A Study On Consumers' Behaviour Towards Hindustan Soap with Special References To Coimbatore City

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Abstract- *Hindustan Unilever limited formerly called Hindustan switch limited is India's largest consumer products company and was formed in 1933. Headquartered was presently located in Mumbai. The Anglo-Dutch company Unilever owns a Hindustan Unilever limited. In 1931, Unilever set up its first Indian attachment, the Hindustan vanaspati manufacturing company, followed by lever sister India Limited (1933) and United traders limited (1935).*

I. INTRODUCTION

The first proof of soap's existence was a Mesopotamian day tablet dating back to 2200 B.C with a soap recipe inscribed on it. Egyptians made some type of soap mono-scripts from approximately 1500 B.C found in Egypt describe a substance made by combining animal fats and vegetable oils to create a soap-like base and go to explain another type of soap which is produced for the use in the production of wool. By the eighth century, soap factories were built in Marseilles where the soil was great for olive trees and vegetable sodas. The industry began in France during the twelfth or thirteenth century and England soon followed the tradition whilst the French cleaning soapturned intosolelycrafted from olive oil the En++glish produced cleaning soap from quite a few ingredients.

1.2 STATEMENT OF THE PROBLEM

Marketing is the process of communicating the value of a product or service to the customer it is a crucial business function for attracting customers marketing satisfies the needs and wants of customers through the exchange of these products and brings long-term relationships. Through this research, we could conclude what kind of soaps consumers prefer and the reason for it.

1.3 OBJECTIVES OF STUDY

- To find out the factors that influence a person to buy a particular brand of soap.

- To evaluate the effectiveness of advertisements on soap brands.
- To know the awareness of the people towards different soaps available.
- To know the reason for a switch over from one brand to another.

1.4 SCOPE OF THE STUDY

The main aim of the study is to find the preference of the customer regarding soaps and the factors which affect them. Here we considered all the soap products of Hindustan Unilever private limited and find which soap has high marketing strategies and also the soaps which have high sales markets.

1.5 HYPOTHEESIS

There's no significant different between family yearly income and reason for using Hindustan Unilever soaps.

1.6 SOURCE OF INFORMATION

- Primary Data
- Secondary Data

Primary Data

The data is collected by preparing a questionnaire of 160 samples were collected in which 10 samples were unfilled and data were collected from 150 respondents. A well framed questionnaire is created for collection of data.

Secondary Data

Secondary data relevant to the study is gathered from published sources like as standard text books, magazines and internets.

1.7 RESEARCH METHODOLOGY

This study involves descriptive research method as the study is based on questionnaire type design. Descriptive research includes survey and fact-finding enquiries of the state of affairs as it exists at present. The questionnaire involves of socio and economic profile of the respondents such as gender, age, education, etc. And customer perception, satisfaction level and attitude of respondents.

1.8 STATISTICAL TOOL USED FOR ANALYSIS

The tools and techniques have been applied by the research to analysis the primary data is as follows

1.9 SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis describes the classification of the respondents falling in each category. It is mainly used for standardization and comparisons of the data collected. This analysis is carried out for the most of the questions given in the questionnaire. FORMULA: Percentage=Number of respondents / Total respondent*100

II. REVIEW OF LITERATURE

2.1.1 Shreyas Ray (2021) based on this study I have concluded that the customer satisfaction towards Hindustan Unilever limited personal care products is good. customers are happy with the quality, price, and availability of goods. HUL is a highly penetrated company in the personal care products segment customer usually prefers to use bathing soaps the most in personal care products of HUL, customers are satisfied with the variety of products.

2.1.2 R. Sampath Kumar (2003) identified in his study that," A majority of customers currently –a-days are an extremely enlightened lot. they're involved with the bulk of cases, companies attempting to draw in customers and their loyalty"

2.1.3 E. Lirad(2004) clarifies the relative importance of self and ideal self-image to the acquisition intention of consumers. He concludes that self-image and ideal self-image tend to be more positively related to self-image than the perfect self-image, whereas in other merchandise the acquisition intention tends to be additionally related to self-image.

