

A STUDY ON PRICE WAR AND INCREASE IN COMPETITION

Submitted in partial fulfilment of the requirement for the reward of
BACHELOR OF BUSINESS ADMINISTRATION

By

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39280057



BACHELOR 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 - 600119

MARCH 2022



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Approved by AICTE Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai 600

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BACHELOR OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **GOPINATH.J(39280057)** who has done the Project work entitled **A STUDY ON PRICE WAR AND INCREASE IN THE COMPETITION** under my supervision from December 2021 to March 2022.

Internal Guide

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Dean, School of Business Administration

Submitted for Viva voice Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I **GOPINATH.J(39280057)**. Hereby declare that the Project Report entitled “**A STUDY ON PRICE WAR AND INCREASE IN COMPETITION**” done by me under the guidance of **DR N.KUMAR** , School of Business Administration is submitted in partial fulfilment of the requirements for the award of BACHLORS OF BUSINESS ADMINISTRATION degree.

DATE:

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature appears to be 'J. Gopinath' with a long horizontal flourish extending to the right.

PLACE: CHENNAI

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 sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School 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 Project Guide **DR N.KUMAR , Assistant Professor of the Department, School of Management** 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 School of Business Administration who were helpful in many ways for the completion of the project.

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ABSTRACT

This study presents the impact of how a company manages the price war and increase in the competition in the today scenario. And the term price war derives for the price war are discussed and explained based on the behavioral economic like understanding the competitor's strategy as well as a company's own cost situation .particularly in industries that are characterized by a high proportion of cost that are unchangeable in the med term and low variable costs there is a substantial risk for unintended price competition possibly ending in the price War .

Increase in competition rapidly and dramatically .competition is a fact of business life as a general rule ,the higher the level of competition ,the most demand there is for the product or service that has inspires that high level of competition.

The study is about the perception of the price war and increase in the competition is done on descriptive research method with sampling done by

convenient sampling under now probability sampling .the study is done in the Chennai .

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Price war is "commercial competition characterized by the repeated cutting of prices below those of competitors". One competitor will lower its price, then others will lower their prices to match. If one of them reduces their price again, a new round of reductions starts. In the short term, price wars are good for buyers, who can take advantage of lower prices. Often they are not good for the companies involved because the lower prices reduce profit margins and can threaten their survival.

In the medium to long term, price wars can be good for the dominant firms in the industry. Typically, the smaller, more marginal firms cannot compete and must close.

The remaining firms absorb the market share of those that have closed. The real losers, then, are the marginal firms and their investors. In the long term, the consumer may lose too. With fewer firms in the industry, prices tend to increase, sometimes higher than before the price war started.

Competition is a fact of business life. In fact, as a general rule, the higher the level of competition, the more demand there is for the product or service that has inspired that high level of competition. All you have to do is look up from your patient charts and pay a little attention to realize how rapidly the quantity and quality of your competition is growing. Success is not achieved by ignoring your competitors but rather by anticipating competitive issues and influences so you can always have a proactive plan and strategy for staying ahead of your competition. Before you can develop a winning competitive strategy, you need to understand the market forces that affect competition. Then you need to do your homework in the form of competitive research and analysis in your field and your community.

➤ **WHY**

Now a days there are so many companies are entering in to the market so that various of companies are facing price war and increase in the competition .when there is a price war and increase in competition so many of may affected like, producer, buyed and seller ,wholesaler ,retailer and the consumer .

➤ **AREA OF INDUSTRY .**

The are of industry is **HUL (Hindustan Unilever limited)** and **ITC (Indian tobacco company)**

An online questionnaire was developed to collect that required data in the most efficient manner possible .the questionnaire was distributed via through the electronic mail to the participants.

➤ **SAMPLE SIZE**

It comprises of 100-150 respondent from around the Chennai ,spread across various socio demographic profile .

➤ **SAMPLE DESIGN.**

A random sampling method was adopted to draw the sample respondent for the study .

➤ **POPULATION**

My survey is among both men and women at the age of (18-70)

➤ **LOCATION**

My survey location is around the Chennai

➤ **TYPE OF INDUSTRY .**

Consumer goods industry.

1.2 INDUSTRY PROFILE OF HUL

With over 85 years of heritage in India, Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company. On any given day, nine out of ten Indian households use our products, giving us a unique opportunity to build a brighter future. We are known for our great brands, the positive social impact we create and our belief in doing business the right way. 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 the planet.

With 50+ brands spanning 15 distinct categories such as fabric solutions, home and hygiene, life essentials, skin cleansing, skin care, hair care, colour cosmetics, oral care, deodorants, tea, coffee, ice cream & frozen desserts, foods and health food drinks, the company is a part of the everyday life of millions of consumers across India.

1.2COMPANY PROFILE OF HUL

Hindustan Unilever Limited (HUL) is a consumer goods company headquartered in Mumbai, India.^[3] 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.^[4]

As of 2019, Hindustan Unilever's portfolio had 44 product brands in 14 categories. The company has 18,000 employees

1.3 INDUSTRY PROFILE OF ITC

Established in 1910, ITC Limited is a diversified conglomerate with businesses spanning Fast Moving Consumer Goods comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education & Stationery Products, Incense Sticks and Safety Matches; Hotels, Paperboards and Packaging, Agri Business and Information Technology. The Company was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. In recognition of the ITC's multi-business portfolio encompassing a wide range of businesses, the full stops in the Company's name were removed effective September 18, 2001. The Company now stands rechristened 'ITC Limited,' where 'ITC' is today no longer an acronym or an initialised form.

1.3 COMPANY PROFILE OF ITC

ITC is one of India's foremost private sector companies and a diversified conglomerate with businesses spanning **Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology**. The Company is acknowledged as one of India's most valuable business corporations with a Gross sales value of ₹ 74,979 crores and Net Profit of ₹ 13,032 crores (as on 31.03.2021). ITC was ranked as India's most admired company, according to a survey conducted by Fortune India, in association with Hay Group.

1.4 STATEMENT OF THE PROBLEM

- The company Hindustan unilever limited (HUL) and Indian Tobacco limited (ITC) these two company are world wide populared company and they both are producing 50 plus brand like home and hygiene , life essential , skin cleansing ,skin care ,hair care ,colour cosmetics ,oral care ,deodorants ,tea ,coffee ,And health food drinks with super quality and the quantity.
- As that when there is a price war and increase in the competition is not good for a buyer and seller .wholesaler ,retailer and consumer .
- This study aim to understand that what is price war and increase in competition and how they are affecting the market and the people.

1.5 OBJECTIVE OF THE STUDY.

The study on price war and increased Competition.

- New Product Development: Companies facing price wars often resort to creating a new product. ... Instead of taking the competition head-on, they create a new product, the purpose of which is **to fight with the low-cost products**.
- A price war is when two or more rival companies lower prices of comparable products or services with the goal of **stealing customers from their competitors**—or gaining market share.
- The **objective of competition analysis** is to obtain thorough information about current as well as potential rivals. That knowledge should be as comprehensive as possible. It should possibly cover all important aspects of business activity.

1.6 NEED FOR THE STUDY.

- To gain the knowledge on the commercial competition characterized by the repeated cutting of prices below those of competitors".
- Knowing that the companies use to increase market share is to lower their prices.
- The study is focused on the price war and increase in competition ,therefore the result of this study not necessary generalized the impact of price war and increase in competition.

