



## SATISFACTION OF COLLEGE STUDENTS' TOWARDS HINDUSTAN UNILEVER PRODUCTS WITH SPECIAL REFERENCE TO UDANGUI AREA

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### Abstract

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as home care products, personal care products and food products. The Company has over 18,000 employees and has an annual turnover of INR (Rs.) 31,425 crores (financial year 2017 –2018). HUL is a subsidiary of Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of Rs.53.3 billion in 2015. Unilever has 67.20% shareholding in HUL. The Students' how looks for products differentiation by food products, Home Care Products, Personal care products and the like. The Students' has certain expectation level and satisfaction level from HUL products of its Quality, Price, Popularity, Size, Brand, Image and Color. The Money spends on advertisement creates awareness among the students' regarding HUL products in the market. In this context the present study is undertaken to determine the students' satisfaction level of HUL products and to measure the factors considering by HUL products to identify the sources of getting knowledge from HUL products. Hence the study entitled "Satisfaction of College Students' towards Hindustan unilever products with Special reference to Udangudi Area".

**Keywords:**Hul, Satisfaction of College Students.

### Introduction

Hindustan Unilever Ltd is India's largest fast-moving consumer goods. The company operates in seven business segments. Soaps and detergents include soaps detergent bars detergent powders and scourers. Personal products include products in the categories of oral care skin care (excluding soaps) hair care talcum powder and color cosmetics. Beverages include tea and coffee. Foods include staples (atta salt and bread) and culinary products (tomato-based products fruit-based products and soups). Ice creams include ice creams and frozen desserts. Others include chemicals and water business. Hindustan Unilever Ltd was incorporated in the year 1933 as Lever Brothers India Ltd. In 1956 Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd merged with the company and the name was changed from Lever Brothers Ltd to Hindustan Lever Ltd. The company acquired Lipton in 1972 and in 1977 Lipton Tea (India) Ltd was incorporated. Brooke Bond joined the Unilever fold in 1984 through an international acquisition. Pond's (India) Ltd joined the Unilever fold through an international acquisition of Chesebrough Pond's USA in 1986.The liberalization of the Indian economy started in 1991 clearly marked an inflexion in the company's and the Group's growth curve. The removal of the regulatory framework allowed the company to explore every single product and opportunity segment without any constraints on production capacity. Simultaneously deregulation permitted alliances acquisitions and mergers.

### Statement of the Problem

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of two out of three Indians. HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others. The Students' how looks for products differentiation by food products, Home Care Products, Personal care products and the like. The Students' has certain expectation level and satisfaction level from HUL products of its Quality, Price, Popularity, Size, Brand, Image and Color. The Money spends on advertisement creates awareness among the students' regarding HUL products in the market. In this context the



present study is undertaken to determine the students' satisfaction level of HUL products and to measure the factors considering by HUL products to identify the sources of getting knowledge from HUL products. Hence the study entitled "Satisfaction of College Students' towards Hindustan unilever products with Special reference to UDANGUDI AREA".

### **Scope of The Study**

This study is totally relevant to the present day's problem of all business concern and the needs of the products. Students' satisfaction is changing in time to time. Hence to know the level of satisfaction of the students' of HUL products the present study is undertaken.

### **Review of Literature**

Revathi., (2017) in her study entitled "A study on customer satisfaction towards preethi products in coimbatore city", found that the most of the sale is done on sales promotion activities and TV advertisement etc., The important attribute of the product is quality and prices should be taken care product attributes like permanence and after sales services has been appreciated. It is certified that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempt its best to reveal the same.

Dharmaraj.,(2014) in his study entitled "A study on customer satisfaction towards selective LG products with special reference to Gobichettipalayam", found that the analytical tools applied for the analysis of the data collected like Simple Percentage analysis and Chi-square tests. The study is aimed at measuring customer satisfaction towards selective LG products with special reference Gobichettipalayam. Marketing starts before production and continues after sales. Marketing is the process of creating customers. The important attribute of the product is quality and prices have received favorable appreciation from the respondents.

