

# A Study on Consumers Perception Towards FMCG of Hindustan Unilever Limited

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**Abstract:** This research looked to dive into the buyer observation towards FMCG of Hindustan Unilever Limited. This investigation is for the most part set out to decide the age pay and control of buyers, on the off chance that it has or no impact on their discernment on items offered explicitly and their choice to purchase the item. It likewise to discover what impact the buyer in deciding their choice to buy the item, a contextual analysis of Kumasi in Ghana West Africa. It was found that, buyers have distinctive thoughts or observation on the item quality dependent on their ages, pay levels, and, instructive foundation and this goes far to impact them on the criteria utilized in deciding the nature of item when making a buy. The endeavor made to see how a purchaser's understanding about a particular item or administration can impact his or her conduct can be named as shopper recognition. The primary goal of organizations behind endeavor customer observation think about is simply to comprehend the choices made by buyers and take fitting measures to impact them. Buyer observation hypothesis is embraced by organizations preceding the dispatch of a particular item or brand. The achievement or disappointment of a business, as it were, is impacted by buyer recognition. In spite of the fact that a purchaser's observation about an item or administration to some degree is said to be founded on his or her genuine encounter got from the utilization of explicit products or administration, it is additionally, all things considered, affected by an assortment of different factors, for example, value, quality, and notoriety of the producer, marking, and bundling including other complex mental elements. In this research, primary and secondary data were collected for the purpose of finding the consumers' perception toward FMCG of Hindustan Unilever Limited and the data interpretation was done with the help of SPSS software

**Keywords:** Consumers Perception, FMCG

## 1. Introduction

Client observation assumes an essential job in an organization's capacity to draw in new clients and to hold existing clients. Fortunately organizations can control a significant number of the elements that manufacture a person's impression of the organization/brand. In the present computerized age, essentially everything is a Google seek away. This makes your products and enterprises less demanding to discover, yet the tradeoff is that your opposition is less demanding to discover too. That implies it's simpler for troubled or unsatisfied clients to leave. Customers need great quality, however they additionally need to realize they are getting great esteem. That esteem isn't simply made a decision by the item or administration they are acquiring, however by

the accessibility and ease of use of the client administration that bolsters it. It's sufficiently not any longer to have brand acknowledgment; shoppers need to like a brand and friends. They need to work with municipal disapproved of enterprises with positive world perspectives. Client discernment is tied in with feeling and certainty. From the principal contact point to last, the whole organization is associated with this discernment and can add to it emphatically. Clients not just need to like your image/organization and its administration, they should be dealt with well and the items and administrations need to execute as promoted. It is seen that client's observation is towards FMCG changes from various qualities and it exclusively the organization's obligation that the client has legitimate and right recognition towards their merchandise.

## 2. Review of literature

- Avinash Kapoor (2009), the paper titled "Consumers' perceptions: an analytical study of influence of consumer emotions and response"- Companies are progressively endeavoring to offer clients an affair of accessibility extend, moderate cost, shopping accommodation, and mood. The reason for this paper is to decide the effect of sales rep conduct on inspiration, comprehension, feelings, and reactions of the purchasers and to recognize diverse reactions to deals cooperation as indicated by their distinctive recognitions. The reason for this paper is to address the job of sales rep conduct and inspiration mind-set amid the intuitive deals experience understanding and whether they influence customer perceptions, feelings, and result practices.
- Dr. Surinder Singh Kundu (2013), the paper titled "Customers Perception towards the Fast Moving Consumer Goods in market" - A shopper sets a casing of references in his/her psyche to pick or buy an item or administration of same or diverse brands or makers. Keeping in view the casing of references the present paper is an endeavor to consider the components influencing the buy choice of buyers towards buy of the Fast Moving Consumer Goods (FMCGs) and to suggest the strategies which might be received by the sponsors to improve mindfulness among the rustic purchasers.

- Shilpy Malhotra (2014), the paper titled "A Study on advertising Fast Moving Consumer Goods"- The paper centers 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 classes of items. Another region centered 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.
- Mr. G. Ganesh (2015), the paper titled "Consumer's perception towards brand loyalty of FMCG products"- Consumer perception towards the brand dedication alludes the persistent buy of the items or administrations from a similar organization rather than a substitute item or administration from a contender. Customers' observation is the distinguishing proof of a specific brand in the brain of the shopper and it significantly affects a brand. The buyer observation does not really have especially sway on the real execution of the item; while it depends on the present notoriety of brand and item picture as for the information of the purchasers. The customers' recognition is the procedure of impact of the brand, data about the brand which can prompt change of brand into brand dependability. The purchasers' discernment towards brand reliability of the FMCG item is investigated mindfulness, information, disposition of the brand, hazard avoidance to change the brand, fulfillment and brand trust of the buyers

### 3. Statement of 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. This research aims to find out the consumers' perception towards FMCG of Hindustan Unilever Limited, like what the customer really feels or how it has positioned the brand in their mindset.

