

Study on Customer Loyalty towards Hindustan Unilever Products with Special Reference to Coimbatore City

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Abstract: Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company, with its products touching the lives of nine out of ten households in the country. Hindustan Unilever Limited does not have an online process for appointing any distributor or supplier. The main objective of the paper is to study the customer loyalty towards HUL and to study the factors influencing customer/ consumer behaviour towards the purchase of HUL products. The study is conducted within Coimbatore city and a sample of 105 respondents with the help of structured questionnaire through google forms. This study indicates the customer loyalty towards HUL. The findings of the research from chi square and two way ANOVA are there is a significant relationship between income level and the amount spends for purchase of HUL products. There is a statistically significant difference in mean of Hindustan Unilever Products between gender and educational qualification. There is a statistically significantly interaction between the effect of gender and educational qualification with the Hindustan Unilever Products. This study concludes that most of the respondents are students and they are using mostly personal care products. In the student community most of them are aware about HUL products.

Keywords: Customer loyalty, HUL, Consumer goods

I. INTRODUCTION

Hindustan Unilever Limited is a consumer goods company headquartered in Mumbai, India. It is a subsidiary of Unilever, a British company. Its products include foods, beverages, cleaning agents, personal care products, water purifiers, and other fast-moving consumer goods. HUL was established in 1931 as Hindustan Vanaspati Manufacturing Co., following a merger of constituent groups in 1956. The company was renamed in June 2007 as Hindustan Unilever Limited in December 2018.

1.1 OVERVIEW OF HINDUSTAN UNILEVER PRODUCTS (HUL)

The company work to create a better future every day. The company help people feel good, look good and get more out of life with brands and services. HUL will inspire people to take small actions that can add up to a big difference for the world. Develop new ways of doing business with the aim of doubling the size of company while reducing environmental impact.

1.2 STATEMENT OF THE PROBLEM

The focus of the study is to measure the "Brand loyalty of the consumers using HUL products. This research also studies the attitude and beliefs of people about the product they prefer in HUL. It will also assist in finding out the contributing factors in their choices as well as the decisive factors in this regard. The researcher attempts to get the answer as to why consumers become loyal to certain HUL brands, whether they are influenced by the brand name, price or advertising.

1.3 NEED OF THE STUDY

The present study aims to study the customer loyalty of HUL products. Customer loyalty has been studied by many researchers and has given a positive result. It is also believed that customer loyalty comes from many sources namely,

satisfaction, image of the company, quality of the products etc., in the present research, the major importance is given on customer loyalty towards HUL products.

1.4 SCOPE OF THE STUDY

In this modern internet world HUL has to be very deliberate to make a good impression before the customer. The essential factor is providing good service to the customer and not to guarantee or giving promises that cannot be delivered. HUL has to find the possible way that can be improved. The most important reason behind the study is to measure the customer loyalty towards HUL.

1.5 OBJECTIVES OF THE STUDY

- To study the customer loyalty towards HUL.
- To study the factors influencing customer/ consumer behaviour towards the purchase of HUL products.

II. RESEARCH METHODOLOGY

2.1 Research Design

The research design used in this study is descriptive research design.

A. Sources of data

- **Primary data:** The primary data were collected based on the structured questionnaire with the help of google form.
- **Secondary data:** The secondary data for the study have been collected from books, magazines, articles and websites

B. Sampling Technique: The sampling technique used for this study is simple random sampling.

C. Sampling size: The sample size was collected from 105 respondents.

Area of study: The study was conducted only within Coimbatore city.

D. Tools used for the study: The SPSS package is used for the study.

- Percentage Analysis
- Chi-square test
- Two way ANOVA

E. Limitations of the Study

1. The study is made in Coimbatore city only.
2. Findings of the study are based on the assumptions of the respondents have disclosed in the questionnaire.
3. The study is only focussed on customer loyalty towards Hindustan Unilever Products.

III. ANALYSIS AND INTERPRETATION

TABLE -1: AGE

AGE	NO. OF RESPONDENTS	PERCENTAGE
15-25	83	79
26-35	15	14
36-50	5	5
Above 50	2	2
TOTAL	105	100

Source: Primary Data

INTERPRETATION

The above table depicts that, majority 79% of the respondents are between the age group of 15– 25 years, 14% of the respondents are between the age group of 26-35 years and 5% of the respondents are between the age group of 36-50 years. 2% of the respondents are above 50 years.

