

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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**BRAND AWARENESS OF HINDUSTAN UNILIVER LTD. AT THIRUTHURAIPONDI**

**M.KALAIVANI**  
**RESEARCH SCHOLAR**  
**STET WOMEN'S COLLEGE**  
**MANNARGUDI**

**B. KAYATHIRIBAI**  
**HEAD**  
**DEPARTMENT OF COMMERCE**  
**STET WOMEN'S COLLEGE**  
**MANNARGUDI**

**ABSTRACT**

A brand as, a name term, sign, symbol or design of combination of them, intended to identify the goods or services of on seller or group of sellers and to differentiate them from those of competitors. Thus a brand identifies the seller or maker. Under trademark law the seller is granted exclusive rights. Consumer view a brand as an important part of a product and branding can add value to a product. The main objectives of the study is to find out the market potential of HUL products, to study the satisfactory level of the consumer for HUL products and study the factor influencing the purchase of HUL products. The problem undertaken for the study purpose is to find out the public eagerness to purchase FMCG products for this purpose, preferential statuses of consumers are analysed on what basis the consumer prefers his brand and which influence him to buy such as brand and how his buying motives is created, are analysed and conducted the exact buying behaviour of the consumer towards using FMCG products. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

**KEYWORDS**

consumer, HUL, behaviour, satisfaction, FMCG.

**INTRODUCTION**

Branding is a major issue in product strategy. Well known brands commands a price premium. Developing a branded product requires a great deal of long term investment, especially for advertising production and packing. The most distinctive skill of professional marketers is their ability to create maintain protect and enhance brands.

**BRANDS**

According to the American Marketing Association defines "A brand as, a name term, sign, symbol or design of combination of them, intended to identify the goods or services of on seller or group of sellers and to differentiate them from those of competitors. Thus a brand identifies the seller or maker. Under trademark law the seller is granted exclusive rights. Consumer view a brand as an important part of a product and branding can add value to a product.

**BRAND IMAGE**

Brand image means the image of a particular brand in market and in eyes of people. Brand image decides the popularity of a brand in market. A brand having good brand image is considered more popular than a brand with low image.

**COMPONENTS OF BRAND IMAGE**

There are three components to a brand image : attributes, consequences and brand personality. It is perhaps more inclusive to think of a brands image as encompassing all the associates that a consumer has for that brand: all the thoughts, feelings and imagery-even colours, sounds and smells - that are mentally liked to that brand in the consumers memory.

First comes the attributes, attributes means qualities or functions or advantages of a particular brand. A brand is known by its attributes i.e. the qualities it offers. Attributes effect the brand image i.e. a product or brand with lot of advantages in comparison to its nearest substitute is considered more suitable. Thus it enhances the brand image. Then come the consequences, consequences means the effect of the product. The product or brand which gives ultimate good result is considered good brand. Thus, consequences also effect brand image. Last component of brand image is brand personality. Brand personality includes associations with particular characters, symbols, endorsers, life styles and types of users. Together, such brand personality associations create a composite image of a brand. It gives the brand a sense of human, it makes you feel a brand as a person.

Thus it characterized it as adventurous, head strong, undependable, excitable etc. Brand personality also anociate feelings with brand. Like fun, excitement with Pepsi, taste, health with honey. Brand personality also creates an association of that brand with certain important life values, such as exciting life, the search for self respect, the need to be intellectual, the desire for self-expression etc. Finally what often matters more than the specific personality attributed to brand is the question of whether a brand has any clear personality at all. Thus, it could be said that the brand personality of a "brand as a person", is used by various advertising agencies and marketing client companies.

Thus, these are the 3 components of brand image. Brand image is a important tool for making effective sales. Brand image builds the confidence in customers. A product which owns high brand image is always at an advantage in comparison to products with low brand image. Thus, brand image can be described as impression of brand in eyes of customers.

**OBJECTIVES OF THE STUDY**

1. To find out the market potential of HUL products.
2. To study the satisfactory level of the consumer for HUL products
3. To study the factor influencing the purchase of HUL products

**METHODOLOGY**

Methodology is a comprehensive term, which includes various methods and procedures, which are used for research analysis. It is way to solve the research problems systematically. This study attempts to find the public eagerness to purchase HUL products. Since the objectives of the study are mainly concerned with



customers attitude, the necessarily date for analysis were from primary and secondary data. Primary data are collected from the customers through questionnaire secondary data regarding the company profile and collected from journals and magazines.

### STATEMENT OF THE PROBLEM

The problem undertaken for the study purpose is to find out the public eagerness to purchase FMCG products for this purpose, preferential statuses of consumers are analysed on what basis the consumer prefers his brand and which influence him to buy such as brand and how his buying motives is created, are analysed and conducted the exact buying behaviour of the consumer towards using FMCG products.

