



BRAND LOYALTY TOWARDS HUL, SKIN CARE PRODUCTS: (A CASE STUDY OF BIDAR CITY, BIDAR DISTRICT, KARNATAKA)

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ABSTRACT:

Brand loyalty is more than simple repurchasing; however, nonetheless, Customers might repurchase a brand because of circumstance limitations, an absence of reasonable other options, or out of comfort. Such devotion is alluded to as "fake unwaveringness". Genuine brand devotion exists when client have a high relative mentality towards the brand which is has shown through repurchase conduct. This sort of reliability can be incredible resource for the firm client will address greater expenses, they might cost less to serve, and can carry new clients to the firm.



KEYWORDS: Brand loyalty, circumstance limitations, Genuine brand devotion.

SIGNIFICANCE OF THE STUDY:

The present study is directed to brand loyalty towards **HUL- SKIN CARE PRODUCTS** in Bidar. This study is being conducted know the growth and development of **HUL BRAND SKIN CARE KPRODUCTS**.

NEED FOR THE STUDY:-

This search has been undertaken to know the brand loyalty towards **HUL SKIN CARE PRODUCTS** provided by the dealer to there customers.

OBJECTIVES OF THE STUDY:-

1. To study the growth and development of HUL brand skin care products.
2. To identify the awareness of HUL brand of the consumers
3. To know where they are satisfied with the products provided by the company.
4. To find out the perception about HUL brand.
5. To suggest measures for the improvement in performance of products based on findings.

1.5. METHODOLOGY OF THE STUDY:-

The study is made to find out the brand loyalty after the sale of the products towards "**HUL BRAND SKIN CARE PRODUCTS**" by using Questionnaire method. The data

has been collected through two sources: 1. **Primary data** 2. **Secondary data**.

Primary data has been collected through structured questionnaire. These have been provided to the respondents to chin ifresponsesthere from. The responses have been tabulated and interpreted thereon. This questionnaire has been broadly categorized into personal background, professional background. Awareness and perception about HUL brand skin care products in general and HUL brands like **Fair & lovely, Ponds, and Vaseline** in particular.

The **Secondary data** has also been collected through textbooks, magazines Newspaper and website of HUL.

In this study the investigator has explained through questionnaire method extensively, the questionnaire is prepared by keeping the objectives in the mind. The questionnaire was designed and information was collected among 50 respondents. The investigator has interviewed 50 respondents and the relevant information has been collected.

LIMITATIONS OF THE STUDY:-

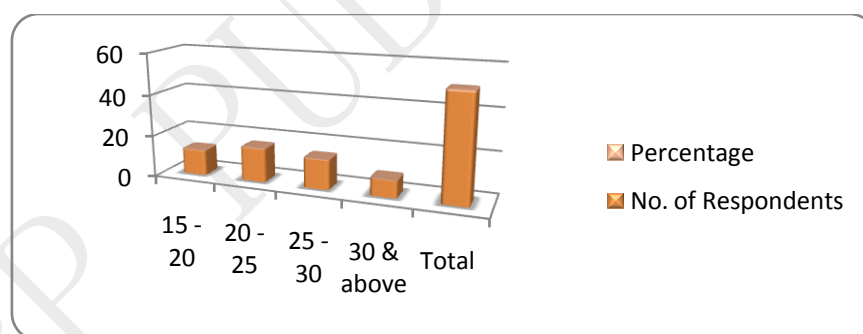
- 1) The present study is limited only to Bidar city.
- 2) The study covers only 50 respondents who are selected in randomly.
- 3) Lack of co-operation from the respondents limits the effectiveness of the research work.

VALUATION OF THE STUDY.

A detailed analysis of study is considered to be necessary for considered to be necessary in order to know the awareness and perception of brand loyalty towards HUL skin care products keeping in view this point to fulfill the objectives of the study. With the help of structured questionnaire. These have been provided to the respondents to chin if response there from. The response have been tabulated and interpreted there on. These questionnaires has been broadly categorized into personal background, professional background. Awareness and perception about HUL skin care products in general and HUL brands like FAIR & LOVELY, POND's and VASELINE in particular. These are analyzed through tables and measured on the graph.