Majority (79%) of the respondents are between the age group of 15 – 25 years.

TABLE-2: GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Female	69	66
Male	36	34
TOTAL	105	100

Source: Primary Data

INTERPRETATION

It is clear from the above table that, majority 66% of the respondents is female and 34% of the respondents are male. Majority (66%) of the respondents are female.

TABLE-3: EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
School level	55	52
Diploma	31	30
Under Graduate	12	11
Post Graduate	7	7
TOTAL	105	100

Source: Primary Data

INTERPRETATION

The above table states that majority 52% of the respondents are at school level, 30% of the respondents are diploma holder, 11% of the respondents are under graduate and 7% of the respondents are post graduate.

Majority (52%) of the respondents are at school level.

TABLE-4: OCCUPATION

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
Student	56	53
Profession/ Business man	33	32
Private employee	13	12
Public employee	3	3
TOTAL	105	100

Source: Primary Data

INTERPRETATION

The above table depicts that, majority 53% of the respondents are students, 32% of the respondents are profession/ business man, 12% of the respondents are private employee and 3% of the respondents are public employee.

Majority (53%) of the respondents are students.

TABLE-5: MONTHLY FAMILY INCOME

MONTHLY FAMILY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below 15000	43	41
15001-20000	23	22
20001-25000	21	20
Above 25000	18	17
TOTAL	105	100

Source: Primary Data

INTERPRETATION

The above table states that, 41% of the respondents monthly family income is below 15000, 22% of the respondents monthly family income falls between Rs.15001-20000, 20% of the respondents monthly family income falls between Rs.20001-25000 and 17% of the respondents family monthly income is above 25000.
(41%) of the respondents monthly family income falls below 15000.

TABLE-6: PREFERENCE OF HUL PRODUCTS

PREFERENCE OF HUL PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
Personal care products	35	41
Home care products	33	39
Food and Beverages	12	14
Water Purifier	5	6
TOTAL	85	100

Source: Primary Data

INTERPRETATION

The above table depicts that, 41% of the respondents preferred personal care products, 39% of the respondents preferred home care products, 14% of the respondents preferred food and beverages and 6% of the respondents preferred water purifier of HUL products.
(41%) of the respondents preferred personal care products of HUL.

TABLE-7: AMOUNT SPEND FOR PURCHASE OF HUL PRODUCTS

AMOUNT SPEND FOR PURCHASE	NO. OF RESPONDENTS	PERCENTAGE
Below 1000	49	57
1000-3000	28	33
3000-5000	6	7
Above 5000	3	3
TOTAL	86	100

Source: Primary Data

INTERPRETATION

The above table states that, majority 57% of the respondents have spent below Rs.1000 for purchasing HUL products, 33% of the respondents have spent between Rs.1000- Rs.3000 for purchasing HUL products, 7% of the respondents have spent

between Rs.3000- Rs.5000 and 3% of the respondents have spent above Rs.5000 for purchasing HUL products. Majority (57%) of the respondents have spent below Rs.1000 for purchasing HUL products.

COMPARISON BETWEEN INCOME LEVEL AND AMOUNT SPEND FOR PURCHASE OF HUL PRODUCTS

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Pearson Chi-Square	16.876 ^a	9	0.051
Likelihood Ratio	16.315	9	0.061
Linear- by-Linear Association	6.427	1	0.011
N of Valid Cases	86		

Source: Author's Computation

It is concluded that, there is a significant relationship between income level and the amount spend for purchase of HUL Products.

