

**A STUDY ON ADVERTISEMENT EFFECTIVENESS TOWARDS
HINDUSTAN UNILEVER PRODUCT IN VILLUPURAM TOWN**

Sudmitted In Tartial Fulfillment of the Requirement for the award of

Bachelor of Commerce (2020-2023)

By

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40740168



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April-2023



DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Professional Training Report is the bonafide work of KIRUBAKARAN.R (40740168) who carried out the Professional Training at "HINDUSTHANUNILEVER" under our supervision for a period of a month from 1st February to 28th February.

DR. SEETHAL
Internal Guide

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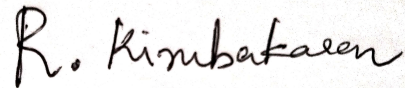
External Examiner

DECLARATION

I KIRUBAKARAN.R hereby declare that the Professional Training done by me under the guidance of Dr. SEETHAL (Internal) is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE : 29.04.2023

PLACE: CHENNAI

A handwritten signature in black ink, reading "R. Kirubakaran", is written on a light-colored, textured rectangular background.

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Professional Training Guide **DR. SEETHAL** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

KIRUBAKARAN.R



Hindustan Unilever Limited

GST No:34AAACH1004N1ZZ

HINDUSTAN UNILEVER LIMITED, NH

45A, Villupuram Main Road,

Kandamangalam Palithenral Post,

Vidammangalam, Villupuram 605002.

To,

The Head Of Department,

Sathyabama institute of science and technology,

Chennai.

This has reference to your letter regarding request to undergo Project for Mr. Kirubakaran.R 40740168 who is currently pursuing her 3 rd Year B.Com. We are pleased to confirm that her will be undergoing Project in our organization effective from 02 January 2023 to 04 March 2023.

During the project period he will not be paid any compensation. You are required to inform him to report to the undersigned for further instructions.

B. J. ARTHANAN
MANAGER



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Years of using HUL products

Reason for the purchase of the products

The advertisement describes the product

The impact on created by tv advertisement

How the consumers think about the product

LIST OF CHARTS

	TITLES	
	Age of the respondents	
	Interested to see the advertisement of this product	
	Frequency of watching tv advertisements	
	The advertisement describes the product	
	Which personalty in the product that the consumers are are attracted to use this hul products.	
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CHAPTER I

INTRODUCTION

MEANING OF ADVERTISING:

The word advertising is derived from two latin words 'Ad' and 'Vert', Ad means towards verito means to turn (TURN TOWARDS).Which means turning the peoples attention towards specific thing.

Advertisement is a promotional activity for marketing a product. As advertisement is in both visual and oral way it attracts huge market and customers.It helps the customers to choose their products among all such alternatives. Advertisement gives more brand recognition.

Advertising has become an integral part of our life and society that we cannot imagine any event, newspaper, magazines, T.V serial, cinema etc. without advertising . Advertising is a vital marketing tool as well as powerful communication medium.

DEFINITIONS:

According to Wood, "Advertising is causing to know to remember ,to do."

Kotler defines advertising as "Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor."

According to the National Association of Marketing Teachers of America , advertising is "Army paid form of non-personal presenting of goods or service to a group."

According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."

According to Richard Buskirk, " Advertising is a paid form of non-personal presentation of ideas,goods or services by an identified sponsor."

ADVERTISING EFFECTIVENESS:

Companies spend a good portion of their budgets on advertisements and marketing.

The reason behind this is effective advertising will always create an impact on customer's mind, so that a good advertisement will help their customers to choose their brand.

The Effective marketing campaigns increase a company's visibility, brand message and most importantly customer base.

Advertisement Effectiveness is an Art and not a science, effectiveness of which cannot be measured with a mathematical or empirical formula.

The basic purpose of advertisement effectiveness is to avoid costly mistakes, to predict the relative strength of alternative advertising strategies, and to increase their efficiency.

OBJECTIVES OF ADVERTISING:

- 1) It leads to creation of Demand
- 2) To educate customers
- 3) To expand the markets for new buyers
- 4) To face the competition
- 5) To announce a new product or service
- 6) To prepare ground for new products
- 7) To create or enhance good will
- 8) To intimate customers about new uses of the products
- 9) To induce potential customers to buy
- 10) To develop servicing link between manufacturer & consumers
- 11) To create Brand preference.
- 12) To announce product modification
- 13) To make special offers through sales promotion

OBJECTIVES OF THE STUDY:

- To study the customers perception towards Hindustan Unilever products.
- To study the Impact of Advertisement on consumer behaviour.
- To measure the impact of celebrity advertisement on consumers.
- To study which advertising media is more effective for the purchase of different products.
- To study the impact of advertising on consumers decision making process.
- To offer suggestions on the finding of the study.

SCOPE OF THE STUDY:

This Research is aimed to determine the effectiveness of the advertisement for Hindustan Unilever in and around Villupuram .The information provided by this research can be used as a vital source of secondary data for similar researches.

As there are many new brands emerging in the market,this study would support in revealing the position of Hindustan Unilever in villupuram town.

This Research is made to know about the various products of Hindustan Unilever and how the preferences of consumers over the product.

LIMITATIONS OF THE STUDY:

1. The respondents might have biased answers.
2. Response errors occur due to communication difficulties
3. The study was restricted to villupuram only and may not reflect the fact in other areas.
4. Shortage of time was another limiting factor.

RESEARCH DESIGN

The **research design** refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the **research** problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

DEFINITION OF RESEARCH:

Research is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous **research** to the extent that it leads to new and creative outcomes.

DATA COLLECTION METHODS:

The source of data includes primary and secondary data sources.

PRIMARY SOURCES:

Primary data has been collected directly from the sample respondents through questionnaire and with the help of interview & observation.

SECONDARY SOURCES:

Secondary data has been collected from standard text books, newspapers, magazines and internet.

SAMPLE SIZE:

The study covers the customers of Hindustan Unilever Product in villupam. A group of 100 respondents was surveyed for this study.

AREA OF THE STUDY:

The research was conducted at area in villupuram.

PERIOD OF STUDY:

The period of study is three months.

STATISTICAL TOOLS:

- Table
- Chart
- 1.Bar Diagram
- 2.Pie chart
- Percentage.
- Chi-square test.

TABLE:

Tabulation is a method of arranging the classified data in rows and columns. The mechanical form of classification is tabulation.

The main parts of a table are

1. Table number
2. Heading - explains the nature of the content
3. Stub – heading given to rows
4. Caption – heading given to columns
5. Body of the table – contains numerical values
6. Foot Note – additional information if required can be reffered.
7. Source Note – From where this information is collected.

CHART & DIAGRAMS:

These are the pictorial and diagrammatic representation of data.

BAR DIAGRAM:

The information or data are represented as Bars and it gives a bird eye view about the information or data and help us to compare the phenomenon easily.

PIE DIAGRAM:

Pie chart is a diagrammatic representation. In this various components of a particular phenomenon is expressed as degrees and a circle is divided into various sectors according to their measures of degrees. Different shades, colours are used to differentiate the components.

STATISTICAL ANALYSIS:

• PERCENTAGE ANALYSIS:

Percentages are being extensively in the present study tools & techniques used for analysis. Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentage are based on descriptive relationship. It compares the relative's items. Since, the percentage reduce everything to a common base & thereby allow meaning comparison.

$$\text{PERCENTAGE} = \frac{\text{Part}}{\text{Whole}} \times 100$$

• CHI –SQUARE TEST OF GOODNESS OF FIT:

It is used to test the significance of discrepancy between theory and experiment.

χ^2 test of independence and goodness of fit is one of the non parametric test in statistical work.

It is defined as

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where O_i refers to the observed frequencies, E_i refers to expected frequencies

PROCEDURE:

To determine the value of chi square the step required are as follows

To determine the value of chi square the step required are as follows•

Calculation of expected frequencies:

In general, the expected frequency for any cell value can be calculated from the following

$E_i = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$

- Take the difference between observed and expected frequencies and obtain the squares of these differences. $(O_i - E_i)^2$

- Divide the values of $(O_i - E_i)^2$ by E_i and obtain the total of these values.

- This gives the value of χ^2

- If the value of χ^2 is zero it means that the expected and observed frequencies completely coincide

, the greater the discrepancy between the observed and expected frequencies, the

DEGREE OF FREEDOM:

By degree of freedom we mean the number of classes to which the values can be assigned arbitrarily. The number of independent variates which make up the statistic χ^2 is known as degrees of freedom.

LEVEL OF SIGNIFICANCE :

The random value of the sample statistic belong to the critical region is known as level of significance, the maximum probability of committing type one error, that is the probability of rejecting the null hypothesis when it is true. Usually it is fixed as 0.05 .that is we have 95% confidence that we make correct decision of accepting the null hypothesis when it is true.

CRITICAL REGION:

A region corresponding to the sample statistic in the sample space S which amounts to rejection of H_0 is termed as critical region.

HYPOTHESIS:

It is an imaginary statement or assertion about the value of the unknown parameter. They are of two types

1. H_0 –null hypothesis- a definite statement about the parameter.A statement of no difference.

2. H_1 – alternative hypothesis- complementary to null hypothesis.

There is no significant relationship between Gender and level of satisfaction of the respondents.

CHAPTER – II

RIVIEW OF LITRATURE

- **Kishore kumar and K. Rajanath (1987)** conducts a study on “factors influencing consumer decision making process towards biscuits” A behavioral analysis in twin cities of Hyderabad and secunderabad. They found that marketers of biscuits have to give considerable importance to taste freshness and brand name.
- **Parasuraman, Berry and Zeithaml (1990)**, Assess the topic “Current Standing of the 4P’s Marketing Mix framework as the dominant marketing management”. In This study author highlights a realistic picture on the current standing of an old and ongoing debate about the merits of the 4P’s marketing mix as a present and future marketing management. The study reveals, the new concepts proposed should adequately deal with new realities of marketing.
- **Dr. P. Purusotham rao and P. Prasad rao (1995)**, Have conducted a study on “Marketing shampoo in India” in twin cities of Hyderabad and secunderabad. so as to analysis the strategies follows in shampoo marketing by taking into consideration of the products price, place and promotional strategies and they suggested that marketing of non-durable consumer goods is a difficult task.
- **Martineau (1996)** ,highlights the importance of research in the field of consumer behavior when says, ”human beings are dynamic, complex creatures irrational as well as rational motivated in large degree by emotion, habit and prejudice differing widely in personality structure in aspiration ideas and buying behavior.

- **Dr. Gpvanmi and B. Ravina (1999)** “Indian automobile industry is suffering from a lack of demand and there are no incentives for retail buyers as well in responses to our are query about what would have bring down car prices to realist level car goods”
- **Mr. M. Sivakumar (2003)** conducted “A study on brand preference towards cadbury’s chocolates” The main objective was to study the level of consumer satisfaction and brand awareness among the Cadbury’s customer. The sample size was 100 the study revealed good consumer satisfaction towards the product. The consumer were well aware of the imported chocolates available in the market. He suggested that more flavors are to be added to the product in addition to the ordinary coco flavor
- **R. Sambathkumar (2003)** pointed out in his study that,”A majority of consumers Now –a-days are highly enlighten lot. They are concerned with the majority of cases, companies trying to attract consumers and their loyalty”.
- **E. Lirad (2004)** clarifies the relative importance of self and ideal self- image to the purchase intention of customers. He concludes that self-image and ideal self-image tent to be positively correlated with self-image than the ideal selfimage, whereas in some other products the purchase intension tents to be more correlated self-image.
- **Mr. S. Venkatesh (2005)** made “A study on Brand preference towards surf excel with special reference to Erode town”. The objective of the study was to know about the advertisement effect of surf excel and find out the satisfaction level of the consumer out of 100 customers, 50% felt the price is high and the most effective media of advertisement was found to be television.
- **Mr. N. Sundar (2006)** in his study “Brand preference towards TVS fiero with reference to lotus Agencies”, found that more than 70% of the respondents had good satisfaction for the style of the vehicle.

- **Joseph W. Benoy (2006)** says attractive is considered the element of source credibility. Many research in academic and business suggest that physical attractiveness is important cue in individual initial judgment of other person. They suggest the contingency approach to the study of source attractiveness and it affect on products and advertisement evolutions.
- **Dr. Sukhmani D. (2011)** Role of Promotion Mix in Influencing Rural Consumers, International Journal of Business & Information Technology, Volume1, No1, June, 110-118, concluded in their study that, changes in lifestyle, rising incomes and a focus on value, are pushing up growth for different product categories in the rural areas. Indications of larger disposable income and a perceptible shift in consumption priority in the rural sector also appear to be favoring the F.M.C.G. organizations. But, in order to be successful, organizations need to develop business models and marketing mix strategies that are developed in accordance with this changed scenario in the rural markets of India.
- **Kulkarni, Dr. Hundal B., (2011),** Role of Promotion Mix In Influencing Rural Consumers, Int. Jour. of Business & Inf. Tech. Vol-1 No. 1 June 2011,pp-110-118, concluded in his study that, the rural market in India is quite fascinating and challenging in spite of all the difficulties existing. The potential is enormous. Even though, these markets have weaknesses, they also have tremendous opportunities which should be availed by the marketers. It is well known that "Markets are created and not born". The market so created should be tapped effectively.

- **Khoo Khay Hooi (2012)**, Carried out their study entitled “Customer loyalty, satisfaction and marketing mix: Empirical evidence from Infant formula Industry”. The author done his study around the main objective, that is to determine whether customer satisfaction, customer loyalty and marketing mix are inter-related. This study uses the statistical tools of reliability analysis, multiple regression analysis and Pearson correlation. Finally the study concluded that the brands’ marketing mix elements and customer satisfaction were positively correlated to customer loyalty.
- **Wang Aimin and Sumayya Begum (2012)**, Undergone a study titled “Investigating the Impact of Marketing Mix elements on tourist satisfaction”. The main object of this study is to examine the impact of marketing mix elements on tourist satisfaction by adopting the statistical techniques, correlation and regression. Further, the study reveals six, out of seven marketing mix elements such as Product, Price, Place, Promotion, People, Process, Physical evidence have positive relation towards tourist satisfaction but the Price imposed by authority is not satisfactory to the visitors.
- **Raju (2013)** expressed that with the modern era there has been seen a remarkable boomin technology, with this technology advertisers now considering the number of massmedia channels and means of communications which provide them the easy and fastaccess to the consumers. Other side of this technology advancement is that customers arenow having plenty of information and they can get the thing which best suits to them. Soit becomes very difficult for the advertiser to build the brand awareness and condition themind of the customers to make final purchase decision, as customers are gaining morecontrol over the products and information.