2.1.4 Mr. S. Venkatesh (2005) created "A study on whole preference towards surf stand out with special relevancy Erode town". the target of the study was to understand the packaging impact of surf stand out and establish the satisfaction level of the buyer out of a hundred customers, 50% felt the worth is high and also the simplest media of advertisement was found to be tv.

III. ANALYSIS AND INTERPRETATION

DEMOGRAPHIC CLASSIFICATION OF RESPONDENTS

TABLE 3.1

VARIANCE	CATEGORY	NUMBER OF RESPONSES	PERCENTAGE
GENDER	MALE	90	60
	FEMALE	60	40
OCCUPATION	BUSINESS	6	4
	SELF EMPLOYED	2	1.33
	STUDENT	134	89.33
	EMPLOYEE AT AN ORGANISATION	8	5.33
MARITAL STATUS	MARRIED	142	94.66
	UNMARRIED	8	5.33
EDUCATIONAL QUALIFICATION	HIGHER SECONDARY	10	6.66
	UNDERGRADUATE	128	85.33
	POSTGRADUATE	8	5.33
	DIPLOMA	4	2.66
AGE GROUP	18 TO 24	118	78.66
	25 TO 30	8	5.33
	30 TO 45	12	8
	ABOVE 45	8	5.33
FAMILY INCOME	BELOW 100000	54	36
	100000 TO 300000	54	36
	300000 TO 500000	30	20
	MORE THAN 500000	8	5.33
AREA OF RESIDENCE	URBAN	78	52
	RURAL	68	45.33
SIZE OF FAMILY	2	8	5.33
	3	26	17.33
	4	90	60
	MORE THAN 4	26	17.33

INTERPRETATION

- Among the 150 samples, 40% are male and 60% are female.
- Here 89.33% of the sample are students, 5.33% are employed in a private or public organization, 4% do their own business and the rest 1.33% are self-employed.
- Regarding marital status, 94.66% are married and the rest 5.33% are unmarried.
- Here, 85.33% of the samples are undergraduate students, 6.66% are higher secondary, 5.33% are postgraduate and2.66% are diplomas.
- Of the above samples, 78.66% of the sample fall into the age group of 18 to 24 and 5.33% for 25 to 30, 8% FOR 30 to 45, and 5.33% for above 45.
- In the above table, 36% of the sample's family salary is below 100000, 36% sample's family salary is between 100000 to 300000,20% sample's family salary is between 300000 to 500000, and 5.33% of the sample's family salary is above 500000.
- Of the 50 respondents, 52% family resides in urban areas while the rest 48% of their family reside in rural areas.

- Regarding the size of the family, 5.33% family have 2 members, 17.33% family have 3 members, 60% family have 4 members, and 17.33% family have more than 4 members.

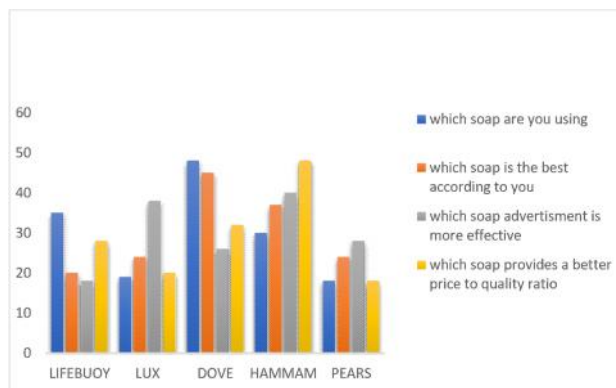## RESPONENTS PERCEPTION TOWARDS HIDUSTAN SOAP

