

A Study on Strategies of Consumer Satisfaction on Hindustan Unilever Products with Special Reference to Pure It

Resham Raman Ramteke and Dr. Sagar Jadhav

Jhulelal Institute of Technology, Nagpur, India

Abstract: *Marketing research, conducted for the purpose of new product development or product development or product development or product improvement, is often concerned with identifying the consumer's unmet needs. Customer needs and central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviours who might require separate products or marketing mixes," Needs-based segmentation (also known as benefits segmentation) "places the customers' desires at the forefront of how a company designs and markets products or services." Although needs-based segmentation is difficult to do in practice, has been proved to be one of the most effective ways to segment a market.*

Keywords: Hindustan Unilever Service Strategies, Sales After services, commitment full fill to the customers, increasing brand reputation image

I. INTRODUCTION

Hindustan Unilever Limited (HUL) is a British-owned Indian consumer goods company headquartered in Mumbai.^[3] It is a subsidiary of the British company Unilever. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods (FMCGs).

HUL was established in 1931 as Hindustan Vanaspati Manufacturing Co. Following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The company was renamed again in June 2007 as Hindustan Unilever Limited. Hindustan Unilever has been at the helm of a lot of controversies, such as dumping highly toxic mercury-contaminated waste in regular dumps, contaminating the land and water of Kodaikanal. (See: Kodaikanal mercury poisoning). The British company also faced major flak for an advertising campaign attacking the Hindu pilgrimage site at Kumbh Mela, calling it a "place where old people get abandoned,"^{[5][6]} a move that was termed racist and insensitive. As of 2019, Hindustan Unilever's portfolio had more than 50 product brands in 14 categories. The company has 21,000 employees and recorded sales of ₹34,619 crores in FY2017–18.

In December 2018, HUL announced its acquisition of GlaxoSmithKline India's consumer business for US\$3.8 billion in an all equity merger deal with a 1:4.39 ratio.^{[7][8]} However the integration of GSK's 3,800 employees remained uncertain as HUL stated there was no clause for retention of employees in the deal.^[8] In April 2020, HUL completed its merger with GlaxoSmithKline Consumer Healthcare (GSKCH India) after completing all legal procedures.^[9] In December 2022, HUL's market cap was Rs. 638548.42 crore.

Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management – the other being Innovation.

1.1 CONCEPT

The marketing concept proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. This concept oriented from Adam Smith's book The Wealth of Nations, but would not become widely used until nearly 200 years later. Marketing and Marketing Concepts are directly related.

Given the centrality of customer needs and wants in marketing, a rich understanding of these concepts is essential:

- **Needs:** Something necessary for people to live a healthy, stable and safe life. When needs for food, water and shelter; or subjective and psychological, such as the need to belong to family or social group and the needs for self-esteem.
- **Wants:** Something that is desired, wished for or aspired to. Wants are not essential for basic survival and not essential for basic survival and often shaped by culture or peer- groups.
- **Demands:** When needs and wants are backed by the ability to pay, they have the potential to become economic demands.

Marketing research, conducted for the purpose of new product development or product development or product development or product improvement, is often concerned with identifying the consumer's unmet needs. Customer needs and central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviours who might require separate products or marketing mixes," Needs-based segmentation (also known as benefits segmentation) "places the customers' desires at the forefront of how a company designs and markets products

1.2 DEFINITION:

Marketing is defined by the American Marketing Association as "the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The term developed from the original meaning which referred literally to going to market with goods for sale. From a sales process engineering perspective, marketing is "a set of processes that are interconnected and interdependent with other functions" of a business aimed at achieving customer interest and satisfaction.

Philip Kotler defines marketing as:- marketing is about Satisfying needs and wants through an exchange process. The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, Anticipating and satisfying customer requirements profitably. A similar concept is the value-based marketing can be defined as "the management process that seeks to maximise returns to shareholders by developing relationship with valued customers and creating a competitive advantage.

Marketing practice tended to be seen as a creative industry in the past, which included advertising, distribution and selling. However, because the academic study of marketing makes extensive use of social sciences, psychology, sociology, mathematics, economics, anthropology and neuroscience, the profession is now widely recognized as a science, allowing numerous universities to offer Master-of- Science (MSc) programs.

The process of marketing is that of bringing a product to market in which includes these steps: broad market research; market targeting and market segmentation; determining distribution, pricing and promotion strategies; budgeting; and visioning long-term market development goals. Many parts of the marketing process (e.g. product design, art director, brand management, advertising, copywriting etc.) involve use of the creative arts

1.3 OBJECTIVES

- To study perception of existing customers towards After sales services of Pure it
- To study competitors approach towards new customers.
- To study awareness of availability of Information Technology of Hidustan Unileve Product in market.
- To understand Brand Image of Hidustan Unileve Product.

1.4 HYPOTHESIS

The Current Study says that:-

H1: Hidustan Unilever products are the best dairy products for the consumers.