- Pinki Rani (2014),** Factors influencing consumer behavior has argued consumer Buying Behavior refers to the buying behavior of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc..and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.
- Samar Fatima and Samreen Lodhi (2014),** Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are a lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 200 young male or female who used different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but

they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

- **Supriya Verma (2016).** The study is about the effect and behavior of people toward YouTube advertisements. Advertisements play an important role to create awareness among people about the product or service. Earlier advertisements were shown and displayed on television, radio, and newspaper but today's digital media have replaced and conquered the old form of advertisements. In digital media YouTube has become a common platform for advertisements. While watching YouTube, we often come across pre-roll advertisements which sometimes have an option to skip, and mid-roll advertisements which are usually between the content we are watching on YouTube. For this research sample size is 100. Questionnaire was mailed to 100 respondents (18-35 years). 56% of respondents watch YouTube daily and some of them use mobile to watch YouTube. 79% of respondents come across pre-roll advertisements. According to the research 15% respondents strongly agree that YouTube videos help in enhancing knowledge and 22% agree that advertising is beneficial to consumers because it provides important information about goods and services. 64% of respondents are moderately influenced over their buying behavior. 44% said that YouTube advertisements are most influential on their buying behavior. It is recommended to be influenced for educated working consumers who are under 35 years. advertise online as it has an impact on their buying behavior.
- **Maren Becker, Nico Wiegand, Werner J. Reinartz (2019)** in their article "JOURNAL OF MARKETING" he explained that Marketing managers and creatives alike believe that authenticity is an essential element for effective advertising. However, no common understanding of authenticity in advertising exists, and empirical knowledge about its impact on consumer behavior is limited. In this study, the authors use a comprehensive literature review and qualitative studies to identify four dimensions of authenticity in an advertising context. By examining 323 television ads across 67 brands and four years, they investigate these dimensions' effects on the sales performance of advertised products. Because the impact of authenticity may depend on brand or product characteristics, the authors also analyze how these effects vary with

brand size or across hedonic and utilitarian products. The results suggest that authenticity influences consumer behavior in a more nuanced manner than previously recognized. For instance, whereas an ad congruent with the brand's essence has a positive effect on sales in most cases, an overly honest advertising message can actually hurt performance; the latter is true especially for hedonic products, for which consumers rely more on subjective information when making purchase decisions.

- [REDACTED] *Journal of Promotional Management* he [REDACTED] a study is done to compare the effect of film or sport celebrity or mascot usage in advertising on educated, well-informed consumers through the application of Meaning Transfer theory and the elaboration likelihood model (ELM) of persuasion theories. Film or sport or Mascot advertising of global brands of the FMCG category has no role in improving purchase intentions and expertise, gender and controversy of the celebrity does not influence "educated working consumers" with graduate and post graduate degree in the present study. The study helps to resolve the dilemma for global brands on usage of Celebrity and Mascot in advertising for a global brand in emerging markets like India which is a destination for many global brands. Moreover, if the content is good and celebrity with "expertise image" is used to promote the global brands in FMCG category, brand parameters are positively influenced for educated working consumers who are under 35 years.

CHAPTER III

COMPANY PROFILE

Hindustan Unilever Limited (HUL) is an Indian 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. and following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The company was renamed in June 2007 as Hindustan Unilever Limited.

As of 2019 Hindustan Unilever's portfolio had 35 product brands in 20 categories. The company has 18,000 employees and clocked sales of ₹34,619 crores in FY2017–18.

In December 2018, HUL announced its acquisition of GlaxoSmithKline's India business for \$3.8 billion in an all equity merger deal with a 1:4.39 ratio. However the integration of GSK's 3,800 employees remained uncertain as HUL stated there was no clause for retention of employees in the deal. In April 2020, HUL completed its merger with GlaxoSmithKline Consumer Healthcare (GSKCH India) after completing all legal procedures.

	
Traded as	BSE: 500696 NSE: HINDUNILVR BSE SENSEX Constituent NSE NIFTY 50 Constituent
Predecessor	Hindustan Vanaspati Manufacturing Company (1931–1956) Lever Brothers India Limited (1933–1956) United Traders Limited (1935–1956) Hindustan Lever Limited (1956–2007)
Founded	1933; 88 years ago
Headquarters	Mumbai , India

Key people	Sanjiv Mehta (CEO)
Number of employees	21,000 (2020)
Parent	Unilever plc (61.90%)

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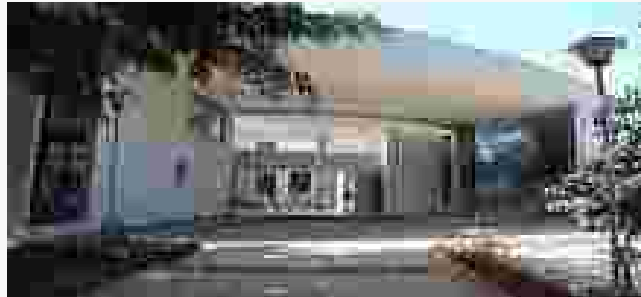
HEAD QUARTERS

Hindustan Unilever's corporate headquarters are located at Andheri, Mumbai. The campus is spread over 12.5 acres of land and houses over 1,600 employees. Some of the facilities available for the employees include a convenience store, a food court, an occupational health centre, a gym, a sports & recreation centre and a day care centre. The Campus is designed by Mumbai-based architecture firm Kapadia Associates.

The campus received a certification from LEED (Leadership in Energy and Environmental Design) Gold in the 'New Construction' category, by Indian Green Building Council (IGBC), Hyderabad, under licence from the United States Green Building Council (USGBC)

The company's previous headquarters was located at Backbay Reclamation, Mumbai at the Lever House, where it was housed for more than 46 years.

RESEARCH FACILITIES:



UNILEVER R&D Centre in Bangalore

The Hindustan Unilever Research Centre (HURC) was set up in 1966 in Mumbai, and Unilever Research India in Bangalore in 1997. In 2006, the company's research facilities were brought together at a single site in Bangalore.

SUSTAINABLE LIVING :

Unilever launched Sustainable Living Plan in on 15 November 2010 at London, Rotterdam, New York and New Delhi simultaneously.

BRANDS AND PRODUCTS:

HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian consumers using its products. Sixteen of HUL's brands featured in the ACNielsen Brand Equity list of 100 Most Trusted Brands Annual Survey (2014), carried out by Brand Equity, a supplement of The Economic Times.

FOOD:

- Annapurna salt and Atta (formerly known as Kissan Annapurna)
- Bru coffee
- Brooke Bond (3 Roses, Taj Mahal, Taaza, Red Label) tea
- Kissan squashes, ketchups, juices and jams
- Lipton ice tea
- Knorr soups & meal makers and soupy noodles
- Kwality Wall's frozen dessert
- Magnum (ice cream)
- Horlicks (Health Drink)

FOOD :



HOME CARE :



PERSONAL CARE :

- Aviance Beauty Solutions
- Axe deodorant and aftershave lotion and soap
- LEVER Ayush Therapy ayurvedic health care and personal care products
- International breeze
- Brylcreem hair cream and hair gel
- Clear anti-dandruff hair products
- Clinic Plus shampoo and oil
- Close Up toothpaste
- Dove skin cleansing & hair care range: bar, lotions, creams and anti-perspirant deodorants
- Denim shaving products
- Glow and Lovely, skin lightening cream
- Hamam
- Indulekha ayurvedic hair oil
- Lakmé beauty products and salons

- Lifebuoy soaps and handwash range
- Liril 2000 soap
- Lux soap, body wash and deodorant
- Pears soap, body wash
- Pepsodent toothpaste
- Pond's talcs and creams
- Rexona
- Sunsilk shampoo
- Sure anti-perspirant
- Vaseline petroleum jelly, skin care lotions
- TRESemmé^[20]
- TIGI

PERSONAL CARE :



WATER PURIFIER :

- Pureit

[illegible]

COMPANY PERSPECTIVES :

Mission: Unilever's mission is to add Vitality to life. We meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life.

HISTORY OF HINDUSTAN LEVER LIMITED:

Hindustan Lever Limited (HLL) is India's leading consumer goods supplier, with a focus on the Fast-Moving Consumer Goods (FMCG) category that includes detergents, soap, shampoo, deodorant, toothpaste, and other personal care items, and cosmetics. HLL's personal care brands include soap brands such as Lux, Lifebuoy, Liril, Breeze, Dove, Pear's, and Rexona; shampoos and hair coloring brands including Sunsilk Naturals and Clinic; skin care brands Fair & Lovely and Pond's; and oral care brands Pepsodent and Close-Up. The company's cosmetic line is led by the Lakme brand; HLL also produces a line of Ayurvedic personal and healthcare items under the Ayush brand. In addition to the FMCG segment, HLL has developed a line of food items, primarily under the Kissan and Knorr Annapurna brands, as well as the ice cream brand Kwality Wall's. In the early 2000s, HLL also acquired baked goods producer Modern Food Industries. In addition to its domestic brand family, HLL sells bulk foods, including maize, rice, salt, and atta. HLL is also an active exporter, shipping its FMCG and food brands, as well as rice; marine products including surimi, shrimp, crabsticks, and others; and castor oil. HLL has completed a restructuring of its business in the first half of the 2000s, streamlining its brand portfolio, from 110 brands to 35 "power" brands, while exiting a number of businesses, such as teas (sold to the Woodbriar Group in 2006) and specialty chemicals. HLL maintains a strong manufacturing presence in India, with some 80 factories located throughout the country; the company also subcontracts to more than 150 third-party producers. HLL is itself a subsidiary of Unilever, which controls 51.55 percent of the group. HLL is listed on the Mumbai Stock Exchange.

INDIAN MANUFACTURING BASE STARTING IN 1931:

England's Lever Brothers began importing their Sunlight brand soap into India in the late 1880s. By 1895, Lever had introduced another of its brands, Lifebuoy, which became the company's longest-running successful brand in India. Other Lever brands followed into the beginning of the next century, including the Lux soap flake brand in 1905; and scouring powder Vim as well as soap brand Vinolia in 1913. Lever Brothers, by then well into an international expansion that would see the company become one of the world's top multinationals, also acquired and introduced a number of other brands into the Indian market, including Pear's soap, in 1917. By 1930, Lever Brothers, which also had entered areas such as food production, including edible oils and margarine, had merged with The Netherlands' Margarine Unie, forming Unilever.

Unilever's Indian sales were based on imports into the early 1930s. The company had begun planning, however, to establish a manufacturing presence in the Indian subcontinent as early as 1923. The company began talks with the British and Indian authorities, and finally received permission to build its first factory in 1931. In that year, the company incorporated a new subsidiary, Hindustan Vanaspati Manufacturing Company, to produce edible oils. That company opened a production facility in Sewri in 1932.

Two years later, the company added another subsidiary, Lever Brothers India Limited, for the production of soap, and began construction of a factory next to its Vanaspati facility. That company launched production of Sunlight-branded soap at a factory in Bombay in 1934. In that year, as well, the company took over production at the Calcutta factory of another company, Northwest Soap, where it began producing the Lever brand family. That factory, known as the Garden Reach factory, added production of a line of personal care products in 1943.

In 1935, Unilever added a third subsidiary in India, United Traders Limited. This unit was created to provide marketing support for the company's other operations, tailoring the group's sales to the specifics of the Indian population. Through the 1940s, Unilever's Indian unit began extending its sales network throughout India, building up its own sales team, and adding sales offices in Mumbai, Chennai, Calcutta, Karachi, and elsewhere.

The transition of Unilever's multiple businesses to the single Hindustan Lever Limited began in the 1940s. In 1944, the three Indian companies were reorganized under a unified management. Nonetheless, the companies retained separate sales and marketing businesses. In the meantime, the company had launched an effort to transition the company from one led almost entirely by foreign and, in large part, European management, to one staffed primarily by Indians. This effort began in 1942, when the company began training Indians for its junior and then senior management positions. By 1951, the company appointed an Indian, Prakash Tandon, to the managing director's position. Tandon led the merger of the three Indian subsidiaries into a single entity, Hindustan Lever Limited (HLL), in 1956. By the end of the decade, Tandon had taken over the chairman's position as well. By then, nearly all of the group's management positions were filled by Indians. HLL was then taken public, as Unilever reduced its stake in the company in favor of domestic shareholders. By 1980, Unilever's stake in HLL had dropped to less than 52 percent.

NATIONAL CONSUMER GOODS GIANT IN THE SECOND HALF OF THE 20TH CENTURY:

HLL already produced a wide range of consumer goods for the Indian market by the early 1960s. In 1962, the company launched its own export operations as well, in a move made in part to bring foreign exchange capital into the struggling Indian economy. HLL's exports reflected the company's own multifaceted operations. In addition to producing and supplying

raw materials and finished products, including a number of specialty chemicals and tea, in the support of the international Unilever brand family, HLL also developed a bulk goods export business. For this the company focused on Indian-specific goods, such as castor oil, Basmati rice, and a variety of marine products, including shrimp and surimi.

HLL set up a new headquarters in Mumbai in 1963. The following year, the company entered the dairy industry, establishing its Etah dairy and launching the Anik brand of ghee (a prepared butter product used in Indian cooking). The company also began producing animal feed that year. Meanwhile, HLL launched a new shampoo, Sunsilk, for the Indian market. By the end of the decade, HLL had launched a number of other successful brands, including Signal toothpaste, Taj Mahal tea, Bru coffee, and Clinic shampoo, launched in 1971. By then, the company had firmly established itself as the leading producer of so-called "fast-moving consumer goods."

Part of the company's success came from its highly active sales network. A significant proportion of India's population, which would top one billion before the dawn of the 21st century, still lived in rural regions and in extreme poverty. For much of this population, personal care products remained luxury items. Yet the company recognized the importance of building its brands in this region as well, and as such the company developed a vast sales network. Much of this network was based on an army of independent, direct sales agents, who hawked the company's products in the country's more than 150,000 villages.

Into the 1970s, HLL also began diversifying beyond its consumer goods operations. The company opened the Hindustan Lever Research Center, in Mumbai, in 1967. This led the group to begin producing fine chemicals in 1969. By 1971, the company had received permission from Unilever to enter the production of industrial chemicals. The company began construction of a pilot plant for this operation in Taloja in 1974. This unit was completed in 1976. In that year, HLL launched the construction of a larger chemicals complex, at Haldia. That facility began producing sodium tripolyphosphate in 1979. The production of these chemicals enabled HLL to begin producing synthetic detergents at Jammu in 1977.

Through the 1980s, HLL continued to develop its businesses. In 1986, the company set up an agri-products business, based in Hyderabad, which began producing hybrid seeds that year. HLL also added a new soap production facility in Khamgaon, and a personal products factory in Yavatmal that year.

HLL's growth had nonetheless been limited by restrictions put into place by the Indian government's quasi-socialist economic policies. In 1991, however, in the face of a major economic crisis, the government was forced to liberalize the country's economy. This opened up a new era of opportunity for HLL.

POWER BRAND FOCUS INTO THE 21ST CENTURY:

A major step forward for the group came in 1993, when the company acquired its leading rival, Tata Oil Mills. By then, HLL also had met with success in the detergents category, with the launch of its Surf Ultra brand. This brand targeted the country's middle class, which, with the liberalization of the country's economy, was also becoming one of the fastest growing segments of India's population. In a further move to target this population, the company launched a new, high-end detergent brand, Surf Excel, in 1996.

By the mid-1990s, HLL's revenues had topped \$540 million. The company also had launched its first foreign subsidiary, establishing Nepal Lever Limited. That unit began producing soaps and detergents and other products within the HLL brand family, both for the Indian and Nepal market, as well as for the larger export market.

HLL also began developing a series of joint venture partnerships in the 1990s. In 1995, the company teamed up with Tata, this time forming a 50-50 joint venture with Tata's Lakme cosmetics group. HLL bought the Lakme brand family just three years later, taking full control of Lakme Lever. By then, the company also had formed a joint venture with Kimberly-Clark, which began marketing the Huggies diaper and Kotex sanitary pad brands in India.

HLL also deepened its food brands during the 1990s and into the 2000s. The company acquired Kwality and Milkfood, which included the Kwality Wall's ice cream brand. In 2000, HLL marked the beginning of a new era in India's economy, when it acquired 74 percent of Modern Food Industries Limited. A major baked goods business in India, Modern Food had previously been owned by the Indian government, and marked HLL's extension into an entirely new product category. HLL subsequently acquired full control of Modern Food in 2002.