TABLE 3.2

VARIANCE	CATEGORY	NUMBER OF RESPONSES	PERCENTAGE
	BODY WASH	100	66.67
AMONG BODY WASH AND SOAPS WHICH DO YOU PREFER THE MOST	SOAPS	50	33.33
WHICH ONE DO YOU PREFER FOR HAND WASH	HAND WASH	110	73.3
	SOAP	40	26.7
HOW MUCH YOU SPEND ON SOAP	50-59	84	56
	60-69	38	25.3
	70-79	14	9.3
	MORE THAN 80	14	9.3
HOW MANY TIMES A MONTH DO YOU BUY BATHING SOAPS	ONCE	42	28
	TWICE	80	53.3
	THRICE	24	16
	MORE THAN THREE TIMES	4	2.7
WHERE DO YOU BUY YOUR BATHING SOAP	SUPERMARKETS	72	48
	RETAIL MARKETS	76	50.7
	ONLINE	2	1.3
WHAT IS YOUR IDEAL SIZE FOR PURCHASING SOAP	LESS THAN 75 GM	20	13.3
	75 GM	54	36
	100 GM	58	38.7
	MORE THAN 100 GM	18	12

Interpretation

- Regarding body wash and soaps, most of the respondents that are 66.67% have opted to use soaps.
- But, when it comes to hand washing, 73.33% have preferred hand wash liquids rather than soaps.
- On average, 56% of people are ready to spend 50 to 59 rupees on a soap.
- About 53.33% of respondents buy soaps twice a month.
- Consumers prefer both supermarkets and retailers almost the same amount to buy soap
- About 75% of people buy soaps that weigh between 75 to 100 grams.

FACTORS INFLUENCING BUYING BEHAVIOUR

The above chart shows the various factors that affect the buying customers' buying motive for a soap. Of the 150 respondents, 78 have said that they give importance to the quality of the soap.42 consider the fragrance of the soap.18 see the price of the soap when they buy it and 12 looks for the quantity provided for the price paid.

CONSUMER PREFERENCE TO VARIOUS SOAPS OF HINDUSTAN

From the below chart, it is clear that dove and hammam are the most preferred soaps of Hindustan. Also, people buy lifebuoy and lux in an equal amount and they prove they have their customers.

IV. FINDINGS

- 60% of the respondents are male and 40% of the respondents are female.
- 90% of the respondents are students belonging to occupation.
- 96% 0f the respondents are unmarried status.
- 86.5% of the respondents are undergraduates and 5.4% are the diploma.
- 73.3% of them prefer hand washing.
- 56% of the respondents were ready to buy the soap price is between 50-59.

- 50.7% of the respondents were ready to buy in the retail stores nearby their house.
- 38.7% of the respondents are likely to buy the high grams of soaps.
- 53.3% of the respondents could purchases a soap twice within a month.
- 56.8% of the respondents preferred vim bar to buy.

V. SUGGESTIONS OF THE STUDY

1. The company should strengthen their promotion technique.
2. Quantity of the soaps should be decreased as the price goes down.
3. They should combine with any other top brand companies to make it more popular.
4. The company should launch variety of new soaps.
5. The company should use more marketing techniques to survive in the market.

VI. CONCLUSION

After doing this exploration I would like to conclude by saying that Hindustan Unilever is a leader in soap brands since utmost of its detergents are top-selling brands the students are apprehensive and familiar with the brand. The repliers gave the least importance to advertisement since the company isn't suitable to impact them to buy a new brand of soaps. Dove and pears cleaner is the most popular among the Unilever detergents, the company should position and use marketing blend rudiments effectively to promote the deals of other brands.

The company should try to ameliorate detergents with a further effective scent which can have a long-lasting effect since its utmost impacting factors, in buying a cleaner and the company should produce a durable cleaner which could be used for a longer period and the price of the products should also be reasonable according to their quality. Since utmost of the detergents other also Dove which consumers prefer are from other brands, also Unilever so the company should try to separate its brand similar that consumers come pious to other brands also. The company should also launch new products like herbal, and antiseptic detergents, to fight with Patanjali, and Dettol since its utmost preferred by the other age groups, and should try to prisoner requests of other age groups by using segmenting, targeting, and positioning methods.

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