#### A. Scope of the study

The study is designed to gather information on the customer perception towards various FMCG of HUL. How the product is perceived as compare to its competitors performance in respect of price, quality, standard, service and company's reputation. The scope of the study is limited to the information gathered from various sources. The area of scope is limited to the segment selected within Bengaluru. Further, the scope is narrowed down only to the study of the identified segments.

#### B. Objectives of the study

- To study the awareness of the customer towards the company itself through various medium.
- To study various fast moving goods of Hindustan Unilever Limited
- To study the customer's attention towards various attributes in the advertisements by the company
- To find out if the advertisements of Hindustan Unilever Limited leave any impact on the customers' mindset.

#### C. Operational definition

- *Consumer perception:* Perception is an important concept for the marketers as it encompasses customer's impression, awareness and his or her consciousness about the company and its products. Customer's perception is easily influenced and affected by social media, advertising, reviews and other platforms.
- *Service mindset:* A service mindset is an outlook that focuses on creating customer value, loyalty and trust. A business with this outlook wants to go beyond simply providing a product or service. It wants to create a positive and indelible imprint in the customer's, or even in the prospects, mind.
- *Marketing Communication:* It is a process through which marketers are able to send meaningful information from their end to target customers in the market.
- *Market:* It is a group of people with demand with both ability and willingness to buy a product or service for the end user purpose. So the most important characteristics of a market are, there should be the ability and willingness to buy the product among the people for the end user.

### 4. Research methodology

- *Research Design:* According to Green & Tall, "A research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures".

Table 1  
Age wise representation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 & below	19	19.0	19.0	19.0
	21-30	24	24.0	24.0	43.0
	31-40	20	20.0	20.0	63.0
	41-55	17	17.0	17.0	80.0
	56 & above	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Table 2  
Occupation wise representation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	25	25.0	25.0	25.0
	employed	35	35.0	35.0	60.0
	homemaker	12	12.0	12.0	72.0
	professional	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

- **Research Instrument:** With the help of well-structured questionnaire, it was possible to collect the required information.
- **Data Collection:** Primary as well as Secondary data was collected. Primary data was collected with the help of questionnaire and the secondary data was collected with the help of various magazines, internet, journals and newspapers.

**A. Sample design**

- **Sampling Unit:** The sampling unit for this study are the HUL product users
- **Sample Size:** The sample size for this study are 100 customers
- **Sampling Method:** Sampling is a systematic approach of selecting a few elements from an entire collection of population. In my research study, a pre-requisite for doing sampling is that there should be complete knowledge about all the samplings units. Since this was not so, simple random sampling and opportunity method was used. In order to determine customer’s perception of FMCG goods of HUL.

**B. Limitations of the study**

- The study is limited to study consumers’ perception towards FMCG of HUL limiting to Bengaluru city.
- The sample size was limited to 100
- One of the factors influencing the respondent’s perception could be loyalty towards a particular brand and the product.

**5. Results and discussion**

The tools mainly used for this study are:

- Percentage Analysis
- Chi- square Analysis

**A. Percentage analysis**

Percentage analysis is a statistical tool which used to identify the percentage from the respondents response to a single

question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$Percentage = \frac{\text{Number of responses}}{\text{Total number of respondents}} \times 100$$

**Interpretation:**

From the above table shows that 24 % of the respondents are under the age group of 21 – 30 years, 20% are under the 31 – 40 years group, 20% are under the 56 and above age group, 19% are under the 20 and below age group and the last ones are 41-55 age group which constitutes about 17% of population. We can concluded that majority (24%) of the respondents are in the age group of the 21 –30years category.

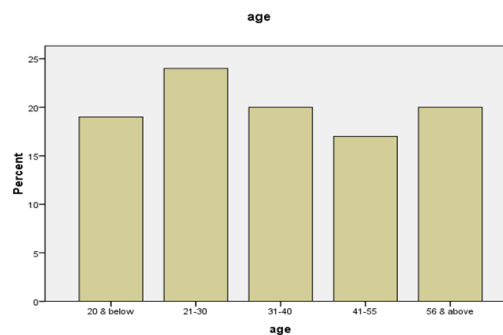


Fig. 1. Age vs. Percentage



Fig. 2. Occupation vs. Percentage

**Interpretation:**

From the above table shows that 35% of the respondents are employed, 28% of the respondents are professional, 25% of the respondents are students and 12% of respondents are homemakers. We can concluded that majority (35%) of the respondents are employed.

Table 3  
Gender representation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	35.0	35.0	35.0
	Female	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

**Interpretation:**

From the above table shows that 65% of the respondents are Female and 35% of the respondents are Male. We can concluded that majority (65%) of the respondents are Female.