The first half of the 2000s nonetheless represented a difficult period for the company, which was faced with an economic slowdown in its core Indian markets. At the same time, HLL underwent a dramatic restructuring as part of the parent company's global "power brand" strategy. The company began streamlining its brand portfolio, which had grown to some 110 brands by the beginning of the decade, cutting that number back to just 35 brands by mid-decade. As part of this refocus, HLL also began selling off its noncore operations, including its chemicals businesses. That process was completed in large part with the sell-off of the last of HLL's tea plantation and production units, Tea Estates India, which was sold to a subsidiary of the Woodbriar Group in 2006.

By then, HLL appeared to have once again moved into a growth phase, posting revenue gains of 9 percent, and net profit growth of some 23 percent, over the previous year. HLL also prepared to enter a new management era; in 2006, the company appointed Douglas Baillie, who previously headed Unilever's operations in Africa, as the company's CEO. That appointment placed a non-Indian at the head of the company for the first time in more than 40 years. HLL appeared certain to clean up in India's consumer goods market for decades to come.

PRINCIPAL SUBSIDIARIES:

Bon Limited; Daverashola Tea Company Limited; Hindlever Trust Limited; Indexport Limited; Indigo Lever Shared Services Limited; International Fisheries Limited; KICM (Madras) Limited; Kimberly-Clark Lever Private Limited (50%); Lever India Exports Limited; Levers Associated Trust Limited; Levindra Trust Limited; Lipton India Exports Limited; Merryweather Food Products Limited; Modern Food and Nutrition Industries Limited; Modern Food Industries (India) Limited; Nepal Lever Limited (Nepal) (80%); Ponds Exports Limited; Quest International India Limited (49%); Thiashola Tea Company Limited; TOC Disinfectants Limited.

PRINCIPAL COMPETITORS :

Nirma Ltd.; Jocil Ltd.; Nahar Industrial Enterprises Ltd.; Shrihari Laboratories P Ltd.; Ruchi Infrastructure Ltd.; Procter & Gamble Hygiene and Healthcare Ltd.; Amrit Banaspati Company Ltd.; Henkel SPIC India Ltd.; K S Oils Ltd.; Ultramarine and Pigments Ltd.; Vashisti Detergents Ltd.

CHRONOLOGY:

- **Key Dates**
- **1888** Lever Brothers soaps are sold for the first time in India.
- **1931** Lever Brothers launches its first manufacturing subsidiary in India, Hindustan Vanaspati Manufacturing Company.
- **1933** A second Indian subsidiary, Lever Brothers India Limited, is established.
- **1935** A third subsidiary, United Traders Limited, is established.
- **1944** The three Unilever companies in India are placed under common management.
- **1956** A merger of the three companies forms Hindustan Lever Limited (HLL).
- **1962** Export operations are launched.
- **1969** HLL diversifies into fine chemicals production.
- **1971** Industrial chemicals production is added.
- **1980** Unilever reduces its shareholding in HLL to less than 52 percent.
- **1986** HLL launches an agri-foods unit.
- **1993** HLL merges with chief rival Tata Oil Mills Company.
- **1994** The company establishes Nepal Lever Limited in Nepal.
- **1995** HLL forms joint venture Lakme Lever Limited with Lakme, part of Tata, to produce cosmetics.
- **1998** HLL acquires full control of Lakme Lever.
- **2000** HLL acquires 74 percent of Modern Food Industries from the Indian government.
- **2002** Full control of Modern Food is acquired.
- **2006** The company undergoes a complete restructuring as part of the "power brand" strategy, selling Tea Estates India to a subsidiary of the Woodbriar Group.

ADDITIONAL DETAILS:

- **Public Company**
- **Incorporated:** 1956
- **Employees:** 41,000
- **Sales:** \$2.5 billion (2005)
- **Stock Exchanges:** Mumbai
- **Ticker Symbol:** 6261674
- **NAIC:** 325611 Soap and Other Detergent Manufacturing; 311119 Other Animal Food Manufacturing; 311225 Fats and Oils Refining and Blending; 325620 Toilet Preparation Manufacturing.

CHAPTER - IV

ANALYSIS AND INTERPRETATION

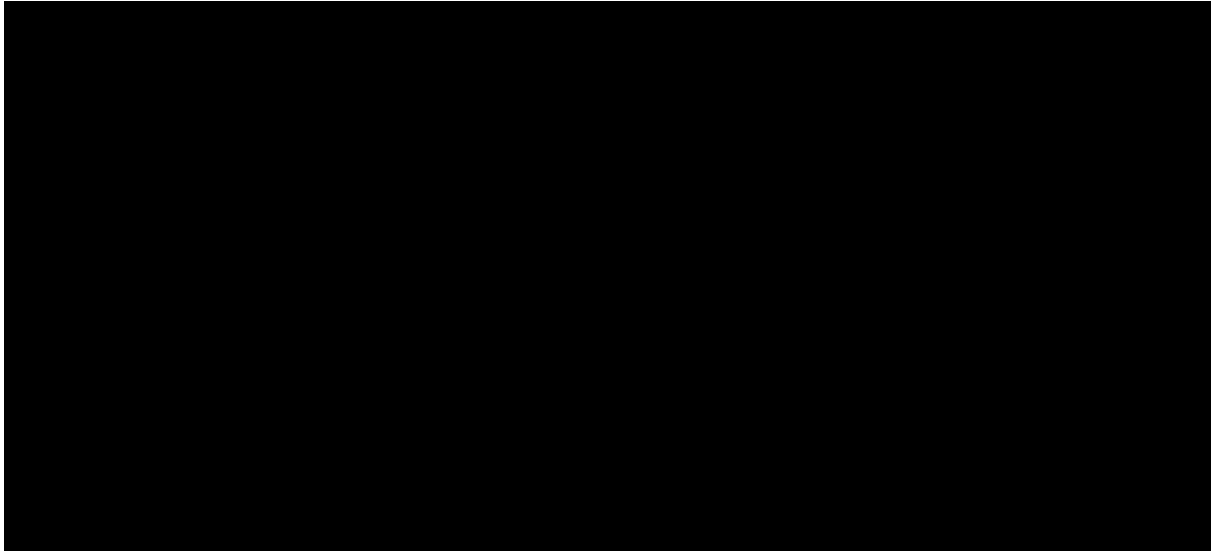
Environment plays an important role in shaping consumer behavior to understand the socio – economic back ground of the sample population, various factors such as education level, occupational categories, level of income size of the family, are considered necessary marketing strategy has great impact on the firm's success

In this chapter the research have analyzed the data collected presented the same in the form of tables & charts for easy interpretation.

This chapter is totally based on the primary data collected with the help of questionnaire.

TABLE NO.4.1

TABLE SHOWING AGE OF THE RESPONDENTS



Sources: Primary data

INTERPETATION:

It is interpreted from the above table that 7% of the respondents are in the age of below 20 years, 31% of the respondents are in the age of 20-30 years, 19% of the respondents were in the age group 30-40 years and 43% were in the age of above 40.

INFERENCE:

Majority is 45% of the respondents are in Above 40 years of the age group are buyers of Hindustan Unilever product.

CHART NO.4.1

CHART SHOWING AGE OF THE RESPONDENTS

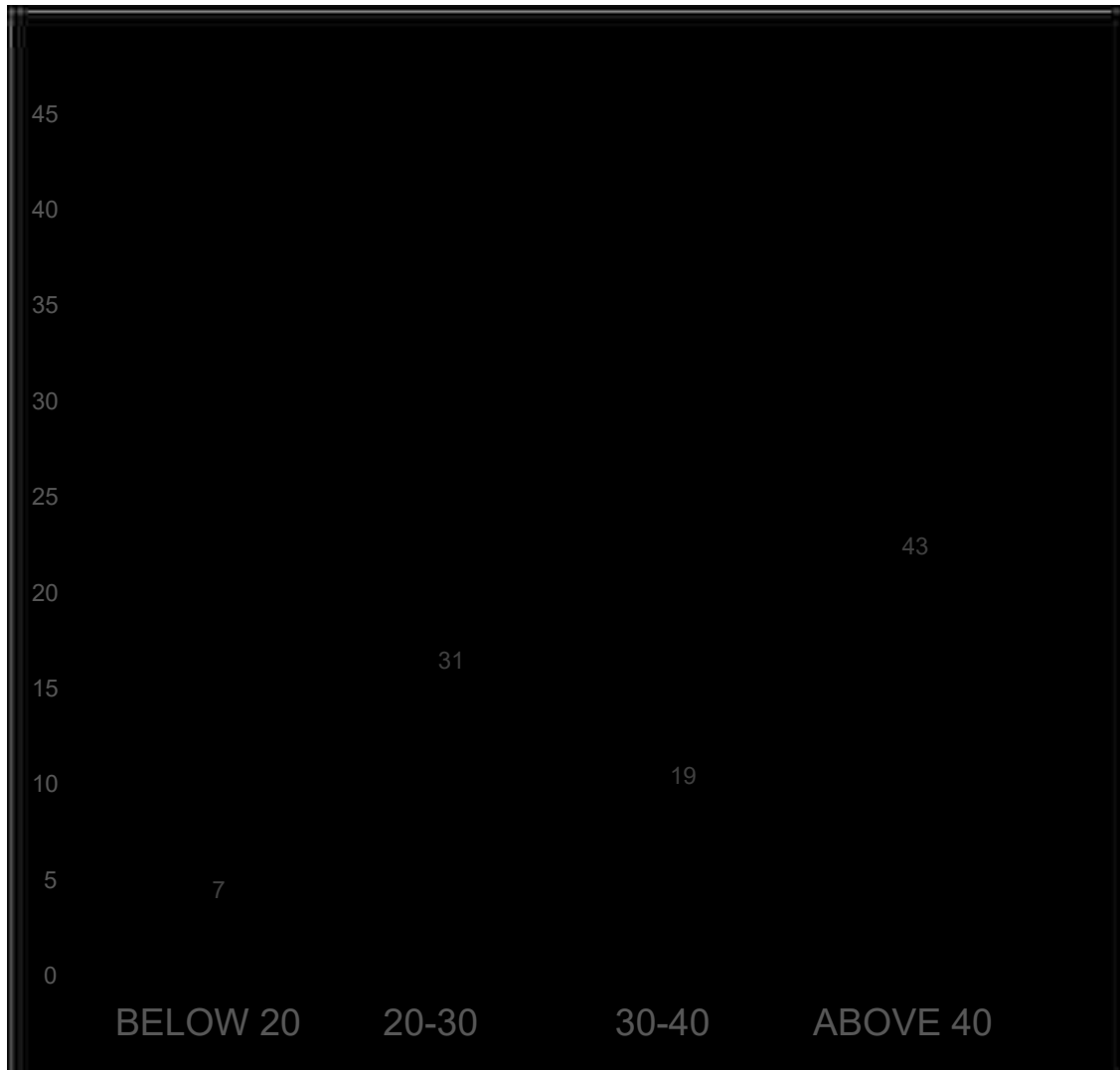
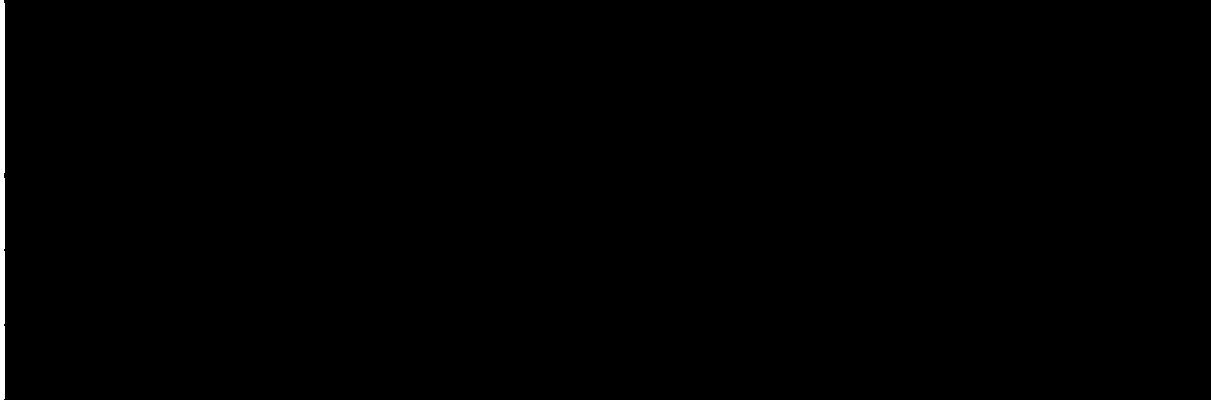


TABLE 4.2

TABLE SHOWING THE GENDERS



Sources: Primary data

INTERPETATION:

It is observed from the above table that 29% of the respondents are male, 761% of the respondents were female.

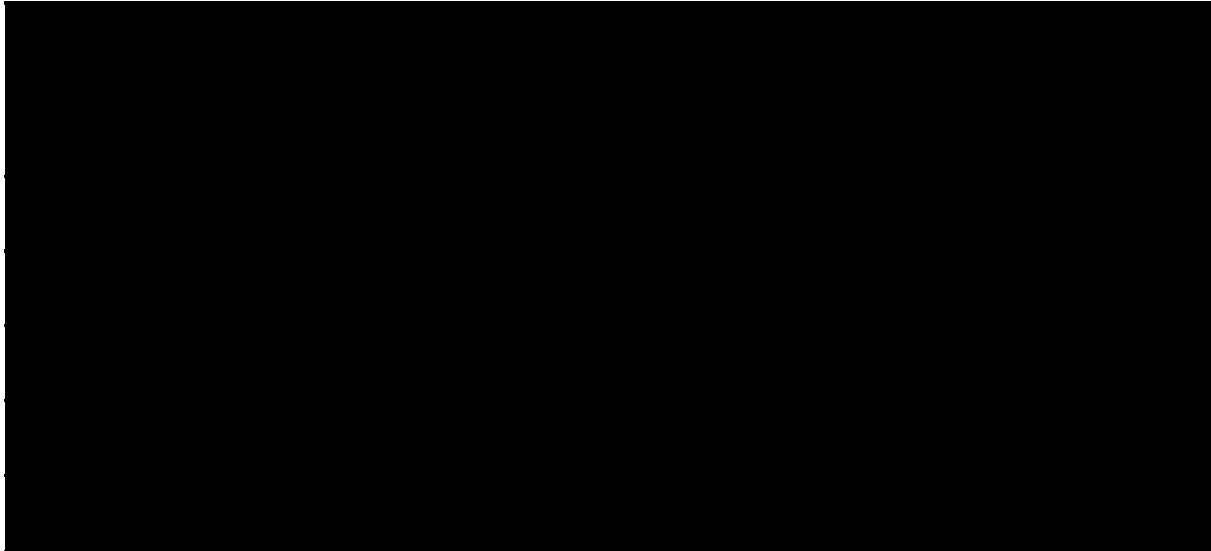
INFERENCE:

Nearly half of the respondents that are 71% are females buy the product.

CHART NO: 4.2
CHART SHOWING THE GENDERS



TABLE NO. 4.3
TABLE SHOWING THE EDUCATIONAL
QUALIFICATION



Sources: Primary data

INTERPETATION:

It is obvious from the above table that 28% of the respondents are Higher Secondary ,21% of the respondents are Under graduation,32% of the respondents are Post graduation and 19% of the respondents are others.

