Acknowledgement

Presenting herewith "A study on Advertisement Effectiveness of Personal Care Products of Hindustan Unilever" project report as part of the curriculum of 'Bachelor of Business Administration. We wish to thank all the people who gave us unending support. I express my profound thanks to our Head of Department, Programme Co-ordinator, Teacher, Project Guide and Project Incharge and all those who have directly and indirectly guided and helped me in the preparation of this project.

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Signature of Students:

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Chapter - 1
INTRODUCTION

INTRODUCTION

What is Advertising: The word advertising is derived from the Latin word vi, "advertero" "ad" meaning towards and "verto" meeting towards and "verto" meaning "I tum literally specific thing"

Simply stated advertising is the art "says green." Advertising is a general term for all forms of publicity, from the cry of the street boy selling newspapers to the most celebrated attention attracts device. The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy".

definition:

Advertising has been defined by different experts. Some of the quoted American marketing association has defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. The medium used to print broadcast and direct.

Stanton deserves that "Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual openly, sponsored message regarding a product, service, or idea. This message called an advertisement is disseminated through one or more media and is paid for by the identified sponsor.

Advertising is any paid form of non-personal paid presentation of ideas goods or services by an identified sponsor.

Advertising is a "non-personal paid message of commercial significance about a product, service or company made to a market by an identified sponsor.

In developing an advertising programme, one must always start by identifying the market needs and buyer motives and must make five major decisions commonly referred to as 5M (mission, money message, media and measurement) of advertising.

Today's consumers are not afraid of technology, because it has been available and accessible for most of their lives. Improved technology means easier access to more information. Therefore, consumers are becoming more demanding as more opportunities exist and thoroughly explore all choices before making a purchase decision. Also, with time they have a strong sense of immediacy, demanding compressed lead times and "instant' high-quality service. Personal Care is the industry that manufactures consumer products used in Personal hygiene and for beautification.

Several trends converging simultaneously are changing the Purchasing power and behaviour patterns of consumers. Marketing communicators play an imperative role in order to reach the targeted consumers in segmented markets for any products and services especially, in personal care products. Advertisement is one of the many marketing tools that are used to attract the attention of prospective customers to a business or its products or services. Advertising is a part of the overall marketing strategy of a business, which includes public relations, promotional Programs, signage, incentives, newsletters and word of mouth among other strategies. The aim of marketing strategy is to use advertising, along with other tools, for maximum impact. In this chapter, an attempt has been made to explore the various dimensions related to Personal Care Products advertisement aspects such as mode of purchase, types of advertisement, advertisement emphasis aspects and advertisement effectiveness among Personal Care Products consumers.

The consumers' brand switching behaviour because of advertisements with respect to shampoo brands in India. The result reveals that consumers' buying patterns are significantly influenced by advertising and brands. Therefore, consumers' decision making or brand switching behaviour is caused by advertisements.

The importance of social marketing by the means of examining the role and relevance of word-of-mouth advocacy in enriching the advertisement effectiveness among consumers. e researchers advocated the importance of advertising to reach the consumers and induce their buying decisions. In addition, the researchers identified the behavioural patterns associated with brand and impulse behaviour.

In 2014 an empirical study explored the buying behaviour of women and the pattern of consumption of facial skincare products. e research underlines the importance of understanding the consumption pattern among women consumers. Further, quality, brand, suitability and naturalness are the aspects influencing women purchasing behaviour with respect to skincare products. The result reveals that moisturiser is preferred by alleging group women but anti-ageing and toners are preferred by the aged women. To conclude, nuclear families are considering the

families as the predominant factor for purchase decisions compared to joint families. Hence, quality needs to be focused on cosmetic producers.

A scientific methodology to conduct ethnographic research among Iranian consumers in order to identify the consumption pattern, habits and customs in cosmetic usage. Through this exploratory study, the researchers sought an answer that foreign products influence consumption on behaviour and they developed a framework model to help the marketers and advertisers deal with promotion and advertising budget constraints. They found that product genuineness, quality, price, package and availability are the dominant influencers of consumer satisfaction and consumer buying behaviour in the Iranian Cosmetic market.

A study in 2016 stated that the Indian skin care products industry is flooded with many product categories of different brands. Skincare products are generally used by consumers for cleansing, massaging and moisturising etc., in the face or hands. Further, exposure of western culture, media influence and cultural changes are predominantly changing the consumption pattern of consumers in the globalised scenario. e researcher found that product brands have a significant influence on consumer purchase behaviour in the Indian skin care products industry. Finally, the author recommended that manufacturers shall concentrate more on popularising the skincare products brand in order to overcome competition.

The determinants of brand loyalty of skincare products in rural areas with a primary objective of identifying the dominant dimensions of loyalty and its influence on brand loyalty with respect to skincare products. endings exhibit that brand name, product, quality, price, promotion, distribution and packaging are the dimensions of loyalty and only brand name, product quality and price are significantly and positively influencing the brand loyalty of skincare products among rural users.

The awareness level among women skincare users with respect to product ingredients. The result indicates that women skincare users are very conscious about the product ingredients used by the manufacturers and they prefer quality branded products for their usage. Finally, the researchers suggested striving hard to explore new innovative natural ingredients to attract new consumers for skincare products.

The imperativeness of brand loyalty as a marketing strategy in the personal care products industry. The result reveals that brand loyalty is playing a crucial role in creating engagement towards a particular brand or product over a period of time and also brand loyalty creates a willingness to pay more for a particular product among existing users of personal care products. Therefore, brand loyalty leads to a greater market share of a particular company.

A study was conducted to identify the brand preference of hair oil. The researcher adopted a survey method and deployed a structured questionnaire to identify and explore the brand preference in the hair oil product mix. The result reveals that

advertisement is the vital aspect determining the brand preference followed by quality and income. e researcher suggested that advertisements should reflect the real life of the consumers to induce them for higher consumption.

The inducement of consumer attitude towards brand preference among shampoo consumers. The researcher adopted Fishbein's multi-attribute model to evaluate the feedback from existing shampoo users. He made an attempt to compare the results of top brands and the results reveal that Head and Shoulder brands ranked highest followed by Sunsilk, All clear, Vatika and Meril in their order of preference. Finally, they suggested that the manufacturers need to focus on specific main attributes to attract and retain customers in the competitive environment over a period of time.

Advertisement's Role in usage Purpose of Personal Care Product

A study was conducted to explore and understand the degree of influence of TV advertisements in FMCG categories and they also stud-ied the role of TV advertisements in the decision-making behaviour of consumers in the FMCG market. The researchers experienced that advertisements related to soap and detergents are influencing the buying decision of the consumers with effective time-saving. Further, the empirical evidence clarifies that education and gender don't have significant associations with advertising influencers.

There is no adequate qualitative research in the realm of advertisement effectiveness and still, there is a significant gap in the context of media planning and advertisement. They conducted a study with the objective of exploring the impact of advertisement appeal in both emotional and non-emotional consumers from personal care products. is the hypothetical study also depicts that there is a significant difference in different socio-economic class consumers with respect to advertising effectiveness Further, they concluded that there is a need to make a strong impact among consumers in advertising appeal of both emotional and non-emotional contexts.

the consumer perception regarding the celebrity and non-celebrity endorsements in advertisements on television medium of products of FMCG category. The researcher classified all FMCG products under four categories such as home and personal care, foods and beverages, cigarettes and alcohol. But, the researcher considered only two categories products of home and personal care and foods and beverages categories. The author proves that there is a significant difference in advertisements with celebrity and non-celebrity endorsements in all FMCG products category.

A study in 2015 has provided interesting insights in the effectiveness of TV Advertisements with special reference to pond face wash in India with a primary objective of studying the level of awareness and attitude of consumers towards TV advertisements. Further, the effect of brand attitude, advertisements attitudes and awareness levels on purchase intention was explored and the results reveal that there is a significant difference between purchase intention and brand awareness and also between advertisement awareness and attitude towards the brand. Finally, the researcher highlighted that product-oriented common communication objectives are determining the effectiveness of TV advertisements.

