



STUDY ON ADVERTISING EFFECTIVENESS WITH REFERENCE TO HUL PERSONAL CARE

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Abstract

Advertisement is an efficient and effective technique to promote goods, services and ideas. The majority of the advertising is brand oriented, designed to persuade a target audience to respond favourably towards the advertised product. Advertising achieves effectiveness by generating mental processes in consumers that influence their beliefs and association about the brand, enhance the brand desirability and lead to purchase. People often use personal care product by means of advertising and by the brand image. The main of the study is to find out the advertising effectiveness with reference to the Hindustan unilever limited care product. The 30 respondents were selected at their data was analysed by using Simple Random Sampling Technique and other statistical technique.

Keyword: Brand Desirability, Brand Image, Personal Care Product.

Introduction

Everyone in the modern world influenced by advertisement and other form of marketing activities. Organization in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target customers and it is crucial to their success. Advertising is the best way to communicate to the customers. It helps the customers to know about the brand available in the market and the variety of products. it is done using various methods like Trial, Continuity, Brand switch and Switching back. The effective advertising leads to success of the business, among the various technique, advertising takes place first always. It is more effective than the result leads to more increase in sales and profit. Nowadays Personal care Product have wide scope in Market. Because irrespective of the demographic factors (Gender, age, income and educational status)consumers are more aware about the Personal care products.

The study deals with the advertising effectiveness with reference to HUL Personal care Product.

Review of Literature

Salceanu (2014) - Advertising management can be very difficult for the companies as per the personality difference in between individuals residing in same sample and class; it is what the research call as market dynamics of consumer behavior, whereby the personality factors can oppose the communication message to the individuals, as part of their no preferring choice. Successful advertisers need to focus on identification of manipulating factors, in perspectives of human acceptance of a commercialized message.

Kakkosa, Trivellasb, & Sdroliasc (2015) - The consumers are influenced to make purchases based on how much (quantitatively) they know about a brand, what is its perceived benefit and cost (value analysis), how much excellence does it have for its attributes (quality), how it relates to consumers (demographics) and finally how much it costs. If all the questions are working to answer positively, the consumer purchase intentions are formed to buy a product for their need. The study is limited to geographic array of Greek customers.

Objective of the Study

- To know the effective media used by the Hindhustan Unilever limited
- To analyse the impact for choosing the product.

Methodology of the Study

The methodology of this study includes the description of research design, Sample size, Sampling technique, tools and procedures of data collections and methods of analysis. The validity of a research depends on the systematic method of collecting the data and analyzing them insightfully and methodologically. In this present study, extensive and systematic use of primary data has been made. The primary data was collected from the 30 respondents by using random sampling method. First –hand information and data were collected pertaining to the respondents about influencing media for advertisement, factors for choosing the product and analyzed their buying behavior for buying the product.

Limitation of the Study

- The study is only limited to HUL brand



- The study is only limited to the personal care product
- The study has only limited sampling size
- The study is limited to Coimbatore city

Analysis & Interpretation

Percentage Analysis: A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data. Many times, percentage frequency distributions are displayed as tables or as bar graphs or pie charts. The process of creating a percentage frequency distribution involves first identifying the total number of observations to be represented; then counting the total number of observations within each data point or grouping of data points; and then dividing the number of observations within each data point or grouping of data points and then multiplying with 100 gives the percentage of the data which is being analyzed.

Table 1 - Respondents age

S.No	Age	No. of Respondents	Percentage (%)
01.	Below 20 yrs	22	73.3
02.	21 - 30 yrs	6	20
03.	31 -40 yrs	-	-
04.	Above 40 yrs	2	6.67
	Total	30	100

The table cited above shows the respondents age. It is found that the percentage of respondents were highest (73.3%) between the age group of below 20 yrs , were found moderate (20%) from the age group between the age group of 21-30 years and were found less (6.67%) from the age group of above 40 yrs. It also shows that there were no respondents from the age group between 31-40 yrs

Table 2 - Gender of the Respondents

S.No.	Gender	No. of Respondents	Percentage (%)
01.	Male	5	16.67
02.	Female	25	83.33
	Total	30	100

Table 2 shows Gender of the Respondents according to which 83.33% are female and 16.67% of respondents are male.

Table 3 - Marital Status of the Respondents

S.No.	Marital Status	No. of Respondents	Percentage (%)
01.	Married	2	93.3
02.	Unmarried	28	6.7
	Total	30	100

Table 3 shows marital status of the respondents. It is found that 93.3% of the respondents were married and 6.7% of the respondents were unmarried

Table 4 - Respondents Education Qualification

S.No	Education Qualification	No. of Respondents	Percentage (%)
01.	UG	18	60
02.	PG	2	6.67
03.	Profession	3	10
04.	Students	7	23.33
	Total	30	100

Table 4 shows that in the category of UG it is found that total number of respondents was 60% and 23.33% of respondents were found in the category of students.10% of the respondents were found in the category of profession 6.67% are found in the category of PG.

Table 5 - Family System of the Respondents

S.No	Family System	No. of Respondents	Percentage (%)
01.	Joint Family	7	23.3
02.	Nuclear Family	23	76.7



	Total	30	100
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Table 5 shows the family system of the respondents. 76.7% of the respondents belong to nuclear family and 23.3% of the respondents belongs to joint families.

Table 6- Monthly Income of the Respondents

S.No	Monthly Income	No. of Respondents	Percentage (%)
01.	Below Rs.10,000	12	40
02.	Rs.10,000 –Rs.15,000	3	10
03.	Rs.15,000 –Rs.20,000	3	10
04.	Above Rs.20,000	12	40
	Total	30	100

Table 6 shows the Monthly Income of the Respondents. 40% were found in the category of below Rs.10,000. 40% of respondents have an monthly income above Rs.2000 and 10% of persons have an monthly income of Rs.15,000 – Rs.20000 and also 10% of the respondents comes in the category of 10000- 15000.