INFERENCE:

Majority is 32% of the respondents are in the category of Post graduation.

CHART NO. 4.3
CHART SHOWING THE EDUCATIONAL
QUALIFICATION



TABLE NO: 4.4

TABLE SHOWING THE OCCUPATION

		36
Others		10
TOTAL		100

Sources: Primary data

INTERPETATION:

It is interpreted from the above table that 31% of the respondents were Students, 36% of the respondents are Home Maker, 23% of the respondent are Employee and 10% of the respondents are others

INFERENCE:

Majority is 36% of the respondents are Home Maker.

CHART NO: 4.4
CHART SHOWING THE OCCUPATION

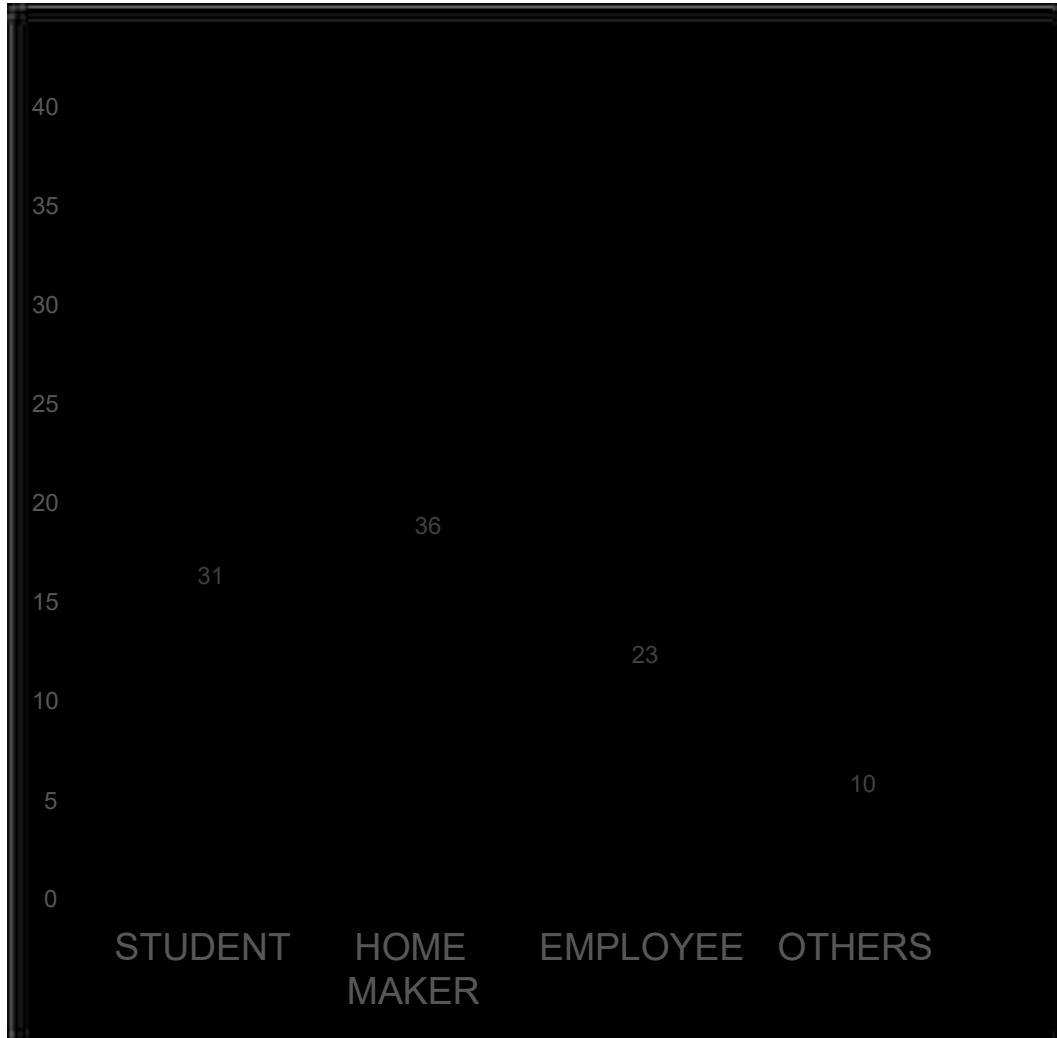
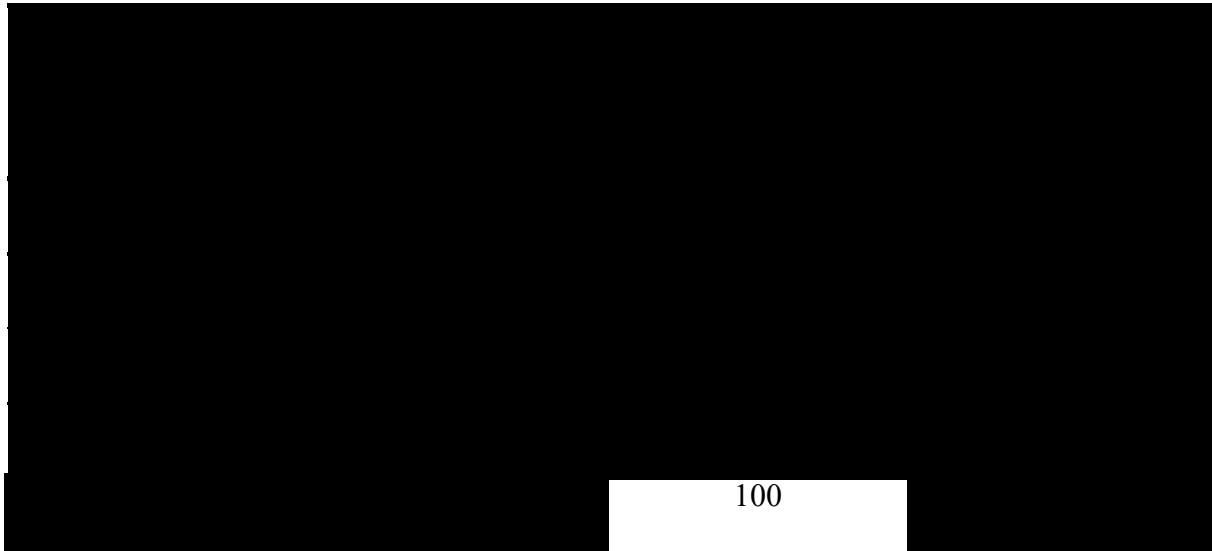


TABLE NO:4.5
TABLE SHOWING THE MONTHLY INCOME OF
THE RESPONDENTS



100

Sources : Primary data

INTERPETATION:

It is interpreted from the above table that 17% of the respondents were getting 5000-10000, 17% of the respondents are getting 10000-60000, Nil for above 60000 of income and 66% of the respondents were not earning.

INFERENCE:

Majority is 66% of the respondents were students and Home maker so their monthly income is Nil.

CHART NO:4.5
CHART SHOWING THAT THE TYPE OF PRODUCT CONSUMER IS
USING IN
HINDUSTAN UNILEVER

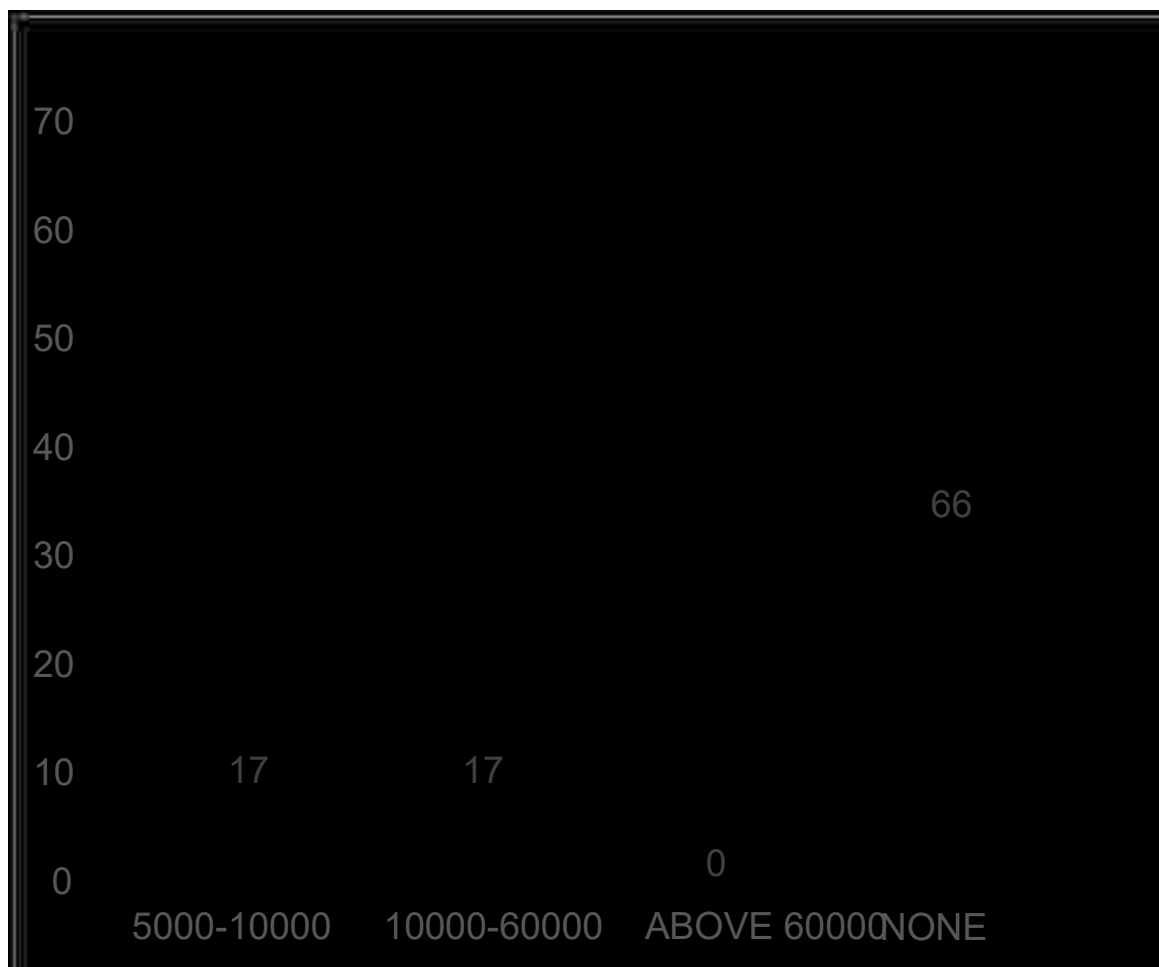
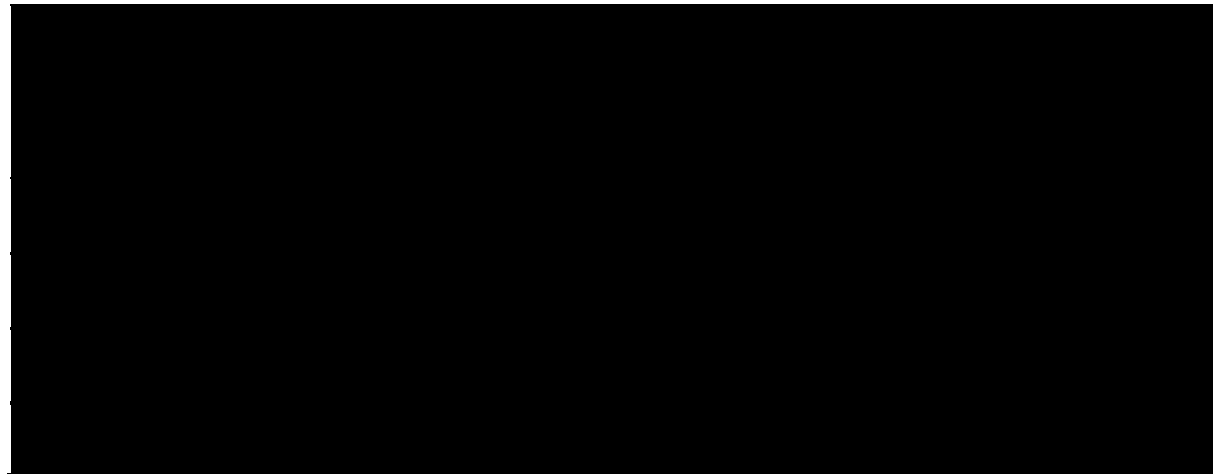


TABLE NO: 4.6

**TABLE SHOWING THE TYPE OF PRODUCT THAT THE
CONSUMER IS USING IN HINDUSTAN UNILEVER**



Total	100%

Sources : Primary data

INTERPETATION:

It is interpreted from the above table that 30% of the respondents buy food products, 53% of the respondents buy homecare products, 17% of the respondents buy personal care and for pureit the response is Nil.

INFERENCE:

Majority is 53% of the respondents said that they buy HOMECARE products from Hindustan Unilever.

