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***CHAPTER - 1***

**REVIEW LITERATURE**

**PUBLIC ATTITUDE TOWARDS ADVERTISING -**

**A STUDY WITH REFERENCE TO HUL ADVERTISEMENTS IN TIRUPATHI**

**INTRODUCTION**

**Advertising** is a form of [communication](http://en.wikipedia.org/wiki/Communication) used to [persuade](http://en.wikipedia.org/wiki/Persuade) an audience to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

Advertising messages are usually paid for by sponsors and viewed via various media; including [traditional media](http://en.wikipedia.org/wiki/Traditional_media) such as newspapers, magazines, television, radio, outdoor or direct mail; or [new media](http://en.wikipedia.org/wiki/New_media) such as websites and text messages.

Commercial advertisers often seek to generate increased [consumption](http://en.wikipedia.org/wiki/Consumption_(economics)) of their [products](http://en.wikipedia.org/wiki/Product_(business)) or [services](http://en.wikipedia.org/wiki/Service_(economics)) through "branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of [consumers](http://en.wikipedia.org/wiki/Consumers).

Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. [Nonprofit organizations](http://en.wikipedia.org/wiki/Nonprofit_organizations) may rely on free modes of persuasion, such as a [public service announcement](http://en.wikipedia.org/wiki/Public_service_announcement).

## Definition:

1. The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media.

2. Any paid form of non-personal communication about an organization, product, service, or idea from an identified sponsor.

3. Paid non-personal communication from an identified sponsor using mass media to persuade influence an audience.

4. The element of the marketing communication mix that is non personal paid for an identified sponsor, & disseminated through mass channels of communication to promote the adoption of foods, services, person or ideas.

5. An informative or persuasive message carried by a non personal medium & paid for by an identified sponsor whose organization or product is identified in some way.

6. Impersonal; one way communication about a product or organization that is paid by marketer.

* Advertising is aimed at a target market and buyer motives have to be considered in developing the advertisement strategy or program.

## History

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills.

In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the [printing press](http://en.wikipedia.org/wiki/Printing_press); and medicines, which were increasingly sought after as disease ravaged Europe.

As the economy expanded during the 19th century, advertising grew alongside In June 1836, French newspaper [La Presse](http://en.wikipedia.org/wiki/La_Presse_(France)) was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its [profitability](http://en.wikipedia.org/wiki/Profit_(economics)) and the formula was soon copied by all titles

The situation changed in the late 19th century when the advertising agency of N.W. Ayer & Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers.

By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers.

This practice was carried over to television in the late 1940s and early 1950s.In the early 1950s, the [DuMont Television Network](http://en.wikipedia.org/wiki/DuMont_Television_Network) began the modern practice of selling advertisement time to multiple sponsors.

The late 1980s and early 1990s saw the introduction of [cable television](http://en.wikipedia.org/wiki/Cable_television) and particularly [MTV](http://en.wikipedia.org/wiki/MTV). As cable and [satellite television](http://en.wikipedia.org/wiki/Satellite_television) became increasingly prevalent, [specialty channels](http://en.wikipedia.org/wiki/Specialty_channel) emerged, including channels entirely [devoted to advertising](http://en.wikipedia.org/wiki/Shopping_channel), such as [QVC](http://en.wikipedia.org/wiki/QVC), [Home Shopping Network](http://en.wikipedia.org/wiki/Home_Shopping_Network), and [ShopTV Canada](http://en.wikipedia.org/wiki/ShopTV_Canada).

**5 M’s of Advertising**

Five major decisions are to be made developing the advertisements**.**

Mission: The objectives of the advertisement

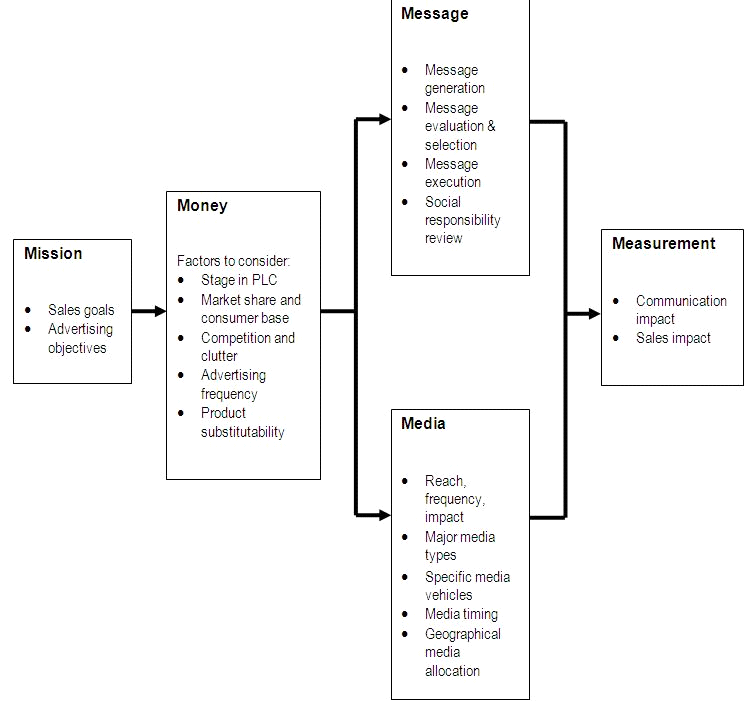
Money: How many needs to be spent or how much can be spent?

Message: What is the message to be sent to get the desired response?

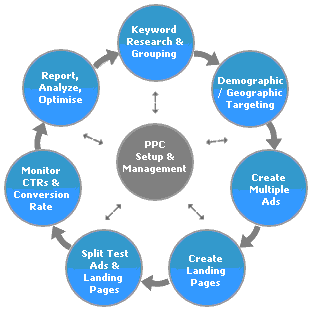
Media: What media should be sued?

Measurement: What are the evaluation criteria for results of the advertisement?

These five decisions are known as Fives Ms (5 Ms) of advertising.



**PROCESS OF ADVERTISING**



Advertising is one of the components of marketing process. It is a non-personal and paid activity of attracting the target audience to promote an advertising message of a product or service by firms, association, non profit organization and individuals in any one of the delivery mechanisms such as

* Television
* Radio
* Movies
* Magazines
* Newspapers
* Sporting events
* Billboards

**The principles of advertising that includes**:

* Act as an aiding tool to foster creativity in advertising campaigns
* Advertising evaluation helps to determine which ads are the most effective
* principles of advertising shows the way to improve the performance of the advertisement

**Forms of Advertising**

**There are different forms of advertising being practiced in the market place such as**:

* Advocacy
* Reminder
* Outdoor
* Comparative
* Direct-mail
* Point-of-purchase
* Institutional
* Persuasive
* Cooperative
* Specialty advertising
* Informational
* Product

**Advertising Objectives**

An advertising goal (or) objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time.