Rahim Mosahab et.al.,(2016) in their study entitled "Service Quality, customer satisfaction and Loyalty: A test of Mediation", found that in all fivefold dimensions of service quality and also in total, customers' expectations are beyond their perceptions of the bank performance. In face, findings of this research found that although in all fivefold dimensions of service quality sephah Bank's performance has been higher than average limit, but its service quality does not satisfy customers' expectations.

Nuseir and Hilda Madanat.,(2015) in their study entitled "A strategy to secure customers' loyalty via customer satisfaction", found that the marketing mix assists organizations to perceive and understand the requirements and needs any business towards success or failure. Understanding customers' needs and careful attention to pricing products show that organization managers know to perceive psychological traits of customers' nature. Marketing mix if managed properly brings overall success for the organization and at the same time is primary source to satisfy a customer.

### **Objectives of The Study**

1. To study briefly about the various HUL products available in the study area.
2. To know the socio-economic profile of the respondents and level of satisfaction of HUL products among college students.
3. To identify the profile of the respondents and factors considering the students while Purchasing HUL Products.
4. To offer suitable suggestions to improve the satisfaction level of the college students of HUL products.

### **Hypothesis**

- H1: There is no relationship between the gender of the respondents and satisfaction level of HUL Products.  
H2: There is no relationship between the age of the respondents and satisfaction level of HUL Products.



**Methodology**

The present study is descriptive and analytical in nature. Designing suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem. In the present study, primary data were collected from the student’s selected HUL products are functioning in the study area.

**Sources of Data**

Both primary and secondary data are used for the present study. Secondary data were collected from the various books, journals, reports and various websites. Primary data were collected from the respondents selected for the present study using interview schedule.

**Sampling Design**

The primary data are collected by the researcher from different categories of students’. It is very difficult to apply sampling method to collect the data. Hence, convenient sampling technique has been adopted. The primary data collected from 120 students’ in the study area.

**Data Processing**

After the completion of collection of data, the filled interviewschedules are edited properly. The researcher records the data, which are collected from students’ as per the interview schedule. Master table is prepared to sum up all the information contained in the interview schedules. With the help of the master table, classified tables are prepared and later they are taken for analysis.

**Tools and Techniques**

For analysis and interpretation of data, the researcher used the following tools and techniques.

Percentages.

Chi – square test and

Garret Ranking Method

**Period of The Study**

The research has been undertaken in Udangudi Area. The study period of this project is five months i.e., December, 2018 – April, 2019.

**Limitations of The Study**

The study is based upon small sample.

The time duration of the study is only five months.

**Data Analysis And Intreparation**

**Table 1,Gender of The Respondents**

S.No	Gender	No. of respondents	Percentage %
1.	Male	54	45.00
2.	Female	66	55.00
Total		120	100.00

Source: Primary data

It is found that majority (55 per cent) of respondents are female. The abovedetails are also presented in the following diagram.

**Table 2, Age of The Respondents**

S.No	Age	No. of respondents	Percentage %
1.	Below 18 years	58	48.30
2.	18-20 years	19	15.80
3.	20-22 years	28	23.30
4	Above 23 years	15	12.50
Total		120	100.00

Source: Primary data

It is found that majority (48.30 per cent) of respondents are in the age group of below 18 years. The above details are also presented in the following diagram.

**Table 3, Educational Level of The Students**

S.No	Educational qualification	No. of respondents	Percentage %
1.	UG	77	64.20
2.	Post Graduate	28	23.30
3.	M.Phil	15	12.50
Total		120	100.00

Source: Primary data

It is found that majority (64.20 per cent) of respondents have studied Under Graduate Level.

**Table 4, Level of Income**

S.No	Level of income	No. of respondents	Percentage %
1.	Below Rs.20,000	64	53.30
2.	Rs.20,001-Rs.40,000	18	15.00
3.	Rs.40,001-Rs.60,000	32	26.70
4.	Above Rs.60,000	6	5.00
Total		120	100.00

Source: Primary data

It is found that majority (53.30 per cent) of respondents earn between Below Rs.20,000.