Functions of Advertising

For many firms advertising is the dominant element of the promotional mix - particulars for those manufacturers who produce convenience goods such as detergent, non prescription drugs, cosmetics, soft drinks and grocery products. Advertising is also used extensively by maters of automobiles, home appliances, etc, to introduce new products and new product features uses attributes, pt availability etc.

Advertising can also help to convince potential buyers that a firm's product or service is superior to competitors' product in made in quality, in price etc. it can create a brand image and reduce the likelihood of brand switching even when competitors lower their prices or offer some attractive incentives.

Advertising is particularly effective in certain other spheres too such as

i) When consumer awareness of products or services is at a minimum.

ii) When sales are increasing for all terms in the industry.

iii) When a product is new and incorporates technological advances not strong.

iv) When primary buying motive exists.

It performs the following functions:

i) Promotion of sales

ii) Mass production facilitation

iii) Introduction of new product awareness.

iv) Carry out research

v) Education of people.

ADVERTISING OBJECTIVES

The long term objectives of advertising are broad and general, and concern the contribution advertising should make to the achievement of the overall company. objectives. Most companies regard advertising's main objective as the hat of proving support to personal selling and other forms of promotion. But advertising is a highly versatile communication tool and may therefore be used for achieving various short and long term objectives. Among these objectives are the following:

1. To do the entire selling job (as in mail-order marketing).

2 To introduce a new product (by building brand awareness among potential buyers).

3. To force middlemen to handle the product (pull strategy).

4. To remind users to buy the product (retentive strategy).

5. To publicize some change in marketing strategy (e.g., a price change, a new model or an improvement in the product).

6. To provide rationalization (ie. Socially acceptable excuses).

7. To combat or neutralize competitors' advertising.

9. To improve the morale of dealers and/or salespeople (by showing that the company is doing its share of promotion),

10. To acquaint buyers and prospects with the new uses of the product (to extend the PLC).

BENEFITS

The functions of advertisement, and that purpose its ethics, may be discussed below:

1. It leads to cheaper prices. "No advertiser could live in the highly competitive

arena of modern business if his methods of selling were more costly than those of

his rivals."

2. It acquaints the public with the features of the goods and advantages which

buyers will enjoy.

3. It increases demand for commodities and this results in increased production

Advertising:

a) Creates and stimulates demand opens and expands the markets;

b) Creates goodwill which leads to an increase in sales volume;

c) Reduces marketing costs, particularly product selling costs.

d) Satisfied consumer demands by placing in the market what he needs.

4. It reduces distribution expenses in as much as it plays the part of thousands of salesman at a home. Information on a mass scale relieves the necessity of expenditure on sales promotion staff, and quicker and wider distribution leads to diminishing of the distribution costs.

5. It ensures the consumers better quality of goods. A good name is the breath of the life of an advertiser.

6. By paying the way for large scale production and increased industrialization, advertising contributes its quota to the profit of the companies the prosperity of the shareholder the uplifts of the wage earners and the solution of the unemployment problem.

7. It raises the standard of living of the general public by impelling it to use to articles of modem types which may add to his material well being. "Modem advertising has made the luxuries of yesterday the necessities of today It is a positive creative force in business. It makes two blades of grass grow in the business world where one grew before.

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Chapter - 2

Introduction to the problem

A Study on
Advertisement Effectiveness
of Personal Care Products of
Hindustan Unilever Limited (HUL)

Statement of the problem

Personal Care Products consumers are exposed to advertisement campaigns in which they are often confronted with the idealised representation of the world. A large number of studies already proved that advertising plays a vital role and has a strong impact on consumer behaviour in the Fast Moving Consumer Goods industry (FMCG) especially in, Personal Care Products sector. Some of the researchers have taken an attempt to explore advertisement inducement among youth consumers. To find a solution to the above problem following research objectives were derived.

Purpose of the study

To understand the Advertisement's effects on the consumers of Personal Care Products of Hindustan Unilever Limited.

Objectives of the study

Following are the objectives of the study:

● To know the most effective media of advertisement

● To find out the reasons for liking the advertisement of Personal Care Products.

● To find out the most popular age group of consumers regarding Personal Care Products.

● To identify the socio-economic profiles of the Personal Care Products consumers.

● To identify the underlying dominant latent dimensions of Personal Care Products Advertisement Factors such as Types of Advertisement, Mode of Purchase, Advertisement Emphasis and Advertisement Effectiveness Variables.

● To explore the influence of Personal Care Products Advertisement Factors on Total Personal Care Products Advertisement Effectiveness.

Scope of the study

The present study brings out the various aspects related to all types of Personal Care Product advertisement effectiveness through the platform such as Radio, News Paper/Magazines, Word of Mouth, Pamphlets, Internet and Television Mode of purchasing of Personal Care Product, different types of advertisement used in Personal Care Product industry, advertisement emphasis factors determining the overall advertisement effectiveness. In addition, in this study, an attempt has been made to explore the influence of Personal Care Product advertisement factors on Personal Care Product overall advertisement effectiveness. This study enables the marketer to develop, enrich and modify their advertisement strategy in order to reach prospective targeted consumers.

Chapter - 3:
Profile of the company

COMPANY PROFILE

Hindustan Unilever Limited is the Indian arm of the Anglo-Dutch company - Unilever. Both Unilever and HUL have established themselves well in the Fast-Moving Consumer Goods (FMCG) category. In India, the company offers many household brands like Dove, Lifebuoy, Lipton, Lux, Pepsodent, Ponds, Rexona, Sunsilk, Surf, Vaseline etc. Some of its efforts were also rewarded when four of HUL's brands found a place in the Top 10 brands list for the year 2008 published in The Economic Times.

Hindustan Unilever Limited (abbreviated to HUL), formerly Hindustan Lever Limited, is India's largest consumer products company and was formed in 1933 as Lever Brothers India Limited. It is currently headquartered in Mumbai, India and its 41,000 employees are headed by Harish Manwani, the non-executive chairman of the board. HUL is the market leader in Indian products such as tea soaps, detergents, as its products have become daily household names in India. The Anglo-Dutch company Unilever owns a majority stake in Hindustan Unilever Limited.

The company was renamed in late June 2007 as "Hindustan Unilever Limited".

Some of its brands include Kwality Wall's ice cream, Lifebuoy, Lux, Breeze, Linil, Resona, Hamam, Moti soaps, Pureit Water Purifier, Lipton tea, Brooke Bond tea, Bru Coffee, Pepsodent and Close Up toothpaste and brushes and Surf, Rin and Wheel laundry detergents, Kissan squashes and jam, Annapurna salt and atta, Pond's tales and creams, Vaseline lotions, Fair & Lovely creams, Lakme beauty products, Clinic Plus, Clinic All Clear, Sunsilk and Dove shampoos, Vim dish wash, Ala bleach and Domex disinfectant, Rexona, Modern Bread and Axe Deo spray.HUL has produced many business leaders for corporate India. It is referred to as a "CEO Factory in the Indian press for the same reasons. Its leadership building potential was recognized when it was ranked 4th in the Hewitt Global Leadership Survey 2007 with only GE, P&G and Nokia ranking ahead of HUL in the ability to produce leaders with such regularity

Today, HUL is one of India's largest exporters of branded Fast Moving Consumer Goods. It has been recognized by the Government of India as a Golden Super Star Trading House.

Over time HUL has developed into a viable & competitive sourcing base for Unilever worldwide in the Home and Personal Care & Foods & Beverages

category of products. HUL is also a global marketing arm for select licensed Unilever brands and also works on building categories with a core country advantage such as branded basmati rice.

Unilever was a result of the merger between the Dutch margarine company, Margarine Unie, and the British soap-maker, Lever Brothers, way back in i1930. For 70 years, Unilever was the undisputed market leader but now faces tough competition from Procter & Gamble and other Water Purifier companies.

