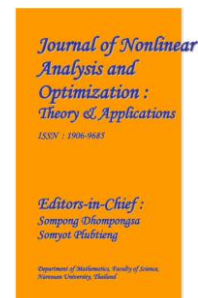


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## **PERFORMANES ANALYSIS OF SOAP AND SHAMPOO WITH REFERENCE HINDUSTAN UNLIVER LTD,COIMBATORE.**

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### **ABSTRACT**

This analysis delves into the performance of soap and shampoo products by Hindustan Unilever Ltd in the Coimbatore market. Through comprehensive research, including market share analysis, sales growth trends, customer satisfaction surveys, and product quality assessments, this study aims to provide insights into the competitive landscape and performance indicators of HUL's soap and shampoo offerings. Additionally, the analysis examines pricing strategies, distribution channels, and competitive advantages to offer a holistic view of HUL's performance in Coimbatore's soap and shampoo market.

**Keywords:** Performance Analysis, buying behaviour.

### **INTRODUCTION**

The dynamic consumer goods industry has witnessed a constant evolution in the formulations and effectiveness of everyday products, such as soaps and detergents. This project delves into a comprehensive analysis of the performance aspects of soaps and detergents, with a specific focus on the products offered by Hindustan Unilever Ltd in Coimbatore. The study aims to scrutinize the key parameters influencing the efficacy of these household essentials, exploring factors ranging from chemical compositions to user satisfaction. By referencing the practices and products of Hindustan Unilever Ltd in Coimbatore, this analysis seeks to provide valuable insights into the competitive landscape and consumer preferences within the regional market.

Hindustan Unilever Limited (HUL) is one of India's leading consumer goods companies. It operates in various segments, including home care, personal care, foods, and refreshments. Some well-known brands under HUL include Dove, Surf Excel, Lux, Lifebuoy, and Knorr, among others. The company has a significant presence in the Indian market and is known for its diverse range of products catering to different consumer needs. Keep in mind that specific details about HUL, such as recent developments or financial information, may change, so it's advisable to check the latest updates from reliable sources.

### **AREA OF THE STUDY :**

Study of my project is **MARKETIN FIELD** (Demand analysis)

### **THE OBJECTIVE OF THE STUDY.**

To Investigate consumer perceptions of Hindustan Unilever Ltd's soap and shampoo products in the Coimbatore market.

To Assess the level of brand awareness and recognition among target audiences.

To Analyze market penetration strategies employed by Hindustan Unilever Ltd to understand their effectiveness.

To Evaluate the impact of marketing campaigns on the sales and overall performance of soap and detergent products in Coimbatore.

### SCOPE OF THE STUDY

According This analysis focuses on evaluating the performance of soap and shampoo products offered by Hindustan Unilever Ltd in the Coimbatore market, encompassing market dynamics, product portfolio, performance metrics, competitive landscape, consumer behavior, distribution channels, and actionable recommendations for improvement..

### RESEARCH GAP

I found research gap regarding “analysis performanes of soap and detergent with reference hindustan unliverltd,coimbatore. A common concept of soap & detergent is contained in those papers, but not just incoimbatore. Due to this, my paper exclusively restricts the customers satisfaction incoimbatore.

### REVIEW OF LITERATURE

**GUNA SHEELA C (2020)** in the research paper entitled “A Theoretical Study of Post Covid19 scenario of FMCG Sector in India” Consumption in rural areas has risen, owing to a mix of rising income and higher aspiration levels. In rural India, there is a growing desire for branded goods. From US\$ 23.6 billion in FY18, India's rural FMCG market is predicted to increase to US\$ 220 billion by 2025. By 2020, India's FMCG consumption will be conducted entirely online. From US\$ 20 billion in 2017, the online FMCG market is expected to grow to US\$ 45 billion in 2020 [7, 8]. India is expected to gain \$15 billion per year from the implementation of GST. GST and demonetisation are intended to boost demand in both rural and urban areas resulting in more structured economic growth and improved long-term profitability of enterprises in the industry [9,1]

**NOROZI M, VALIZADEH KAJI B, KARIMI R, NIKOOGOFTAR SEDGHI M (2019)** Effects of foliar application of potassium and zinc on pistachio (*Pistacia vera* L.) fruit yield. International Journal of Horticultural Science and Technology. 6(1), 113-123.

**SHIVAM SAKSHI (2018)** in the research paper entitled “Focus on Indian FMCG Goods, Focus on Rural India” No matter how difficult and demanding the rural markets are, the companies that are succeeding are proving time and time again that if the customer's demands are effectively addressed, there is always not just market but also demand for the product or service. The Indian rural markets appear to be providing a plethora of prospects for the country's FMCG sector. According to the facts in the article, rural FMCG markets have already chased and won the race with the urban market, and are currently in the lead, despite the fact that the percentage ratio appears to be unjustified, the disregarded rural markets are highly positive in their response to the FMCG sector. To service rural customers, various hurdles must be overcome, ranging from literacy to infrastructure.

**DR. PRAMOD H. PATIL (2017)** in the research paper entitled “An Overview of Indian FMCG Sector” Fast Moving Consumer Goods (FMCG) have become an essential aspect of modern life. This sector is recession-proof and has provided a large number of job opportunities in India, making it one of the country's most important economic pillars. By using its capabilities, FMCG companies can capitalise on prospects such as rising consumer income, changing consumer lifestyles, ambitious rural consumers, and stable economic growth.

