data from the consumers.

Sampling Unit

In this study ,the sampling unit comprises of the respondents from Mangaluru City

Sampling Size:

The study is carried among 100 respondents from Mangaluru City.

VI. LIMITATIONS OF THE STUDY

- Number of the respondents are restricted to 100 .
- Study is done taking into considerations the respondents from Mangaluru City and hence cannot be generalised.
- Lack of willingness on the part of the respondents have made the study difficult.

VII. DATA ANALYSIS AND INTERPRETATION

TABLE 1 LEVEL OF AWARENESS ABOUT PERSONAL CARE PRODUCTS OF HUL

LEVEL OF AWARENES S	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Extremely Aware	70	70
Moderately Aware	20	20
Slightly Aware	10	10
Total	100	100

Source: Survey data N=100

From the above table, it is clear that out of 100 respondents,70% of the respondents are extremely aware about the personal care products of HUL, 20% of the respondents are moderately aware and 10% of the respondents are slightly aware of the personal care products offered by HUL.

Based on the above analysis, it has been interpreted that majority of the respondents i.e.,70% of the respondents are extremely aware of the personal products of HUL.

TABLE 2 MOST USED PERSONAL CARE PRODUCTS OF HUL

MOST USED PERSONAL CARE PRODUCT	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Bathing Soaps	44	44
Shampoo	26	26
Creams	19	19
Tooth Paste	11	11
Deodorants	40	40
Lipsticks	5	5
Powder	15	15

Source: Survey data
 M.R. R=1.6
 N=100

Note 1: Here the percentage is not equal to 100 because of Multiple Response Rate.

2: Multiple Response Rate = Multiple Response Rate divided by total number of respondents.

From the above table it is clear that out of 100 respondents,44% of the respondents use bathing soaps,40% of the respondents use deodrants ,26% of the respondents use shampoos,19% of the respondents use creams and lotions,15% of the respondents use powders ,11% of the respondents use toothpastes and 5% of the respondents use lipsticks of HUL.

TABLE 3 SOURCE OF INFORMATION ABOUT THE PERSONAL CARE PRODUCTS OF HUL

SOURCE OF AWARENESS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Reviews and feedbacks	36	36
Internet	16	16
Advertisements	40	40
Friends and family	8	8
Total	100	100

Source: Survey data
 N=100

From the above table, it is clear that out of 100 respondents, 40% of the respondents are came to know about HUL through advertisements, 30% of the respondents are aware of personal care products of HUL through reviews and feedback.16% of the respondents are aware of the personal care products of

HUL because of internet and 8% of the respondents through friends and family.

Based on the above analysis, it has been interpreted that majority of the respondents i.e.,40% of the respondents are aware of the personal products of HUL through their advertisement in various social media platforms.

TABLE 3 FREQUENCY OF USING PERSONAL CARE PRODUCTS OF HUL

NUMBER OF YEARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Less than 1 year	22	22
1 -3 Years	27	27
3-5 Years	38	38
More than 5 Years	13	13
Total	100	100

Source: Survey data
 N=100

From the above table, it is clear that out of 100 respondents,38% of the respondents are using the personal care products of HUL for 3-5 years, 27% of the respondents are using between 1-3 years,22% of the respondents for less than 1 year and 13% of the respondents are using personal care products of HUL for more than 5 years.

Based on the above analysis, it has been interpreted that majority of the respondents i.e.,38% of the respondents are using the personal care products of HUL for 3-5 years.

TABLE 4 FACTORS INFLUENCING THE CONSUMERS TO USE PERSONAL CARE PRODUCTS OF HUL

FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Price	50	50
Packaging	25	25
Quality	75	75
Features	30	30
Total	-	-

Source: Survey data
M.R. R=1.8 N=100

Note 1: Here the percentage is not equal to 100 because of Multiple Response Rate.

2: Multiple Response Rate = Multiple Response Rate divided by total number of respondents.

From the above table, it is clear that out of 100 respondents,75% of the respondents stated that quality of the personal care products of HUL is the main influencing factor,50% of the respondents choose HUL for personal care products because of its price,30% due to other features like durability, advertisement strategy and 25% opined that packaging of the personal care products of HUL has influenced them the most while making a purchase.