HUL Exports offers a high level of service with flexibility and responsiveness throughout the supply chain. It has a dedicated organisational structure to support this endeavour and this has helped in the growth of these businesses in particular. Intrinsic cost competitiveness, in the end, to end Supply chain with appropriate technology and competitive capital investment operations while delivering best in class quality enables HULL to position itself as a key sourcing hub for Unilever and also become a preferred partner for Global customers in categories we operate.

HUL's key focus in the exports business is on two broad categories. It is a sourcing base for Unilever brands in Home & Personal Care (HPC) and Food and Beverages (F&B) for supplies to other Unilever companies. It also focuses on becoming a preferred supplier to both non-Unilever and Unilever clients in three categories in which India, as a country, has competitive advantage-Branded Rice, Marine Products and Castor and its Derivatives, HUL enjoys international recognition within Unilever and outside for its quality, reliability and speed of customer service. HUL's Exports geography comprises, at present, countries in Europe, Asia, Middle East, Africa, Australia, North America etc.

HUL is also known for its strong distribution network in India. HUL launched a water purifier in 2004 in a district in Chennai. The idea behind this project was to create a separate marketplace among the water purifier market so HUL launched that purifier.

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

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpaste, deodorants, cosmetics tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair

& Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Walls and Pureit.

The Company has about 21,000 employees and has net sales of INR 45311 crores (the financial year 2020 - 21). HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and an annual sales turnover of ₹453 billion in 2020. Unilever has over 61.90% shareholding in HUL.

NAME AND ADDRESS

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with its products touching the lives of nine out of ten households in India. HUL works to create a better future every day.

Hindustan Unilever Limited,
Unilever House,
B. D. Sawant Marg. Chakala, Andheri (E),
Mumbai - 400 099.

PRODUCTS OFFERED BY HINDUSTAN UNILEVER LIMITED

The company is the leader in the consumer goods industry with many brands under its umbrella. Its brand and product portfolio consists of

PERSONAL CARE PRODUCTS BRANDS

TIGI	Tresemme for hair care
Vaseline lotions, jelly for skincare	Sure antiperspirant
Sunsilk shampoo	Rexona soap
Pepsodent toothpaste	Pond's cream and tale
Pears soap	Lux body wash Soap and deodorant
Lifebuoy hand wash and soap	Hamam soap
Liril soap	Lakme beauty
Denim products for shaving	Breeze soap
Glove & Lovely products for skin lightening	Clear hair products
Dove hair-care range and skin products	Close-up toothpaste
Clinic Plus oil and shampoo	Aviance
AXE deodorant	Glow & handsome for skin lighten
VWash	Indulekha
Lever personal care and health care products	Lever Ayush
Ave soap, deodorant and after shaving lotion	

FOOD BRANDS

Magnum (ice cream)	Modern bread
Kwality Walls (frozen dessert)	Knorr soups
Kissan jams, sauce, juices etc.	Lipton tea
Bru coffee	Brooke Bond tea

Annapurna atta and salt

HOMECARE BRANDS

Magic (water saver)   Vim dishwash

Surf Excel washing powder   Goods industry

Sunlight washing powder   Rin detergent

Comfort softeners for fabrics   Domestos disinfectant

 Wheel detergent

WATER PURIFIER BRAND

PureIt water purifier

Recently, Hindustan Unilever has introduced some new products in the consumer market like Indulekha Hair Oil for hair care, Lever Ayush range of ayurvedic product to keep your life healthy and beautiful, with the essence of natural herbs, ayurvedic oils, powders, Kalka and other very powerful natural ingredients such as turmeric, saffron, clove oil, bhringraj and aloe vera.

NUMBER OF EMPLOYEES IN HINDUSTAN UNILEVER LIMITED

The Company has about 21,000 employees.

ANNUAL TURNOVER OF HINDUSTAN UNILEVER LIMITED

It has a net sales of INR 45311 crores (the financial year 2020 - 21). HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and an annual sales turnover of ₹453 billion in 2020. Unilever has over 61.90% shareholding in HUL.

Chapter - 4
Theoretical Perspective

Theoretical Perspective

The mediation of reality

Ads are effective when steered with other media and setting which they are entrenched. Apparently, what makes the ads persuasive is how they utilise the media to elicit a world of fictions and that of actions together and not necessarily the content. What the media do in regards to advertising is describing the excitement and addiction by extending and heightening our neural responses.

Shifting loyalties

Ads know how to play upon and replicate clashed loyalties that keep on changing. Mainly, the ads always try to cultivate a strong sense of loyalty to an individual brand, but they also have a way of urging consumers to alter their loyalties and make an attempt at a rather new thing and primarily renounce old loyalty for a relatively new brand in the market. Ads are effective in making consumers shift their allegiance to a particular brand given that they can use messages packaged in such a way that it psychologically implicates such a product to negativity.

The magic of meaning

This explains how ads are used in infusing the meaning of the products to the users in addition to selling. It shows how advertisements influence the values and other fundamental beliefs of consumers. It essentially describes how and why ads have gone beyond the frontier of selling products and services and are increasingly becoming involved with the shaping of individual and social values. Ads are regarded as a form of organised magic that conceals the real nature of consumerism hence affecting social goals and public attitudes. This is demonstrated through the ability of advertisements to keep away the public from dissatisfied questions.

The hidden message

Ads are used in manipulating and unconsciously misleading the public. Psychologists argue that advertising is treacherous since it uses psychology to create hidden messages that are emotionally loaded. What happens is that since the message is hidden, there is a tendency for viewers' critical resistance to be deluded

and reduced. For instance, a doctor can be used in advertising a product and encouraging people to use it because he uses the same. The notion here is that people will use the product since the doctor is also using it hence it must be healthy. It is this approach that shows precisely how the critical thinking of consumers can be compromised with the ads.

Imitative desire

Ads have a way of playing upon consumers' tendency to want what other people also wish. Many theorists have always argued that it is human nature to desire to become what other people are, especially when the other person is powerful, good-looking or famous. But the truth of the matter is that it's hard to become another person, and it is this castle in the air that keeps the desire alive. On the same note, then you need to understand that ads operate like collaborative rituals and not necessarily as one-way messages. In this case, rituals make it possible for people to put themselves in societies through visionary prognosis toward others. It is always important if possible to critique ads as a way of revealing hidden messages and ideologies. Nevertheless, we should all be in agreement that ads are essential tools in shaping beliefs and loyalty that ultimately help in winning loyalty.

Advertising as a tool of communication, but mostly as a marketing tool is subject to many theories and explanatory and normative models. Its contents and performed functions are not yet defined in generally recognized theory. The present study focuses on the analysis of advertising in terms of its specific persuasive effort and communication process. Advertising seen as a process is based on the general scheme of the marketing communication process, with a number of specific features related to its content. The persuasive effort is related to the creation of favourable attitudes or reinforcing existing attitudes. This process of persuasion is closely linked to the concept of attitude. Most theories of advertising have explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information. These important aspects are associated with advertising theory, even if they are not the only issues that are debated in the literature.

Chapter - 5
Methodology

Methodology

In this study, the exploratory method was chosen as the most appropriate research method. In the context of the present research, the exploratory research method provided the relevant factors of advertisement that could impact different aspects of consumers. The chosen research method was expected to provide new knowledge and new insight into the topic. Therefore, the exploratory research method best supported the objectives of this study and helped in identifying factors related to the effect of advertisements on consumers. The exploratory method is known as the most appropriate research method when the research problem is unstructured and quite difficult to define. In this regard, this study attempted to identify and describe factors of advertisement that contributed to impacting consumers purchasing specific products from selected companies.

This study used both primary and secondary data to obtain an insight into the consumers' views or opinions. The research adopted quantitative analysis, wherein a survey using a close-ended structured questionnaire was conducted among consumers of Personal care products of Hindustan Unilever to understand their perceptions of the advertisements of these products and how the advertisements influenced their decision to buy or not to buy these products. Numeric data obtained through the responses of the questionnaire was primary in nature. Regression Analysis is used for checking the effectiveness of advertisements.