1.7 SCOPE OF STUDY

- ❖ The study helps the researchers to have a practical in this specific field.
- ❖ The study helps to know that how the company are handling the price war and the increase in competition in the market field.
- ❖ The study will be grate helpful to the researcher that the how the consumer are affected due to the price war and the increase in the competition.
- ❖ The study helps the respondent to discloser their opinion and view about the price war and increase in competition.

CHAPTER 2 REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

- The dynamics of pricing in concentrated industries has intrigued economists at least since the times of Bertrand (1883) and Edgeworth (1925) . Typically, price wars in economics were analyzed in the context of cartel breakdowns and other disequilibrium phenomena. Marketing and business literature has only recently begun to discuss the price war problem. This chapter aims to give an overview of what is considered to be the most important literature in both fields, and to outline different notions and approaches to the price war phenomenon.

- Antwi, (2011) concluded in the research "The effect of the telecommunication price war on consumers in the Kumasi Metropolis", that the overall research findings have established that price war benefits no one, not even the consumer. Consumers become more price-sensitive and less brand loyal, margins are squeezed across the board, and the customer-experience ultimately gets worse.

- Oliver P and Kristiaan Helsen (2001) mentioned an extreme case, price warfare may lead to a restructuring of distribution channels, like laser printer industry, a price war stimulated a shift in distribution channels from traditional resellers to superstores and consumer electronic stores.

- Akshay R Rao ,Mark E Bergen ,Scott Davis review 78 (2) ,107-120,2000 in the battle to capture the customer companies use a wide range of tactics to ward off competitors.increasingly ,price is the weapon of choice and frequently the skirmishing degenerates into price war.

- Harald j Van Heerde,Els Gijsbrechts ,Koen pauwels 45 (5),499-518,2008. Although retail price war have received much business press and some research attention ,it is unclear how they affect consumer purchase behavior .this article studies an unprecedented price war in dutch grocery retailing that started in fall 2003,initiated by the market leader to halt its sliding market share .

- Andreas Kramer ,Martin jung, Thomas Burgartz 9(3),1-13,2016 The characteristics of price war ,pointing to recent example that have

caused a stir among the public as well as in respective industries ,a new ,concise definition of the term price war is suggested .particularly in industries that are characterized by high proportion of cost that are unchangeable in the medium term and low variable cost there is a substantial risk for unintended price competition possibly ending in a price war .

- Klaus M Schmidt 64 (20) 1997 ,in the increase in the competition it increases the probability ,liquidation ,which has a positive effect ,managerial effort ,but it also reduces firms profit ,which may make it less attractive to induce high effort .thus total effect is ambiguous.
- Stephen J Nickell 104(4),724-746 1996 . are people right to think that competition improves corporate performance ,my investigations indicates first there are some theoretical reason for v=believing this hypothesis to be correct ,but they are not overwhelming evidence on this question is weak.
- Jan Boone ,Jan C Van Ours ,Henry Van Der wiel 2007 , we introduce a new measure of competition .the elasticity of a firms profit with respect to its cost level .a higher value of this profit elasticity signal more intense competition .using firm level data we compare PE with the most popular competition measure such as the price cost margin .

- Paul A Keddy 2001 ,competition is one of the most important factors controlling the distribution and abundance of living creature .sperm cells racing up reproductive tracts ,beetle larvae battling inside single seeds ,birds defending territories and tree interfering with the light available to neighbor are all engaged in competition for limited resource.

CHAPTER 3 RESEARCH

METHODOLOGY

3.1 METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

3.2.1 Descriptive research design:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 Non-probability sampling:

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

3.3.2 Convenience sampling:

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

3.4.1 Primary data:

The Primary data for this study was collected through questionnaire.

3.4.2 Secondary data:

Secondary data was collected from external sources like Websites, Journals etc.

3.5 STRUCTURE OF THE QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

The structure of questionnaire used in this project is as follows.

3.5.1 Basic introduction:

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.5.2 Personal details:

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 Research related questions:

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on the price war and increase in competition.

3.5.4 Perception questions

The next set of question in the questionnaire is to focus on which company product piece is high.

3.6 SAMPLE SIZE:

The sample size for the project had a target of 100-200 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 150. Total of 150 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

3.7 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 150 participants in the 7 days' time period.

3.8 PROFILE AREA OF THE STUDY:

- My survey location is around the chennai
- My survey targeted people is both Men and Women at the age group of [18-70]

3.9 HYPOTHESIS / ANALYTICAL TOOLS:

- CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS:

Table No. 4.1:

Age wise classification of the respondents

AGE	NO.OF RESPONDENT	PERCENTAGE
18-25	85	70.80%
26-35	22	10.90%
36-45	22	10.10%
MORE THEN 45	21	10.20%
TOTAL	150	100%

Interpretation:

From the above table, it is interpreted that 70.80%% of respondents are of age group 18-25, 10.90%% of them belong to age group 26-35 and 10.10%% belong to the age group 36-45 and 10.20% belong to age group more then 45.

Chart No. 4.1:

Chart representing Age wise classification of the respondents

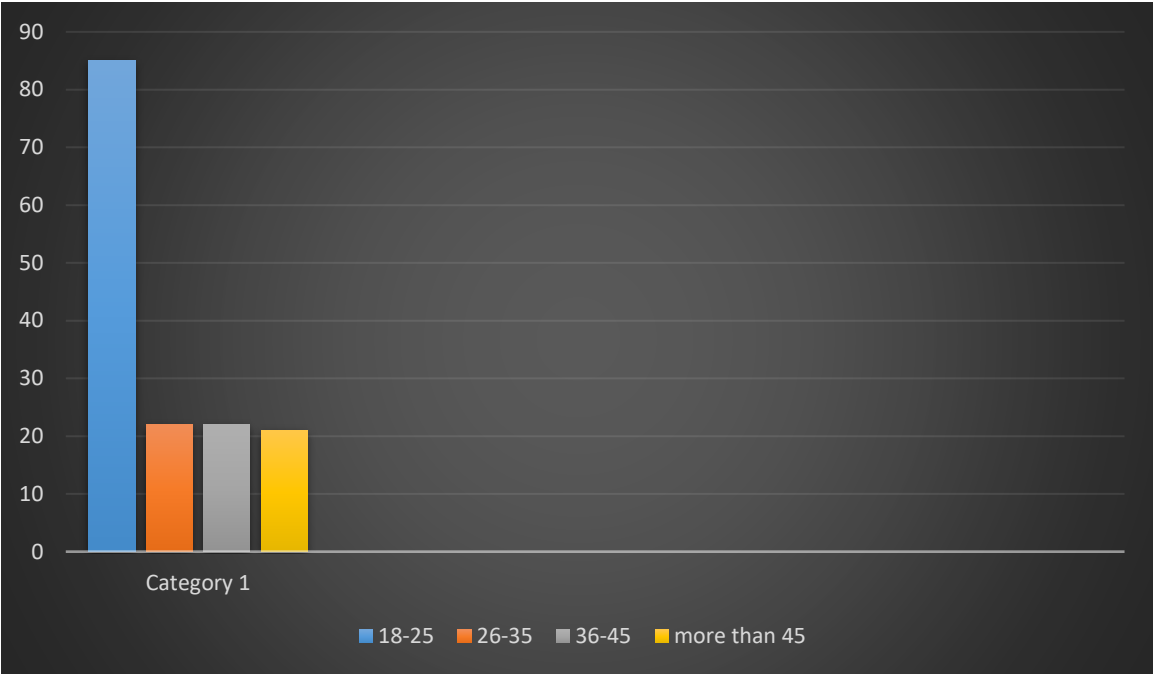


Fig 4.1: Age of the respondents Inference:

Majority (70.80%) of the respondents of my questionnaire belong to the age group 18-25.

