INVESTIGATING THE SATISFACTION LEVELS OFCONSUMER TOWARDS PERSONAL CARE PRODUCTS IN HINDUSTAN UNILEVER LIMITED (HUL)

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ABSTRACT

Today's corporate environment is complex and competitive, with ever-changing demands. To succeed in the highly competitive FMCG market, it's crucial to understand the preferences and happiness of your target consumers. The personal care market covers hair care, bath products, skin care, and dental care. Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company, with over 80 years of experience and a presence in the lives of two out of every three people. Hindustan Unilever plans to strengthen its beauty and personal care offerings. This study examines product effectiveness, affordability, availability, and brand perception to find areas of strength and areas for improvement in HUL's personal care product portfolio. This study presents a comprehensive analysis of satisfaction among consumers on HUL based on data collected from sample of 203 respondents. By using various statistical tools including percentage analysis, weighted average analysis, chi- square and multi variate techniques, this study explores the customers satisfaction level on HUL products. The study's findings are likely to help HUL refine its approach and ensure better alignment with consumer preferences, resulting in increased customer happiness and loyalty.

KEYWORDS: *Consumer Satisfaction – HUL – Personal care products – Preference – Customer's Loyalty – Company's Brand Name.*

INTRODUCTION

Hindustan Unilever Limited (HUL) stands as a prominent figure in India's consumer goods sector, boasting a rich legacy spanning over 80 years. Originating from Lever Brothers India Limited, a subsidiary of the global giant Unilever, the company initially formed Hindustan Vanaspati Manufacturing in 1933. The subsequent merger in 1956 between Lever Brothers India and Hindustan Vanaspati

Manufacturing led to the establishment of Hindustan Lever Limited. Headquartered in Mumbai, Maharashtra, India, HUL has evolved into one of the foremost fast-moving consumer goods (FMCG) companies in the nation. It offers an extensive array of products encompassing personal care, home care, food and beverages, and more.

STATEMENT OF THE PROBLEM

The study aims to analyze consumer satisfaction with Hindustan Unilever Limited's (HUL) personal care products. Despite HUL's large product selection and marketing efforts, ensuring constant customer satisfaction remains a challenge. This study seeks to evaluate the elements that influence consumer satisfaction with HUL's personal care products, taking into account variables such as product quality, pricing, brand perception, and availability. By pinpointing and tackling these satisfaction factors, the study aims to equip HUL with valuable insights to enhance consumer experiences. This strategic approach is pivotal for maintaining market leadership in the highly competitive FMCG industry.

OBJECTIVES OF THE STUDY

1. To analyze customer satisfaction regarding HUL's personal care products.
2. To identify the key factors which are influencing on HUL personal care products.
3. To explore and understand the challenges that consumers face when using personal care products from HUL.
4. To determine the extent of customer loyalty on HUL personal care products and the likelihood of repeat purchases.

RESEARCH GAP

The research gap is the lack of a detailed analysis of the unique aspects that influence consumer satisfaction with Hindustan Unilever Limited's personal care products, particularly in diverse rural and urban contexts in India. This gap limits the development of specific strategies for improving consumer experiences and maintaining competitive market leadership.

REVIEW OF LITERATURE

1. **Dr. Esha Raffie. B (2022),** *"An investigation of Hindustan Unilever Limited's financial performance for the fiscal year 2020– 2021".* This article intends to educate readers about the elements that influence rural customers' decisions to purchase FMCG items from Hindustan Unilever Ltd.

2. *Malavika. B, Et.al., (2022), "A study of consumer perception on Hindustan Unilever Products with special reference to Villupuram town".* The study aims to determine customers awareness, satisfaction, and brand loyalty towards HUL products. This study revealed that there was a need for enhanced media publicity at Villupuram town.

3. **Ms. J. Nandhini (2022),** "*A study on consumer preferences towards Hindustan Unilever products with reference to Coimbatore city".* This study examines the connections between the consumer preferences and the purchase of Hindustan Unilever products in Coimbatore district. Through questionnaire-based surveys, it explores what, why, and where consumers buy, in shaping the future purchasing decisions of the consumers.

DATA ANALYSIS

RELIABILITY ANALYSIS

Cronbach's Alpha	N of Items
.933	10

INTERPRETATION

Reliability analysis for this study satisfies the Cronbach's Alpha acceptable range of 0.5 the reliability coefficient for this item are 0.933. Hence the researcher proceeded with structured questionnaire.

A. PERCENTAGE ANALYSIS

❖ The majority of **75.4%** of the responders' range in age from 21 to 30 years.

❖ **4.4%** of respondents are "female".

❖ **41.4%** of the respondents are "Undergraduate".

❖ **57.1%** of the respondents are from families with "4 members".

❖ **44.3%** of the respondents fall under the 'Others' category, comprising students and homemakers.

❖ **52.70%** of the respondents come from families with a monthly income of less than Rs. 20,000**.**

- ❖ **44.8%** of the respondents are frequently use "Soap-care products".
- ❖ **29.6%** of the respondents are loyal to product quality.
- ❖ **54.2%** of respondents, repurchase items on a monthly basis.
- ❖ **47.30%** of the respondents gave HUL personal care products a "4-star rating"**.**

B. WEIGHTED AVERAGE ANALYSIS

Enhanced Personal care	SA 5	A 4	N 3	DA 2	SDA 1	Weighted Total	Weighted Average	Rank
Skin care products provides long lasting hydration and nourishment to the skin	65	84	48	4	2	815	**54.3**	**I**
Regarding the fragrance, texture of improvement, cleanliness aspects of hair care products	47	96	50	10	0	789	**52.6**	**IV**
Effectiveness of daily- use soap care products.	54	92	50	6	1	801	53.4	II
Oral care products that effectively tackle tooth sensitivity and brighten teeth.	54	90	47	10	2	793	52.9	III

Source: Primary Data

INTERPRETATION

The ranks given by the respondents for various factors through "weighted average method". **Ist rank (54.3)** is given for long lasting hydration and nourishment to the skin, IInd rank (53.4) is given for effectiveness of daily- use soap care products, IIIrd rank (52.9) is given for oral care products that effectively tackle tooth sensitivity and brighten teeth and the least, **IVth rank (52.6)** is given for regarding the fragrance, texture of improvement, cleanliness aspects of hair care products.