Advertising objectives can be classified according to whether their aim is to **inform, persuade, remind**, or **reinforce.**

**Informative advertising**: Aims to create brand awareness and knowledge of new products or new features of exiting products

**Persuade advertising**: Aims to create liking, preference, conviction, and purchase of a product. Some Persuade advertising uses comparative advertising, which makes an explicit comparison of the attributes of two or more brands.

**Reminder advertising**: Aims to stimulate repeat purchase of products and services.

**Reinforce advertising**: Aims to convince current purchases that they made the right choice.

**Advertising Budget**

After finalizing an advertising objective, companies should work on advertising budget for each one of its product lines taking into consideration the factors such as

* Stage in the production life cycle
* Market share and customer base size
* Competition and clutter
* Advertising frequency
* Product substitutability

**Stage in the production life cycle**: new products typically merit large advertising budget to build awareness and to gain customer trial

**Market share and customer base size**: high market share brands usually require less advertising expenditure as a percentage of sales to maintain shares.

**Competition and clutter**: in a market with a large numbers of competitors and high advertising spending, a brand must advertise more heavily to be heard. Even simple clutter from advertisements not directly competitive to the brand creates a need for heavier advertising.

**Advertising frequency**: the number of repetitions needed to put across the brands message to consumers has an obvious impact on the advertising budget.

**Product substitutability**: brands in less-well- differentiated or commodity –like product classes require heavy advertising to establish a differential image.

In adaptive-control method of setting advertising budgets, the company tests in some market segments with low advertising, and in some market segments with high advertising. In most of the market segments, the normal advertising expenditure is incurred. The results give the response of the market to advertising expenditure by the company. These results will help the company to adjust the advertising expenditure.

**Select the Right Advertising Approach**

After deciding an advertising type, the company has to choose the type of approach to carry the advertising message to the target audience. There are four types of approach namely

* Frequency
* Reach
* Media timing
* Media impact

**Advertising Evaluation**

After showcasing the advertising campaign, companies have to evaluate the effectiveness of its advertising. Thus, advertising research is one kind of marketing research to determine the effectiveness of its advertising. There are two types of advertising research to evaluate those advertising campaigns namely

* Pre-testing approach
* Post-testing approach

The world's famous advertising research companies are

* **Ipsos**
* **Millward Brown**
* **Decision Analyst**
* **Perceptive**

**Advertising Message**

An advertisement has to gain attention of the reader or listener to generate sales. So the quotation to keep in mind is “Until it’s compelling, it isn’t selling.”

 Advertisers use four-step process to generate advertising messages and select the appropriate message.

1. Message generation

2. Message evaluation and selection

3. Message execution

4. Message social responsibility review

1. **Message generation**

 Inductive and deductive methods are used to generate messages.

 In inductive method, creative people talk to customers, dealers, experts and competitors to know the strengths and weaknesses of the product or brand, their uses, the personalities of potential users and related demographic and psychographic variables.

 Deductive framework says buyers expect four types of reward from a product: rational, sensory, social, or ego satisfaction. Buyers might visualize these rewards from results-of-use experience, product –in-use experience, or incidental-to-use experience.

1. **Message evaluation and selection**

 The advertisement messages are to be rated on desirability, exclusiveness and believability. They have to be tested in the market to find determine which message is having the maximum desired effect.

1. **Message execution**

 Style, tone, words and format etc. are to be decided in executing an advertising message.

**4. Message social responsibility review**

 Advertising ethics and codes need to be followed by advertisers and advertising agencies. Social and legal norms are to be followed. Advertisers must not make false promises. They should not show false demonstrations.

## Advertising theory

* Hierarchy of effects model

It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase

* Means-End Theory

This approach suggests that an advertisement should contain a message or means that leads the consumer to a desired end state.

* Leverage Points

It is designed to move the consumer from understanding a product's benefits to linking those benefits with personal values.

* Verbal and Visual Image

**Types of advertising**:

Advertising is the promotion of a company’s products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new product /services to the customers.

Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget.

There are several reasons for advertising some of which are as follows:

* Increasing the sales of the product/service
* Creating and maintaining a brand identity or brand image.
* Communicating a change in the existing product line.
* Introduction of a new product or service.
* Increasing the buzz-value of the brand or the company.

## Thus, several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising.

## Mentioned below are the various categories or types of advertising:

* [Television advertising](http://en.wikipedia.org/wiki/Television_advertisement)
* [Radio advertising](http://en.wikipedia.org/wiki/Radio_advertisement)
* [Online advertising](http://en.wikipedia.org/wiki/Online_advertising)
* Covert advertising
* Press advertising
* Billboard advertising
* In-store advertising
* Coffee cup advertising
* Street advertising
* [Celebrity branding](http://en.wikipedia.org/wiki/Celebrity_branding)
* Surrogate Advertising

[**Television advertising**](http://en.wikipedia.org/wiki/Television_advertisement)**:**

* The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial [airtime](http://en.wikipedia.org/wiki/Broadcasting) during popular TV events.
* The majority of television commercials features a song or [jingle](http://en.wikipedia.org/wiki/Jingle) that listeners soon relate to the product.
* The cost of television advertising often depends on the duration of the advertisement, the time of broadcast and of course the popularity of the television channel on which the advertisement is going to be broadcasted.

[**Radio advertising**](http://en.wikipedia.org/wiki/Radio_advertisement)**:**

* Radio advertising is a form of advertising via the medium of [radio](http://en.wikipedia.org/wiki/Radio).
* Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device
* The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers.
* The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles.

[**Online advertising**](http://en.wikipedia.org/wiki/Online_advertising)**:**

* Online advertising is a form of [promotion](http://en.wikipedia.org/wiki/Promotion_(marketing)) that uses the Internet and [World Wide Web](http://en.wikipedia.org/wiki/World_Wide_Web) for the expressed purpose of delivering [marketing](http://en.wikipedia.org/wiki/Marketing) messages to attract customers.

**Covert advertising:**

* Covert advertising also known as guerrilla advertising, is when a product or brand is embedded in entertainment and media
* There is no commercial in the entertainment but the brand or the product is subtly showcased in the entertainment show

**Press advertising:**

* The print media have always been a popular advertising medium.
* Advertising products via **newspapers** or **magazines** is a common practice. In addition to this, the print media also offers options like promotional **brochures** and **fliers** for advertising purposes.
* Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications.
* For instance an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership.

**Billboard advertising:**

* [Billboards](http://en.wikipedia.org/wiki/Billboard) are large structures located in public places which display advertisements to passing pedestrians and motorists.
* Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.
* [Mobile billboards](http://en.wikipedia.org/wiki/Mobile_billboard) are generally vehicle mounted [billboards](http://en.wikipedia.org/wiki/Billboard) or digital screens
* The billboards are often lighted; some being [backlit](http://en.wikipedia.org/wiki/Backlight), and others employing spotlights.
* Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements.