The section includes the overall research design, the sampling procedure, the data collection method, the field method, and the analysis and procedure

RESEARCH DESIGN

For this research project an exploratory method is used. In the exploratory method, new things are found from the given topic.

DATA COLLECTION METHOD

The data collected for the research can be classified as primary data and secondary data.

PRIMARY DATA

The data collected for the first time is known as primary data.

SECONDARY DATA

The data which has been already collected by someone is known as secondary data. It is collected from the internet, books, etc.

RESEARCH INSTRUMENT

The instrument used for data collection is both primary and secondary data.

Chapter - 6
Data Analysis and Interpretation

Data Analysis

Table 1: Data collected from the annual reports of Hindustan Unilever Limited Company for the last 10 years.

Year	Reserves & Surplus	Capital Employed (%)	Personal Care Product (Division Turnover)	Advertising and Promotion	Gross Sales	Net sale	Profit for the year (After Taxation)
				(₹ in crores)			
2021	47,199	22.9	17,709	4,737	45,311	45,996	7,954
2020	7,815	128.5	17,019	4,686	38,273	38,785	6,738
2019	7,443	131.2	17,323	4,552	37,660	39,310	6,080
2018	6,859	118.9	16,132	4,105	34,619	36,223	5,135
2017	6,274	105.9	16,078	3,470	33,895	34,487	4,247
2016	6,063	105.8	9,507	3,656	32,929	33,491	4,116
2015	3,471	128.4	8,865	3,874	33,856	30,805	4,078
2014	3,508	127.7	7,979	3,613	32,086	28,019	3,843
2013	3,061	130.2	7,309	3,231	28,947	25,810	3,555
2012	2,458	109.1	6,746	2,634	26,680	22,116	3,314

Fig.1: Graph showing growth of Net sales of Hindustan Unilever Limited Company during Study period.
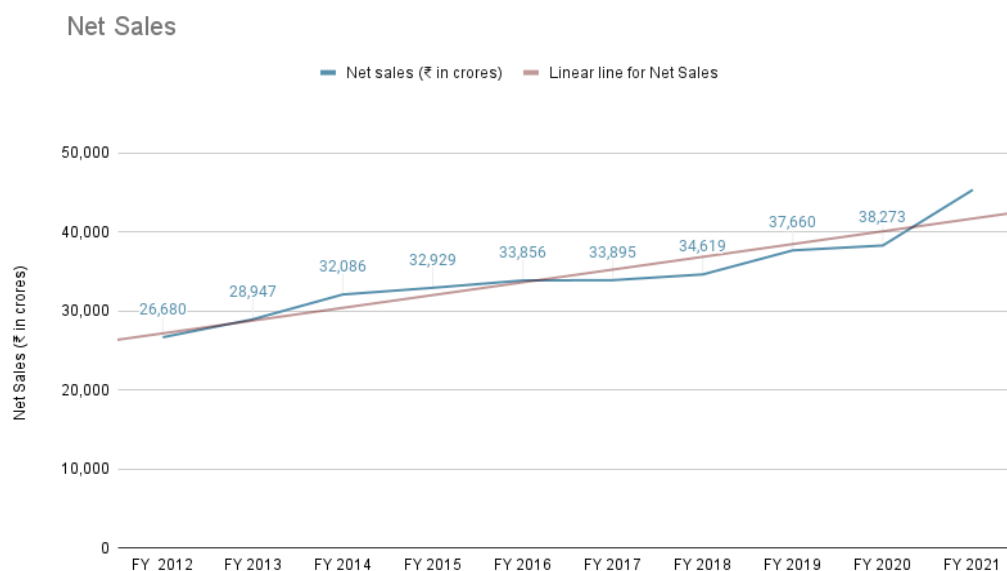

Fig.2: Graph showing the Advertisement and Promotion expenses of Hindustan Unilever Limited Company
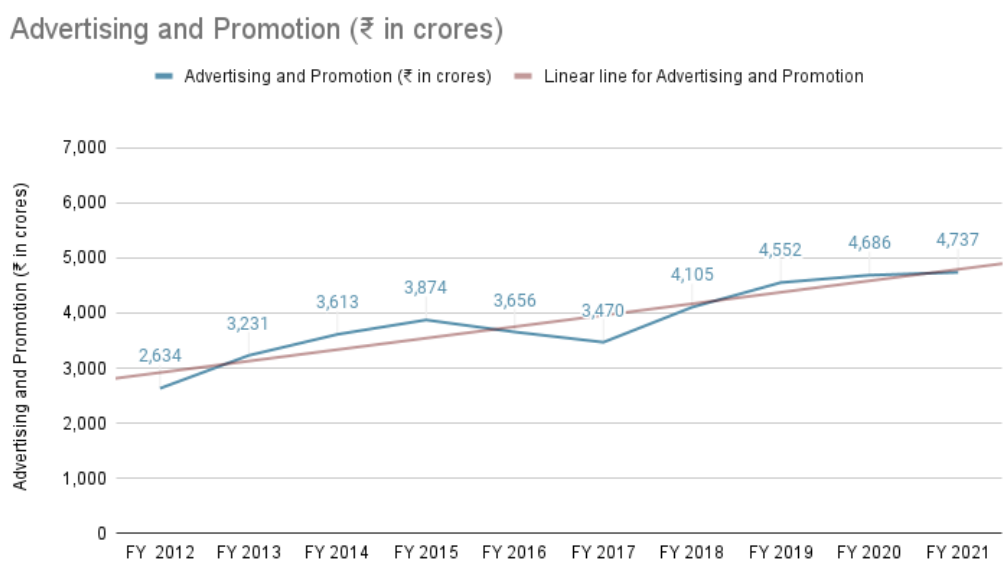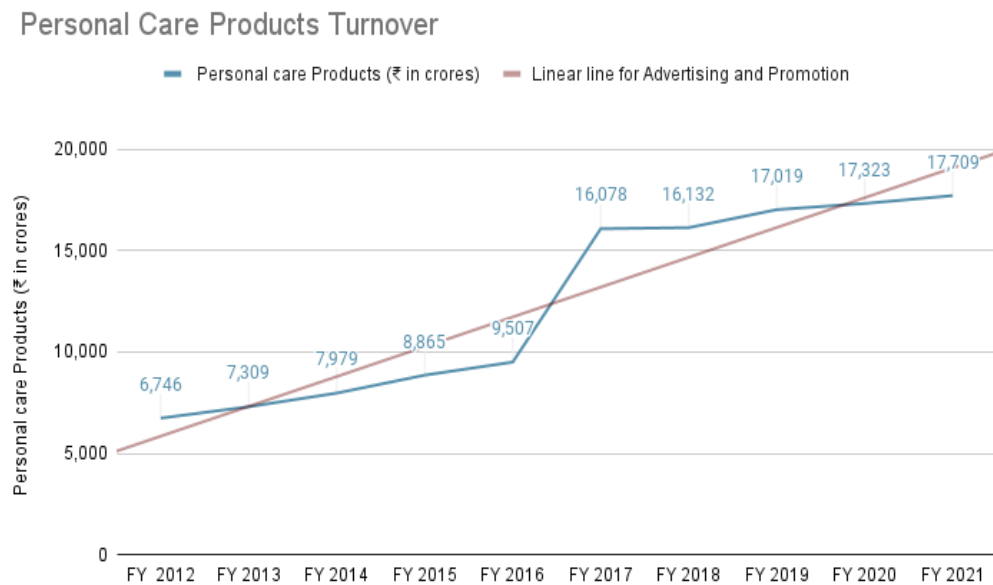
Fig.3: Graph showing turnover made by Personal Care Products of Hindustan Unilever Limited Company

Personal Care Products Turnover

The present study is analytical and empirical in nature and adopted a survey method for findings and suggestions. This study depends on primary data collected from the Personal Care Product consumers using Google form. The convenient non-random sampling has been adopted to collect data from 100 Personal Care Products consumers who have accepted their running age is between 18-60 years.