C.FACTOR ANALYSIS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.926
Bartlett's Test of Sphericity	Approx. Chi-Square	1376.292
	Df	45
	Sig.	.000

Source: Primary Data

INTERPRETATION

It is clear that the value of KMO **0.926** is more than the prescribed value i.e. 0.5. It is significant to apply for factor analysis.

TOTAL VARIANCE

TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.298	62.985	62.985	6.298	62.985	62.985	2.911	29.106	29.106
2	.794	7.937	70.922	.794	7.937	70.922	2.600	26.003	55.109
3	.584	5.845	76.767	.584	5.845	76.767	2.166	21.658	**76.767**
4	.505	5.048	81.814						
5	.429	4.292	86.106						
6	.369	3.695	89.801						
7	.298	2.982	92.783						
8	.269	2.692	95.475						
9	.248	2.481	97.956						
10	.204	2.044	100.000						

Source: Primary Data

INTERPRETATION

It is distinct that the significant factors are 3 and others are not significant. The first factor in the above table is accounted for 62.985% and the other factors are 7.937%, 5.845%. The value less than '1' are not taken into consideration. The table variance explained shows 76.767% with 3 values

ROTATED COMPONENT MATRIX OF FACTOR ANALYSIS

	Component		
	1	2	3
Product effectiveness	.741		
Packaging	.734		
Brand Reputation	.717		
Availability in stores	.697		
Word of mouth		.834	
Offers & Discounts		.800	
Reasonable price		.518	
Product quality		.487	
Advertisement			.831
Fragrance satisfaction			.592

Source: Primary Data

INTERPRETATION

The table depicts the extraction of all ten variables and how they are loaded onto **"Three"** factors. The five factors are named, and the variables that comprise each factor are discussed.

TABLE SHOWING NAMES OF THE FACTORS

S.NO	OVERALL SAMPLE (N = 203)
1	Consumer Satisfaction
2	Consumer Preference
3	Consumer Perception
% TOTAL VARIANCE	76.767

Source: Primary Data

INTERPRETATION

> **Consumer Satisfaction,** consists of four variables;Product effectiveness, Packaging, Brand reputation and Availability in stores

> **Consumer Preference,** consists of four variables; Word of mouth, Offers & discounts, Reasonable price and Product quality

> **Consumer Perception,** consists of two variables; Advertisement and Fragrance satisfaction.

D. CLUSTER ANALYSIS

TABLE SHOWING THE NUMBER OF CASES IN EACH CLUSTER

Cluster	1. Progressive consumer	130.000
	2. Discontent consumer	4.000
	3. Assent consumer	69.000
Valid		203.000
Missing		.000

Source: Primary Data

INTERPRETATION

The table, 130 out of 203 respondents belong to group 1 and exhibit strong preferences across all factors, hence they could be termed as **Progressive consumer, 4** respondents belong to group 2 and are weak in all factors, hence they could be termed as **Discontent consumer, 69** respondents belong to group 3 and are moderate in all factors hence they could be termed as **Assent consumer.**

E. ANOVA TEST

HO: There is no significant difference between Age and Allergic reaction or sensitivity issues of using HUL personal care products.

H1: There is significant difference between Age and Allergic reaction or sensitivity issues of using HUL personal care products.

SHOWING RELATIONSHIP BETWEEN AGE AND ALLERGIC REACTION ISSUES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.139	3	.713	**.978**	**.404**
Within Groups	145.083	199	.729		
Total	147.222	202			

Source: Primary Data

INTERPRETATION

The calculated value (0.404) exceeds the significance level (0.05), leading to the acceptance of the null hypothesis (HO) and rejection of the alternative hypothesis. Therefore, there is no significant difference found between age and the occurrence of allergic reactions or sensitivity issues related to using HUL personal care products.

SUGGESTIONS

❖ This study identified and concluded that HUL company have to focus more on male customers due to their lower purchasing rates compared to female consumers, as indicated by a study. Hence, companies need to devise policies and strategies focused on increasing the appeal of personal care products to male customers in the future.

❖ To encourage customers to give feedback, HUL can give them rewards like free product samples, special discounts and etc., This shows appreciation for their opinions and makes them more likely to share their thoughts.

❖ Continuously innovate and introduce new products based on evolving consumer needs and trends.

CONCLUSION

In this study, through investigation into consumer satisfaction with Hindustan Unilever Limited (HUL) personal care products reveals several key points. There is a notable high level of satisfaction among consumers, indicating a positive perception of the HUL brand. Aspects such as product quality, pricing, and brand reputation heavily influence consumers' preferences for HUL products. The common challenges faced by consumers include issues related to product availability, effectiveness, and sensitivity concerns. There is strong evidence of customer loyalty towards HUL personal care products, with many

customers likely to make repeat purchases, highlighting the brand's success in fostering trust and satisfaction within its consumer base.

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