

# 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 significant 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

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