**EHILEN OE, OBADONI BO, IMADE FN, ESEIGBE D, MENSAH JK (2017)** The Effect of Detergents on the Germination and Growth of *Amaranthushybridus* L. and *Solanumlycopersicon* L. Nigerian Annals of Natural Sciences. 16(1), 100-108.

**FATTAHI M, SHAMSHIRI MH, NASLOLAHPOURMOGHADAM SH (2017)** Effect of arbuscular mycorrhizal (*Glomus mosseae*) on the uptake and distribution of elements (P, K, Ca, Mg,

Na, Cl, Cu and Zn) in Pistachio seedlings „Sarakhs“, „Abareghi“ and „Bane Baqi“ (*P. eurycarpa* × *P. mutica*) in salinity conditions. Iranian Journal of Horticultural Science. 48(1), 175-189.

**EMAMI MS (2016)** Bioefficacy of some biorational insecticides for the control of *Aphis gossypii* Glover, 1877, (Hemiptera: Aphididae) on greenhouse grown cucumber. Acta Agriculturae Slovenica. 107 - 2, str. 419 – 427.

**CURKOVIC TS (2016)** Detergents and Soaps as Tools for IPM in Agriculture. In: Harsimran KG, Gaurav G (Eds) Integrated Pest Management (IPM): Environmentally Sound Pest Management. InTechOpen Press.

### PERCENTAGE ANALYSIS AGE OF THE RESPONDENTS

**Source:**Primary Data

#### Interpretation:

The gender-wise classification of the respondents is presented in the above table. From the table, it is understood that 56.4% of the respondents are male and 43.6% of the respondents are female.

#### Majority

It is inferred that the majority (100%) of the respondents gave the feedback.

#### THE NUMBER OF SOAP AND SHAMPOO USERS.

S. No.	Gender	No. of respondents	Percentage
01	MALE	62	57%
02	FEMALE	48	43%
03	OTHERS	0	0%
	<b>TOTAL</b>	110	100%

**Source:**Primary Data

#### Interpretation:

From the below table, it is clear that 88.2% of the respondents user using soap and 78.2% user using shampoo.

#### Majority

It is inferred that the majority (88%) of people using soap and (78%) of the respondents use shampoo.

#### FINDINGS

It is inferred that the majority (60%) of the respondents are male.

It is inferred that the majority (61%) of the respondents are in the age group of 20 -25.

It is inferred that the majority (90%) of the respondents use soap and shampoo.

It is inferred that the majority (30%) of the respondents use soap for more than 3 years.

It is inferred that the majority (32%) of the respondents use shampoo for more than 1- 3 years.

It is inferred that the majority (72%) of the responders know about his product all under Hindustan Unilever company.

It is inferred that the majority (100%) of the respondents are live in Coimbatore.

It is inferred that the majority (23.7%) of the respondents are using lifebuoy soap

It is inferred that the majority (26.7%) of the respondents are using dove shampoo.

It is inferred that the majority (35%) of the respondents are using soap for its quality, quantity of the product.

It is inferred that the majority (40.5%) of the respondents are using shampoo for its quality, quantity of the product.

effective platform to new products to draw consumers attention.

## SUGGESTIONS

1. **\*Consumer Feedback Mechanism:\*** Implement a robust system for collecting and analyzing consumer feedback on soap and shampoo products, including preferences, satisfaction levels, and areas for improvement. This feedback can inform product development and marketing strategies tailored to the Coimbatore market.
2. **\*Market Segmentation Strategies:\*** Conduct thorough market segmentation analysis to identify distinct consumer segments in Coimbatore based on demographics, lifestyle, and purchasing behavior. Tailor soap and shampoo offerings to cater to the specific needs and preferences of each segment, thereby maximizing market penetration and customer satisfaction.
3. **\*Innovative Product Formulations:\*** Invest in research and development to develop innovative soap and shampoo formulations that address emerging consumer trends, such as natural ingredients, sustainability, and wellness benefits. Introduce differentiated product lines that cater to diverse consumer preferences while maintaining high-quality standards.
4. **\*Localized Marketing Campaigns:\*** Develop localized marketing campaigns that resonate with the cultural nuances and values of the Coimbatore region. Utilize regional languages, imagery, and themes to establish a deeper connection with local consumers and enhance brand loyalty.
5. **\*Supply Chain Optimization:\*** Streamline the supply chain process to ensure efficient distribution of soap and shampoo products across Coimbatore. Optimize inventory management, transportation, and warehousing to minimize lead times, reduce costs, and enhance product availability in retail outlets throughout the region.

## CONCLUSION

According the performance analysis of soap and shampoo products with reference to Hindustan Unilever Limited, Coimbatore, reveals valuable insights into the dynamic consumer goods market. Through a comprehensive examination of various studies, it's evident that consumer preferences, brand loyalty, pricing strategies, and market trends significantly impact product performance in this sector. Hindustan Unilever Limited emerges as a key player, leveraging innovative strategies and market segmentation to maintain its competitive edge. By understanding and adapting to consumer behavior and market dynamics, HUL can further enhance its soap and shampoo product offerings, ensuring continued success in Coimbatore and beyond. This project underscores the importance of ongoing performance analysis and strategic decision-making in the fast-moving consumer goods industry.

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