**In-store advertising:**

* In-store advertising is any advertisement placed in a retail store.
* It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

**Coffee cup advertising**:

* Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop.
* This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East

**Street advertising**:

* This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements.
* Working with products such as [Reverse Graffiti](http://en.wikipedia.org/wiki/Reverse_Graffiti) and 3d pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

[**Celebrity branding**](http://en.wikipedia.org/wiki/Celebrity_branding)**:**

* This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
* Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.
* The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the public relations of a brand.

**Surrogate Advertising**:

* Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law.
* Advertisement for products like cigarettes or alcohol which are injurious to heath are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand.

**CHOOSING AMONG MAJOR MEDIA TYPES:**

The media planner must know the capacity of the major advertising media types to deliver reach, frequency and impact. Media planners make their choice by considering the following variables:

* Target audience media habits
* Product characteristics
* Message characteristics
* Cost

**Target audience media habits**: radio and television are the most effective media for reaching teens.

**Product characteristics**: media types have different potential for

Demonstrations, visualization, explanation, and color

**Message characteristics**: timeliness and information content will influence media choice. A message announcing a major sale tomorrow will require radio, TV or news paper

**Cost:** television is very expensive, whereas news papers advertising is relatively inexpensive. What counts is the cost per thousand exposures

**Current trends:**

* Rise in new media
* Niche marketing
* Crowd sourcing

**Rise in new media**:

* With the dawn of the Internet came many new advertising opportunities.
* Popup, [Flash](http://en.wikipedia.org/wiki/Adobe_Flash), [banner](http://en.wikipedia.org/wiki/Web_banner), Popunder, [advergaming](http://en.wikipedia.org/wiki/Advergaming), and email advertisements are now commonplace.

### Niche marketing:

* Another significant trend regarding future of advertising is the growing importance of the [niche market](http://en.wikipedia.org/wiki/Niche_market) using niche or targeted ads.
* Also brought about by the Internet and the theory of [The Long Tail](http://en.wikipedia.org/wiki/The_Long_Tail), advertisers will have an increasing ability to reach specific audiences.
* In the past, the most efficient way to deliver a message was to blanket the largest [mass market](http://en.wikipedia.org/wiki/Mass_market) audience possible

### Crowdsourcing:

### The concept of [crowdsourcing](http://en.wikipedia.org/wiki/Crowdsourcing) has given way to the trend of [user-generated](http://en.wikipedia.org/wiki/User-generated) advertisements.

### User-generated ads are created by consumers as opposed to an advertising agency or the company themselves, most often they are a result of brand sponsored advertising competitions

**Limitations**

There are few limitations of advertising in spite of communicating the message to the target audience such as

* Can't standardize the advertising campaign approach and evaluation methods too
* Advertising message cannot be focused to meet individual customer's needs and wants
* Non-affordability of cost factor for small and medium companies to use advertising inability to provide deep insights about a product or service.

**CHAPTER- 2**

* **Need for the Study**
* **Scope of the Study**
* **Objectives of the Study**
* **Limitations of the Study**
* **Research Methodology**
* **Chapter Review**

**NEED FOR THE STUDY**

Advertising in India is a highly competitive business. Today with the increasing consumer awareness no business can survive for long without advertising, with growing business competition it has become necessary to ensure right media mix to each target audience.

Public attitude and consumer behavior helps the phenomenon of why different individual respond differently to the same stimulus under the same condition. By which the company can know the consumer attitude and consumer behavior of different individuals, which in turn helps in creation of innovative ideas for the improvement of the product and the sale of the products.

**SCOPE OF THE STUDY**

The study has been conducted in the Tirupati area only. The Hindustan Unilever Limited (HUL) is one of the India’s best Fast Moving Consumer Goods (FMCG) sector. This include the study of public attitude towards advertising the consumer behavior, consumer buying decision, comprehensive of various brands available in the market, different media used by company to advertise their brands etc.,

The study enables the company to know the various factors affecting the purchase from the consumer point of view. This in turn will help the company to modify their products for the maximum satisfaction of the consumer.

**OBJECTIVES OF THE STUDY**

* To analyze the impact of the HUL ads on public.
* To understand the general behavior of public towards purchasing products and watching advertisements
* To study the effectiveness of advertisements target in individuals emotions on sales
* To analyze the public perception towards memorability of advertisements on T.V
* To find the requirements of the customers of the HUL company.

**LIMITATIONS OF THE STUDY**

Any Researcher will be restricted in the scope by certain inherent limitations that are participated by the choice of the research design, sampling procedure and respondent selection. This study has the following limitations.

* Time is the major constraint for the study.
* The study is limited to Tirupati only.
* The information provided by the respondents is considered to be true.
* Data collected was primary; hence there is a chance for a biased or misleading response from the respondents.

**RESEARCH METHODOLOGY**

Research methodology is a way to solve systematically the research problem. In this various types of techniques are generally adopted by a researcher in studying the research problem along with the logic behind the problem.

**Research Design**

“A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”.

**Collection of Data**

There are several ways of collecting the appropriate data, which differ considerably with the types of research. There are two types of data are used in research process.

**Types of Data**

Data is recorded, measure phenomena specified by the researchers.

The research required both

* Primary data
* Secondary data

**1. Primary Data**

All the information pertaining to consumer like product service, quality, satisfaction level complaints etc. were obtained from the customers. For that collection of primary data survey method was adopted as it was felt that they results obtained through surveys are more reliable and valid. As it was believed that by using the survey method a majority of customers could be met personally and their problems could be explored in detailed fashion. The survey method was used for collecting primary data.

**2. Secondary Data**

The secondary data has been drawn from both internals secondary sources through company websites external secondary source of publications, project reports, magazines , bulletins, Govt, .publication etc.

**Sampling**

For conducting survey the researcher adopted systematic sampling method of convenience sampling for selecting sample. Due to the time, expenses and practical constrains the sample size was limited to 100 dealers.

**Data Processing**

A number of tables were prepared to bring out the main characteristics of the collected data. Inferences were drawn from the data collected and diagrams and charts were shown whenever necessary. The simple statistical tools like averages, percentage are adopted to get the required tools.

**Research Instruments**

In the study the research instrument used is questionnaire.

**Questionnaire**

The term questionnaire refers to a device for obtaining answer to questions by using a form, which respondents fill.

**Types of Questions**

The interviewer-administer questionnaire is prepared with the following types of questions.

* Multiple choice questions
* Dichotomous questions
* Open ended questions

**Data Collections**

Data collection is an elaborate process. It is carried out in to two phases.

