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Brand Image of Hindustan Unilever Limited with Special Reference to Coimbatore City

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ABSTRACT

In India, Hindustan Unilever Limited (HUL) is the top manufacturer of fast-moving consumer goods. The goal of the current research is to determine the most popular brand and degree of satisfaction in Coimbatore City with HUL's personal care products. A sample of 105 respondents and Coimbatore city were used for the research. It is found that majority of the respondents are using the HUL products because of brand image and quality.

Key words: HUL, Fast Moving Consumer Goods, Brand image

INTRODUCTION

A brand is anything that distinguishes a product from those of other sellers, whether it is a moniker, a phrase, a look, or another attribute. Businesses, marketers, and advertisers use brands to distinguish one person's cattle from another's. Coca-Cola, which is owned by the Coca-Cola Company, is a contemporary example of a trademark.

Hindustan Unilever Limited is a division of Unilever, a global leader in the supply of fast-moving consumer goods with deep local roots in more than 100 nations and 2008 sales of $1,440.5 billion. Approximate 52% of HUL's shares are owned by Unilever. In a survey sponsored by Hewitt Associates, in collaboration with Fortune magazine and the RBL Group, Hindustan Unilever was recently ranked among the top four businesses worldwide in the list of 3Global Top Companies for Leaders. In both India and the Asia-Pacific region, the business was ranked first.

This study focuses to find the brand image of Hindustan Unilever Limited in Coimbatore City.

OBJECTIVES OF THE STUDY

- To study the brand image of Hindustan Unilever Limited - Cosmetic Products in Coimbatore.
- To identify the awareness of the Hindustan Unilever Limited -Cosmetic Products among the customers in Coimbatore.
- To understand the customer's opinion about the Hindustan Unilever Cosmetic Products.

SCOPE OF THE STUDY

The present study makes an attempt to find the Brand image about the Hindustan Unilever Limited - Cosmetic Products. The study identifies how the people getting awareness about the Hindustan Unilever Limited - Cosmetic Products and to find which is the best media to give awareness of our Products the people. The study would help the company to develop our product in market and also increasing customers

LIMITATIONS

- The study is only restricted to Coimbatore city.
- The study was conducted only in around Coimbatore and only 100 respondents are considered to this study.
- Since the study is fully bases on primary data, the deficiencies attached with already collected data will be reflected on the finding of the study.
- The finds are based only on the information given by the respondents.

REVIEW OF LITERATURE

Amphora (2014), The emphasis of the study is on quick-moving consumer goods. Quick moving consumer goods are frequently low overall revenue items and are therefore distributed in large volumes. With the same number of brands available for comparable product classes, it is crucial to focus on how to improve brand recognition as a benefit for customers.

Madhvi (2006), discovered that the transition from the domestic to the global economy has had significant and far-reaching effects. The corporate sector has already recognised the enormous possibilities present in the rural sector and is attempting to take advantage of these with strategies specifically targeted at rural markets. Compared to marketing in urban areas, marketing in rural areas requires a completely different approach.

RESEARCH METHODOLOGY

SAMPLE DESIGN

Sample design is the definite plan for obtaining sample from a given population random sampling is selected as the technique for the study.

SAMPLE SIZE

The sample size taken for the study is 100 respondents.

TECHNIQUE FOR ANALYSIS

The collected data in the questionnaire have been tabulated, analyzed by using the following techniques

1. Simple percentage Analysis.

2. Chi Square Analysis.

FINDINGS OF THE STUDY

- The majority (63%) of the respondents are Female Gender.

- The majority (61%) of the respondents are Unmarried.

- 35% of the respondents are Self-Employed.

- Majority (46%) of the respondent's monthly income is Below 10,000.

- The majority (63%) of the respondents are buying the products in retail Stores.

- The majority (98%) of the respondents found HUL products in easily available in market.

- The majority (43%) of the respondents bought by refer in radio/TV commercials.

- 68% of the respondents are satisfied with the purchase influence in quality.

- The majority (48%) of the respondents are aware of the quality.

- 50% of the respondents are invest on consumption is 30%-60% per year.

- The majority (81%) of the respondents needed the changes in this product.

- 35% of the respondents needed differentiation in this product from others in brand name and spokes persons.

- The majority (94%) of the respondents are buying only branded products.

- The majority (86%) of the respondents are loyal customers in the buying products.

- The majority (30%) of the respondent's experiences the product information is Neutral.

- Majority (34%) of the respondents shares that particular brand is out of stock and they will purchase other product from the same brand and delay purchase till next time.

- 85% of the respondents feels the image of a brand can influence the buying behaviour.

- The majority (91%) of the respondents feels that they have a trust in this product.

- The majority (33%) of the respondents are satisfied with the Good value added services is the according to help build a good brand image.

- The majority (49%) of the respondents satisfied that the price is giving their expectations

- The majority (33%) of the respondents satisfied to the fullest extent the product been successful to meet their needs.

- 47% of the respondents are Agree to their intent to but other products on this brand.

- The majority (45%) of the respondents are Agree to their satisfaction with this brand in own experience.

SUGGESTIONS

The research clearly shows that HUL's products are getting close to breaking sales records on the international consumer market. There are valid reasons to note that they haven't quite reached the cutting edge rank on many counts, though. Several recommendations can be made in this respect to help HUL's product marketing prospects get the necessary boost.

The management of HUL should make an effort to utilise all the potentials that the global market has to give by allocating a more significant, effective, and well-equipped resource base. First and foremost, this task can be completed by establishing a more robust and extensive distribution network for various goods, allowing for easier coverage of even those consumer segments that are not as readily accessible.

CONCLUSION

The FMCG industry has suffered recently as a result of devaluation. The fact that so many enterprises are competing to take advantage of this opportunity has also forced the old HUL to change, and as a result, their transformation has produced a new HUL that has effectively met this challenge and stopped this trend. It has achieved this by greatly improving their brands and developing skills. They are reverting to growth as a result of this, which has already started to bear fruit. Value growth follows volume growth, and earnings growth follows value growth. One of the most exciting markets with lots of promise is India. The per capita revenue in India is expected to double over the next ten years. There is a chance to accelerate penetration in FMCG. All 35 of their strong brands, which span all market segments, hold dominant market places. These are now stronger than ever and more pertinent to the customer. The size of the chance has the people fired up and ready to seize it. They have the resources they require due to the size of the operations and company. They are providing excellent services, and the customers are accepting of the changes they made to the products. As a result, they are experiencing sustainable profitable development.

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