CHART NO:4.6

**CHART SHOWING THE TYPE OF PRODUCT THAT THE
CONSUMER IS USING IN HINDUSTAN UNILEVER**

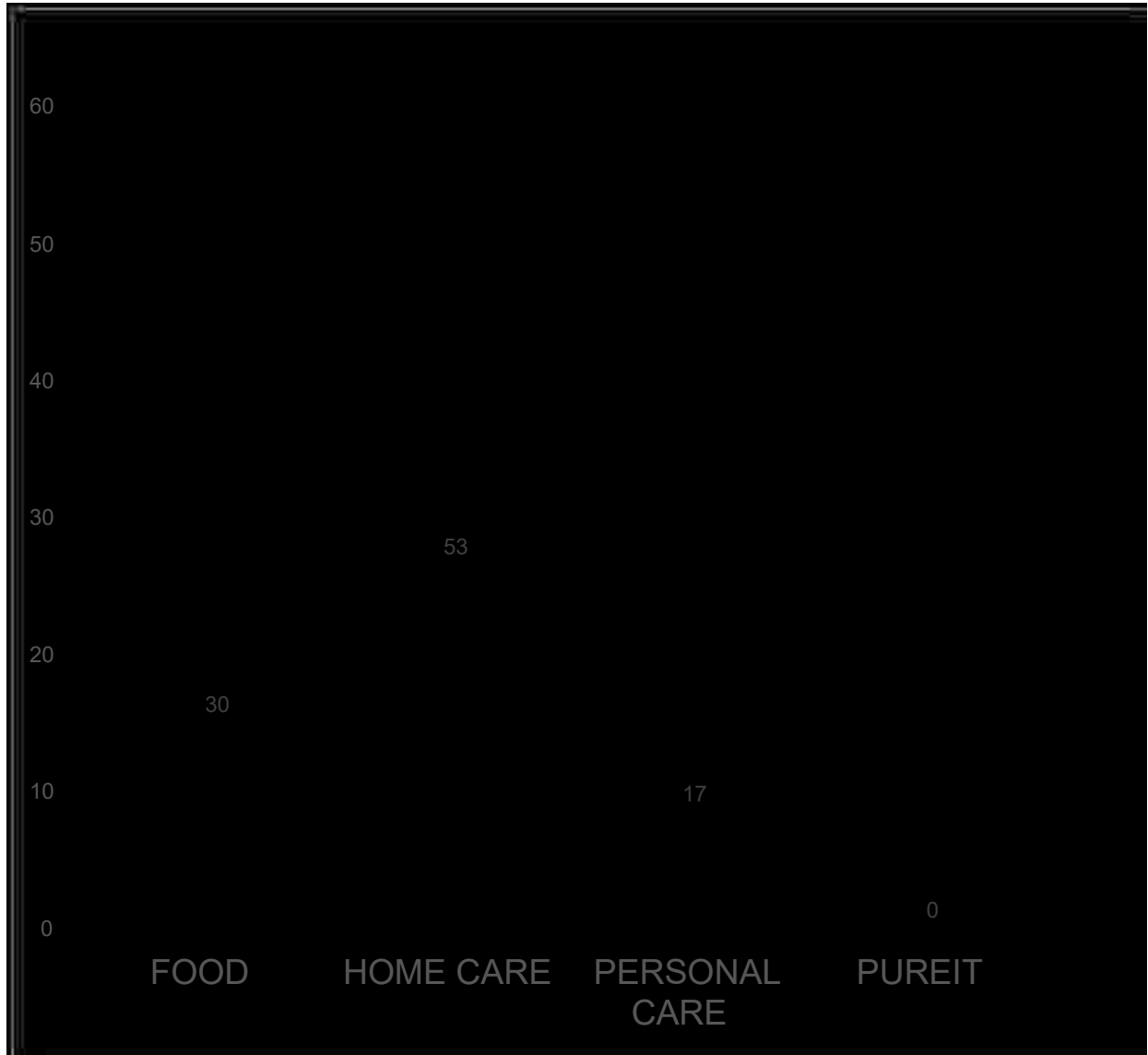
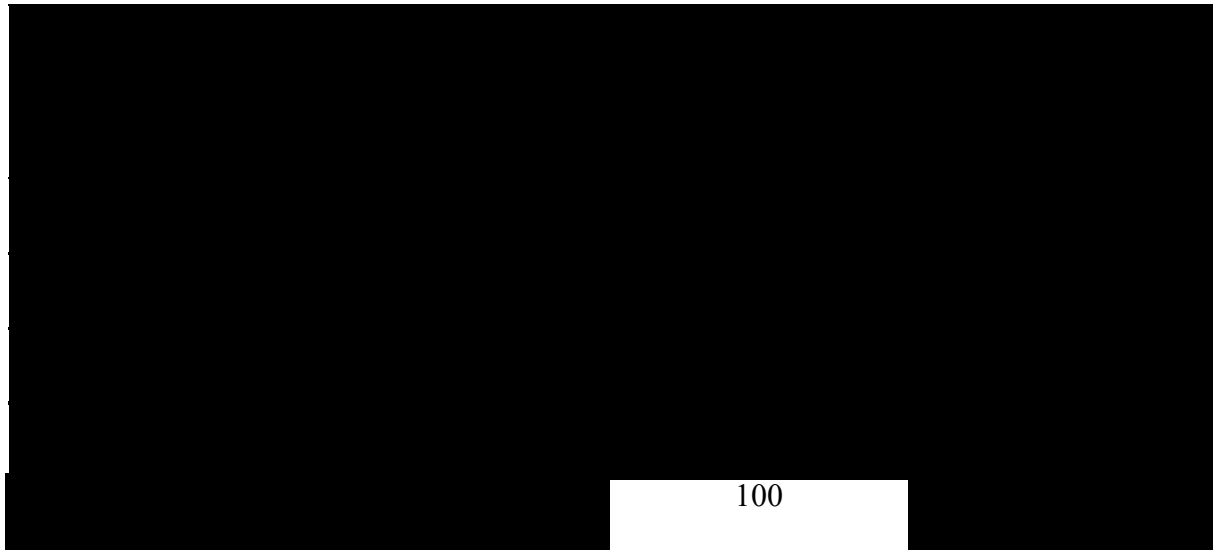


TABLE NO:4.7

**TABLE SHOWING NO.OF MONTH & YEARS CONSUMERS
ARE USING HINDUSTAN UNILEVER PRODUCTS.**



Sources:Primary data

INTERPRETATION:

The above table shows that 11% of the respondents using HUL products for Below 3 Months, 24% of the respondents using HUL products for 1 year, 22% of the respondents using HUL products for 2-3 years and 43% of the respondents using HUL products for Above 3 years.

INFERENCE:

Majority is 43% of the respondents are using HUL products for Above 3 years.

CHART NO:4.7

**CHART SHOWING NO.OF MONTH & YEARS
CONSUMERS ARE USING HINDUSTAN UNILEVER
PRODUCTS.**

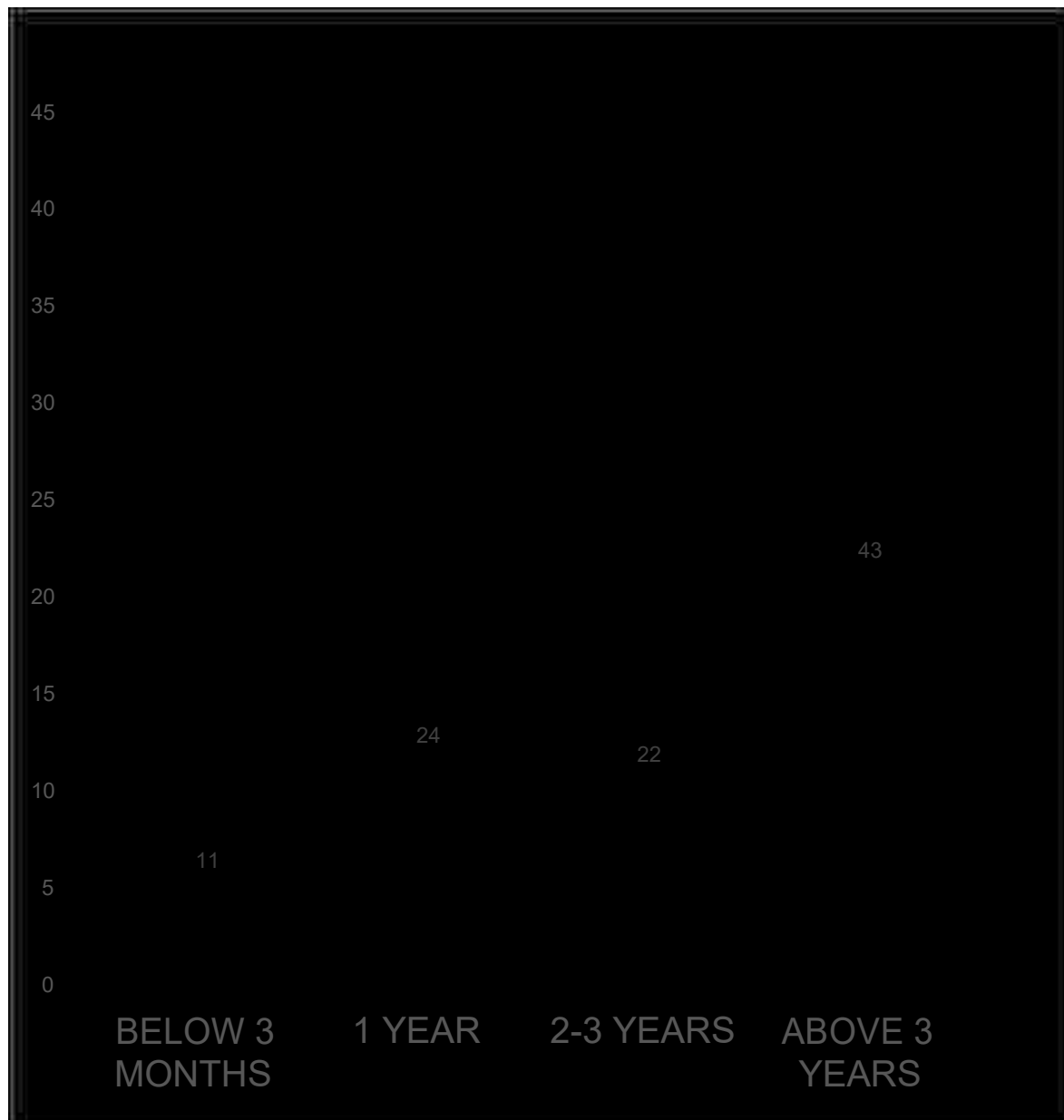
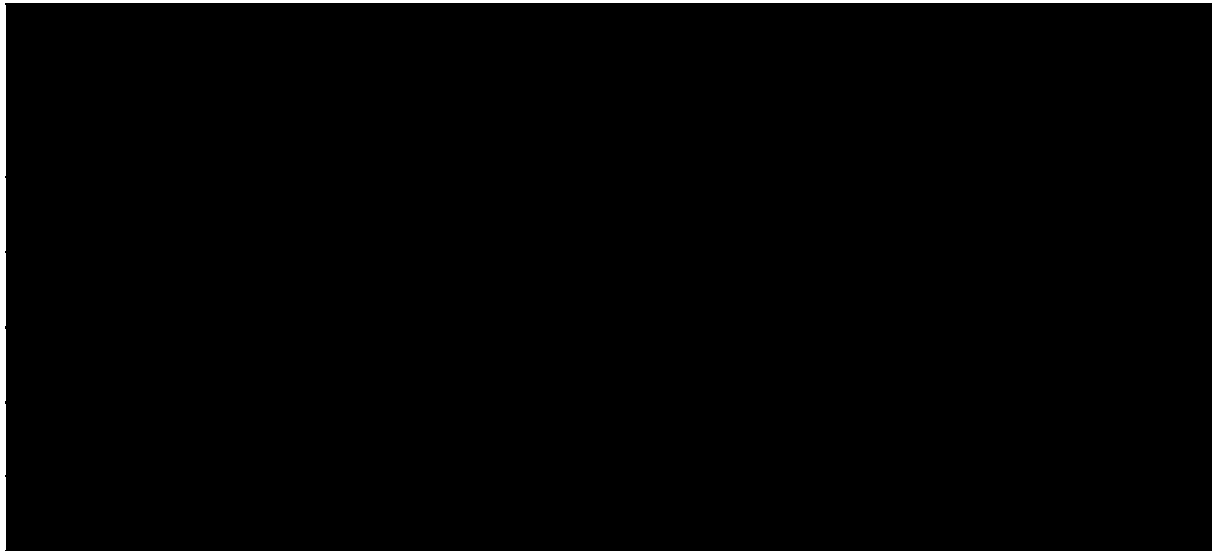


TABLE NO :4.8
TABLE SHOWING THE CONSUMERS REASONS FOR PURCHASE
OF HUL PRODUCTS



Sources : Primary Data

INTERPRETATION:

It is interpreted from the above table that 51% of the respondents buy for the Quality of the product , 6% of the respondents buy for the Price of the product,37% of the respondents buy for the Availability of the product and 6% of the respondents buy for the Quality of the product.

INFERENCE:

Majority that is 51% of the consumer said that the reason for purchase HUL product is Quality of the product.

CHART NO: 4.8

CHART SHOWING THE CONSUMERS REASONS FOR PURCHASE OF HUL PRODUCTS

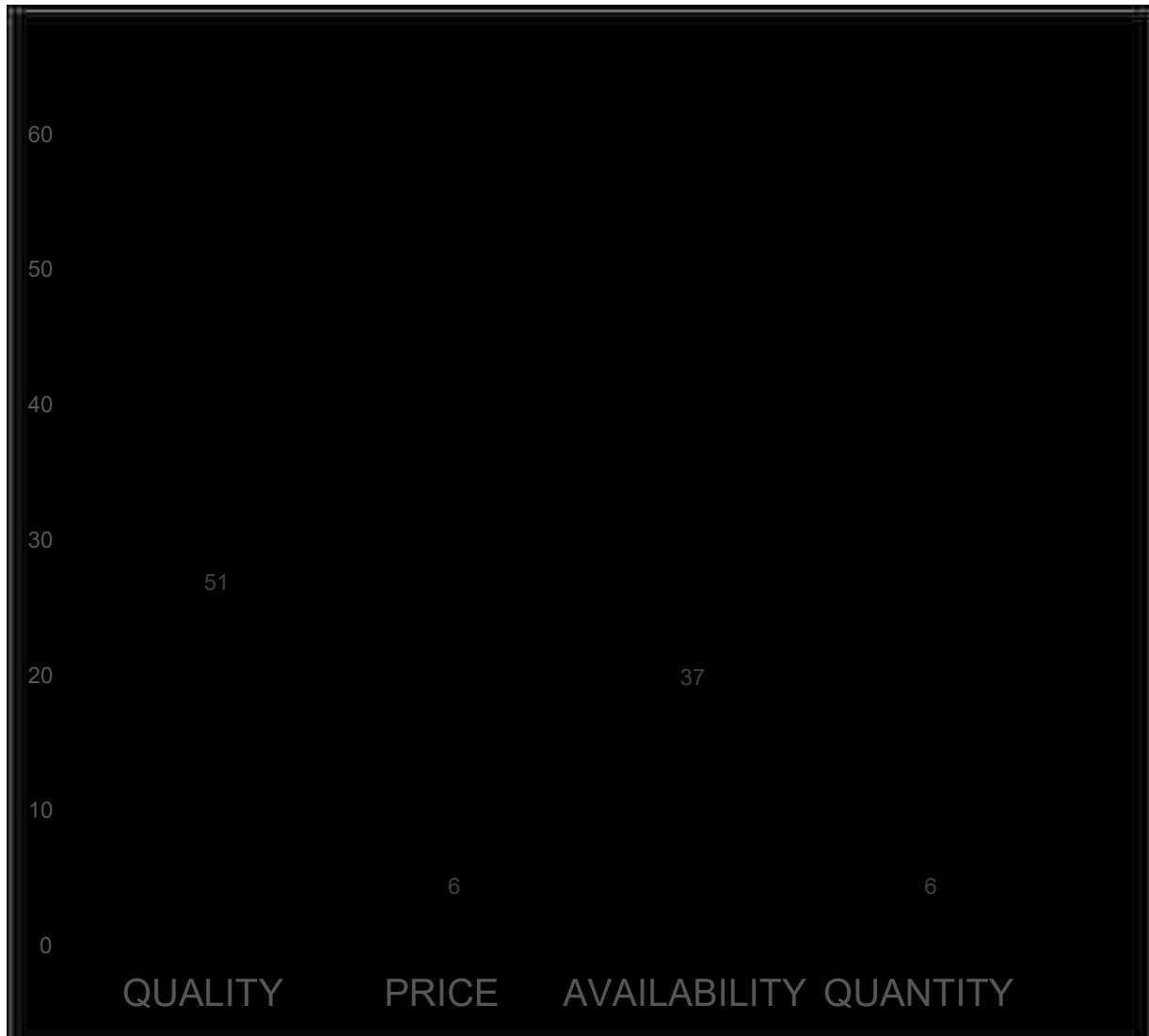
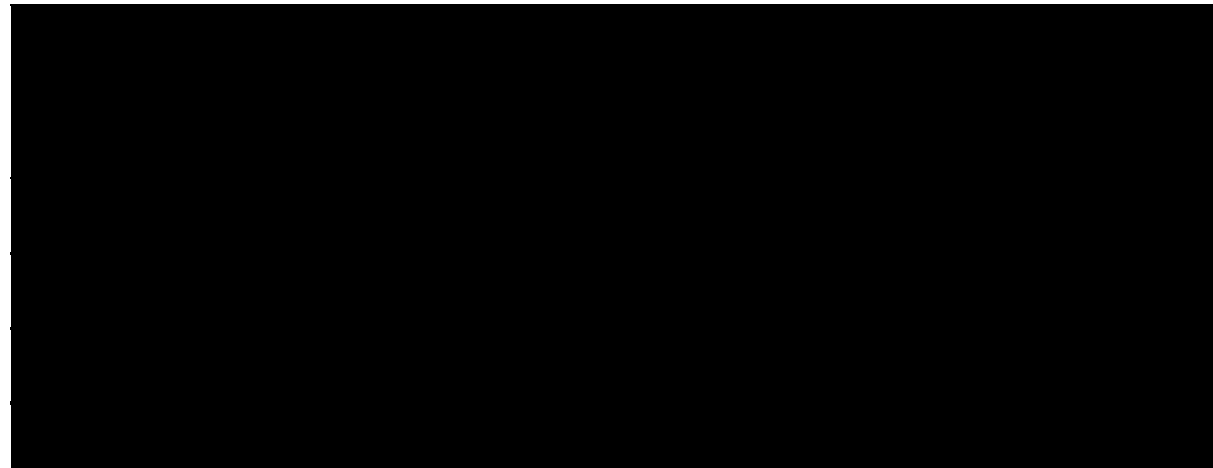


TABLE NO : 4.9

**TABLE SHOWING THE SATISFACTION LEVEL FOR THE
PRODUCT**



TOTAL	100%

Sources :Primary data

INTERPRETATION:

The above table shows that 27% of the respondents were highly satisfied, 61% of the respondents are satisfied with the HUL products, 12% of the respondents are neutral and no one is dissatisfied.