**Analysis of Data**

The collected data are scientifically codified, tabulated, arranged by using some statistical technique.

Analysis of data was carried out in following methods.

* Data’s are coded
* Demographic questions and research questions are tabulated
* Tabulated dada was analyzed with percentages
* Inferences were drawn from the results

**Percentage Analysis**

Percentage refers to special kind of ratio. Percentage are used in making comparison between two are more series of data. It is used to describe relationship. Percentage can be used to compare the relative term the distribution of two or more series of data. Since the percentage analysis reduce everything to common based their by meaningful comparison.

Percentage= (no. of respondents\number of samples) x 100 **Tables & Charts**

The table and charts are used mainly for the multiple-choice question and that of close ended questions and this tables and charts are used for suggestions and conclusion.

**OVER VIEW OF CHAPTER SCHEME**

**Chapter 1** deals with the introduction of the study

**Chapter 2** deals with the design of the study like needs, objectives, scope, and research methodology and over view of the study.

**Chapter 3** consists with of the industry and company profile.

**Chapter 4** deals with data analysis and interpretation in this for data analysis

**Chapter 5** deals with findings of the data.

**Chapter 6** consists of the suggestions and conclusion related to the problem.

Last chapter indicates the questionnaire and bibliography of the study.

**CHAPTER-3**

***PROFILES***

**INDUSTRY**

**PROFILE**

# INDUSTRIAL PROFILE

# FAST MOVING CONSUMER GOODS:

Fast moving consumer goods (FMCG) – or Consumer Packaged Goods (CPG) – are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, and grocery items. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

## Scope:

The term FMCG refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced over a period of several years.

FMCGs have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs – such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates.

The following are the main characteristics of FMCGs:

* **From the consumers' perspective**:
  + Frequent purchase
  + Low involvement (little or no effort to choose the item -- products with strong brand loyalty are exceptions to this rule)
  + Low price
* **From the marketers' angle**:
  + High volumes
  + Low contribution margins
  + Extensive distribution networks
  + High stock turnover

**What are Fast Moving Consumer Goods (FMCG) ?**

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars.

A subset of FMCGs is Fast Moving Consumer Electronics which include innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS Systems and Laptops. These are replaced more frequently than other electronic products.

White goods in FMCG refer to household electronic items such as Refrigerators, TVs, Music Systems, etc.

**Indian FMCG Sector:**

* The Indian FMCG sector is the fourth largest in the economy and has a market size of US$13.1 billion. Well-established distribution networks, as well as intense competition between the organised and unorganised segments are the characteristics of this sector.
* FMCG in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the FMCG market will reach to US$ 33.4 billion in 2015 from US $ billion 11.6 in 2003.
* The middle class and the rural segments of the Indian population are the most promising market for FMCG, and give brand makers the opportunity to convert them to branded products. Most of the product categories like jams, toothpaste, skin care, shampoos, etc, in India, have low per capita consumption as well as low penetration level, but the potential for growth is huge.
* The Indian Economy is surging ahead by leaps and bounds, keeping pace with rapid urbanization, increased literacy levels, and rising per capita income.
* The big firms are growing bigger and small-time companies are catching up as well. According to the study conducted by AC Nielsen, 62 of the top 100 brands are owned by MNCs, and the balance by Indian companies. Fifteen companies own these 62 brands, and 27 of these are owned by Hindustan Lever. Pepsi is at number three followed by Thums Up. Britannia takes the fifth place, followed by Colgate (6), Nirma (7), Coca-Cola (8) and Parle (9). These are figures the soft drink and cigarette companies have always shied away from revealing. Personal care, cigarettes, and soft drinks are the three biggest categories in FMCG. Between them, they account for 35 of the top 100 brands.

**THE TOP 10 COMPANIES IN FMCG SECTOR**

|  |  |
| --- | --- |
| **Sl.No.** | **Companies** |
| 1. | **Hindustan Unilever Ltd**. |
| 2. | ITC (Indian Tobacco Company) |
| 3. | Nestlé India |
| 4. | GCMMF (AMUL) |
| 5. | Dabur India |
| 6. | Asian Paints (India) |
| 7. | Cadbury India |
| 8. | Britannia Industries |
| 9. | Procter & Gamble Hygiene and Health Care |
| 10. | Marico Industries |

**Outlook:**

* There is a huge growth potential for all the FMCG companies as the per capita consumption of almost all products in the country is amongst the lowest in the world. Again the demand or prospect could be increased further if these companies can change the consumer's mindset and offer new generation products.
* Earlier, Indian consumers were using non-branded apparel, but today, clothes of different brands are available and the same consumers are willing to pay more for branded quality clothes. It's the quality, promotion and innovation of products, which can drive many sectors.

**COMPANY**

**PROFILE**

**COMPANY PROFILE**

# INTRODUCTION TO HUL:

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 75 years in India and touches the lives of two out of three Indians.

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as **Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond’s, Vaseline, Lakmé, Dove, Clinic Plus, Sun silk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall’s and Pureit.**

The Company has over 16,000 employees and has an annual turnover of around Rs.19, 400 crores (financial year 2010 - 2011). HUL is a subsidiary of Unilever, one of the world’s leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of about €44 billion in 2011. Unilever has about 52% shareholding in HUL.

# Hindustan Unilever

|  |  |
| --- | --- |
| Hindustan Unilever Ltd | |
|  | |
| **Type** | Public company |
| **Industry** | Fast Moving Consumer Goods FMCG) |
| **Founded** | 1933 |
| **Headquarters** | Mumbai, India |
| **Key people** | Harish Manwani (Chairman), Nitin Paranjpe (CEO and Managing Director) |
| **Products** | Home & Personal Care, Food & Beverages |
| **Revenue** | 19,401.11 crore (US$ 4.31 billion) (2010-2011) |
| **Net income** | 2,305.97 crore (US$511.93 million) |
| **Employees** | Over 65,000 direct & indirect employees |
| **Parent** | Unilever Plc (52%) |
| **Website** | www.hul.co.in |

**Hindustan Unilever Limited** (HUL) is India's largest fast moving consumer goods company. The Anglo-Dutch company Unilever owns a 52% majority stake.

HUL was formed in 1933 as Lever Brothers India Limited and came into being in 1956 as Hindustan Lever Limited through a merger of Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. It is headquartered in Mumbai, India and has employee strength of over 15,000 employees and contributes to indirect employment of over 52,000 people. The company was renamed in June 2007 as “Hindustan Unilever Limited”.

Hindustan Unilever's distribution covers over 1 million retail outlets across India directly and its products are available in over 6.3 million outlets in the country, nearly 80% of all retail outlets in India. It estimates that two out of three Indians use its many home and personal care products, food and beverages.