### SCOPE OF THE STUDY

The present research study has very wide scope. It covers various aspects it is several ways to various people. It helps to find out the expectations to public in FMCG products. It shows us, which is leading brand is FMCG Products. It shows the various reasons for selecting a particular brand in FMCG Products.

### COMPANY PROFILE

Hindustan Unilever Limited (HUL) is the largest Fast Moving Consumer Goods (FMCG) company, a leader in home & personal care products and foods & beverages. HUL was established in 1933 as Lever Brothers India Limited. It is currently headquartered in Mumbai, HUL has produced many business leaders for corporate India. It is referred to as a 'CEO Factory' in the Indian press for the same reasons. HUL's brands are spread across 20 distinct consumer categories, touching lives of every 2 out of 3 Indian. It has employee strength over 15000 and 1200 managers.

Hindustan Unilever Limited (HUL) is an Indian consumer goods company based in Mumbai, Maharashtra. It is owned by Anglo-Dutch company Unilever which owns a 67 percentage controlling share in HUL. HUL's products include foods, beverages, cleaning agents and personal care products.

HUL was established in 1933 as Lever Brothers and, in 1956, became known as Hindustan Lever Limited, as a result of a merger between Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. It is headquartered in Mumbai, India and employs over 16,500 workers, whilst also indirectly helping to facilitate the employment of over 65,000 people. The company was renamed in June 2007 as "Hindustan Unilever Limited".

Hindustan Unilever's distribution covers over 2 million retail outlets across India directly and its products are available in over 6.4 million outlets in the country. As per Nielsen market research data, two out of three Indians use HUL products.

According to this approach analysis of data in a general way involves a number of closely related operations which are performance with the purpose of summarizing the collected data and they are organised in such a manner that they are amenable to answer the research questions.

**TABLE NO. 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND DECISIONS IN THE FAMILY**

S.No	Brand Decision	No. of Respondents	Percentage
1	Husband	54	36
2	Wife	45	30
3	Children	30	26
4	Others	21	14
	Total	150	100

Source: Primary data

The above table shows that 36 percentage of the respondents are decided the brand by husband and 14 percentage of the respondents are decided by others.

**TABLE NO. 2: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA SELECTION**

S.No	Media Selection	No. of Respondents	Percentage
1	Television	74	49
2	Newspaper	58	39
3	Salesman	18	12
	Total	150	100

Source: Primary data

The above table shows that majority 49 percentage of the respondents are selection of television, 12 percentage of the respondents are like to salesman.

**TABLE NO. 3: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF YEARS OF USING THE BRAND**

S.No	Years using the brand	No. of Respondents	Percentage
1	Below 5 years	87	58
2	6 to 10	53	35
3	Above 10	10	07
	Total	150	100

Source: Primary data

The above table shows that year of using the brand majority of the respondents are (58 percentage) using 5 years and remaining 7 percentage of the respondents are using above 10 years. The consumer taste and preference are changing to the periodical situation so the consumer change the brand within the year.

**TABLE NO. 4: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND PREFERENCE**

S.No	Brand preference	No. of Respondents	Percentage
1	Great value for money	93	62
2	Highly competitive product	32	21
3	Satisfaction guarantee	25	17
	Total	150	100

Source: Primary data

The above table shows that 62 percentage of the respondents have satisfied the great value for money and 17 percentage of the respondents have prefer for the satisfaction of guarantee. The majority of the respondents are expected the satisfaction for the value paid for the product and others preference to satisfaction guarantee.

**TABLE NO. 5: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF LEVEL OF SATISFACTION**

S.No	Brand satisfaction	No. of Respondents	Percentage
1	Fully satisfied	105	70
2	Satisfied	39	26
3	Dissatisfied	06	04
	Total	150	100

Source: Primary data

The above table shows that 70 percentage of the respondents are fully satisfied in using the brand and 4 percentage of the respondents are dissatisfied in using the brand.

The researcher collect the information from 100 sample respondents and find out the following factors for the study:-

### SUGGESTIONS

Customers buy the brands depend upon the price of the product. If the price is reduced considerably all the consumers will prefer that brand. Improvement of quality should be considered but at the same time price equilibrium should be maintained. Steps should be taken to make the products available in different quantities. Sensible advertisement should be made for better impression in the customer mind. Samples could be provided to rural areas to create awareness about the product. Most of consumer feels about price off or gift offer to buy the product. So, it should be given at least three months and six months once. The manufacturer must take Market survey, once in six months, to know the consumer attitude and preference. There should be regular supply of all brands of FMCG product.

### CONCLUSION

All people, whether young or old, like good health and fairness. They purchase the FMCG product for increase the fair and maintain natural factors for health. So the company introduces variety of product for the people and take more action availability to the shop.

As regards manufactures they should realise that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

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