



A Study on Effects of Television Advertising on Hindustan Unilever Products among Consumer's with Reference to Coimbatore City

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ABSTRACT

Abstract - The purpose of this study on television advertising effects will help us to understand the impact and purchase decision of consumers towards Hindustan Unilever products. As the objectives of the study is to understand the effect of television advertisements towards the Hindustan Unilever products. The changing lifestyle and buying preference of the consumers were highly influenced by the advertisements. This study aims to explore the role of advertisement in influencing the customer purchase perspective in buying of Hindustan Unilever products.

Keywords: Hindustan Unilever Limited & Television advertising

1. Introduction of the study

A television advertisement (also called as television commercial, TV commercial, commercial, spot, television spot, TV spot, advert, television advert, TV advert, television ad, TV ad or simply an ad) is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product, service or idea. Advertisers and marketers may refer to television commercials as TVC.

Television advertising involves three main tasks: creating a television advertisement that meets broadcast standards, placing the advertisement on television to reach the desired customer and then measuring the outcomes of these ads, including the return on investment. To accomplish the firststep means different things to different parts of the world depending on the regulations in place.As India became more industrialized, especially from the 1992, the mass-appeal advertising paralleled the mass production of goods

As India became more industrialized, especially from the 1992, the mass-appeal advertising paralleled the mass production of goods. Nationwide advertising directed the public's attention to the increasing variety and quantity products distributed on a nationwide basis. Mass production gave urgency to the creation of a mass market, so that all that was made could be sold, rather than piling up in warehouses.

The television advertisement had a major impact of purchase decision.

Customer interaction is increased in selling the product. The company is focusing on gaining more Consumers. Customer involvement is a measure variable while designing an Advertisement strategy. As the Population in India is constantly increasing and increasing competition possesses new challenges to HUL to Keep Communicating with Customer through their product ads. This Study is taken to measure that the television advertising of HUL really effective among the consumers.

2. Statement of the problem

The day to day products used by consumers indicates that Hindustan Unilever Products are the most demanded product in India. The trends are expected to change over a period of time. HUL is one of the brands among the leading position in terms of their Television Advertisements and popularity of the brands. It has become focused on television Ads. As the Population in India is constantly increasing and increasing competition possesses new challenges to HUL to Keep Communicating with Customer through their product ads. This Study is taken to measure that the television advertising of HUL really effective among the consumers.

3. Objectives of the study

- To study the demographic background of the respondents
- To determine the impact of the television advertisement on the purchase decision of the consumer

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- To understand the correlation between TV advertisement and consumer satisfaction
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4. Scope of the study

- To know about various factors which viewing the television advertisement
 - To determine which feature of television advertisement attracts customer or not.
 - To know about customer are positively affected by television advertisement of Hindustan Unilever products
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5. Research Methodology

Research in a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense. The term research refers to systematic method consist of enunciating the problem, formulating a hypothesis, collecting the data, analysis the facts and reaching certain conclusion either in a form of solution towards the concerned problem or in certain generalization for some theoretical formulation. The system of collecting data for research projects is known as research methodology. Research Methodology represents the design of the research work. In the following paragraphs the research designs are briefly explained and the sampling methods and sampling designs are also explained.

5.1 Area of Research

This study is based on the television advertisement of HUL products with reference to Coimbatore city. Customers are the main respondents in this research.

5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from the users of HUL products of Coimbatore city using a questionnaire in order to obtain relevant information. Secondary data: Data was collected by browsing magazines, newspapers, article and papers related to HUL in India.

5.3 Sources of Data

It includes both the primary data and secondary data. The questionnaire is prepared and issued to the consumers to get the responses and it is required for the research. Secondary data is collected from journals, articles, books, and websites.

5.4 Sample Size

153 questionnaires were collected from different shoppers with reference to Coimbatore city.

5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data:

- Rank Analysis
 - Correlation method
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6. Limitations of the study

- This study was conducted within one geographical area that is in Coimbatore city.
- The sample size of this study is restricted to 152 respondents.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.
- Due to limitation of time only few people were selected for the study. So the sample of consumers was not enough to generalize the findings of the study.