H0: Hidustan Unilever products are not the best dairy products for the consumers.

II. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is understood as a science of studying how systematically a research is done scientifically. In it we study steps that are generally adopted by the researcher in studying the research problem along with the logic behind them.

2.1 Research Problem Definition

The formulation of the problem is often more essential than its solution if the problem is well defined, that it means that the research is essentially half solved. Defining research problem allows research to focus on the what, how, when, which, questions need to guide the research objective. If the researcher's problem is misunderstood, all efforts would be wasted. Comprehensive Customer Satisfaction of Hindustan Unilever Product, its after sales & services in Nagpur city.

2.2 Research Design

This topic is classified under descriptive research. Descriptive research is carried out only when the researcher understands the phenomena or behavioral characteristics. This design will help to describe the present situation in the market.

2.3 Data sources and methods

In dealing with any real life problems, it is often found that data at hand are inadequate, and hence, it becomes necessary to collect data that are appropriate. I have chosen the following methods.

Primary source of data:

Primary data will be collected from Hindustan Unilever Product distributor and their employees and its customer in Nagpur city through questionnaire.

Secondary source of data

Sampling procedures

Sampling Universe – The universe consists of all survey elements. Universe includes all elements from which we get the information for research. For the research population of Nagpur is universe.

Sampling element – 1) Hindustan Unilever Product Distributor

Employee

Sampling procedures:-

Sampling Universe – The universe consists of all survey elements. Universe includes all elements from which we get the information for research. For the research population of Nagpur is universe.

Sampling element – 1) Hindustan Unilever Product Distributor

Employee

Its customers

Sampling method – For this study, Simple Random Sampling Technique will be used.

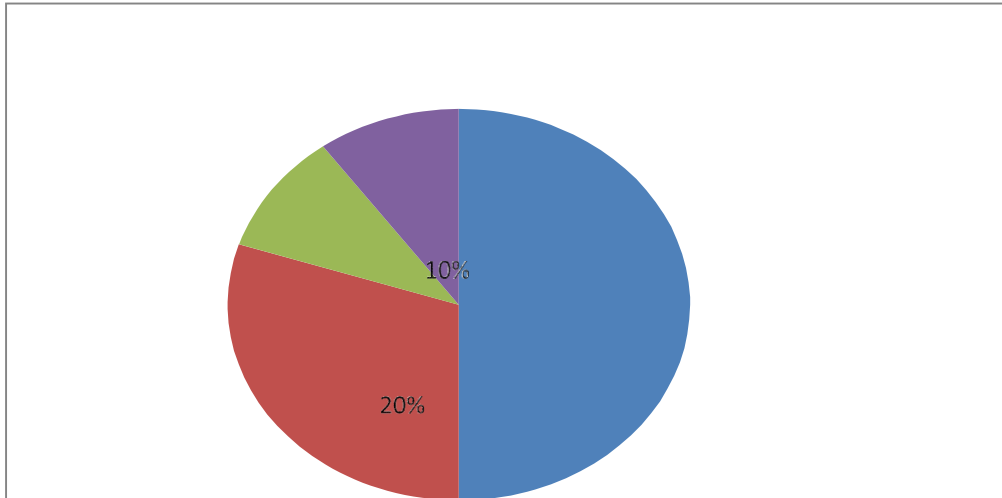
Sampling size – All the items considered in any field of inquiry constitute a universe of population. In this research only a few items can be selected from the population for our study purpose. The items selected constitute what is technically called a sample.

The size of sample respondent is 100.