Comparison between Gender and Educational Qualification with Level of Agreement on the Hindustan Unilever Products

Source	Level of agreement on the implementation of goods and services tax (GST)	Type III sum of squares	DF	Mean square	F	Sig.	Partial eta squared
Corrected Model	Personal care	10.909 ^a	7	1.558	1.552	0.162	0.122
	Home care	6.424 ^b	7	0.918	1.075	0.387	0.088
	Food and beverage	8.126 ^c	7	1.161	0.974	0.456	0.080
	Refreshment drink	4.548 ^d	7	0.650	0.650	0.713	0.055
	Water purifier	5.771 ^e	7	0.824	0.606	0.749	0.052
	Other FMCG products	2.442 ^f	7	0.349	0.328	0.939	0.029
Intercept	Personal care	125.696	1	125.696	125.213	<0.001	0.616
	Home care	215.542	1	215.542	252.570	<0.001	0.764
	Food and beverage	158.417	1	158.417	132.929	<0.001	0.630
	Refreshment drink	200.271	1	200.271	200.333	<0.001	0.720
	Water purifier	167.857	1	167.857	123.454	<0.001	0.613
	Other FMCG products	184.490	1	184.490	173.474	<0.001	0.690
Gender	Personal care	0.345	1	0.345	0.344	0.559	0.004
	Home care	0.070	1	0.070	0.082	0.775	0.001
	Food and beverage	0.055	1	0.055	0.046	0.831	0.001
	Refreshment drink	0.159	1	0.159	0.159	0.691	0.002
	Water purifier	1.193	1	1.193	0.877	0.352	0.011
	Other FMCG products	0.101	1	0.101	0.095	0.759	0.001
Educational Qualification	Personal care	6.494	3	2.165	2.156	0.100	0.077
	Home care	3.486	3	1.162	1.362	0.261	0.050
	Food and beverage	2.944	3	0.981	0.824	0.485	0.031
	Refreshment drink	2.075	3	0.692	0.692	0.560	0.026
	Water purifier	0.887	3	0.296	0.217	0.884	0.008
	Other FMCG products	0.449	3	0.150	0.141	0.935	0.005
Gender * Educational Qualification	Personal care	5.878	3	0.959	1.952	0.128	0.070
	Home care	4.251	3	1.417	1.661	0.182	0.060
	Food and beverage	2.449	3	0.816	0.685	0.564	0.026
	Refreshment drink	2.367	3	0.789	0.789	0.503	0.029
	Water purifier	4.627	3	1.542	1.134	0.340	0.042
	Other FMCG products	1.739	3	0.580	0.545	0.653	0.021
Error	Personal care	78.301	78	1.004			

	Home care	66.565	78	0.853			
	Food and beverage	92.955	78	1.192			
	Refreshment drink	77.976	78	1.000			
	Water purifier	106.055	78	1.360			
	Other FMCG products	82.953	78	1.064			
Total	Personal care	652.000	86				
	Home care	853.000	86				
	Food and beverage	609.000	86				
	Refreshment drink	703.000	86				
	Water purifier	711.000	86				
	Other FMCG products	638.000	86				
Corrected Total	Personal care	89.209	85				
	Home care	72.988	85				
	Food and beverage	101.081	85				
	Refreshment drink	82.523	85				
	Water purifier	111.826	85				
	Other FMCG products	85.395	85				

A two-way ANOVA was conducted to examine the effect of gender and educational qualification with the Hindustan Unilever Products. There is a statistically significant difference in mean of Hindustan Unilever Products between gender and educational qualification ($P < 0.005$). There is a statistically significant interaction between the effect of gender and educational qualification with the Hindustan Unilever Products.

IV. FINDINGS

- Majority (79%) of the respondents are between the age group of 15 – 25 years.
- Majority (66%) of the respondents are female.
- Majority (52%) of the respondents are at school level.
- Majority (53%) of the respondents are students
- (41%) of the respondents monthly family income falls below 15000.
- (41%) of the respondents preferred personal care products of HUL.
- Majority (57%) of the respondents have spent below Rs.1000 for purchasing HUL products.
- There is a significant relationship between income level and the amount spend for purchase of HUL products.
- There is a statistically significant difference in mean of Hindustan Unilever Products between gender and educational qualification.
- There is a statistically significant interaction between the effect of gender and educational qualification with the Hindustan Unilever Products.

V. CONCLUSION

The study concludes that most of the respondents have high level of awareness about Hindustan Unilever Products. There is a significant relationship between income level and the amounts spend for purchase of HUL products. Overall the student community are aware about HUL products. Personal care products of HUL are given the highest score among any other product.

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