The company has a distribution channel of 6.3 million outlets and owns 35 major Indian brands. Its brands include Kwality Wall's ice cream, Knorr soups & meal makers, Lifebuoy, Lux, Pears, Breeze, Liril, Rexona, Hamam and Moti soaps, Pureit water purifier, Lipton tea, Brooke Bond (3 Roses, Taj Mahal, Taaza, Red Label) tea, Bru coffee, Pepsodent and [Close Up](http://en.wikipedia.org/w/index.php?title=Close_Up_(toothpaste)&action=edit&redlink=1) toothpaste and brushes, and Surf, Rin and Wheel laundry detergents, Kissan squashes and jams, Annapurna salt and atta, Pond's talcs and creams, Vaseline lotions, Fair and Lovely creams, Lakmé beauty products, Clear, Clinic Plus, Clinic All Clear, [Sunsilk](http://en.wikipedia.org/wiki/Sunsilk) and [Dove](http://en.wikipedia.org/wiki/Dove) shampoos, [Vim](http://en.wikipedia.org/wiki/Vim_(cleaning_product)) dishwash, Ala bleach, [Domex](http://en.wikipedia.org/w/index.php?title=Domex&action=edit&redlink=1) disinfectant, [Modern Bread](http://en.wikipedia.org/w/index.php?title=Modern_Bread&action=edit&redlink=1), [Axe](http://en.wikipedia.org/wiki/Axe) deosprays and [Comfort](http://en.wikipedia.org/wiki/Comfort_(fabric_softener)) fabric softeners.

## Direct Selling Division

HUL also runs Hindustan Unilever Network (HULN), a [direct selling](http://en.wikipedia.org/wiki/Direct_selling) business arm. Under HULN, health products are marketed by [AYUSH](http://en.wikipedia.org/wiki/AYUSH)in collaboration with Arya Vaidya Pharmacy, Coimbatore; beauty products by [Aviance](http://en.wikipedia.org/wiki/Aviance); home products by Lever Home, and male grooming by DIY. There are also premium products for [beauty salons](http://en.wikipedia.org/wiki/Beauty_salon) and others.

## Leadership

HUL has produced many business leaders for corporate India; one of these, Harish Manwani, has become a member of Unilever's Executive.

HUL's leadership-building potential was recognized when it was ranked 4th in the Hewitt Global Leadership Survey 2007 with only GE, P&G and Nokia ranking ahead of HUL in the ability to produce leaders with such regularity.

## Other awards

HUL is one of the country's largest exporters; it has been recognized as a Golden Super Star Trading House by the Government of India.

In 2007, Hindustan Unilever was rated as the most respected company in India for the past 25 years by Businessworld, one of India’s leading business magazines.[[9]](http://en.wikipedia.org/wiki/Hindustan_Unilever#cite_note-8#cite_note-8) The rating was based on a compilation of the magazine's annual survey of India’s most reputed companies over the past 25 years.

HUL was one of the eight Indian companies to be featured on the Forbes list of World’s Most Reputed companies in 2007.

HUL was ranked 39th in The Brand Trust Report (2011) published by Trust Research Advisory. [Fair and Lovely](http://en.wikipedia.org/wiki/Fair_and_Lovely) creams also was listed in the same report.

# Our vision

Unilever products touch the lives of over 2 billion people every day – whether that's through feeling great because they've got shiny hair and a brilliant smile, keeping their homes fresh and clean, or by enjoying a great cup of tea, satisfying meal or healthy snack.

## A clear direction

The four pillars of our vision set out the long term direction for the company – where we want to go and how we are going to get there:

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

We've always believed in the power of our brands to improve the quality of people’s lives and in doing the right thing. As our business grows, so do our responsibilities. We recognize that global challenges such as climate change concern us all. Considering the wider impact of our actions is embedded in our values and is a fundamental part of who we are.

# Purpose & principles

Our corporate purpose states that to succeed requires "the highest standards of corporate behavior towards everyone we work with, the communities we touch, and the environment on which we have an impact."

# Company structure

Hindustan Unilever Limited is India's largest Fast Moving Consumer Goods (FMCG) Company. It is present in Home & Personal Care and Foods & Beverages categories. HUL has about 15,000 employees, including over 1400 managers

## The fundamental principle determining the organization structure is to infuse speed and flexibility in decision-making and implementation, with empowered Always working with integrity

### Positive impact

We aim to make a positive impact in many ways: through our brands, our commercial operations and relationships, through voluntary contributions, and through the various other ways in which we engage with society.

### Continuous commitment

We're also committed to continuously improving the way we manage our environmental impacts and are working towards our longer-term goal of developing a sustainable business.

### Setting out our aspirations

Our corporate purpose sets out our aspirations in running our business. It's underpinned by our code of business Principles which describes the operational standards that everyone at Unilever follows, wherever they are in the world. The code also supports our approach to governance and corporate responsibility.

### Working with others

We want to work with suppliers who have values similar to our own and work to the same standards we do. Our Business partner code, aligned to our own Code of business principles, comprises ten principles covering business integrity and responsibilities relating to employees, consumers and the environment.

**PRODUCT**

**PROFILE**

**PRODUCT PROFILE**

# Food brands:

HUL is one of India’s leading food companies. Our passion for understanding what people want and need from their food - and what they love about it - makes our brands a popular choice.

## [Brooke Bond 3 Roses](http://www.hul.co.in/brands/foodbrands/3Roses.aspx)

Playful banter, a little mischief, serious conversation…

there’s no time for young couples like the time spent sharing a cup of 3 Roses.

## Annapurna[Annapurna](http://www.hul.co.in/brands/foodbrands/Annapurna.aspx)

Partnering with the mom in nurturing her dreams, Annapurna

Atta is aimed at helping her provide wholesome tasty nutrition to her family.

## [Red Label](http://www.hul.co.in/brands/foodbrands/RedLabel.aspx)

Brooke Bond Red Label… 'Chuskiyaan Zindagi ki'

****

[**Brooke Bond Taaza**](http://www.hul.co.in/brands/foodbrands/Taaza.aspx)

Brooke Bond Taaza

## Taj Mahal logo[Brooke Bond Taj Mahal](http://www.hul.co.in/brands/foodbrands/TajMahal.aspx)

Brooke Bond Taj Mahal is an exclusive selection of teas

for the discerning consumer.



## [Bru](http://www.hul.co.in/brands/foodbrands/Bru.aspx)

Bru se hoti hain khushiyaan shuru…

## Kissan[Kissan](http://www.hul.co.in/brands/foodbrands/Kissan.aspx)

With Kissan, good food is loved not shoved!

## Knorr[Knorr](http://www.hul.co.in/brands/foodbrands/Knorr.aspx)

Knorr helps families make meal times special, nutritious, tasty and healthy.

