



A Study on Brand Awareness and Brand Loyalty Towards Unilever Products

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Abstract – Brand awareness and brand loyalty play an important role in influencing consumer buying behavior in the highly competitive FMCG sector. Unilever is one of the leading FMCG companies in India, offering a wide range of products that are used by consumers in their everyday life. This study aims to examine the level of brand awareness and brand loyalty towards Unilever products, along with consumer satisfaction and the problems faced while using these products. The study adopts a descriptive research design and is based on both primary and secondary data. Primary data were collected from 141 respondents through a structured questionnaire, while secondary data were gathered from books, journals, and websites. Statistical tools such as ANOVA and chi-square test were used for data analysis. The findings of the study show that Unilever products enjoy high brand awareness among consumers due to their quality, wide availability, and effective promotion. It was also found that most consumers exhibit strong brand loyalty towards Unilever products, mainly because of trust, satisfaction, and consistent product performance. The study concludes that brand awareness has a significant influence on brand loyalty towards Unilever products.

Keywords - Brand Awareness, Brand Loyalty, Consumer Satisfaction, FMCG Products, Unilever, Buying Behaviour

I. INTRODUCTION

In today's competitive market environment, branding plays a vital role in influencing consumer purchasing decisions. Brand awareness helps consumers recognize and recall products, while brand loyalty encourages repeat purchases and long-term relationships between consumers and brands. These two factors are especially important in the Fast-Moving Consumer Goods (FMCG) sector, where consumers frequently purchase products and are exposed to many competing brands. Unilever is one of the world's leading FMCG companies, with a strong presence in the Indian market. The company offers a wide range of products across categories such as personal care, home care, food and refreshments, health and wellness, and ice cream. Well-known brands like Dove, Surf Excel, Rin, Lifebuoy, Lux, Brooke Bond, Kissan, Horlicks, Boost, and Kwality Wall's are widely used by Indian consumers in their daily lives. Through consistent product quality, effective advertising, and a strong distribution network, Unilever has built high brand recognition and trust among consumers. Despite Unilever's strong market position, consumer awareness and loyalty may differ based on factors such as price, availability, satisfaction, and personal preferences. Understanding these factors is essential for maintaining competitiveness in the FMCG market. Therefore, this study focuses on analyzing the level of brand awareness and brand loyalty towards Unilever products, as well as examining consumer satisfaction and the problems faced by users. The findings of this study aim to provide useful insights for marketers

and organizations to strengthen branding strategies and enhance customer loyalty.

Research Objectives

- To study the level of brand awareness of Unilever products.
- To analyze brand loyalty among consumers towards Unilever products.
- To find out the problem faced by the consumers.
- To study consumer satisfaction towards Unilever products.

Statement of the Problem:

The FMCG market is highly competitive, with many brands offering similar products at different prices. Consumers have multiple choices, which makes it difficult for companies to maintain brand loyalty. Although Unilever is a well-established brand, the level of consumer awareness and loyalty may vary due to factors such as price, satisfaction, availability, and personal preferences. This study aims to analyze the level of brand awareness and brand loyalty towards Unilever products and identify the factors influencing consumer preference.

Reviews

Sumesh S.P et al. (2024): Findings: Explored the role of CSR (Corporate Social Responsibility) in shaping customer satisfaction and brand loyalty toward Hindustan Unilever Ltd (HUL). Results showed that CSR strategies positively influence satisfaction and, in turn, loyalty — highlighting CSR as a competitive advantage in India's FMCG sector.



Singh & Shukla (2025): Findings: In a study on the Indian personal care segment, corporate branding (including ethical business practices, reputation, and marketing communication) was found to significantly influence consumer preference and brand loyalty across HUL and other FMCG brands.

Kumar & Raju (2021): Findings: Argued that modern brand loyalty combines behavioural commitment and emotional attachment, especially in FMCG markets including India. They noted that trust and consistent quality are essential to sustain loyalty amid volatile consumer behaviour.

Sharma & Dahiya (2022): Findings: Found that habitual purchase behaviour and ease of availability significantly influence brand loyalty, particularly for routine FMCG products, indirectly supporting the relevance of brand awareness leading to habitual repurchases.

Nirmala College Study (2022): Findings: A focused study on customer loyalty toward HUL products in Coimbatore showed a significant relationship between brand loyalty and demographic factors like income and education; it also highlighted that most student respondents were aware of and loyal to personal care brands.

Research Hypotheses

- **H1:** There is a significant relationship between brand awareness and brand loyalty towards Unilever products.
- **H0 (Null Hypothesis):** There is no significant relationship between brand awareness and brand loyalty towards Unilever products.

II. ANALYSIS AND INTERPRETATION

Chi-Square Analysis

Brand Awareness Level	High Loyalty	Low Loyalty	Total
High Awareness	60	15	75
Medium Awareness	35	10	45
Low Awareness	10	11	21
Total	105	36	141

Statistical Result

Interpretation

The results indicate a statistically significant association between brand awareness and brand loyalty among consumers of Unilever products. Respondents with higher levels of brand awareness demonstrated greater loyalty towards Unilever brands, while lower awareness was associated with reduced loyalty. This suggests that increasing consumer awareness through marketing

communication and brand visibility plays a crucial role in fostering long-term customer loyalty.

Percentage Analysis

Brand Awareness Level	High Loyalty	Percentage %	Low Loyalty	Percentage %	Total	Low Loyalty
High Awareness	60	42.6	15	10.6	75	53.2
Medium Awareness	35	24.8	10	7.1	45	31.9
Low Awareness	10	7.1	11	7.8	21	14.9
Total	105	74.5	36	25.5	141	100

Interpretation of Percentage Analysis

The percentage analysis reveals that a majority of respondents (53.2%) possess high awareness of Unilever products, indicating strong market visibility of the brand. Among them, a substantial proportion (42.6%) also exhibit high brand loyalty, demonstrating that increased awareness is closely linked with repeat purchase behavior. Further, 31.9% of respondents fall under the medium awareness category, with 24.8% showing high loyalty, reinforcing the positive trend between awareness and loyalty. In contrast, only 14.9% of respondents reported low brand awareness, and within this group, loyalty levels were comparatively lower (7.1%), while 7.8% showed low loyalty.

Overall, 74.5% of consumers demonstrated high loyalty towards Unilever products, reflecting strong brand preference in the FMCG market.

III. CONCLUSION

The study reveals that Unilever enjoys a high level of brand awareness among consumers due to its strong brand image, wide range of products, and effective marketing strategies. Most consumers are familiar with Unilever brands and regularly use them, especially in daily-use categories such as personal care, home care, and food products.

The findings also show a strong level of brand loyalty towards Unilever products, mainly influenced by consistent quality, reasonable pricing, easy availability, and consumer trust. The study confirms a significant relationship between brand awareness and brand loyalty, indicating that higher awareness leads to repeat purchases and long-term consumer satisfaction.



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