III. RESEARCH ANALYSIS AND INTERPRETATION

Different age group of respondent

15-20	20-25	25-35	Above 35
10%	20%	30%	40%

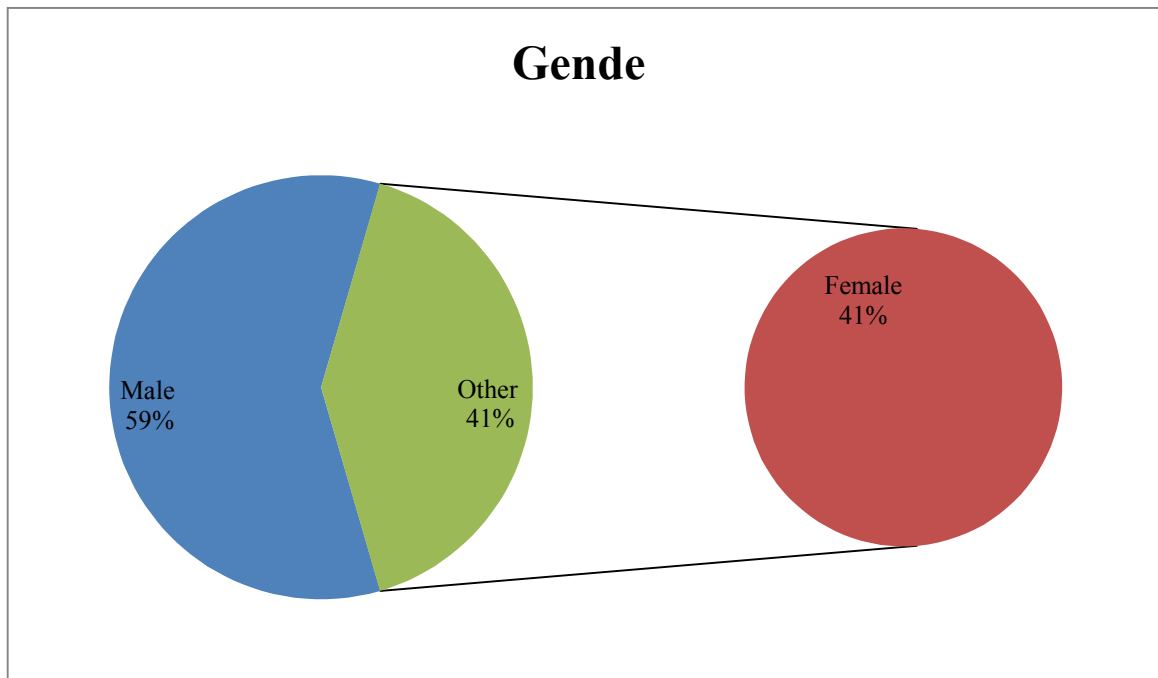


INTERPRETATION:

The majority of the respondents were from the age group of followed by age group of 35 and above

Showing Gender Profile

Gender	No. Of Respondents	Percentage
Male	70	70%
Female	30	30%
Total	100	100%

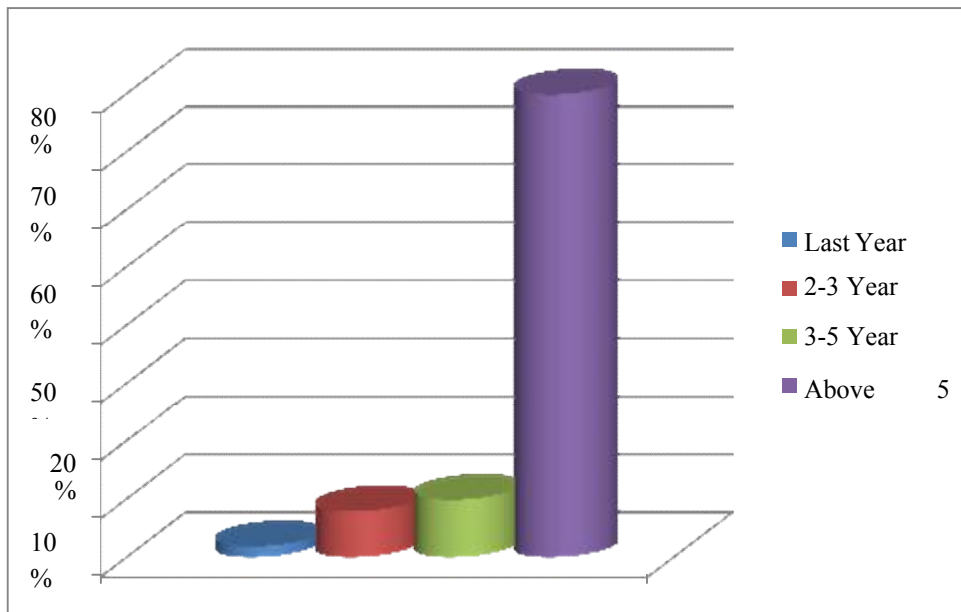


INTERPRETATION:

From the above table it was noted that 70% of the respondents fall in to the category of Male and 30% of the respondents fall into the category of Female

Since how many years you are using Hindustan Unilever Product?

Last Year	2-3 Year	3-5 Year	Above 5 Year
2%	8%	10%	80%



INTERPRETATION:

The above table and chart shows the 80% customers are using **Hindustan Unilever Product** since 5 years

IV. CONCLUSION

It was an wonderful experience for me to work with Hindustan Unilever , from the project I learnt about the marketing tactics used by Hindustan Unilever.

Hindustan Unilever is a reputed organization which has developed its goodwill in the market to compete with other (company) famous brand. It has to adopt modern technology in the production process and can do better marketing compared with others. It has to increase the rate of commission payable to its agents or dealers or retailers.

To survive in the market the company needs to adapt an aggressive marketing policy as of competitors.

Last but not the least I would like to conclude Hindustan Unilever as good organization to work as well as to interact with people. All the workers and members of the union nicely motivated me. The Hindustan Unilever retailers and wholesalers co- operated well and supported me in completing and making this project a successfully.

REFERENCES

- [1]. www.scribd.com
- [2]. www.Hindustan Unilever.in