Table No. 4.2:

Gender of the respondents

GENDER	NO .OF RESPONDENTS	PERCENTAGE
MALE	95	84.10%
FEMALE	55	15.90%

TOTAL	150	100%
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Interpretation:

From the above table, it is interpreted that 84.10% of respondents are of Male category and 15.90% of them belong to Female category.

Chart No. 4.2:

Chart representing Gender of the respondents

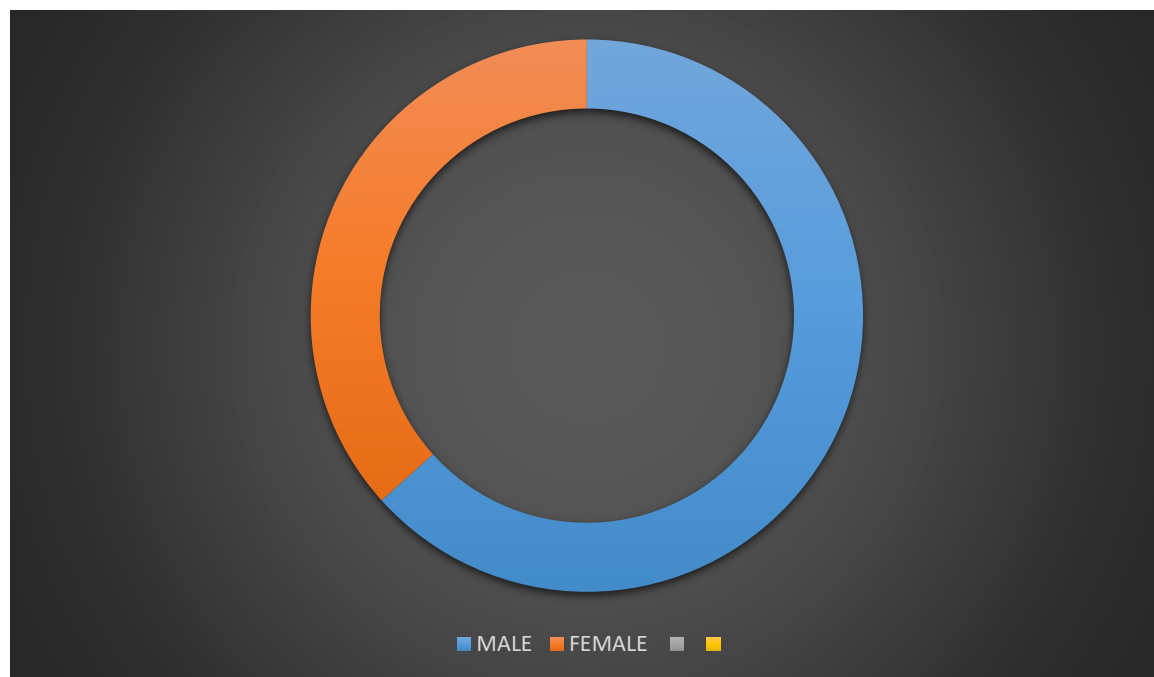


Fig 4.2: Gender of the respondents Inference:

Majority (84.10%) of the respondents of my questionnaire are Male.

Q.Marital status wise classification of the respondent.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Married	30	08.7%
Unmarried	120	91.3%
Total	150	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 91.3% of respondents are unmarried, 08.7 % of respondents are married.

Chart No. 4.3:

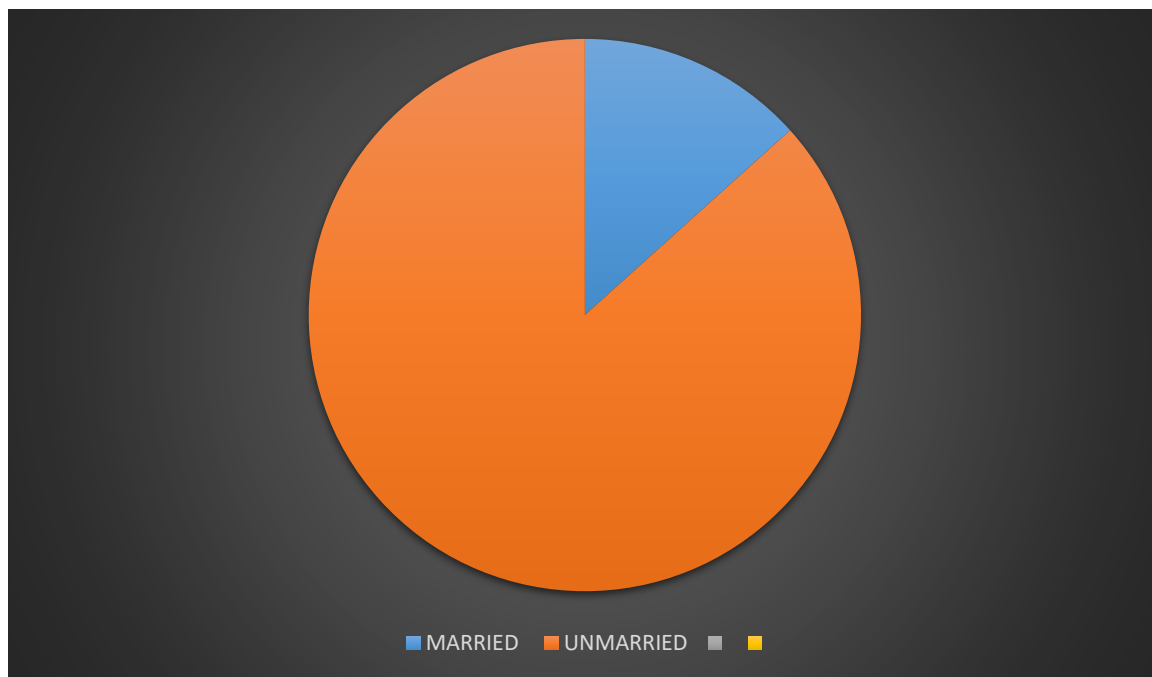


Fig 4.3: Marital status of the respondents.

Inference:

Majority (91.3%) of respondents are unmarried.

Table No. 4.4:

Q. Occupation of the respondent.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Student	107	86.00%
Employee	40	10.7%
Others	3	04.3%
Total	150	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 86.00% of respondents are students, 10.7% of respondents are employers, 04.03% of the respondents are doing other works.