INFERENCE:

Majority of the respondents are said that they are satisfied with Hindustan Unilever products.

CHART NO: 4.9

**CHART SHOWING THE SATISFACTION LEVEL FOR THE
PRODUCT**

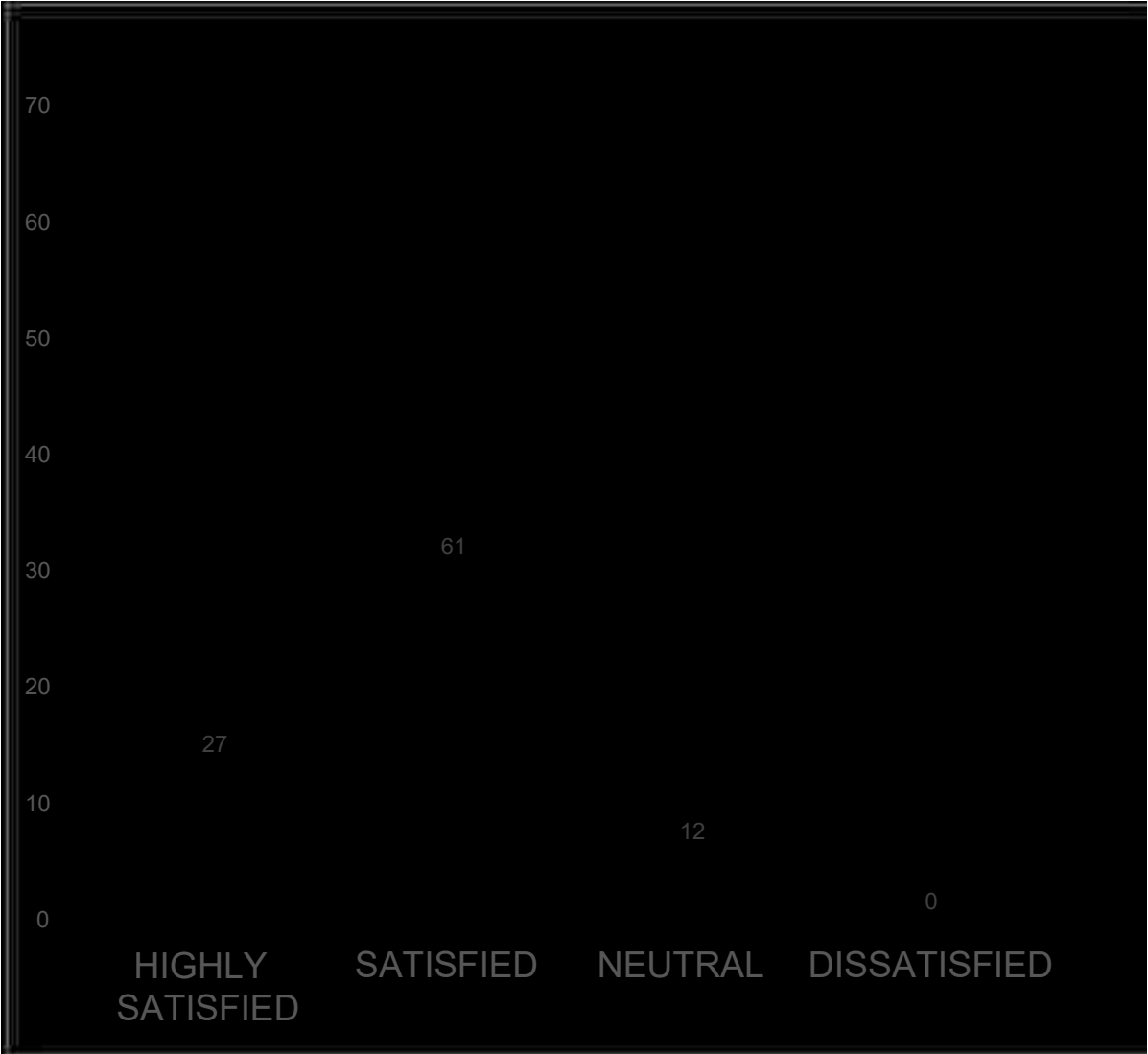
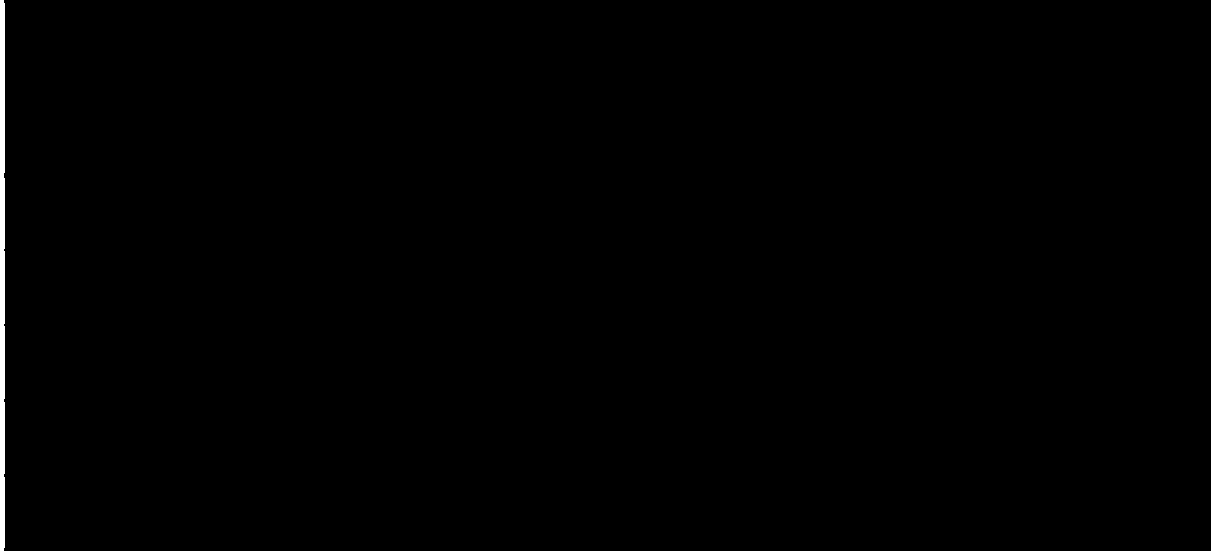


TABLE NO: 4.10

TABLE SHOWING THE PRICE LEVEL OF PRODUCT



Sources : Primary data

INTERPRETATION:

In the above table 21% of the respondents feel about the price is high,21% of the respondents feel about the price is neutral,57% of the respondents feel about the price is Medium and 1% of the respondents feel about the price is low.

INFERENCE:

Majority that is 57% of the respondents feels the price is Medium.

CHART NO:4.10

CHART SHOWING THE PRICE LEVEL OF PROCUCT

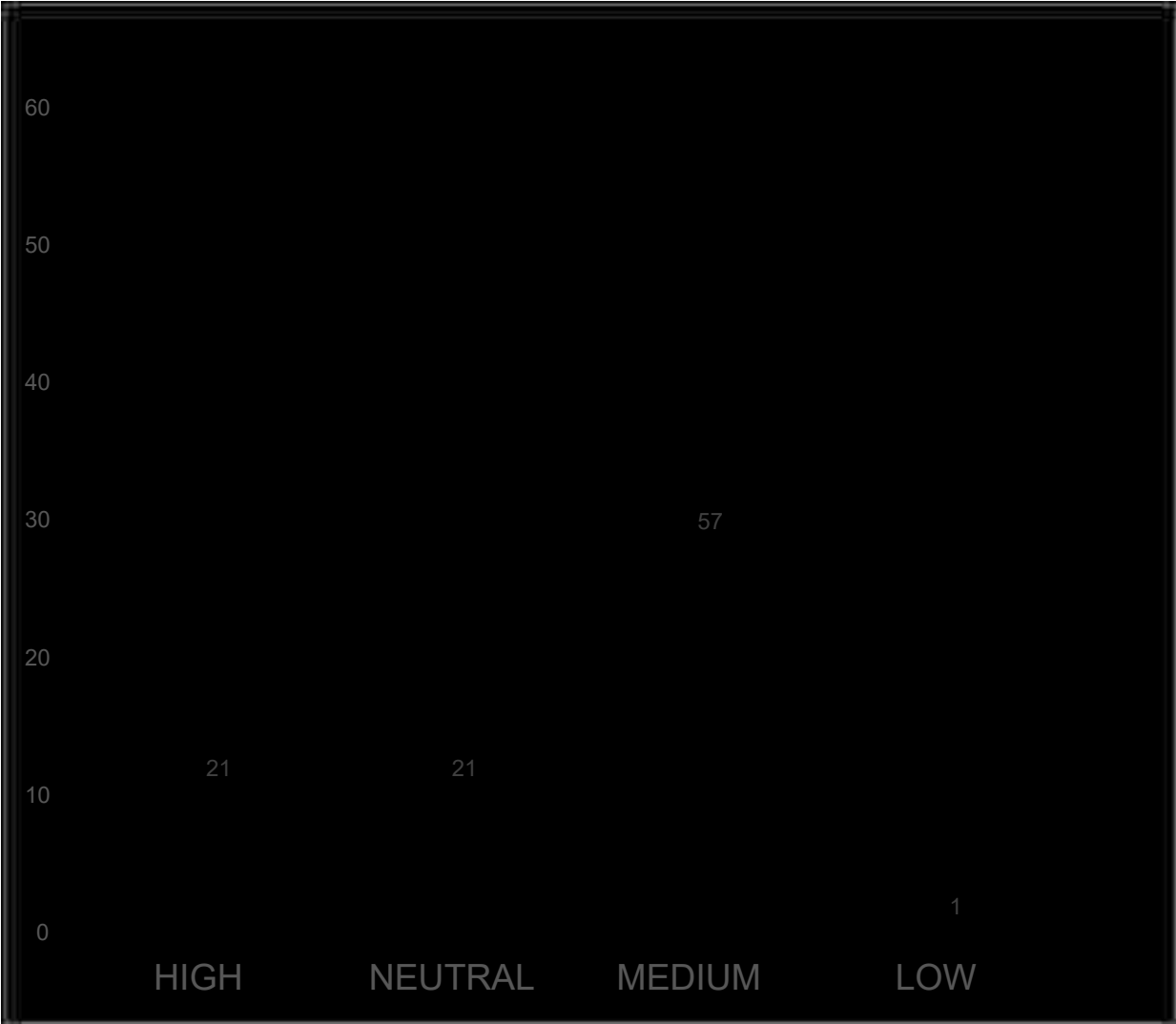


TABLE SHOWING THE INTERESTED USERES THOSE WHO ARE SEEING THE ADVERTISEMENTS OF HUL PRODUCTS

[illegible]

Sources : Primary Data

INTERPRETATION:

It shows from the above table, 25% of the respondents interested to see the advertiseents strongly agree, 67% of them agree to watch, 6% of them disagree to watch and 2% of them strongly disagree to watch.

INFERENCE:

Majority 67% of the respondents interested to see the advertisement and they agree.

CHART NO: 4.11

**CHART SHOWING THE INTERESTED USERES THOSE WHO ARE
SEEING THE ADVERTISEMENTS OF HUL PRODUCTS**



Rarely		
Never	3	3%
TOTAL	100	100%

INTERPRETATION:

INFERENCE:

Mostly 48% of respondents watched the advertisement frequently.

CHART NO:4.12
CHART SHOWING THE FREQUENCY OF WATCHING TV
ADVERTISEMENTS



**TABLE SHOWING THAT WHICH MODE OF ADVERTISEMENT
PERSUADED YOU TO PURCHASE HUL PRODUCTS.**

TOTAL	100	100%
Newspaper		

Source :Primary Data

INTERPRETATION:

The above table shows that 15% of the respondents saw the advertisement in online, 75% of the respondents saw the advertisement in Television, 10% of the respondents saw the advertisement in newspaper and none of respondents were heard the advertisements in Radio.

INFERENCE:

Majority of 75% of the respondents watched the advertisements in television.

CHART NO:4.13

**CHART SHOWING THAT WHICH MODE OF ADVERTISEMENT
PERSUADED YOU TO PURCHASE HUL PRODUCTS.**



Average		
TOTAL	100	100%

INTERPRETATION:

INFERENCE:

Majority 44% of the respondents advertisement describes the product is Effectively.

CHART NO: 4.14

**CHART SHOWING THE ADVERTISEMENT DESCRIBES THE
PRODUCT**



		14%
	100	100%

INTERPRETATION:

INFERENCE:

Majority 46% of the respondents felt that the advertisement created the Awareness.

CHART NO: 4.15
CHART SHOWING THE IMPACT ON CREATED BY TV
ADVERTISEMENT.



TABLE SHOWING THE WHICH PERSONALTY IN THE PRODUCT THAT THE CONSUMERS ARE ARE ATTRACTED TO USE THIS HUL PRODUCTS.

Sources :Primary Data

It is known from the above table ,22% of the respondents were attracted by the Actor to buy the product, 37% of the respondents were attracted by the Actress to buy the product,31% of the respondents were attracted by the Doctor to buy the product and 10% of the respondents were attracted by the Sports Personality to buy the product.

Majority of 37% of the respondents were attracted by the Actress to buy the product.

CHART NO: 4.16

**CHART SHOWING THE WHICH PERSONALTY IN THE
PRODUCT THAT THE CONSUMERS ARE ARE ATTRACTED TO USE
THIS HUL PRODUCTS.**



TABLE NO:4.17

TABLE SHOWING THAT HOW DID THE CONSUMER COME TO KNOW ABOUT HUL PRODUCTS.

Source of information		Percentage	
Advertisement	By TV	61	100
	By Radio	14	
	By Newspaper	8	
	By Other sources	17	
Friends		8	100
Relatives	By Mother	14	
	By Father	17	
	By Other relatives	17	
Other sources		17	

Source :Primary data

INTERPRETATION:

It is known from the above table that,61% of the respondents come to know about the HUL products by Advertisement, 14% of the respondents come to know about the HUL products by Friends,8% of the respondents come to know about the HUL products by Relatives and 17% of the respondents come to know about the HUL products by other sources.

INFERENCE:

Majority 61% of the respondents come to know about the HUL products by Advertisement.