**Table 5, Types of HUL Products**

S.No	Types of HUL products	No. of respondents	Percentage %
1.	Home care products	33	27.50
2.	Food products	39	32.50
3.	Personal care products	48	40.00
Total		120	100.00

Source: Primary data

It is clear from the above analysis that most of the respondents (40.00) prefer personal care products in HUL products.

**Table 6, Mode of Purchase**

S.No	Mode of purchase	No. of respondents	Percentage %
1.	Cash	96	80.00
2.	Credit	20	16.70
3.	Instalment	4	3.30
Total		120	100.00

Source: Primary data

It is clear from the above analysis that majority of the respondents (96) have purchased the HUL Products by cash.

**Table 7, Source Of Getting Knowledge About The Hul Products**

S.No	Source of getting knowledge	No. of respondents	Percentage %
1.	Television	53	44.20
2.	News paper	28	23.30
3.	Magazine	11	9.20
4.	Internet	28	23.30
Total		120	100.00

Source: Primary data

It is inferred that most of the respondents (53) are having awareness about the HUL products through their television advertisement followed by their friends and parents.

**Table 8, Opinion About The Cost of Hul Products**

S.No	Opinion	No. of Respondents	%Percentage
1.	Reasonable	55	45.83
2.	High	19	15.83
3.	Low	28	23.33
4.	Very high	18	15.01
Total		120	100.00

Source: Primary Data

It is inferred that majority of the respondents have (55) felt that the cost of the HUL products is reasonable.

**Table 9, Level of Satisfaction of Hul Products**

S.No	Level of satisfaction of HUL products	No. of respondents	Percentage %
1.	Highly satisfied	48	40.80
2.	Satisfied	25	20.80
3.	Neutrally satisfied	21	17.50
4.	Dissatisfied	20	16.70
5.	Highly dissatisfied	6	5.00
Total		120	100.00

Source: Primary data

It is understood that most 48 of the respondents' satisfaction level is Very High.

### Testing of Hypotheses:3.17 Testing Hypothesis

There is no significant association between the gender of the respondents and satisfaction level of HUL Products. To test this hypothesis Pearson chi-square test is applied and the result is presented in the following table.

**Table 10,Cross table**

Gender of the respondents * Satisfaction Level of HUL Products							
		Satisfaction Level					Total
		Highly Satisfied	Satisfied	Neutrally satisfied	Dissatisfied	Highly Dissatisfied	
Gender of the respondents	Male	13	10	22	8	1	54
	Female	8	15	26	12	5	66
Total		21	25	48	20	6	120

**Table 11,Difference between gender and Satisfaction Level of HUL Products Result of Chi-Square Test.**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.839a	4	.304
Likelihood Ratio	5.057	4	.282
Linear-by-Linear Association	4.620		
N of Valid Cases	2.948b	1	.086
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .75.			
b. Cannot be computed because there is insufficient memory.			
c. The standardized statistic is -2.418.			

From the above results it is found that the significance value for chi-square value of 4.839 is less than the acceptance level of 0.05 (p=0.304). Hence the null hypothesis is accepted and it is concluded that there is no significant difference between the gender and satisfaction level of HUL products.

#### Hypothesis

There is no significant association between the age of the respondents and satisfaction level of HUL Products. To test this hypothesis Pearson chi-square test is applied and the result is presented in the following table.

**Table 12, Cross table**

Age of the respondents * Satisfaction Level of HUL Products							
		Satisfaction Level					Total
		Highly Satisfied	Satisfied	Neutrally satisfied	Dissatisfied	Highly Dissatisfied	
Age of the respondent	Below 18 years	5	10	27	11	5	58
	18-20 years	8	4	4	2	1	19
	20-22 years	3	8	12	5	0	28
	Above 23 years	5	3	5	2	0	15
Total		21	25	48	20	6	120

**Table 13, Difference between age and Satisfaction Level of HUL Products Result of Chi-Square Test**

	Value	Df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	20.203a	12	.063
<b>Likelihood Ratio</b>	20.815	12	.053
<b>Linear-by-Linear Association</b>	17.718		
<b>N of Valid Cases</b>	5.845c	1	.016
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .75.			
b. Cannot be computed because there is insufficient memory.			
c. The standardized statistic is -2.418.			