Table 1.Classification of Respondents based on their Age and profession.

| Particulars | No. of Respondents | Percentage |
|--------------|--------------------|-------------|
| 15 - 20 | 12 | 24% |
| 20-25 | 16 | 32% |
| 25-30 | 14 | 28% |
| 30 & above | 8 | 16% |
| Total | 50 | 100% |



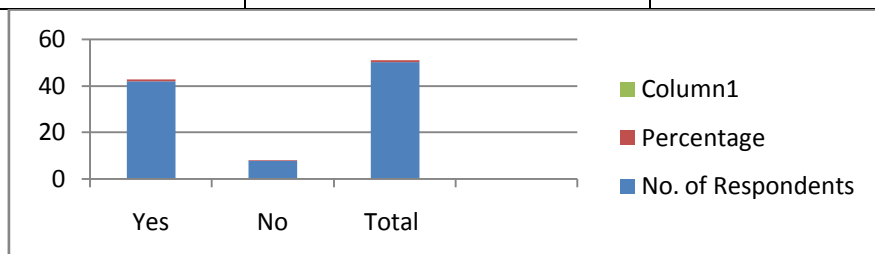
Interpretation :

Majority of the respondents are in the age group of 20 – 25 followed by 25 – 25, next 15-20 and above 30.

Table 2.
Awareness about HUL Brand

The below table show that the Awareness of HUL brand .

| Particulars | No. of Respondents | Percentage |
|--------------|--------------------|-------------|
| Yes | 42 | 84% |
| No | 8 | 16% |
| Total | 50 | 100% |

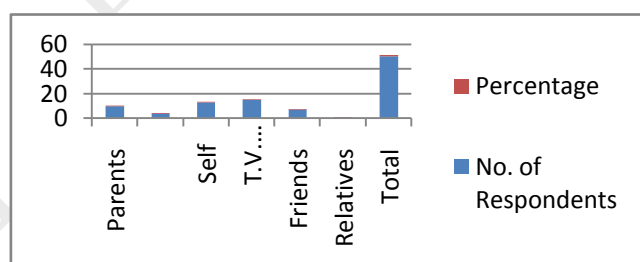


Interpretation :More than 2/3of respondents are aware about HUL. Hardly less than 20% of respondents are unaware about HUL.

Table 3
Factors influencing HUL Brand skin care product.

The following table shows that the factors influencing to purchase HUL Brand products.

| Particulars | No. of | Percentage |
|--------------|-----------|-------------|
| PARENTS | 10 | 20% |
| MAGAZINES | 4 | 8% |
| SELF | 13 | 26% |
| T.V. ADDS | 15 | 30% |
| FRIENDS | 7 | 14% |
| RELATIVES | 1 | 2% |
| Total | 50 | 100% |



Interpretation:More than 25% of the respondents are influenced by T.V. ADDS and SELT. Nearly 25% of respondents are influenced by PARENTS and FRIENDS and there is only 2% influenced by RELATIVES.

Table 4.
Product preference of H U L Brand

The table showing that the preferences of HUL Brand skin care products.

| | No. of Respondents | Percentage |
|---------------|---------------------------|-------------------|
| FAIR % LOVELY | 18 | 36% |
| PONDS | 19 | 38% |
| VASELINE | 13 | 26% |
| Total | 50 | 100% |

Interpretation: More than 25% of the respondents are preferring POND'S and FAIR & LOVERLY. Nearly less than 30% of respondents are preferring VASELINE.

FINDINGS AND SUGGESTIONS

Based on the objectives the findings and suggestions are listed below;

FINDINGS

1. Majority of respondents are the Age group of 20- 25.
2. most of the respondents are aware about HUL Brand because these products are used a least once a day
3. Lion's share of respondents is influenced by T.V ADDS and PARENTS.
4. Most of the respondents are preferring POND'S and FAIR and LOVELY because of its quality and fairness.
5. Grater number of respondents is using HUL brand skin care products since 10, and 4 years
6. NO of respondents didn't suffer any skin problems by using HUL brand skin care products.
7. Majority of respondents are satisfied about HUL brand products because of its good quality and reasonable price.
1. Very few respondents are unaware about HUL Brand .
2. Some respondents are satisfied for some extent because they have suffered some skin problems by using HUL brand skin care products

SUGGESTIONS

During the investigation despondence about brand loyalty towards HUL skin care products according to experience with the HUL products came out with the valuable suggestions. Some of them are listed bellow.

1. HUL Products are good and users are expecting for best
2. Regular usage of HUL skin care products gives good results, they are wishing to introduce more pimple control creams.
3. They are suggesting to get better products in available price .
4. Gents are suggesting to introduce the products which are useful for them and which reduce the roughness of the skin .
5. The HUL skin care products are satisfied for some extent but it should contain less chemical ingredients.
6. The quality and price of these HULskin care products are good. Hence they are satisfied.
7. Some of the respondents did not given any suggestions because they are fully satisfied with HUL skin care products.

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