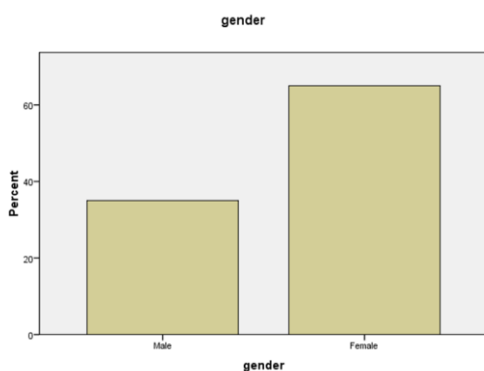


Fig. 3. Gender vs. Percentage

**B. Chi square test**

Chi-square test enables the researcher to find out whether the divergence between expected and actual frequencies is significant or not.

$$CHI - SQUARE = \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where,

$O_{ij}$  – observed value

$E_{ij}$  – expected value

$E_{ij} = \text{Row total} \times \text{Column total} / \text{Grand total}$

Degree of freedom = (C-1) X (R-1)

Where C = No. of column

R = No. of row

**C. Relationship between the occupation of the respondents and their attention towards various attributes shown in the ads**

- *Ho:* There is no significant relationship between the occupation of the respondents and their attention towards various attributes shown in the ads
- *H1:* There is significant relationship between the occupation of the respondents and their attention

towards various attributes shown in the ads.

Table 4  
Chi-Square

Degree of freedom	Calculated Value	Table Value	Level of Significance	Accepted/ Not Accepted
12	18.116	5.226	5%	Accepted null hypothesis

**Interpretation:**

The table value is lesser than the calculated value. Therefore, the null hypothesis is accepted & alternative hypothesis is rejected and there is no significant difference between the occupation of the respondents and their attention towards various attributes shown in the ads of Hindustan Unilever Limited.

**D. Relationship between the gender of the respondents and whether advertisements of the company leave any impact on them**

- *Ho:* There is no significant relationship between the gender of the respondents and whether advertisements of the company leave any impact on them.
- *H1:* There is significant relationship between the gender of the respondents and whether advertisements of the company leave any impact on them.

Table 5  
Chi-Square

Degree of freedom	Calculated Value	Table Value	Level of Significance	Accepted/ Not Accepted
1	.005	0.004	5%	Accepted null hypothesis

**Interpretation:**

The table value is lesser than the calculated value. Therefore, the null hypothesis is accepted & alternative hypothesis is rejected and there is no significant difference between the gender of the respondents and whether advertisements of the company leave any impact on them.

**6. Findings**

- The study reveals that 35% of the respondents who are employed, the main attribute that attracts them when seeing any advertisements of the company are the products itself as well as 28% of the respondents who are professionals.
- The study reveals that 65% of respondents who are female, they agreed to the fact that the advertisements of the company leave some sort of impact on their mindset as well as 35% of respondents who are male.
- Two out of three Indians consumes HUL products.
- Consumers' perception towards the FMCG of Hindustan Unilever Limited is satisfactory.
- The most fast selling products of the company are lipton ice tea which constitutes about 20% of the respondents, lakme which constitutes about 16% of

the respondents, dove & lux which constitutes about 12% of the respondents and sunsilk which constitutes about 12% of the respondents.

- This study reveals that by seeing the advertisements the consumers' gained awareness about the company which constitutes about 41%, through friends & peers by 30%, through family and relatives by 17% and through previous users by 12%.

#### A. Suggestions

- Hindustan Unilever limited can concentrate more on selling their other less known brands as compared the fast selling ones like lipton, dove, lakme etc.
- Giving ads on transport vehicles like auto rickshaws and busses can also help in improving brand image and product awareness among the public.
- It is suggested to introduce pharmaceutical goods in the product line
- It is suggested to increase the customer query response by dealers as it is found that dealers are not solving the queries of the customers.
- It is suggested that the company should establish relationship with the consumer through promotional activities like latest offers discount coupons, gift on points.

#### 7. Conclusion

The project undertaken is titled by "consumers' perception towards FMCG of Hindustan Unilever Limited". The sample size was 100 & the study respondents were randomly selected from Bengaluru. Most of the respondents are between the age group of 21-30. To find out the opinion of respondents structured questionnaire was directly distributed among the respondents to collect information. The collected information was analysed and interpreted. Consumers' perception is very important for any business engaging in selling their offering to the target audience, the firm must be able to understand the mindset of the audience, how they can satisfy their needs and how they can stand out in the market, the firm must also assess the competition availing in the market and study their strengths and weaknesses in order to gain competitive advantage over their competitors. Hindustan Unilever Limited is one of the main players in FMCG market and their main competition comes from P&G, Dabur, ITC etc.

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