From the above results it is found that the significance value for chi-square value of 20.203 is less than the acceptance level of 0.05 ( $p=0.063$ ). Hence the null hypothesis is accepted and it is concluded that there is no significant difference between the gender and satisfaction level of HUL products.

### Findings

It is found that majority (55 per cent) of respondents are female.

It is found that majority (48.30 per cent) of respondents are in the age group of below 18 years.

It is found that majority (64.20 per cent) of respondents have studied Under Graduate Level.

It is found that majority (66.70 per cent) of respondents are Farmer.

It is interesting to note that majority (79.20 per cent) of the respondents are living as nuclear family.

It is found that majority (53.30 per cent) of respondents earn between Below Rs.20,000.

It is found that majority (60.80 per cent) of respondents are having above four members in their family.

It is noted that most of the respondents (40.00) prefer personal care products in HUL products.

It is clear from the above analysis that majority of the respondents (96) have purchased the HUL Products by cash.





It is inferred that majority (53) of the respondents are having awareness about the HUL products through their television advertisement followed by their friends and parents.

It is inferred from the above analysis that majority (92) of the respondents are recommended for Purchase of HUL Products.

It is found that most of the respondents (39) have suggested a HUL for the reason of quality of the products.

It is found that majority of the respondents (60) prefer other dealers/ retailers when the preferred product of HUL is not available.

It is inferred that majority of the respondents (55) felt that the cost of the HUL products is reasonable.

It is understood that most (48) of the respondents' satisfaction level is Very High.

It is inferred that majority of the respondents have (55) felt that the cost of the HUL products is reasonable.

### **Chi- Square Test**

It is found that the significance value for chi-square value of 4.839 is less than the acceptance level of 0.05 ( $p=0.304$ ). Hence the null hypothesis is accepted.

It is found that the significance value for chi-square value of 20.203 is less than the acceptance level of 0.05 ( $p=0.063$ ). Hence the null hypothesis is accepted.

### **Garret Ranking Analysis**

It is evident that majority (52.02 per cent) of the respondents are influenced by the product of Food in HUL in the study area.

It is note that majority (58.53 per cent) of the respondents are mentioned that the Competitors product of HUL in Indian Shaving Products Ltd the study area.

### **Suggestions**

As more respondents are purchasing in HUL products for getting highly satisfied on HUL the company should try to provide attractive variety of products to provide in nature. The HUL company can conduct awareness program in the rural areas to educate people about the products offered by the company so that the people in rural areas will get to know more about the various products offered by various HUL company.

### **The dealers should take extra effort to popularize various HUL Products.**

Most of the students have taken only one purchase of HUL products. So the HUL company adequate steps have been taken for increasing the number of products in use by the students. This can be achieved through wide publicity.

It is suggested that there is no significant difference between the gender and satisfaction level of HUL products.

Cash Settlement can be speed up by the HUL companies. Credit and instalment facilities may be allowed as much as possible.

The entire students' do not want HUL of only one company. They should have choice while selecting a suitable various plans. So the HUL companies can provide more beneficial plans to their students.

### **Conclusion**

Fostering a personal relationship with students will be critical for companies in the growingly competitive market of HUL Companies. Customer contacts have several benefits to the firm and to the HUL Company. By improving relationships with customers a more trusting relationship will grow, cross-selling products will become easier and retention will rise. Also, by implicitly reminding drivers of the product cost of reckless driving behavior bad driving habits are mitigated. Increased customer contact should be a goal of HUL companies but this goal is hard to achieve and it is difficult to know which students' are being less than forthcoming and which are important to retain. Quality Planning can help HUL companies meet this growing need.





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