Chart No. 4.4:

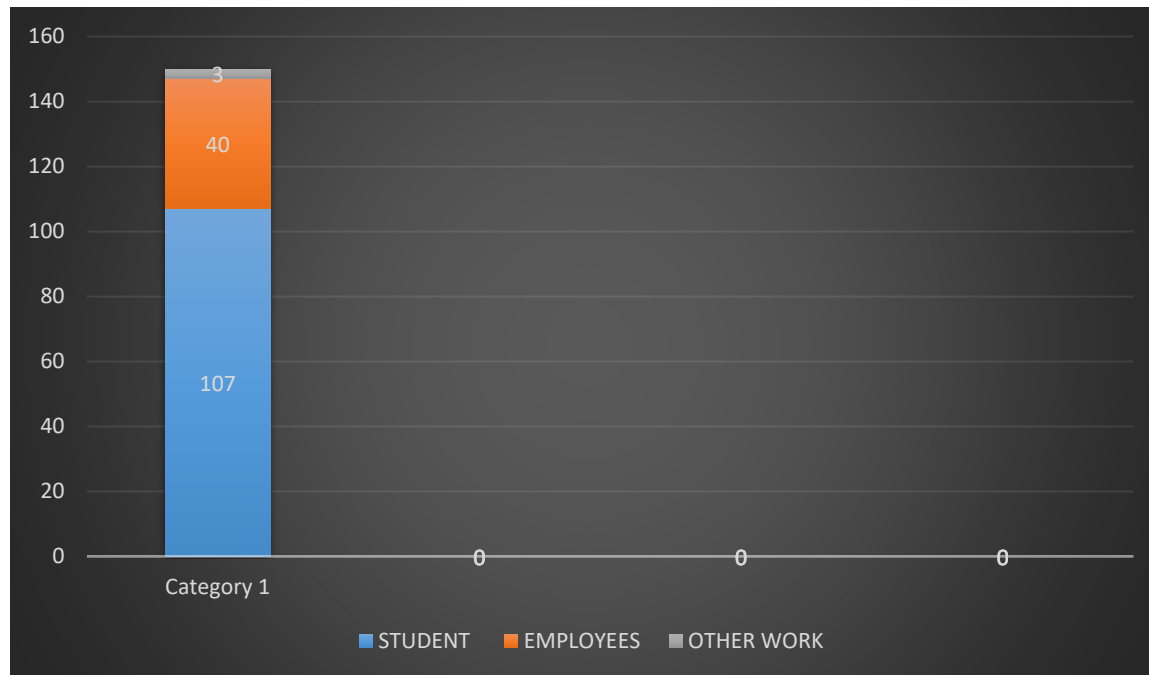


Fig 4.4: Occupation of the respondents.

Inference:

Majority (86.00%) of respondents are STUDENT.

Table no.4.5

Question based responses

Q.As per your daily use of vessel, cloth, floor washing etc....which of company brand you may use

Answer	No. of respondents	percentage
HUL	106	64.1%
ITC	34	24.1
OTHER	10	12.8%
TOTAL	150	100%

Interpretation:

From the above table ,it is interpreted that 64.1%of the respondent are answer HUL.
And 24.1% of the respondent are answer ITC and 12.8% of the respondent are answer other .

Chart no.4.5

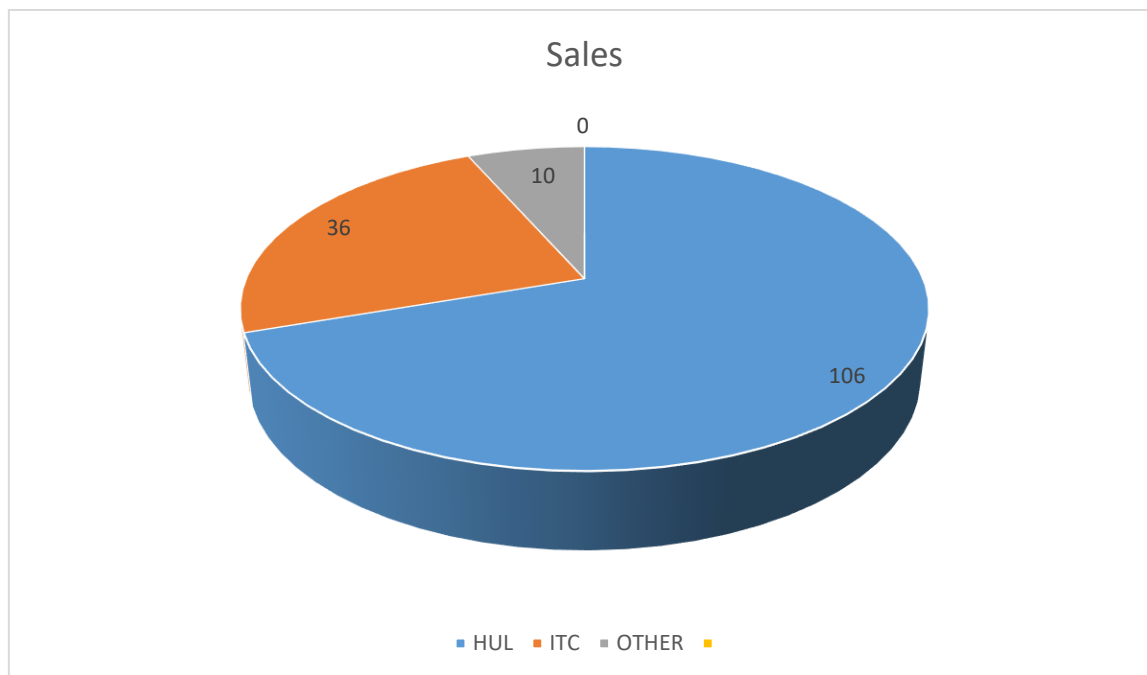


Fig 4.5: . lastly your vehicle to complete with litres

Inference:

Major responded 64.1% are choose the HUL company.

Table No.4.6:

Question Based responses:

Q. Based on your experience which brand is low price

OPTION	NO. OF RESPONDENTS	PERCENTAGE
OTHER	25	17.4%
HUL	65	43.5%
ITC	60	39.1%
TOTAL	150	100%

Interpretation:

From the above the table , it is interpreted that 43.5% of the respondent are choose the HUL product .and 39.1% of the respondent are choose the ITC product and 17.4 of the respondent are choose the other .

Chart No.4.6:

Chart of presentation at based on your experience which brand is lower price.