CHART NO: 4.17

**CHART SHOWING THAT HOW DID THE CONSUMER COME TO
KNOW ABOUT HUL PRODUCTS.**

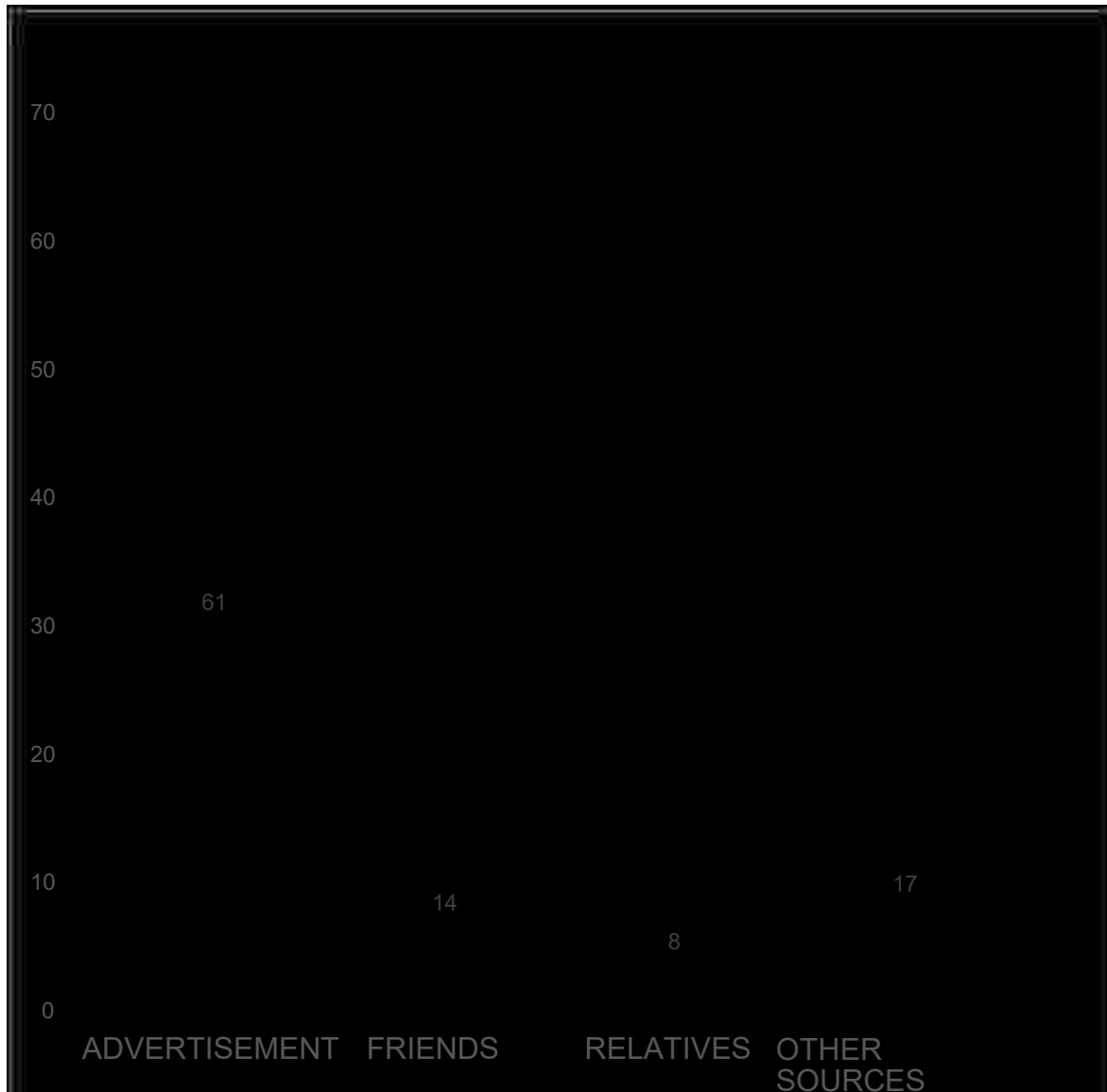


TABLE NO: 4.18
TABLE SHOWING ETHICAL VALUE OF THE
ADVERTISEMENT

	Unethical		
	TOTAL	100	100%

Sources : Primary data

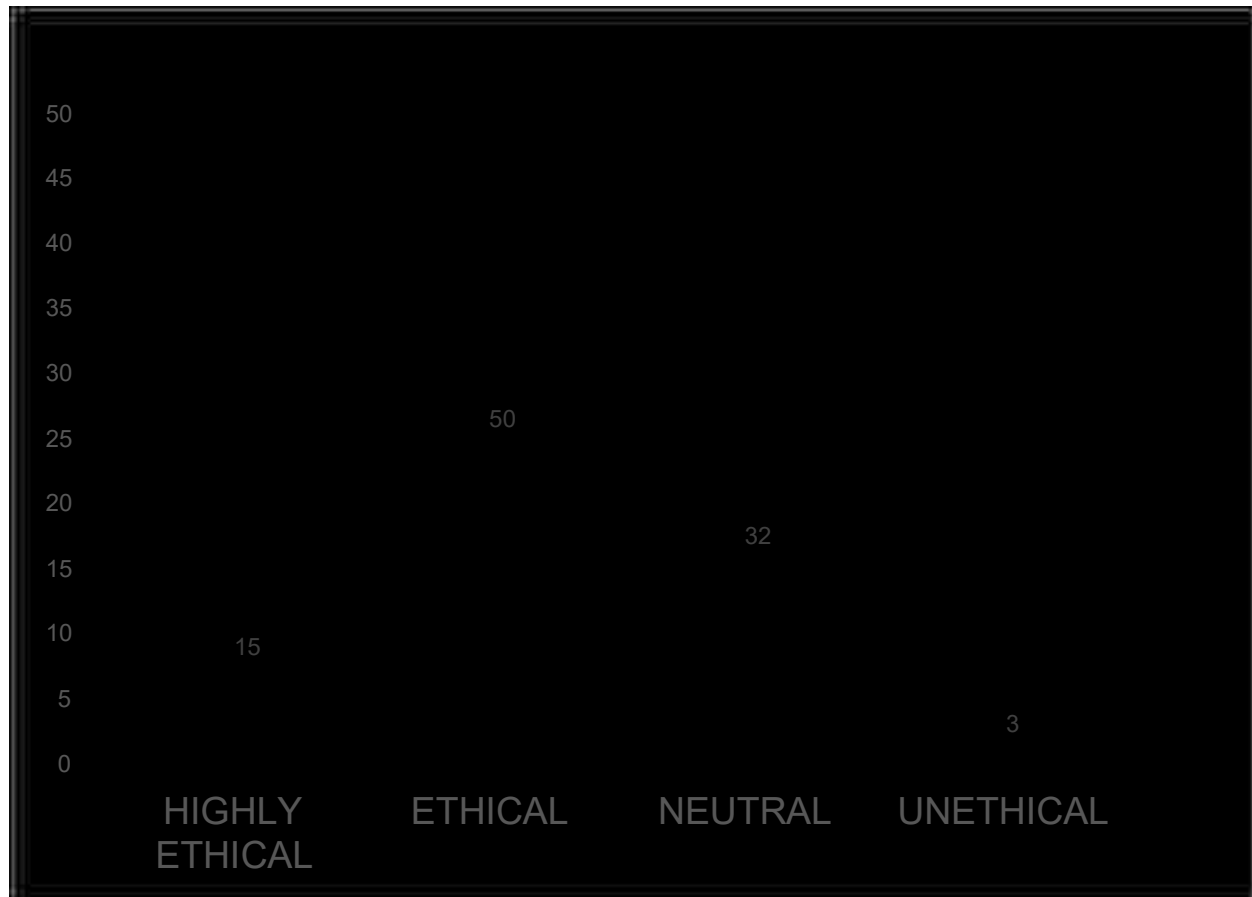
INTERPRETATION:

It is known from the above table ,for the 15% of the respondents the value of advertisement is Highly Ethical,for 50% of the respondents the value of advertisement is Ethical ,for 32% of the respondents the value of advertisement is Neutral and 3% of the respondents think that the value of advertisement is Unethical.

INFERENCE:

Majority 50% of the respondents the value of advertisement is Ethical.

CHART NO: 4.18
CHART SHOWING ETHICAL VALUE OF THE
ADVERTISEMENT



TOTAL	100	100%
-------	-----	------

INTERPRETATION:

The above table shows that 34% of the respondents general experience towards advertisements is Attractive, 54% of the respondents general experience towards advertisements is Creative, 2% of the respondents general experience towards advertisements is Annoying , 10% of the respondents general experience towards advertisements is Boring.

Majority is 54% of the respondents general experience towards advertisements is Creative.

CHART NO:4.19

**CHART SHOWING THE GENERAL EXPERIENCE TOWARDS
ADVERTISEMENT.**



TABLE SHOWING HOW USERS FIND THE MESSAGE CONTENT OF ADVERTISEMENT EFFECTIVENESS OF HUL PRODUCTS.

Help to make a decision for future purchase	23	23%
TOTAL	100	100%

Source :Primary data

INTERPRETATION:

It is known from the above table that 27% of the respondent's message content of advertisement effectiveness of this product is Fair, 19% of them is complete and 23% of them help to make a decision for future purchase.

INFERENCE:

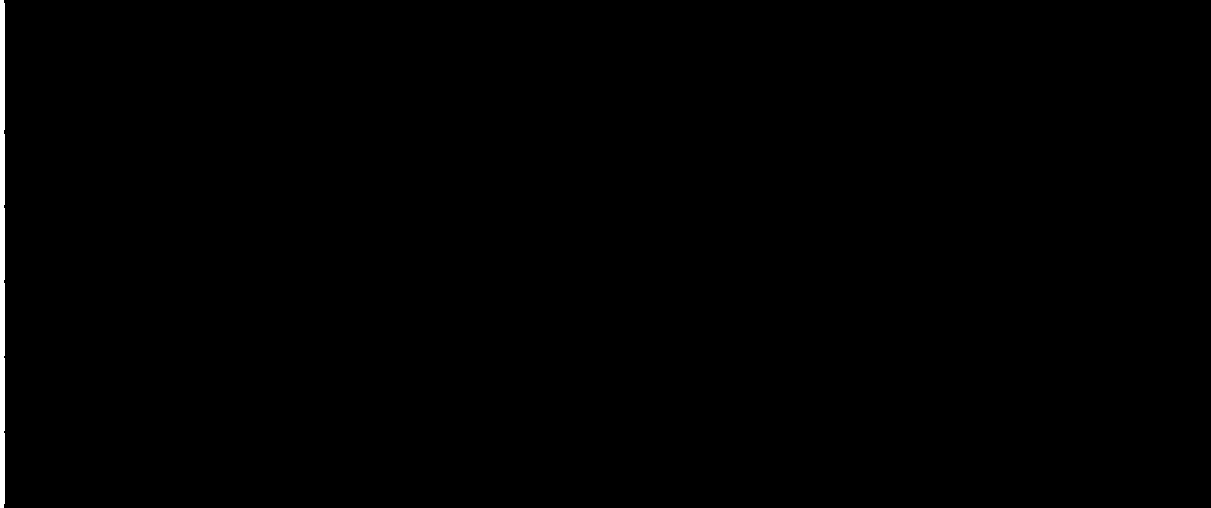
Majority 31% of the respondent's message content of advertisement effectiveness of this product is Trust worthy.

CHART NO: 4.20

**CHART SHOWING HOW USERS FIND THE MESSAGE CONTENT OF
ADVERTISEMENT EFFECTIVENESS OF HUL PRODUCTS.**



TABLE NO: 4.21
TABLE SHOWING THE PACKAGE OF THIS PRODUCT



Source : Primary data

INTERPRETATION :

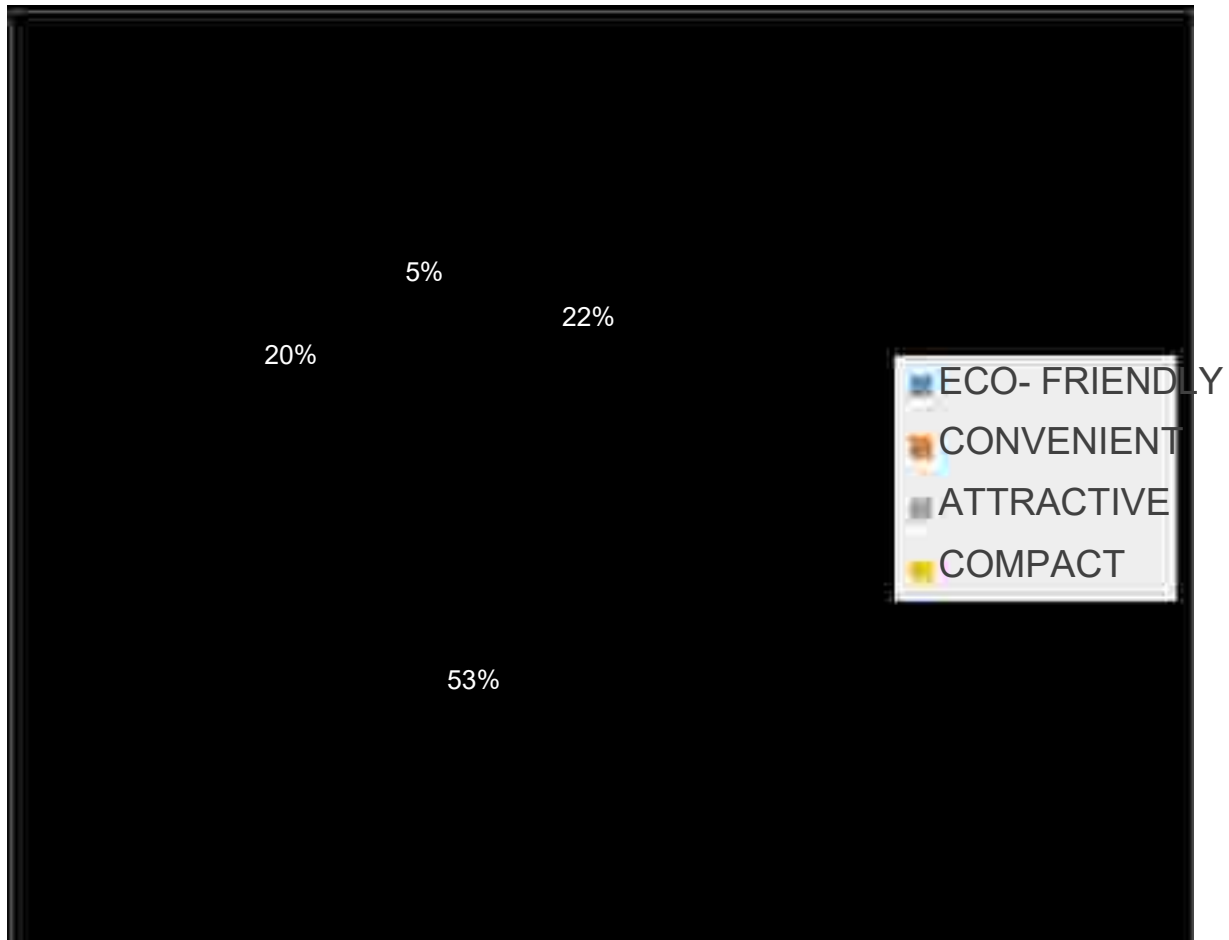
The above table shows that 22% of the respondents that the package of this product is Eco-friendly, 53% of them convenient, 20% of them Attractive and 5% of them compact.