- Questionnaire Design: Table 1 indicates that the Structured Questionnaire has been developed with Five Sections to collect information from Personal Care Product Consumers.

- Statistical Tools Used: The data collected were subjected to various statistical analyses such as percentage analysis has been used to identify the socio-economic roles of the Personal Care Product consumers. Descriptive statistics have been applied to identify the average and other characteristics of age and average Personal Care Product expenditure per month. Factor analysis has been applied to understand the underlying dominant dimensions of Personal Care Product Purchase Mode aspects, Types of Personal Care Product Advertisement Media, Advertisement Emphasis

Variables and Personal Care Product Advertisement Effectiveness variables of Personal Care Product consumers. Furthermore, the linear regres-sion analysis has been applied to identify the influence of various Personal Care Product advertisement factors on overall Personal Care Product advertisement effectiveness.

Table 1. Questionnaire Design

Sections	Contents
Section – One	Deals with eight Demographic variables such as age, marital status, educational qualification, occupational status, monthly family income, nature of family, product preference, and monthly expenditure on Personal Care Products.
Section – Two	Deals with five variables related to PCP Purchase Mode.
Section – Three	Consists of six variables related to Types of PCP Advertisement Media.

Fig.3: Graph showing age of people who responded to survey
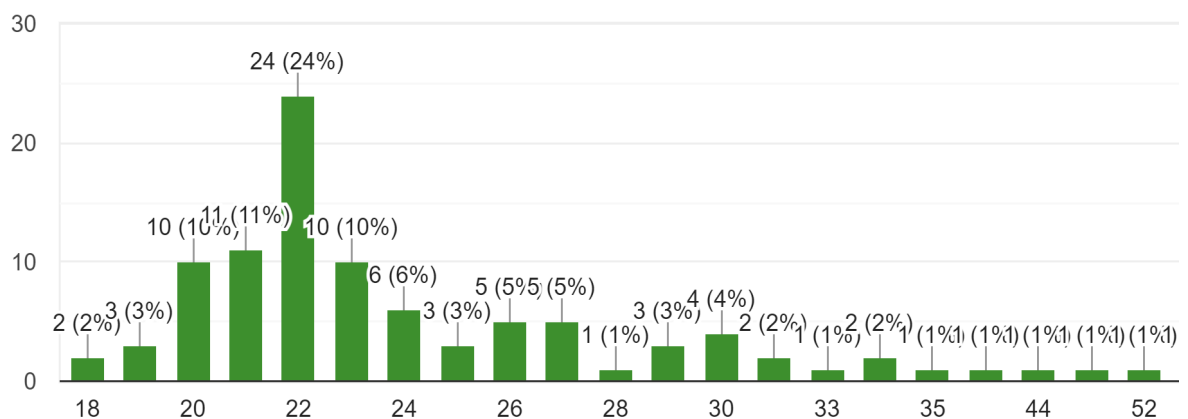
Age

100 responses

Fig.4: Chart showing Marital Status of people who responded to survey
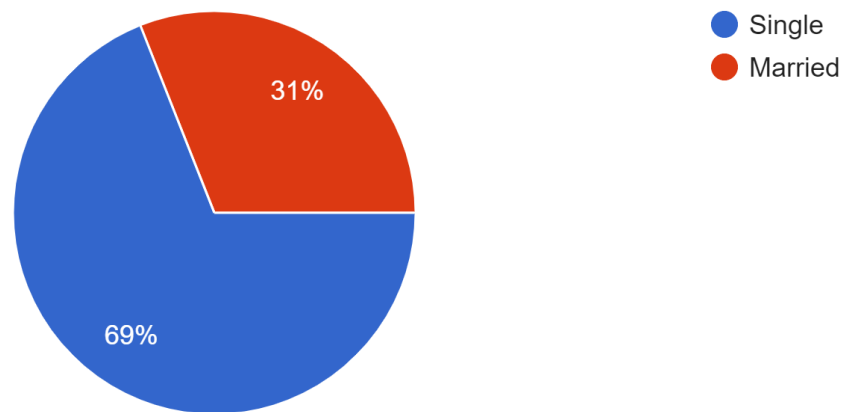
Marital status
100 responses

- Single
- Married

31%

69%

Fig.5: Chart shows Educational Qualification of people who responded to survey

Educational Qualification

Under Graduate
26.0%

Post Graduate
11.0%

Graduate
63.0%
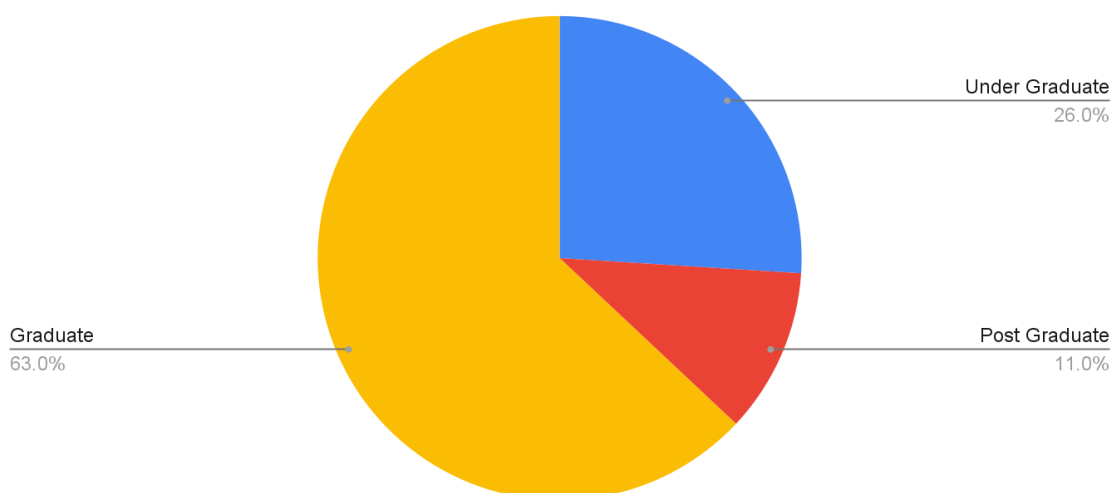
Fig.6: Chart shows Occupational status of people who responded to survey

Occupational Status
100 responses

- Earner
- Non-earner

20%

80%
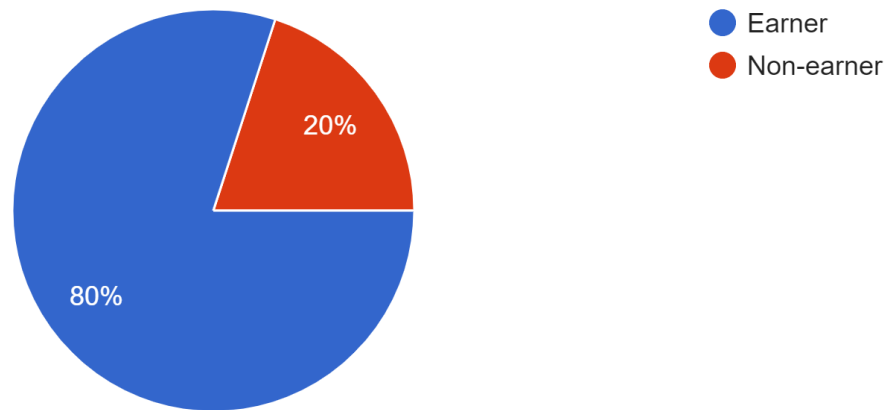
Fig.7: chart shows Monthly Family Income of people who responded to survey