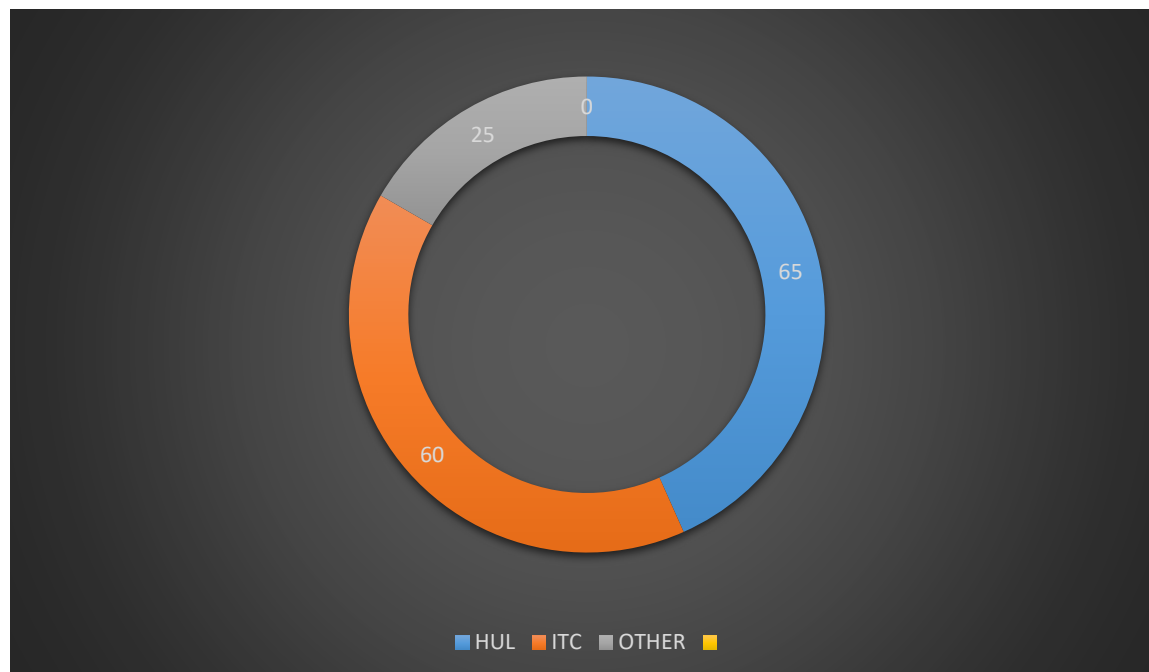


Fig 4.6: Mode of transport.

Inference:

Majority (43.5%) of the respondents are choose the hul product lower price

Table No. 4.7:

Q.As per your experience which brand is high price.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
ITC	75	50.00%
HUL	70	40.2%
OTHER	5	10.8%
TOTAL	150	17.60%

Interpretation:

From the above table, it is interpreted that 50.00% of the respondent are choose ITC and 40.2% of the respondent are choose HUL and 10.8 of the respondent are choose other .

Chart No. 4.7:

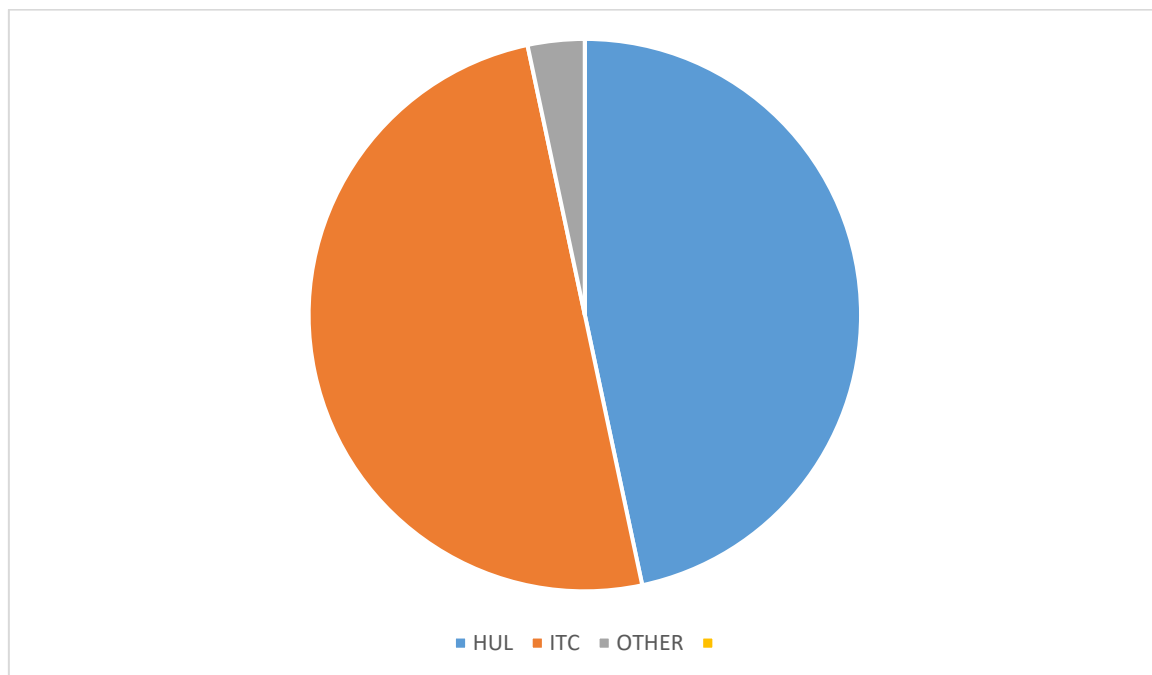


Fig 4.7: Filling of fuel of the respondents

Inference:

Majority (50.00%) of the respondent are choose ITC as a higher product price

Table No. 4.8:

Q.Are people are satisfied with the price of HUL and ITC .

OPTION	NO. OF RESPONDENTS	PERCENTAGE
SATISFIED	20	13.00%
NEUTRAL	98	69.6%
UNSATISFIED	12	5.04%
MAY BE	20	13.00%
Total	150	100%

Interpretation:

From the above table ,it is interpreted that 69.6% of the respondent are choose the neutral and 13.00%of the respondent are choose the satisfied and 13.00 of the respondent may be and 5.04 of the respondent are choose the unsatisfied .

Chart No. 4.8:

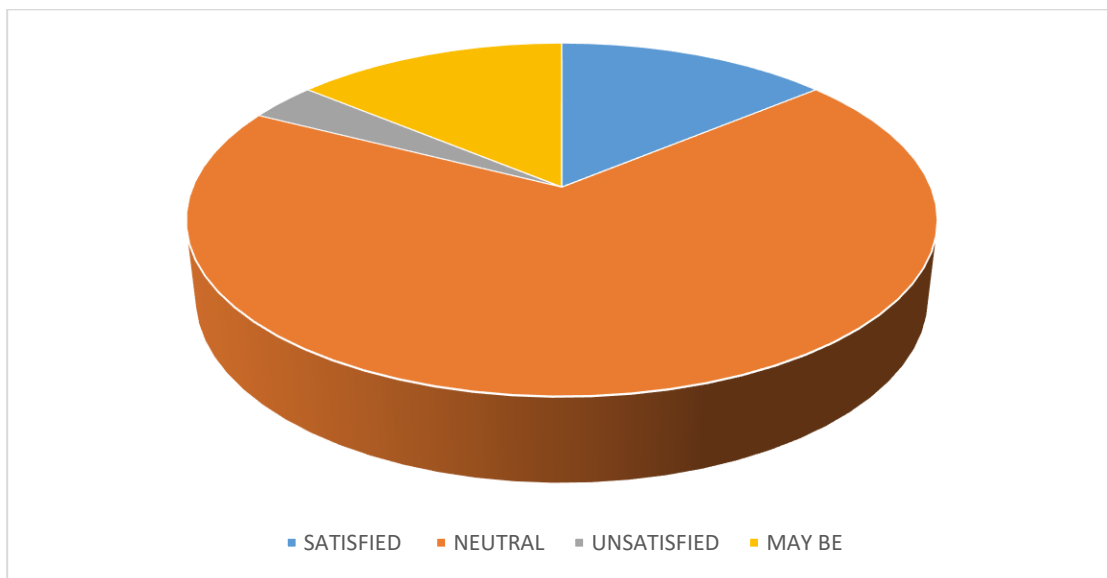


Fig 4.8:

Inference:

Majority (69.6%) of the respondents are chosen neutral.