## Lipton logo[Lipton](http://www.hul.co.in/brands/foodbrands/lipton.aspx)

Lipton has a range of vitality teas that truly encompass the goodness of tea.

## Modern[Modern](http://www.hul.co.in/brands/foodbrands/modern.aspx)

Modern – A Wholesome & Nourishing, Hygienically produced & Reliably Safe Bread

## AvianceAv[iance](http://www.hul.co.in/brands/personalcarebrands/Aviance.aspx)

Aviance enables women actualize their unique potential through expert customized beauty solutions.

## Axe[Axe](http://www.hul.co.in/brands/personalcarebrands/Axe.aspx)

Axe with Best Quality Fragrance

## Ayush Therapy Centre[LEVER Ayush Therapy](http://www.hul.co.in/brands/personalcarebrands/LEVERAyushTherapy.aspx)

LEVER Ayush aims to help a new generation of Indians rediscover everyday health and vitality through customized Ayurvedic solutions.

## Breeze[Breeze](http://www.hul.co.in/brands/personalcarebrands/Breeze.aspx)

Breeze, with the goodness of glycerin

gives soft, fragrant and smooth skin.

## Clear logo[Clear](http://www.hul.co.in/brands/personalcarebrands/Clear.aspx)

New Clear with Essential Oils, guarantees Zero dandruff and leaves your hair feeling fabulous.

## Clinic Plus[Clinic Plus](http://www.hul.co.in/brands/personalcarebrands/ClinicPlus.aspx)

Clinic Plus - makes hair inside strong, outside long!



## [Closeup](http://www.hul.co.in/brands/personalcarebrands/Closeup.aspx)

Freshness that brings you Closer

## Dove Logo[Dove](http://www.hul.co.in/brands/personalcarebrands/Dove.aspx)

Dove stands for real beauty. All around the world, Dove is making real women feel more beautiful!

## Fair & Lovely logo[Fair & Lovely](http://www.hul.co.in/brands/personalcarebrands/FairAndLovely.aspx)

More than 30 years ago, a unique brand was born. Wrapped within a humble lavender tube, it went on to become the World’s No.1 Fairness cream.

## Hamam[Hamam](http://www.hul.co.in/brands/personalcarebrands/Hamam.aspx)

Holistic skin care experiences perfected over the ages to deliver healthy, beautiful skin

## Lakme[Lakme](http://www.hul.co.in/brands/personalcarebrands/Lakme.aspx)

Lakme is an ally to the Indian Woman and inspires her to express her unique beauty and sensuality. Thus, enabling her to realize the potency of her beauty.

## [Lifebuoy](http://www.hul.co.in/brands/personalcarebrands/Lifebuoy.aspx)

Lifebuoy is available in multiple variants in

soaps and specialist formats such as liquid handwash, catering to the entire family.

## Liril 2000[Liril 2000](http://www.hul.co.in/brands/personalcarebrands/Liril.aspx)

Liril 2000-Now come closer to your loved ones

## Lux logo[Lux](http://www.hul.co.in/brands/personalcarebrands/Lux.aspx)

Lux – For soft and smooth skin!

## Pears[Pears](http://www.hul.co.in/brands/personalcarebrands/Pears.aspx)

Pears – the purest and most gentle way to skincare!

## Pepsodent[Pepsodent](http://www.hul.co.in/brands/personalcarebrands/Pepsodent.aspx)

Pepsodent India is committed to improve the overall Oral health of Indians.

## Pond's[Pond’s](http://www.hul.co.in/brands/personalcarebrands/Ponds.aspx)

Get the expert to look after your skin

## Rexon SoapRexona

Rexona gives you silky skin irresistible to touch

that keeps the romance alive!

## Sunsilk[Sunsilk](http://www.hul.co.in/brands/personalcarebrands/Sunsilk.aspx)

Sunsilk has had a re-style!

## Vaseline[Vaseline](http://www.hul.co.in/brands/personalcarebrands/Vaseline.aspx)

Your skin is amazing. It deserves to be treated as such.

# Water Pureit

Pureit is the  world’s most advanced in-home water purifier. Pureit, a breakthrough offering of Hindustan Unilever (HUL), provides complete protection from all water-borne diseases, unmatched convenience and affordability.

## Acting responsibly

Millions of people around the world enjoy the foods and drinks we create. So the ingredients we use, the formulations, and the way we advertise and market our brands can potentially make a big impact on global health.

We aim to act responsibly and have a strong nutrition policy. We've also developed a carefully considered approach to health and nutrition which includes:

* Encouraging a balanced diet with the right amount of proteins, carbohydrates, fats, vitamins and minerals
* Developing a growing range of low fat, low sugar, low calorie alternatives, plus more 'active health' products
* Marketing responsibility our foods and beverages and helping to reduce over-consumption
* Helping people understand the nutritional benefits of our products
* Creating products that reflect the fact that people will only eat foods that they enjoy
* Having sound specific evidence underpinning all our claims

**CHAPTER- 4**

***DATA ANALYSIS***

***AND***

***INTERPRETATION***

**DATA ANALYSIS AND INTERPRETATION**

**Demographic profile of the respondents**

**1. Gender wise classification**

**Table 1:**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Frequency** | **Percentage (%)** |
| Male | 48 | 40 |
| Female | 72 | 60 |
| Total | 120 | 100 |

**Graph 1:**



**Inference:**

From the above graph it is found that the 40% of respondents are male and 60% of respondents are female.

**2. Age wise classification**

**Table 2:**

|  |  |  |
| --- | --- | --- |
| **Age group** | **Frequency** | **Percentage (%)** |
| Below 20years  21 -30years  31-40years  41-50years  Above 50years | 12  44  28  20  16 | 10  37  23  17  14 |
| Total | 120 | 100 |

**Graph 2:**

**Age particulars**

Below 20years

10%

21 -30years

36%

31-40years

23%

41-50years

17%

Above 50years

14%

**Inference:**

From the above graph it is found that the respondent’s age group is below 20 years is 10%, between 21-30 years is 37%, 31-40 years is23%, 41-50 years is 17%, above 50 years is 13%.

**3. Occupation wise classification**

**Table 3:**

|  |  |  |
| --- | --- | --- |
| **Occupation** | **Frequency** | **Percentage (%)** |
| Professional  Business  Student  House wife  others | 52  12  36  12  08 | 43  10  30  10  7 |
| Total | 120 | 100 |

**Graph 3:**



**Inference:**

From the above graph it is found that the majority of respondents (i.e., 43%) are professionals, 30% respondents are students, 10% respondents are business peoples, house wife, remaining 7% are others.