Monthly Family Income
100 responses

- More than 25,000
- less than 25,000

13%

87%
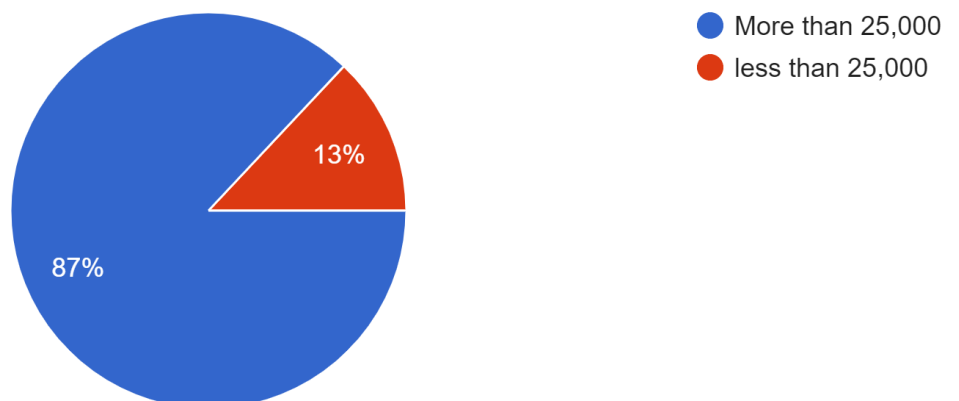
Fig.8: Chart shows Nature of family of people who responded to survey

Nature of Family

100 responses

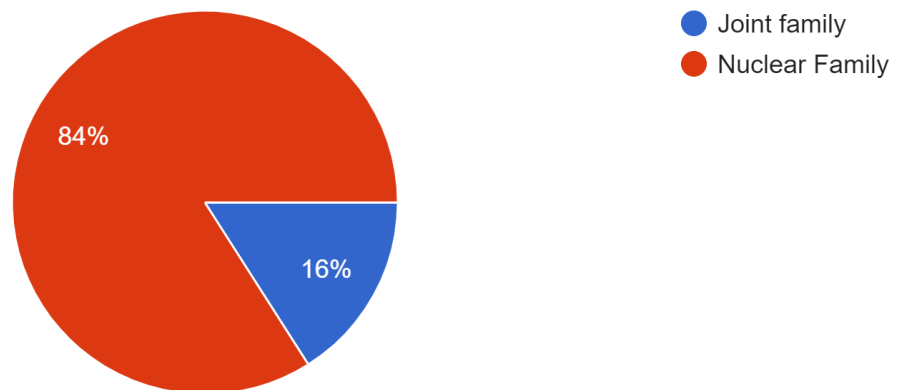- Joint family
- Nuclear Family

84%

16%

Fig.9: Chart shows of Preference of people who responded to survey while buying a personal care product.

Personal Care Product Preference

100 responses

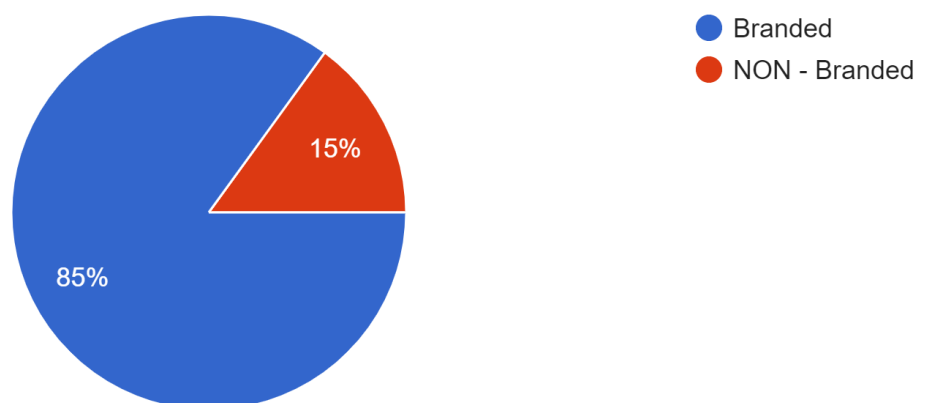

- Branded
- NON - Branded

15%

85%

Fig.10: Chart shows a number of Hindustan Unilever products used daily by people who responded to surveys.

How many Hindustan Unilever Limited Products you are using daily?

More than 10
16.0%

Non
3.0%

Less than <5
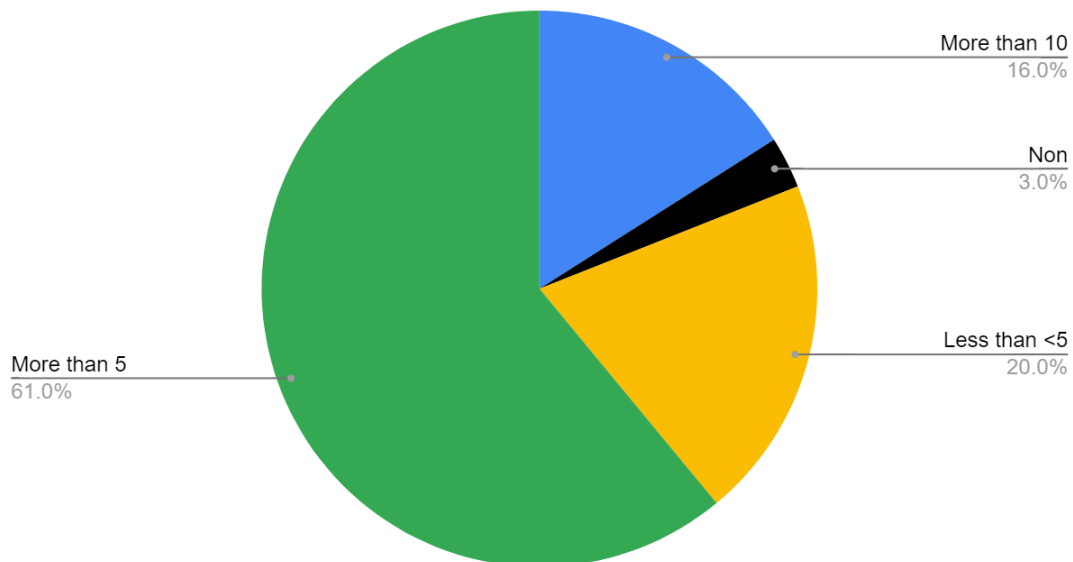20.0%

More than 5
61.0%

Fig.11: Chart shows of opinions of responders over Hindustan Unilever personal product advertisements convincing them to buy their products.

Do you think Ads of Hindustan unilever limited are convincing to buy products? does ads makes you buy the products ?
100 responses

58%
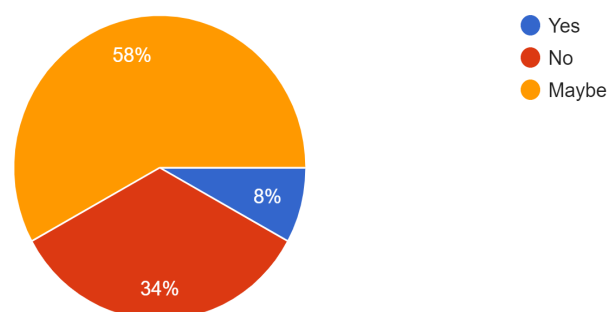
8%

34%

- Yes
- No
- Maybe

Fig.12: Chart shows of responders Monthly Expenditure to buy Personal care products.