Table No. 4.9:

Q.In the HUL companies product which kind of brand will you use.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
Hair and skin care	61	34.8%
Fabric solution	65	39.1%
Tea or coffee	10	8.7%
Oral care	14	17.4%
Total	150	100%

Interpretation:

From the above table, it is interpreted that 39.1 of the respondent are choose the fabric solution .and 34.8 of the respondent are choose the hair and skin care .and 17.4 of the respondent are choose the oral care .and 8.7 of the respondent are choose tea or coffee.

Chart No. 4.9:

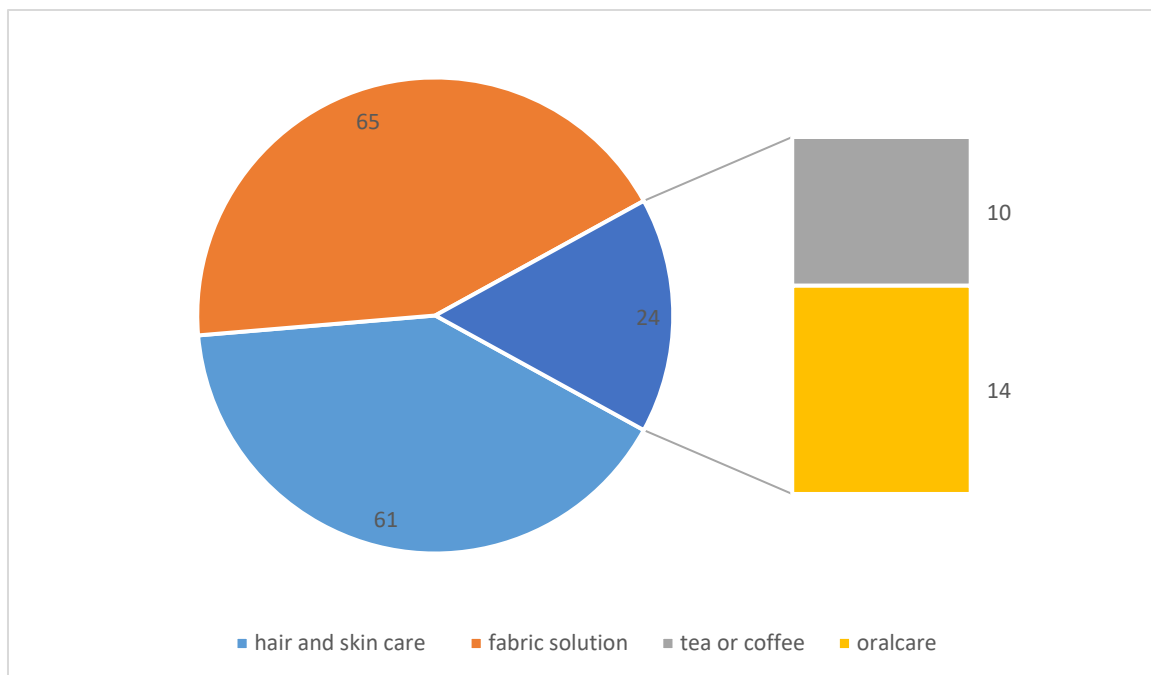


Fig 4.9

Inference:

Majority (39.1%) of the respondent are choose the fabric solution

Table No. 4.10:

Q .When you buying a HUL or ITC product what will you see

OPTION	NO. OF RESPONDENTS	PERCENTAGE
PRICE	20	07.7%
QUALITY	85	69.6%
QUANTITY	30	21.7%
DESIGN	15	03.00%
Total	150	100%

Interpretation:

From the above table, it is interpreted that 69.6% of the respondent are choose the quality and 21.7% of the respondent are choose the quantity and 0.7.7%of the respondent are choose price and .03.00%of the respondent are choose the design.

Chart No.4.10

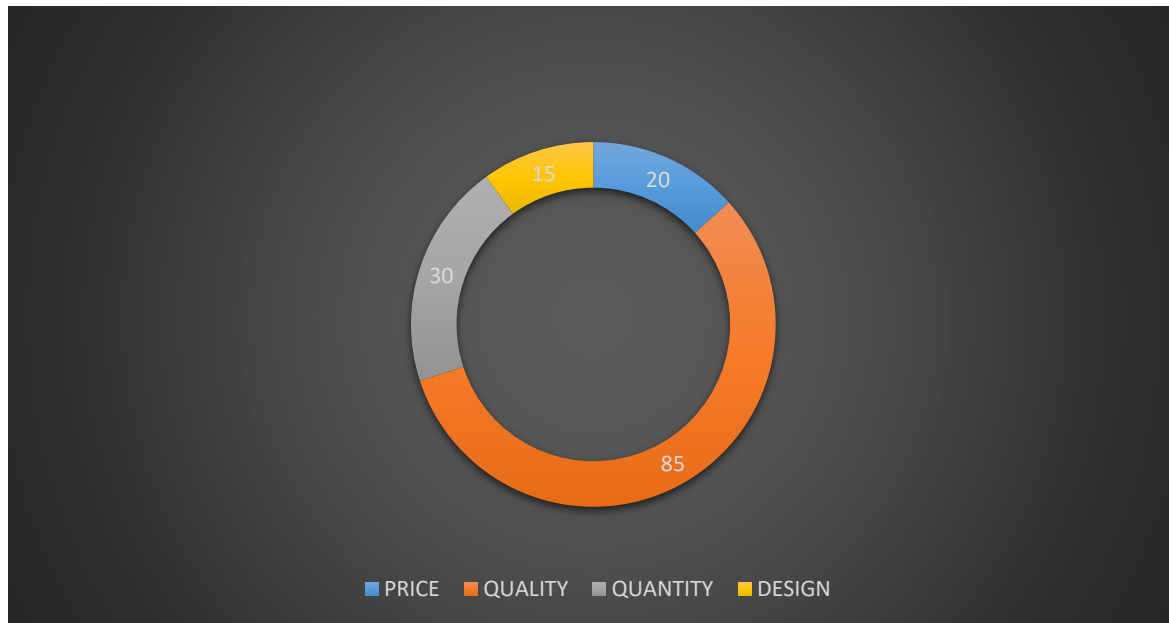


Fig 4.10

Inference:

Majority (69.6%) of the respondents are choose the quality .

Table No. 4.11:

Q. Do you think there is a price war between HUL and ITC

OPTION	NO. OF RESPONDENTS	PERCENTAGE
YES	80	60.9%
NO	30	18.1%

NOT SURE	40	21.00%
TOTAL	150	100%

Interpretation:

From the above table, it can be interpreted that 60.9% of the respondent are choose that yes and 21.00%of the respondent are choose that not sure and 18.1% of the respondent are choose that no.

