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INVESTIGATING THE SATISFACTION LEVELS OFCONSUMER TOWARDS PERSONAL CARE PRODUCTS IN HINDUSTAN UNILEVER LIMITED (HUL)

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ABSTRACT

Today's corporate environment is complex and competitive, with ever-changing demands. To succeed in the highly competitive FMCG market, it's crucial to understand the preferences and happiness of your target consumers. The personal care market covers hair care, bath products, skin care, and dental care. Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company, with over 80 years of experience and a presence in the lives of two out of every three people. Hindustan Unilever plans to strengthen its beauty and personal care offerings. This study examines product effectiveness, affordability, availability, and brand perception to find areas of strength and areas for improvement in HUL's personal care product portfolio. This study presents a comprehensive analysis of satisfaction among consumers on HUL based on data collected from sample of 203 respondents. By using various statistical tools including percentage analysis, weighted average analysis, chi- square and multi variate techniques, this study explores the customers satisfaction level on HUL products. The study's findings are likely to help HUL refine its approach and ensure better alignment with consumer preferences, resulting in increased customer happiness and loyalty.

KEYWORDS: *Consumer Satisfaction – HUL – Personal care products – Preference – Customer's Loyalty – Company's Brand Name.*

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