**4. Education wise classification**

**Table 4**:

|  |  |  |
| --- | --- | --- |
| **Education** | **Frequency** | **Percentage (%)** |
| Above P.G  P.G  Graduate  Others | 12  40  52  16 | 10  33  43  14 |
| Total | 120 | 100 |

**Graph 4:**



**Inference:**

From the above graph it is found that the majority of respondents (i.e., 43%) are graduates, 33% respondents are P.G, 14% respondents are others, and remaining 10% are Above P.G.

**5. Income wise classification**

**Table 5**:

|  |  |  |
| --- | --- | --- |
| **Income** | **Frequency** | **Percentage (%)** |
| Below 10,000  10,000-20,000  20,000-30,000  Above 30,000 | 56  20  28  16 | 47  17  23  13 |
| Total | 120 | 100 |

**Graph 5:**



**Inference**:

From the above graph it is found that the respondent’s age group is below 10,000 is 47%, between 10,000-20,000 is 17%, 20,000-30,000 is 23%, above 30,000 is 13%.

**6. Are you aware of HUL brands**

**Table 6:**

|  |  |  |
| --- | --- | --- |
| **Awareness of HUL brands** | **Frequency** | **Percentage (%)** |
| Yes | 85 | 70 |
| No | 35 | 30 |
| Total | 120 | 100 |

**Graph 6:**



**INFERENCE:**

Most of the respondents are aware about the HUL brands. 70% of the respondents are aware about HUL brands, 30% of the respondents are no aware about the HUL brands.

**7. What mode of add would most catch your attention you buy the product**

**Table 7:**

|  |  |  |
| --- | --- | --- |
| **The mode of add would most catch your attention you buy the product** | **Frequency** | **Percentage (%)** |
| Television | 88 | 74 |
| News paper | 21 | 18 |
| Magazine | 07 | 05 |
| Internet | 04 | 03 |
| Total | 120 | 100 |

**Graph 7:**

74

18

5

3

0

10

20

30

40

50

60

70

80

Television

News

paper

Magazine

Internet

**What mode of advertisement would most catch your**

**Attention to buy the product**

**INFERENCE:**

The majority of the people wants to see the ads in the T.V, the television ads catch people attention 74%, News paper 20%, Magazine 0%, Radio 3%, Internet 3%

**8. Which kind of add do you think greater emotional impact?**

**Table 8:**

|  |  |  |
| --- | --- | --- |
| **The kind of add do you think greater emotional impact** | **Frequency** | **Percentage (%)** |
| Television | 96 | 80 |
| Print | 04 | 03 |
| Internet | 20 | 17 |
| Others | 00 | 00 |
| Total | 120 | 100 |

**Graph 8:**

**Which kind of add do you think greater emotional**

**impact on you**

80

3

17

0

The kind of ad do you

think greater emotional

impact

Television

Print

Internet

Others

**INFERNCE:**

Majority of the respondents 80% are greater emotional impact on T.V, 17% on Internet, 3% on Print, 0% on 0thers.

**9. When you feel that when add makes you emotional, you?**

**Table 9:**

|  |  |  |
| --- | --- | --- |
| **When you feel that when add makes you emotional, you?** | **Frequency** | **Percentage (%)** |
| Go and buy the product | 20 | 17 |
| Think about it and delay your purchase decision | 20 | 17 |
| Try to gathering the information regarding the product from other sources | 72 | 60 |
| Like the ad, but never buy the product | 08 | 06 |
| Total | 120 | 100 |

**Graph 9:**

**When you feel that when add makes you**

**emotional, you?**

17

17

60

6

PURCHASING DECISION OF

THE PEOPLE

Go and buy the product

Think about it and delay your

Purchase decision

Try to gathering the information

Regarding the product from other

Sources

Like the ad, but never buy the

Product

**Inference:**  Above the pie chart shows that when the respondents are feel emotional by the ad, 60% is Try to gathering the information regarding the product from other sources, 17 % Go and buy the product, 17% Think about it and delay your purchase decision, 6% Like the ad, but never buy the product.

**10. You buy a product by being emotionally influenced by the add?**

**Table 10:**

|  |  |  |
| --- | --- | --- |
| **People buy a product by being emotionally influenced by the add** | **Frequency** | **Percentage (%)** |
| Yes, always | 28 | 23 |
| Sometimes | 36 | 30 |
| Never | 12 | 10 |
| Depends upon the type of the ad | 44 | 37 |
| Total | 120 | 100 |

**Graph 10:**



**Inference:**

The above pie chart shows that 37% of the respondents emotionally influenced by the ad depends up on the type of the ad, 37% some times, 23% yes always, 10% never influenced by the add.

**11. Which aspect of T.V add is important to you?**

**Table 11:**

|  |  |  |
| --- | --- | --- |
| **Important aspect of T.V add** | **Frequency** | **Percentage (%)** |
| Models | 28 | 23 |
| Background | 08 | 07 |
| Punch line | 12 | 10 |
| Theme | 48 | 40 |
| Caption | 12 | 10 |
| Photography | 12 | 10 |
| Total | 120 | 100 |

**Graph 11:**

**Which aspect of T.V add is important to you**

23

7

10

40

10

10

THE IMPORTANT

ASPECT OF T.V AD

Models

Background

Punch line

Theme

Caption

Photography

**Inference:**

we observe from the above graph 40% of the respondents said that the important aspect of T.V ad is theme, 23% model , 10% punch line , 10% caption , 10% photography, 7% background.

**12. T.V channels for viewing advertisement**

**Table 12:**

|  |  |  |
| --- | --- | --- |
| **T.V channels for viewing advertisement** | **Frequency** | **Percentage** |
| Entertainment channels | 88 | 73 |
| News channels | 20 | 17 |
| Sports channels | 12 | 10 |
| Education channels | 00 | 00 |
| Total | 120 | 100 |

**Graph 12:**



**Inference:**

Most of the respondents said that T.V channels for viewing ads 57% of respondents are said entertainment channels and 33% of respondents said news channels and 10% of respondents said sports channels.

**13. Do you find radio add attractive?**

**Table 13:**

|  |  |  |
| --- | --- | --- |
| **Do you find radio ad attractive ?** | **Frequency** | **Percentage (%)** |
| Yes | 36 | 30 |
| No | 84 | 70 |
| Total | 120 | 100 |

**Graph 13:**

30

70

0

10

20

30

40

50

60

70

Yes

No

**Do you find radio add attractive**

**Inference:**

The majority of the respondents said that 70% radio ads is not attractive, 30% of respondents said that radio ads is attractive.

**14. How memorable do you finds add (HUL)**

**Table 14:**

|  |  |  |
| --- | --- | --- |
| **How memorable do you finds add (HUL)** | **Frequency** | **Percentage (%)** |
| Very memorable | 32 | 27 |
| Some what memorable | 52 | 43 |
| Undecided | 28 | 23 |
| Not very memorable | 00 | 00 |
| Not at all memorable | 08 | 07 |
| Total | 120 | 100 |

**Graph 14:**

**Inference:**

The memorable of HUL ads 43% of respondents said that some what memorable and 27% of respondents said that very memorable and 23% of respondents said that undecided and 7% of people said that not at all memorable.