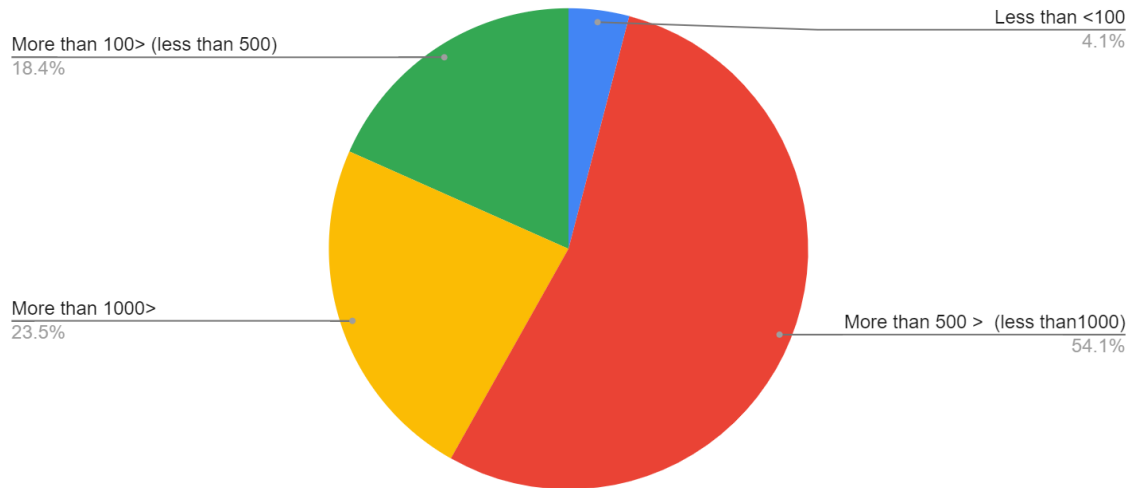Count of How much You spend on Personal care products? (in Rupees)

Less than <100
4.1%

More than 100> (less than 500)
18.4%

More than 1000>
23.5%

More than 500 > (less than1000)
54.1%

Table 2. Personal profile and descriptive statistics of the respondents

Personal Profiles	Profile Groups	N	%
Marital Status	Single	69	69.0%
	Married	31	31.0%
Educational Qualification	Undergraduate	26	26.0%
	Graduate	63	63.0%
	Post-Graduate	11	11.0%
Occupational Status	Earners	80	80.0%
	Non-Earners	20	20.0%
Monthly Family Income	Less than	13	13.0%
	More than	87	87.0%
Nature of Family	Nuclear Family	84	84.0%
	Joint Family	16	16.0%
Personal care Products Preference	Unbranded	15	15.0%
	Branded	85	85.0%
Monthly Expenditure Personal care products (In Rupees)	Blow 100	4	4.1%
	100 > (less than 500)	18	18,4%
	500> (less than 1000)	54	54.1%
	More than 1000	24	23.5%
DESCRIPTION	Age (In Years)	Average MonthlyExpenditure on Personal care products (In Rupees)	
Mean	24.2	900	
N	100	100	

Table 2 indicates that majority of respondents are single (69.0%) educated upto graduation (63.0%) and post-graduation(11.0%) and undergraduates (26.0%).earning (87.0%) more than Rs. 25,000 and less than Rs. 25,000 (13.0%) as monthly family income. The majority of the respondents belong to the nuclear family (84.0%) and they prefer branded (85.0%) Personal Care Products. The average age of the respondents is 24.2   years and the average expenditure on Personal Care Products is Rs. 900.

Fig.11: Chart shows Mode of purchase of responders to survey

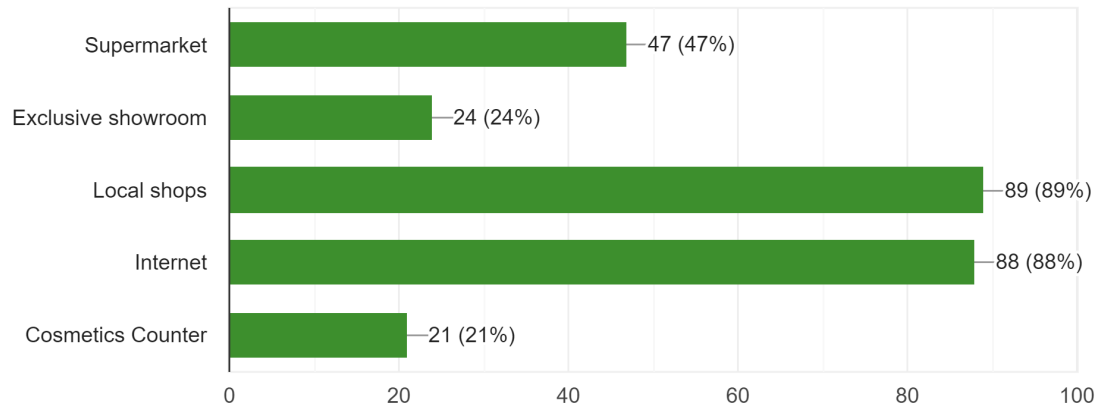Where do you buy your personal care products from?
100 responses

Category	Value
Supermarket	47 (47%)
Exclusive showroom	24 (24%)
Local shops	89 (89%)
Internet	88 (88%)
Cosmetics Counter	21 (21%)

Table 3. Factorisation of Mode of Purchase variables

Factor Names & Total Variance Explained	Variables	values
Preferential Purchase Factor	Exclusive Showroom	24.0%
	Cosmetics Counter	21.0%
	Supermarket	47.0%
	Internet	88.0%
Convenience Purchase Factor	Local shops	89.0%

Table 3 shows that Mode of Purchase (MOP) Variables with values by responders show responders who prefer buying on the internet also prefers buying locally almost 89.0% responders buy locally and as comments 88.0% responders said they like to buy products online due to heavy discounts on personal care products on the internet.

Fig.13: chart shows how responders get to learn about new products.

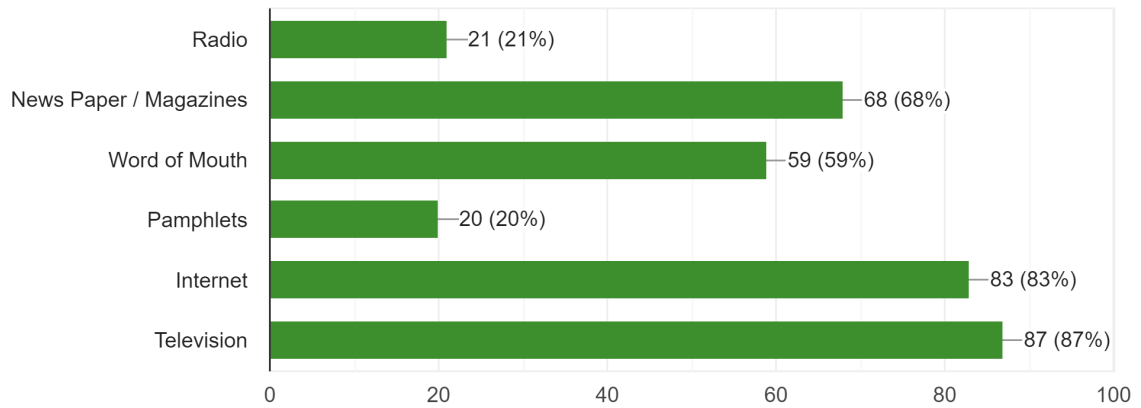How you get to know about products most of the time?
100 responses

Table 4. Factorisation of Types of Advertisement variables

Factor Names & Total Variance Explained	Variables	values
Media Advertisement Factor	Radio	21.0%
	News Papers / Magazines	68.0%
Personal Advertisement Factor	Word of Mouth	59.0%
	Pamphlets	20.0%
Virtual Advertisement Factor	Internet	83.0%
	Television	87.0%

Table 4 indicates the Types of Advertisement (TA) variables with their values and values ranging from 21.0% to 87.0%. Most of the time the responders get to know about new products on TV 87.0% or on the internet 83.0%, after that newspaper and magazines on 68.0% and word of mouth is the best way to learn about new products as sometimes people get to know about new products in form of a product review so they don't hesitate to buy the product if the review is good.