INFERENCE:

Majority 53% of the respondents that the package of this product is convenient.

CHART NO: 4.21

CHART SHOWING THE PACKAGE OF THIS PRODUCT



	Surely Not		
	TOTAL	100	100%

INTERPRETATION:

INFERENCE:

Majority is 42% of the respondents based on the advertisement the consumer buy it surely yes.

CHART NO:4.22

**CHART SHOWING THAT BASED ON THE ADVERTISEMENTS
OF HUL PRODUCTS THE CONSUMERS BUY IT.**

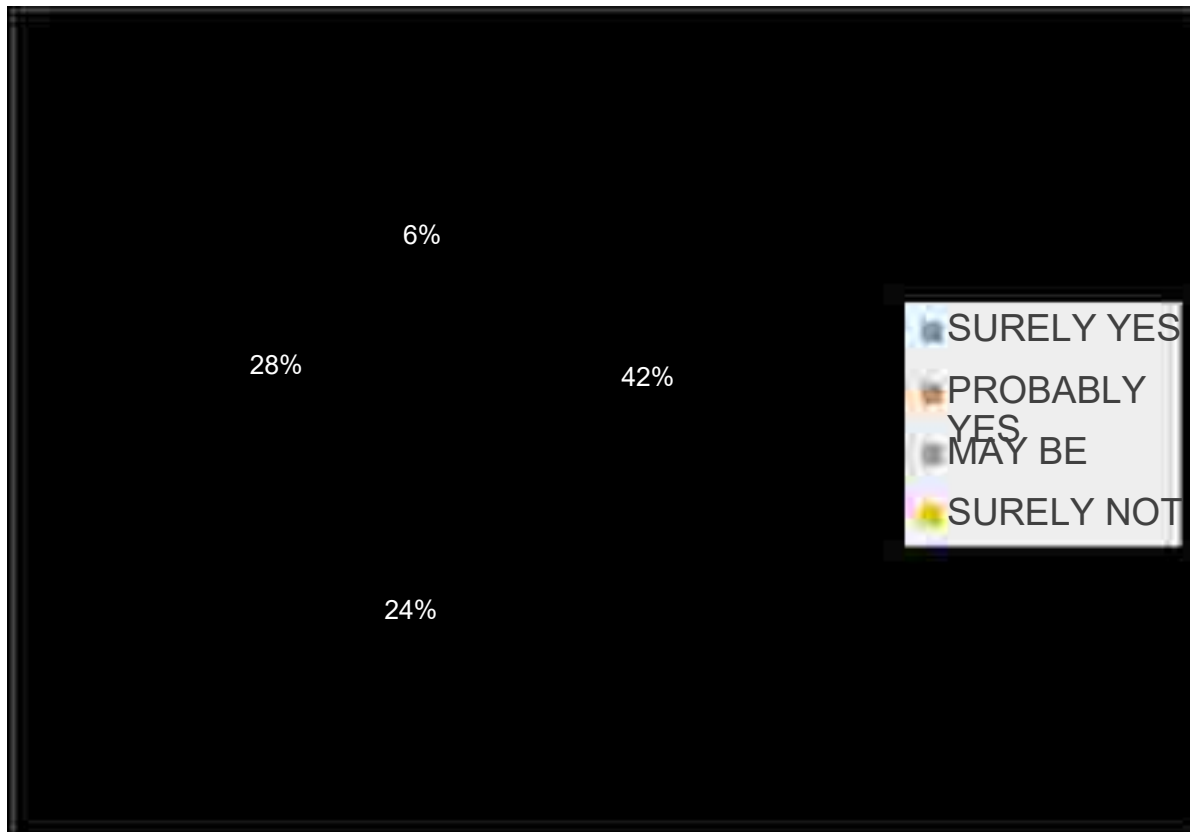


TABLE SHOWS THAT HOW THE CONSUMERS THINK ABOUT THE PRODUCT

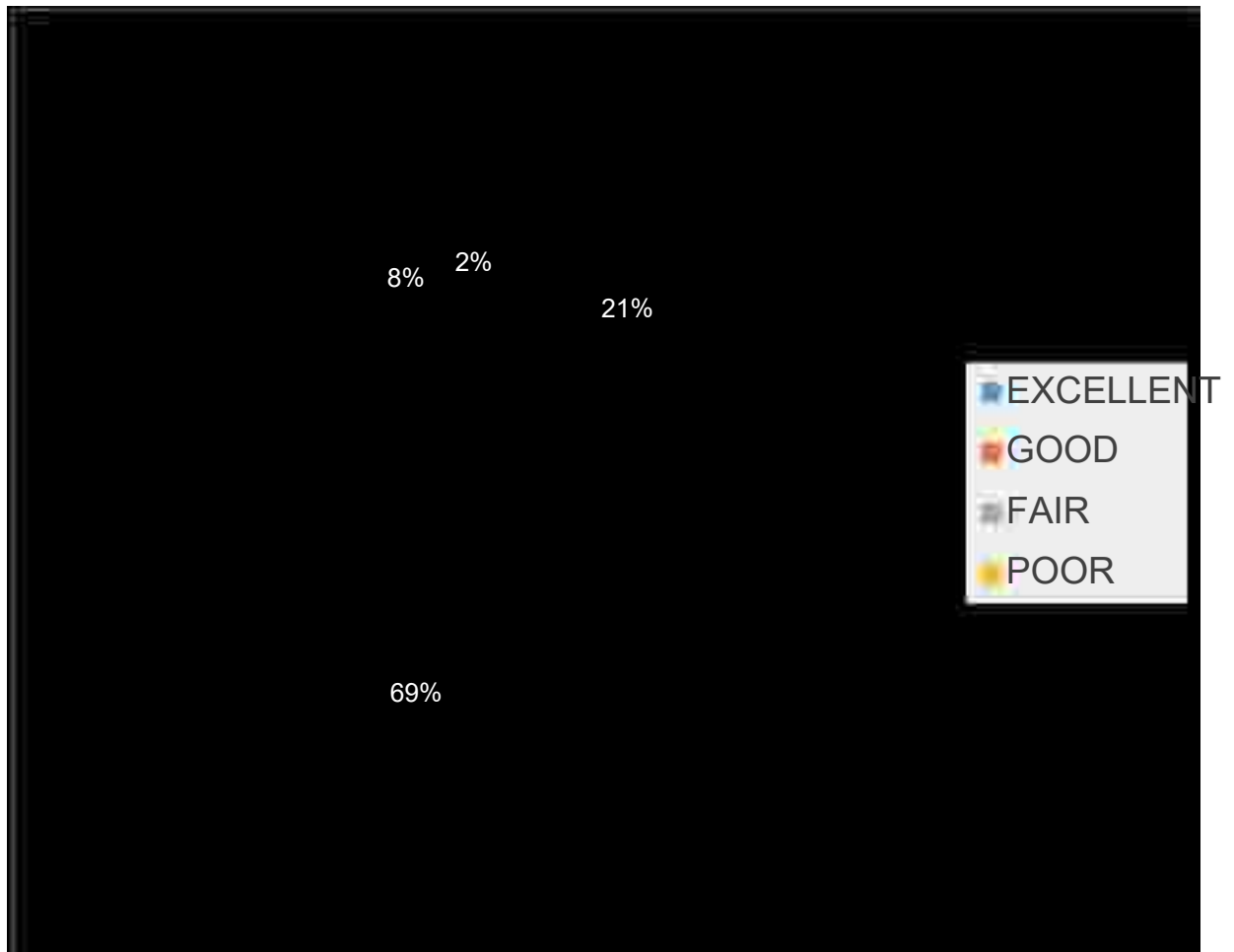
Source : Primary Data

The above table shows that 21% of the respondents feel about the HUL products are Excellent, 69% of them are saying that the product is Good, 8% of them are saying that the product is Fair and 2% of says its poor.

Majority that is 69% of the respondents feel about the HUL products are Good.

CHART NO: 4.23

CHART SHOWS THAT HOW THE CONSUMERS THINK ABOUT THE PRODUCT



CHI-SQUARE TEST

RELATIONSHIP BETWEEN GENDER AND LEVEL OF SATISFACTION OF THE RESPONDENTS

TOTAL	27	61	12	-	100

NULL HYPOTHESIS(H_0)

H_0 - There is no significance relationship between gender and level of satisfaction of the respondents.

ALTERNATIVE HYPOTHESIS(H_a)

H_a –There is a significance relationship between gender and level of satisfaction of the respondents.

CALCULATION:

		(O-E) ²	
		0.4761	
		6.3504	

The calculated value is 3.2105

Degree of the freedom = $(C-1)(R-1)$

$$=(4-1)(2-1)$$

$$=(3)(1)$$

$$=3$$

For the 3 Degree of freedom the value of chi- square is 7.815 at 5% level of significance.

Table value : 7.815

Calculated value:3.2104

INFERENCE :

It is observed from the obtained statistical result that calculated chi-squar value is lesser than the table value.

So the null hypothesis is accepted. Therefore, the Alternative hypothesis is rejected.

There is no significant relationship between Gender and level of satisfaction of the respondents.

CHAPTER V

FINDINGS, SUGGESTION AND CONCLUSION

5.1 Findings •

Out of 100 respondents 45% of them were majority in the Above 40 years of age group .They are the buyers of HUL products.

- From 100 respondents Majority 71% of them are Female ,and they are buying the products of HUL.
- Out of 100 Respondents in the category of Educational Qualification 32% who were persuing post graduation.
- Out of 100 Respondents in the category of Occuputational status 36% of them are Home Makers using HUL products.
- Majority is 66% of the respondents were students and Home maker so their monthly income is Nil.
- Out of 100 respondents 53% of the respondents said that they buy HOMECARE products from Hindustan Unilever.
- Out of 100 respondents 43% of the respondents are using HUL products for Above 3 years.
- Out of 100 respondents 51% of the consumer said that the reason for purchase HUL product is Quality of the product
- Majority of the respondents are said that they are satisfied with Hindustan Unilever products
- Out of 100 respondents 57% of the respondants feels that the price is Medium..
- Out of 100 respondents 67% of the respondents interested to see the advertisement and they agree.
- Out of 100 respondents 48% of respondents watched the advertisement frequently.

- Out of 100 respondents 75% of the respondents watched the advertisements in television.
- Out of 100 respondents 44% of the respondents advertisement describes the product is Effective.
- Out of 100 respondents 46% of the respondents felt that the advertisement created the Awareness.
- Out of 100 respondents 37% of the respondents were attracted by the Actress to buy the product.
- Out of 100 respondents 61% of the respondents come to know about the HUL products by Advertisement.
- Out of 100 respondents 50% of the respondents the value of advertisement is Ethical.
- Out of 100 respondents 54% of the respondents general experience towards advertisements is Creative.
- Out of 100 respondents 31% of the respondent's message content of advertisement effectiveness of this product is Trust worthy.
- Out of 100 respondents 53% of the respondents that the package of this product is convinient.
- Out of 100 respondents 42% of the respondents based on the advertisement the consumer buy it surely yes.
- Out of 100 respondents 69% of the respondents feel about the HUL products are Good.

5.2 SUGGESTIONS

On the basis of findings the research suggestion is given:

- Now a days advertisement reaches the consumers soon by the development of technology.
- So they have wide number of alternatives to choose the best among them
- Thus in order to choose which one is best among them Advertisements plays the majour role.
- Advertisement effectiveness towards the HUL products among the consumers are really high ,by this research we come to know that consumes are aware of the products which they are using ,about their price,quality etc...
- From this reasearch we come to know that Homakers are using this HUL products more.
- Good channel of Advertisement will make the product successful, so if the SWOT analysis is made regularly about the advertisement mode and correct their mistakes ,then they can capture the market and customers preferences.
- There are Tough competition is being faced by the companies in FMCG so the market media planners should be more careful in giving the message to the consumers.
- Media is playing important role in advertisements ,so the top management must take atmost care of them they must motivate them and take care to satisfy them to achieve more.

5.3 CONCLUSION:

The project has been aimed to study about the advertisement effectiveness for Hindustan Unilever product at villupuram. The objectives are achieved by the researcher. Various positive and negative aspects are identified. HUL has increased its market share through advertising and it has more brand preference.

The main goal of this project is to collect the information about the opinion of customers of Hindustan Unilever regarding to the advertisement. Thus the advertisement must first and foremost attract the attention of its target audience, create the desire for the product and then move the audience to that product. So, the marketers need to understand the need to understand the needs and preference of the customers before finalizing the marketing strategy. To sum up, it can be concluded that creating good advertising campaigns and executing them successfully requires good planning and co-ordination. Implementing an advertising campaign successfully requires detailed schedules to ensure that the various phases are done on time.

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ANNEXURE

QUESTIONNAIRE

- 1) Name ;
- 2) Age
 - a) Below 20 b) 20-30 c) 30-40 d) above 40
- 3) Gender
 - a) Male b) Female c) others
- 4) Educational qualification
 - a) Higher secondary b) Under graduation c) post graduation d) others
- 5) Occupational status
 - a) Student b) Homemaker c) Employee d) Others
- 6) Monthly Income
 - a) 5000 –10,000 b) 10,000 –60,000 c) Above 60,000 d) none
- 7) Name the type of product that you are using in this Hindustan unilever
 - a) Food b) Home Care c) Personal Care d) Pureit
- 8) How many years are you using this Hindustan Unilever Product
 - a) Below 3 Months b) 1 Year c) 2-3 years d) Above 3 Years
- 9) Reason for purchase this Hindustan Unilever Product
 - a) Quality b) Price c) Availability d) quantity
- 10) What is your level of satisfaction ?
 - a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied
- 11) How do you feel about the price level of product ?
 - a) High b) Neutral c) Medium d) Low
- 12) Have you interested to see the advertisements of Hindustan Unilever Products ?
 - a) Strongly agree b) Agree c) Disagree d) Strongly Disagree
- 13) State the frequency of Watching TV advertisements
 - a) Frequently b) Rarely c) Very Rarely d) Never

- 14) State the means of advertisements persuaded you to purchase a Hindustan Unilever product
- a) Online b) Television c) Newspaper d) Radio
- 15) How did the advertisement describe the Hindustan Unilever Product
- a) Highly Effective b) Effective c) Average d) Ineffective
- 16) State the impact that created by TV Advertisements
- a) Desire b) Interest c) Awareness d) Buy and use in immediately
- 17) By which personality in the Advertisement you are attracted to use this HUL Product . a) Actor b) Actress c) Doctor d) Sports personality
- 18) How you came to know about Hindustan Unilever Product ?
- a) Advertisement b) Friends c) Relatives d) Other Source
- 19) Ethical value of the advertisement
- a) Highly Ethical b) Ethical c) Neutral d) Unethical
- 20) What has been your general experience towards advertisement ?
- a) Attractive b) creative c) annoying d) boring
- 21) How do you find the message content of advertisement effective in Hindustan Unilever Product ?
- a) Fair b) Trust worthy c) complete
- d) Help to take a decision for future purchase
- 22) What do you feel about the package of the Hindustan Unilever Product ?
- a) Eco- friendly b) convenient c) Attractive d) Compact
- 23) Based on the Advertisements of Hindustan Unilever Product would you buy it ? a) Surely Yes b) Probably Yes c) Maybe d) surely Not
- 24) What do you think about Hindustan Unilever Product ?
- a) Excellent b) Good c) Fair d) Poor
- 25) If any suggestion please _____
-