**15. How creative do you finds add (HUL)**

**Table 15:**

|  |  |  |
| --- | --- | --- |
| **How creative do you finds ad (HUL)** | **Frequency** | **Percentage (%)** |
| Very creative | 24 | 20 |
| Some what creative | 64 | 54 |
| Undecided | 16 | 13 |
| Not very creative | 04 | 03 |
| Not at all creative | 12 | 10 |
| Total | 120 | 100 |

**Graph 15:**



**Inference:**

The creativeness of HUL ads 54% of the respondents said that some what creative and 20% of respondents said that very creative and 13% of respondents said that undecided and 10% of respondents said that not at all creative and 3% of respondents said that not very creative .

**16. In general how would you weight the quality of this add compared to other ads of a similar nature.**

**Table 16:**

|  |  |  |
| --- | --- | --- |
| **Weight the quality of this add compared to other ads of a similar nature.** | **Frequency** | **Percentage (%)** |
| Excellent | 28 | 23 |
| Good | 68 | 57 |
| Fair | 20 | 17 |
| Poor | 04 | 03 |
| Undecided | 0 | 0 |
| Total | 120 | 100 |

**Graph 16:**

23

57

17

3

0

0

10

20

30

40

50

60

Excellent

Good

Fair

Poor

Undecided

**how would you weight the quality of this add**

**compared to other ads of a similar nature**

**Inference:**

Compare the HUL ads with similar nature of other ads 57% of respondents said that Good and 23% of respondents said that Excellent and 17% of respondents said that Fair and 3% of respondents said that Poor

**CHAPTER- 5**

***FINDINGS***

**AND**

***SUGGESTIONS***

**FINDINGS**

* Majority of respondents (i.e., 43%) are professionals, 30% respondents are students.
* 47% of respondent’s incomes are below 10,000, 23 % of the respondents income are 20,000-30,000, 17% of the respondents are 10,000-20,000 and above 30,000 is 13%.
* 70% of the respondents are aware about HUL brands, 30% of the respondents are no aware about the HUL brands.
* The majority of the people said that the best mode of ad most catch the attention to buy the product is 74% by the Television.
* Majority of the respondents 80% are greater emotional impact on T.V.
* 60% of the respondents when they feel emotional by the ad, Try to gathering the information regarding the product.
* 37% of the respondents emotionally influenced by the ad depends up on the type of the ad, 37% of the respondents are some times.
* 40% of the respondents said that the important aspect of T.V ad is theme, 23% model .
* T.V channels for viewing ads 57% of respondents are said entertainment channels and 33% of respondents said news channels.
* The majority of the respondents said that 70% radio ads is not attractive, 30% of respondents said that radio ads is attractive.
* 43% of respondents said that the HUL ads are some what memorable and 27% of respondents said that very memorable.
* 54% of the respondents said that the HUL ads are some what creative and 20% of respondents said that very creative.
* 57% of respondents said that Compare the HUL ads with similar nature of other ads Good and 23% of respondents said that Excellent.

**SUGGESTIONS**

* The company should create awareness about all its brands.

* The company should concentrate on the illiterate people and making the T.V ads understandable and simple.
* The company should improve the memorability of ads by playing the ads very repeatedly.
* The company wants to enhance the creativity of the ads by improving the quality of the products.
* Improve the productivity of the HUL ads compare with similar nature of other ads.
* Increase the ads in the News channel and Educational channel.

**CHAPTER- 6**

***CONCLUSION***

**Conclusion**

* Adverting plays a vital role in promoting a product or service of any company who would like to reach their target audience with a relevant advertising message.

* It's a life blood of any product success in the market place.

* It's the responsibility of the HUL company to choose right advert suing agency, right message to reach out to right target audience to get a good brand recall and gain high market share of its products or services.
* HUL Company is one of the fast moving consumer goods in the country.
* As my research work I conclude that the most of the customers are satisfied and a few customers are dissatisfied about the HUL advertising.

***ANNEXURE***

***BIBLIOGRAPHY***

***AND***

**QUESTIONER**

**BIBLIOGRAPHY**

**BOOKS:**

* PHILIP KOTLER - “Marketing Management”
* BATRA - “Advertising Management”
* MANEDRA MOHAN - “Advertise management”

**WEBSITES:**

* **www.hul.co.in.**
* **www.ask.com**
* **www.google.com**
* **www.wikipedia.com**

**QUESTIONER**

**DEMOGRAPHIC PROFILE OF THE RESPONDENCE**

1. Name……………………………

2. Gender

( ) Male ( ) Female

3. Your age?

( ) Below 20 years ( ) 21 – 30 years

( ) 31-40 years ( ) 41-50 years

( ) above 50 years

4. Occupation

( ) Professional ( ) Business

( ) Student ( ) House wife

( ) others

5. Education

( ) Above P.G ( ) P.G

( ) Graduate ( ) Others

6. Your income

( ) Below 10,000 ( ) 10,000-20,000

( ) 20,000- 30,000 ( ) Above 30,000

7. Are you aware of HUL brands?

( ) Yes ( ) No

8. What mode of advertisement would most catch your attention to buy the product?

( ) Television ( ) News paper

( ) Magazine ( ) Internet

9. Which kind of add do you think grater emotional impact?

( ) Television ( ) print

( ) Internet ( ) Others

10. When you feel that when advertisement makes you emotional, you?

( ) Go and buy the product

( ) Think about it and delay your purchase decision

( ) Try to gather information regarding the product from other sources

( ) Like the ad, but never buy the product

11. You buy a product by being emotionally influenced by the add

( ) Yes, always ( ) Sometimes

( ) Never ( ) Depends up on the type of the ad

12. Which aspect of T.V add is important to you?

( ) Models ( ) Back ground

( ) Punch line ( ) Theme

( ) Caption ( ) Photography

13. T.V channel for viewing advertisement

( ) Entertainment channels ( ) News channels

( ) Sports channels ( ) Education channels

14. Do you find radio add attractive?

( ) Yes ( ) No

15. How memorable do you finds add (HUL)?

( ) Very memorable ( ) Some what memorable

( ) Undecided ( ) Not very memorable

( ) Not at all memorable

16. How creative do you find adds (HUL)?

( ) Very creative ( ) Some what creative

( ) Undecided ( ) Not very creative

( ) Not at all creative

17. In general how would you weight the quality of this add compared to other adds of a similar Nature

( ) Excellent ( ) Good

( ) Fair ( ) Poor

( ) Undecided

18. Suggestions ( if any)……………………………..?