Based on the above analysis,it has been interpreted that majority of the respondents i.e.,75% of the respondents are influenced by the quality of the products delivered by HUL.

TABLE 5 LEVEL OF SATISFACTION WITH REGARD TO DIFFERENT VARIABLES

ASPECTS	HIGHLY SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	NOT SATISFIED (2)	HIGHLY DISSATISFIED (1)	TOTAL
Quality	31	58	11	-	-	100
Effectiveness	20	55	23	2	-	100
Price	18	45	35	2	-	100
Offers	13	42	32	12	1	100
Packaging	27	53	15	3	2	100

Source: Survey data
N=100

From the above table,it is clear that out of 100 respondents,58% of the respondents are satisfied with quality of the personal care products of HUL, 55% of the respondents are satisfied with the effectiveness ,45% of the respondents are satisfied with the pricing structure of the personal care products of HUL,42% of the respondents are satisfied with the offers and

discounts given to the personal care products of HUL and 53% of the respondents are satisfied with the packaging of HUL Personal care products.

Based on the above analysis, it has been interpreted that majority of the respondents are satisfied with the quality, pricing structure, offers and discounts and packaging of the personal care products of HUL.

TABLE 6 SATISFACTION WITH REGARD TO GRIEVANCE REDRESSAL MECHANISM OF HUL

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	80	80
No	20	20
Total	100	100

Source: Survey data
N=100

From the above table, it is depicted that out of 100 respondents, 80% of the respondents are satisfied with the grievance redressal mechanism of HUL, 20% of the respondents are not satisfied with the complaint redressal policy of HUL.

Based on the above analysis, it has been interpreted that majority of the respondents i.e.,80% of the respondents are satisfied with the grievance redressal mechanism of HUL.

TABLE 7 RECOMMENDATION FOR IMPROVEMNTS IN FUTURE

ASPECTS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Price	33	33
Quality	39	39
Packaging	8	8
Variety of products	20	20
Total	100	100

Source: Survey data
N=100

From the above table, it is depicted that out of 100 respondents, 39% of the respondents want to see improvements with regard to quality of the personal care products of HUL, 33% of the respondents want reduction in the price of HUL products in future, 20% of the respondents feel that HUL should provide vast variety of personal care products in different categories for different sections of people, and 8% of the respondents want improvement in the packaging of the personal care products of HUL.

Based on the above analysis, it has been interpreted that majority of the respondents i.e., 39% of the respondents want to see improvements with regard to quality of the personal care products of HUL.

VIII. FINDINGS OF THE STUDY

- It is found that majority i.e., 70% of the respondents are extremely aware of the personal products of HUL.
- The study observed that majority of the respondents i.e., 40% of the respondents are aware of the personal products of HUL through their advertisement in various social media platforms.
- The study found that majority of the respondents i.e., 38% of the respondents are using the personal care products of HUL for 3-5 years.
- The study observed that majority of the respondents i.e., 75% of the respondents are influenced by the quality of the products delivered by HUL.
- The study revealed that majority of the respondents are satisfied with the quality, pricing structure, offers and discounts and packaging of the personal care products of HUL.
- It is found that majority of the respondents i.e., 80% of the respondents are satisfied with the grievance redressal mechanism of HUL.
- The study revealed that majority of the respondents i.e., 39% of the respondents want to see improvements with regard to quality of the personal care products of HUL.

IX. SUGGESTIONS

- Worldwide consumers can be tapped if company pays more attention towards market development, logistics, communication etc.

- HUL might have a positive outlook if they concentrate more on introducing natural products in their personal care product range.
- Diversification provides a tremendous boost to brand image and company profitability. Hence by diversifying products or services, HUL can protect itself from competing companies.

CONCLUSION

Fast-moving consumer goods are essential in people's daily lives. The study reveals that personal care products of Hindustan Unilever Limited satisfy consumers in terms of price, quality, and availability. Additionally, nearly all respondents are familiar with Hindustan Unilever Limited personal care products, with some choosing them specifically for their brand name. Notably, personal care range of Hindustan Unilever Limited has experienced significant growth, and customers are highly satisfied with its performance. As the leading organization in the sector, HUL ensures agility and provides opportunities for external engagement.

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