Chart no 4.11

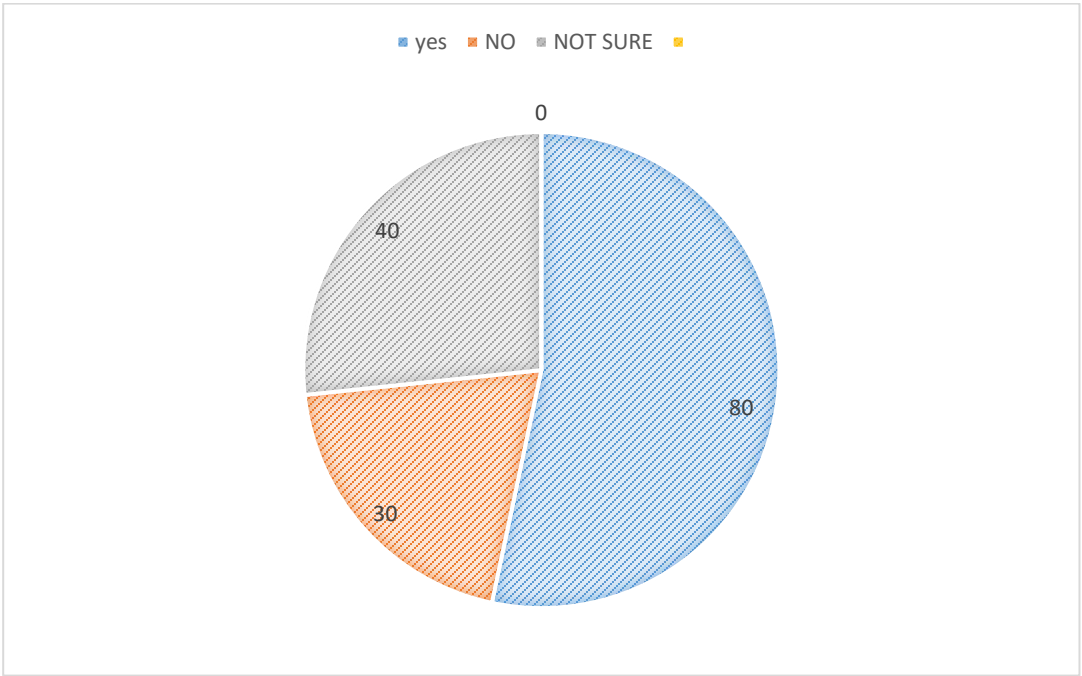


Fig 4.11

Inference:

Majority (60.9%) of respondents says YES that there is a price war

Table No. 4.12

Q. In the ITC companies product which kind of brand will you use.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
Hair and skin care	65	39.1%
Fabric solution	38	21.8%
Tea or coffee	10	13.5%
Oral care	37	21.6%
Total	150	100%

Interpretation:

From the above table, it is interpreted that 39.1% of the respondent are choose the hair and skin care and 21.8% of the respondent are choose fabric solution and 21.6% of respondent choose oral care and 13.5%of the respondent are choose the tea or coffee.

Chart No. 4.12:

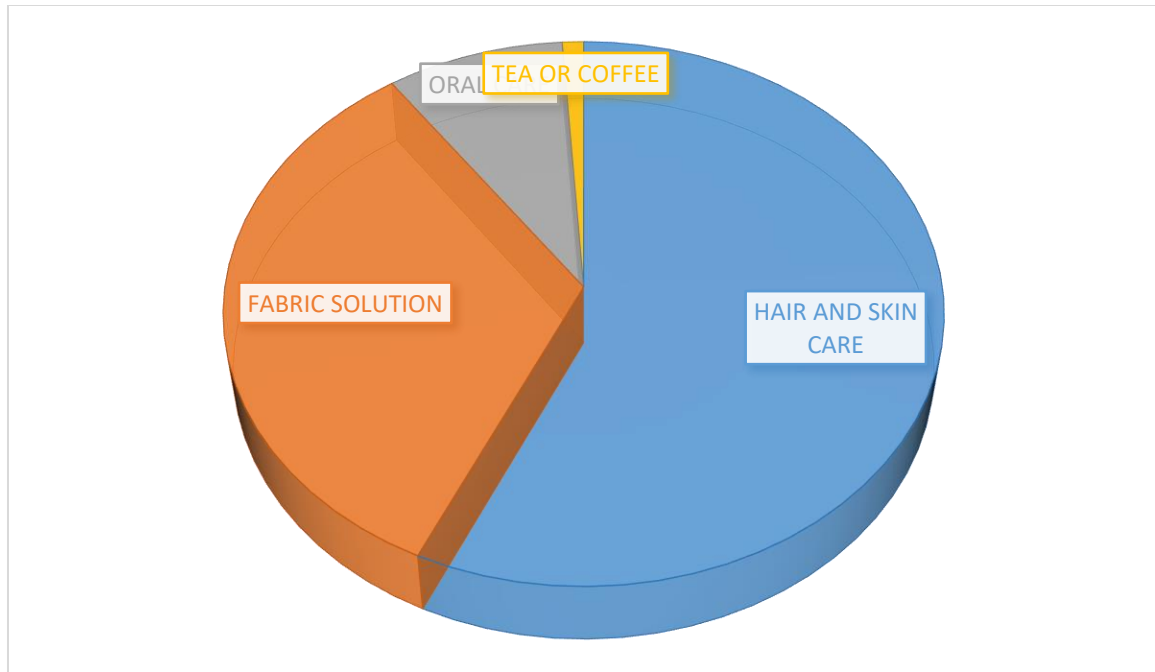


Fig 4.12

Inference:

Majority (39.1%) of the respondents are choose the hair and skin care In the itc product.

Table No. 4.13

Q. Due to price war and increase in competition whether the people are affecting .

OPTION	NO. OF RESPONDENTS	PERCENTAGE
YES	36	22.01%
NO	35	21.09%
MAY BE	79	56.00%
TOTAL	150	100%

Interpretation

From the above table ,it is interpreted that 56.00% of the respondent are choose that may be abd 21.09%of the respondent are choose that no and 22.01%of the respondent that choose the yes.

Chart no.4.13

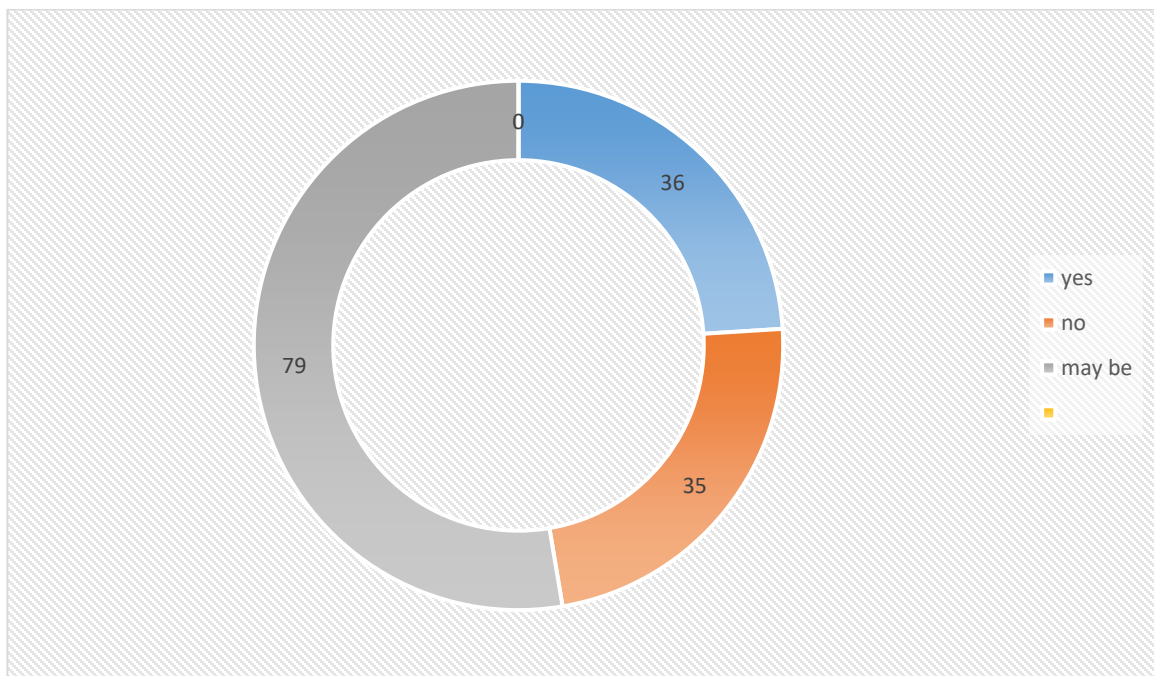


Fig 4.13

Inference

Majority (56.00%) of the respondent are telling that when there is price war and increase in the competition people are affecting