Fig.11: Show a graph of advertisement emphasis responses from the survey

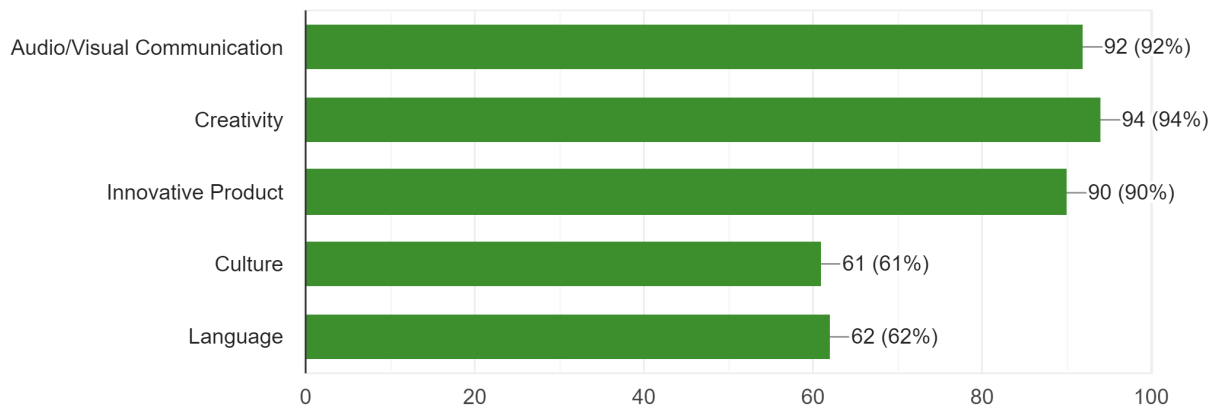What makes an advertisement special ?

100 responses

Table 5. Factorisation of Advertisement Emphasis (ADE) variables

Factor Names & Total Variance Explained	Variables	values
Innovativeness Factor	Audio/Visual Communication	92.0%
	Creativity	94.0%
	Culture	61.0%
Portraying Factor	Language	62.0%
	Innovative Product	90.0%

Table 5 reveals that Advertisement Emphasis (ADE) Variables with their values the survey says most of the responders prefer Audio/Visual Communication i.e TV, internet, newspaper, radio, but most of the responders suggested they prefer watching and advertisement on display to enjoy the advertisement new creativity is

in visual effects and audio effects makes product more attractive and they get to know more about products as a TV ad shows how the product works. Responders prefers new innovative products better environment-friendly natural less chemical used products. Responders like the advertisements in their native languages and related to cultures because they influence them.

Chapter – 7
Findings

Findings

• Majority of respondents are single (69.0%), educated up to graduation (63.0%) and post-graduation(11.0%) and undergraduates (26.0%).earning (87.0%) more than Rs. 25,000 and less than Rs. 25,000 (13.0%) as monthly family income. The majority of the respondents belong to the nuclear family (84.0%) and they prefer branded (85.0%) Personal Care Products

• The average age of the respondents is 24.2 years and the average monthly expenditure on Personal Care Products is Rs. 900.

• Two dominant independents have been extracted out of 5 MOP Variables. Of them, the most dominant factor is the Convenience Purchase Factor (Local shop)followed by the Preferential Purchase Factor (Internet) in order of their dominance.

• The two dominant independents have been extracted out of 6 TA Variables. Of them, the most dominant factor is the Virtual Advertisement Factor (TV, Internet) followed by the Media Advertisement Factor (newspaper, magazines) Personal Advertisement Factor (word of mouth) and in the order of their dominance.

• The Two dominant independents have been extracted out of 5 ADE Variables. Of them, the most dominant factor is Innovativeness Factor (Audio/Visual Communication, Creativity, Culture) followed by Portraying Factor (Language, culture, innovative product) in the order of their dominance

• Innovativeness Factor (IF), Preferential Purchase Factor (PPF), Personal Advertisement Factor (PAF) and Portraying Factor (PF) are significantly and positively influencing the total Advertisement Effectiveness (AE)

Chapter - 8
Limitations

Limitations

- The study is confined to only Hindustan Unilever Limited.

- The study does not statistically test different forms of advertisement on consumers separately. The only overall impact has been accessed in the study.

- Owing to time and cost constraints the study restricted its sample size to 100 and this study is limited to its scope of research.

- These studies conducted among consumers respondents in the age group of 18 to 60 years were only considered, thus limiting the generalizability of the result to other gender and age groups.

- In Marketing Research studying consumer behaviour cannot give long-lasting and enduring handing over a period of time. Because, behavioural patterns are like to change with socio-economic and cultural changes

Chapter - 9

Conclusions and Recommendations

<u>Conclusions and Recommendations</u>

- Personal Care Product is a high involvement product category and the purchase of Personal Care Product involves complex buying behaviour among customers. Cautious Personal Care Products customers are preferring to buy Personal Care Products through the exclusive showrooms, cosmetics counter and the internet as a mode of purchase. So, the customers should develop exclusive preference buying behaviour to make Personal Care Products purchase decisions.

- Customers should give importance to the physical mode of advertisements such as pamphlets and word of mouth to grasp all the valid information and also feedback of existing users to make Personal Care Products purchase decisions.

- The marketers should ensure the availability of branded products in supermarkets and local shops to attract buyers with specific brand preferences and ensure post-purchase satisfaction and also repeat Personal Care Products purchases as the customers.

- Advertisers are suggested to make creative, innovative and positive advertisements that promote gender equality and empowerment, entertainment and portray real life to captivate prospective customers to embellish the personal care products usage among customers.

- Advertisements are inculcating the positive impact rather than negative impact among Personal Care Products customers. So, advertisers are suggested to avoid creating advertisements that are misleading, increasing the price of products and leading to unnecessary purchases among Personal Care Products customers. To conclude, the present marketing research was conducted to explore the consumer behaviour in the Personal Care Products industry with a primary objective to identify the determinants of Personal Care Products Advertisement Effectiveness of consumers. The result explores that, the Innovativeness Factor, Preferential Purchase Factor, Personal Advertisement Factor and Portraying Factor are the determinants of Personal Care Products advertisement effectiveness. To conclude, the advertisers are suggested to nurture their advertisement with innovation and novelty along with modernity for the effective utilisation of audio/ visual

communication, creativity and culture to induce the Personal Care Products customer's purchase decision.

Appendix

Copies of Forms / Questionnaires used

1. Age *

   _____

2. Marital status *

   Mark only one oval.

   ( ) Single

   ( ) Married

3. Educational Qualification

   Mark only one oval.

   ( ) Under Graduate

   ( ) Graduate

   ( ) Post Graduate

4. Occupational Status *

   Mark only one oval.

   ( ) Earner

   ( ) Non-earner

5. Monthly Family Income *

   Mark only one oval.

   ( ) More than 25,000

   ( ) less than 25,000

6. Nature of Family *

   Mark only one oval.

   ( ) Joint family

   ( ) Nuclear Family (not joint family)

7. Personal Care Product Preference *

    Mark only one oval.

    ◯ Branded

    ◯ NON - Branded

8. How many Hindustan unilever Limited Products you are using daily? (dove, lifeboy, ponds, pears, vaseline, AXE, Pepsodent, Vwash...etc) *

    Mark only one oval.

    ◯ Non

    ◯ Less than <5

    ◯ More than 5

    ◯ More than 10

9. Do you think Ads of Hindustan unilever limited are convincing to buy products? does ads makes you buy the products ? *

    Mark only one oval.

    ◯ Yes

    ◯ No

    ◯ Maybe

10. Where do you buy your personal care products from? *

    Tick all that apply.

    ☐ Supermarket

    ☐ Exclusive showroom

    ☐ Local shops

    ☐ Internet

    ☐ Cosmetics Counter

11. How you get to know about products most of the time? *

    Tick all that apply.

    ☐ Radio

    ☐ News Paper / Magazines

    ☐ Word of Mouth

    ☐ Pamphlets

    ☐ Internet

    ☐ Television

12. What makes an advertisement special ? *

Tick all that apply.

- [ ] Audio/Visual Communication
- [ ] Creativity
- [ ] Innovative Product
- [ ] Culture
- [ ] Language

13. How much You spend on Personal care products? (in Rupees) *

Mark only one oval.

- ( ) Less than <100
- ( ) More than 100> (less than 500)
- ( ) More than 500 > (less than1000)
- ( ) More than 1000>

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