Table - 7 Types of Influencing Media For Advertising of the Respondents

S.No	Media	No. of Respondents	Percentage (%)
01.	Television	19	63.33
02.	Radio	-	-
03.	Newspaper & Magazine	6	20
04.	Online marketing	5	16.67
	Total	30	100

Table 7 shows that Influential Media For Advertising. 63.33% of the respondents were influenced by Television advertising and Newspaper and Magazines covers 20% of the respondents and also online marketing influences 16.67% and there is no respondents to Radio Advertising.

Table 8– Types of Influencing Factor of the Respondents

S.No	Influencing Factors	No. of Respondents	Percentage (%)
01.	Friends	3	10
02.	Family	4	13.33
03.	Advertisement	18	60
04.	Self	5	16.67
	Total	30	100

Table 8 shows the Types of influencing factor of the Respondents.60% of the respondents were influenced by the advertisement and 16.67% of the respondents were influenced by self.13.3% of the respondents were influenced by family and only 10% were influenced by friends.

Table 9– Product Quality of the Respondents

S.No	Product quality	No. of Respondents	Percentage (%)
01.	Good	9	30
02.	Very Good	3	10
03.	Satisfied	17	56.67
04.	Dissatisfied	1	3.33
	Total	30	100

Table 9 shows the product Quality of the Respondents.56.67% of the respondents were satisfied by the product quality.30% of the respondents product quality were good.10% of the product quality of the respondents were very good.3.33% of the respondents were dissatisfied by the product quality.

Table 10 – Preferred product factors of the Respondents

S.No	Preferred product factors	No. of Respondents	Percentage (%)
01.	Brand loyal	21	70
02.	Availability	5	16.67
03.	Offer	4	13.33



04.	Discount	-	-
	Total	30	100

Table 10 shows that preferred product brand of the respondents.70% of the respondents choose the product through brand loyal.16.67% of the respondents

Table 11 –Factors affecting the buying behavior of the Respondents

S.No		No. of Respondents	Percentage (%)
01.	Price	9	30
02.	Quality	17	56.6
03.	Sustainability	2	6.7
04.	Advertisement	2	6.7
	Total	30	100

Table 11 shows that factors affecting the buying behavior of the respondents. 56.6% of the respondents buying behavior depends on quality.30% of the respondents buying behavior were price and 6.7% of the respondents buying behavior depends on both sustainability and advertisement.

TABLE 12-Response of the respondents on choosing their product according to their preference along with their ranking N=30

S.NO	Points For Each Rank	13	12	11	10	9	8	7	6	5	4	3	2	1	Points Scored	RANK
		1	2	3	4	5	6	7	8	9	10	11	12	13		
1	Dove	9	8	2	0	5	0	0	0	1	2	0	1	2	301	1
2	Fair & lovely	1	1	1	2	2	6	5	3	0	3	2	1	3	198	8
3	Ponds	1	5	2	2	4	4	5	2	2	2	0	0	1	249	4
4	Lakme	8	2	0	5	3	1	1	3	3	0	2	0	2	261	3
5	Close up	0	3	2	2	4	5	0	3	8	0	1	1	1	218	6
6	Pears	0	0	4	5	3	5	5	1	1	2	2	2	0	225	5
7	Axe	1	1	2	1	0	3	2	1	4	6	4	5	0	167	11
8	Life boy	2	1	2	0	1	1	3	6	4	2	3	1	4	177	10
9	Pepsodent	1	1	1	3	4	2	2	1	3	5	3	2	2	188	9
10	Lux	0	2	2	1	0	2	1	3	5	4	5	2	3	160	12
11	Sure	0	0	0	1	1	0	2	2	1	3	3	7	10	95	13
12	Clinic plus	2	2	6	3	1	0	1	3	2	2	3	4	1	216	7
13	Hamam	5	3	4	5	3	1	4	2	0	1	0	2	0	278	2

Table 12 Shows the response of the respondents on choosing their product to their preference along with ranking

Points For each Rank	3	2	1	TOTAL POINTS	Rank
QUALITY	LOW	MEDIUM	HIGH		
Freshness	0	25	5	65	3
Taste	0	21	9	69	2
Availability	1	8	21	59	5
Offer	16	12	2	46	6
Price	1	23	6	65	3
Quality	0	18	12	72	1



Table 13 shows the respondents of the product quality of the respondents. The respondents were given 1st rank to product quality and the taste were ranked as 2nd, freshness and price both were ranked as 3rd. Availability of the product is ranked as 5th, offer were ranked as 6th.

Findings

With the help of percentage analysis it was found that the maximum level of influencing media is televisions at 63.33% while analyzing the gender it was found that male respondents influencing media is online marketing, mainly the age group between 21-30 are preferring online marketing. The Respondents above the income of 20000 are preferring the costliest product. Respondents are satisfied about the product quality with 56.67% and most of the respondents are choosing the products for the brand loyal with 70% and quality is the factor which affects their buying behavior with 56.6%

In addition to percentage analysis, ranking analysis was also done for brand preference of the respondents and opinion of the HUL brand by the respondents. And it was found that dove has ranked as 1st with the score of 301 points. Quality were ranked 1st with highest points of 72

Conclusion

Advertising research is also effective for identifying the most efficient executional frameworks to deliver about the products or its brand. Learning about the consumer lifestyles and media preference help market research prospects. Companies wants to build brand awareness not lose it. The finding of the paper concludes that the media can communicate their message more effectively and develop more advertising with product standred.

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