4.2 STATISTICAL ANALYSIS

TEST 1 (CHI SQUARE)

Hypothesis :

A hypothesis is a proposed explanation for a phenomenon. For a hypothesis, the scientific method requires that one can test it. Scientists generally base scientific on previous observations that cannot satisfactorily be explained with the available scientific theories.

This usually involves proposing a possible relationship between two variables; the independent variable and the dependent variable.

A hypothesis is a precise, testable statement of what the researcher predict will be the outcome of the study. It is stated at the start of the study.

- **CASE PROCSSING STUDEY.**

	VALID		TOTAL	
	N	PERCENT	N	PERCENT
People are satisfied with the price of HUL and ITC product /When you buying a HUL or ITC product what will you see	150	100%	150	100%

- **COUNT**

		When you buying a HUL or ITC product what will you see				
		price	quality	quantity	design	total
Are people are satisfied with the price of HUL and ITC	Satisfied	10	8	12	12	42
	Neutral	15	15	8	10	48
	Unsatisfied	7	19	10	1	37
	May be	5	10	4	4	23
	total	37	52	34	27	150

- **CHI-SQUARE TEST.**

Hence

X^2 calculated =17.87

X^2 chi square table=16.92

Degree of freedom =9

X^2 calculator > X^2 tabular (or called as X^2 critical)

- **RESULT.**

I have got 17.87 in the chi square test hence it reject null hypothesis and accept alternative hypothesis.

So that there is significant relationship between are people are satisfied with the price of HUL and ITC company and while buying a ITC or HUL companies product what they see.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

5.1 FINDINGS;

- Majority (70.80%) of the respondent are the age of 18-25 and next to that (10.90%) of the respondent are the age of 26-35.
- Majority (84.10%) of the respondent are male and next to that (15.90%) of the respondent are female.
- Majority (91.3%) of the respondent are unmarried and next to that (08.7%) of the respondent are married .
- Majority (86.00%) of the respondent are student and next to that (10.7%) of the respondent are employees .
- Majority (64.1%) of the respondent are using HUL product for vessel, cloth, floor washing and next to that (24.1%) of the respondent are using ITC product for washing.
- Majority (43.5%) of the respondent are choose the HUL product as a lower price and next to that (39.1%) of the respondent are choose the ITC product.
- Majority (50.00%) of the respondent are choose the ITC product are higher price and next to that (40.2%) of the respondent are choose the HUL product .

- Majority (69.6) of the respondent are choose neutral that they are satisfied with the price of HUL and ITC and next to that (20.00%) of the respondent are satisfied with the price.
- Majority (39.1%) of the respondent are choose the fabric solution of the HUL product and next to that (34.8%) of the respondent are choose hair and skin care of the HUL product .
- Majority (69.6%) of the respondent are choose the quality while buying a HUL OR ITC product and next to that (21.7%) of the respondent are chose the quantity while buying.
- Majority (60.9%) of the respondent are choose YES that there where a price war between HUL and ITC company and next to that (21.00%) of the respondent are not sure .
- Majority (39.1%)of the respondent are choose hair and skin care of the ITC product and next to that (21.8%) of the respondent are choose fabric solution.
- Majority (56.00%) of the respondent are choose that MAY BE there is a price war and increase competition and next to that (22.1%) of the respondent are choose YES.

5.2 SUGGESTIONS

- ❖ The overall experience from the study reveals that the HUL and ITC company are producing a good and quality product for the customer and staying a good position In the marketing.
- ❖ Some one of respondents tells that they are unsatisfied with the price of HUL and ITC .and my recommend is that they have to listen to there feedback,be transparent about the changes .
- ❖ Some of the respondents tells that price war and increase competition may affect the people and my recommend id that to avoid price war they can make weekly offer and deliver it and create a good image on their company

5.3LIMITATION OF THE STUDY:

- ✓ Due to the time constraint the sample size was restricted to 150 respondents only.

- ✓ Since the study is based on the primary data collected through questionnaire, the result of the study are subject to all the limitations of the primary data.
- ✓ The analysis based on some statistical tools which as it is own limitation.
- ✓ The finding and suggestions are based on the information given by the respondents.
- ✓ The study is based on the price war and increase in the competition at Hindustan Unilever Limited and Indian Tobacco Limited.

5.4 CONCLUSION:

The company Hindustan unilever limited (HUL) and Indian Tobacco limited (ITC) these two company are world wide populared company and they both are producing 50 plus brand like home and hygiene , life essential , skin cleansing

,skin care ,hair care ,colour cosmetics ,oral care ,deodorants ,tea ,coffee ,And health food drinks with super quality and the quantity.

To avoid the price war and increase I competition the both company has to make they need to attract the customer and the customer has need to trust their product with the good quality and they can also make a weekly offer to attract them ,they need to take customer feedback ,set competitive pricing and provide great customer service .

REFERENCE:

- [www.google](http://www.google.com) .come
- Newspaper

APPENDIX:

A STUDY ON PRICE WAR AND INCREASE IN COMPETITION

QUESTIONNAIRE:

1.Email

2. Name of the respondent

3. Age of the respondent

a.18-25

b. 26-35

c. 36-45

d. above45

4. place

5. Gender of the respondent

a. MALE

b. FEMALE

6. Marital status

- a. MARRIED
- b. MARRIED

7. Occupation of the respondent

- a. Employee
- b. Student
- c. other

8. As per your daily use of vessel ,cloth ,floor washing etc...which kind of company brand you may use

- a. Hindustan unilever limit
- b, Indian tobacco company limited
- c. Other

9. Based on your experience which brand is low price

- a. OTHER
- b. HUL
- c. ITC

10. As per your experience which brand is high price

- a. HUL
- b. ITC
- c. OTHE

11. Are people are satisfied with the prices of HUL and ITC

- a. Satisfied
- b. Neutral
- c. Unsatisfied
- d. May be

12. In the HUL companies product which kind of brand will you use

- a. Hair and Skin care
- b. Fabric solution
- c. Tea or Coffee
- d. Oral care

13. When you buying a HUL OR ITC product what will you see

- a. Price

- b. Quality
- c. Quantity
- d. Design

14. Do you think there is a price war between HUL and ITC

- a. YES
- b. NOT SURE
- c. NO

15. In the ITC companies product which kind of brand will you use

- a. Oral care
- b. Hair and Skin care
- c. Fabric solution
- d. Tea or coffee

16. Due to the price war and increase in competition ,whether the people are affecting

- A. YES
- B. MAY BE

C. NO