7. Review of Literature

- Hassan (2015)¹ specified that television is the most effective medium that influences the buying decision of the customers. The study also investigated whether the influence of television advertisements impact on buying decisions vary in urban and rural areas among male and female customers.
- Karin. H. Fikkers, (2015)² the purpose of the study was to determine the impact of television and gaming on adolescents. The study's findings demonstrated that exposure to violence on television and in video games bolstered the reliability and validity of direct estimates. The study also paved the way for more research on media violence and the issues associated with it.
- Kalaivani (2015)³ investigated the influence of brand awareness on HUL product. Customers buy brand dependent on the price of the products. If the price drops significantly, those all consumers will prefer that brand and also all consumers prefer good health and fairness. Quality improvements should be considered, but the price balance should be maintained as well
- Abdul Graford (2016)⁴ stated that advertisements are used by the marketers to generate and increase the awareness of customers and to promote the products among them. This research study was conducted in Punjab by involving 231 respondents by using questionnaire as a data collection tool. This study was conducted with an objective to understand the influence of advertisements on customers' buying behavior towards FMCG products
- Kamalun Nabi (2016)⁵ did a research work to measure the impact of FMCG advertisements on buyer of Bhadrak district. A structured questionnaire was framed and two hundred respondents from the district were involved in the study to render their opinion to know the effectiveness of Advertisements. Five FMCG detergent brands were considered for the study and its advertisement effects were measured by the author.
- Aarthi & Venkatasubramaniam (2016)⁶ investigated the relationship between consumer behavior and purchases of HUL food brand products. HUL food brand of all other variables except for value have significant impact on consumer satisfaction. Majority of the consumers concentrate mainly on promotional activities like advertisement, discount and offers while buying a food product.
- Shukla Priteshkumar Y.(2016)⁷ in his research topic "An empirical study of selected customers on rural marketing strategies of selected products of Hindustan Unilever Limited (H.U.L.) in Gujarat" studies that, Rural Marketing Strategies of selected H.U.L. products and its influence on buying behavior of the selected rural respondents from rural market in Gujarat State, examine the factors responsible for increasing competitiveness among F.M.C.G.
- Anu Mathew and Aswathy (2017)⁸ in their study entitled "Influence of Television Advertising on Purchase Decision Making of FMCG- A Study on Hindustan Unilever Limited" traced that, they can arrive at a conclusion that television advertisements of FMCG of HUL have influence on the purchase decision making of the respondents. Television advertisements have brought a paradigm shift in the arena of advertising

¹Hassan (2015) specified that television is the most effective medium that influences the buying decision of the customers.<https://www.iiste.org/journals/index.php/EJBM/article/26254/26972>.

²Karin. H. Fikkers (2015) the purpose of the study was to determine the impact of television and gaming on adolescents. *Journal of communication*, 65(2), 320-342. doi:10.1111/j.com.12137.

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⁸ Anu Mathew and Aswathy (2017) "Influence of Television Advertising on Purchase Decision Making of FMCG". *International journal of management, IT and Engineering* 4(11), 430-450.

7.1 Research gap

The above research paper they didn't analyze about the correlation between television advertisements and consumer satisfaction. In this study I made a survey about the correlation between television advertisement and consumer satisfaction and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analyzed in my research.

8. Analysis and Interpretation of Data

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Statistician John Turkey defined data analysis in 1961 as: "Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data."

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are "quantitative and qualitative analysis."

The following tools were used:

- Rank Analysis
- Correlation Method

8.1 Rank Analysis:

Ranking method is a method of performance appraisal. Ranking method is the oldest and most conventional form of method. In this method all employees are compared on the basis of worth. They are ranked on the basis of best to worst.

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre-ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

8.1.1 Table showing the ranking of factors influencing the purchase decision of the consumers

Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Rank
Quality	620	52	33	4	2	711	1
Brand Reputation	155	424	36	4	1	620	4
Price	470	120	57	10	4	661	2
Offers	180	340	60	14	4	598	5
Others	460	104	63	16	5	648	3

INTERPRETATION:

. The above table depicts that Quality is ranked first and it is followed by price for second rank, others at third rank, brand reputation at fourth rank and offers at fifth rank.

8.1.2 Table showing the ranking of elements of television advertisements

Elements	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Rank
Innovative	620	64	24	2	3	713	1
Engaging	115	448	36	6	2	607	5
Relevant	165	392	51	6	1	615	3
Memorable	200	356	45	10	3	614	4
Others	450	128	63	6	4	651	2

INTERPRETATION:

The above table depicts that Innovative is ranked first and it is followed by others at second rank, relevant at third rank, Memorable at fourth rank and Engaging at fifth rank.

8.2 correlation method:

A Correlation or dependence is any statistical relationship, whether causal or not, between two random variables or bivariate data. Correlation may indicate any type of association, in statistics it usually refers to the degree to which a pair of variables are linearly related. Correlations are useful because they can indicate a predictive relationship that can be exploited in practice. Formally, random variables are dependent if they do not satisfy a mathematical property of probabilistic independence.

8.1.1 Table showing the correlation between Hindustan Unilever advertisement and satisfaction level towards the product

		How satisfied are you with the Hindustan Unilever products?					Total
		Highly Satisfied	Satisfied	Neutral	Dis satisfied	Highly dis satisfied	
What type of Hindustan Unilever products are mostly advertised?	Skin Care Products	29	20	14	4	4	71
	Food Products	20	13	8	1	1	43
	Homecare Products	13	6	4	1	1	25
	Others	3	3	5	1	1	13
Total		65	42	31	7	7	152

Symmetric Measures					
		Value	Asymptotic Standard Error ^a	Approximate Tb	Approximate Significance
Interval by Interval	Pearson's R	.030	.090	.363	.717 ^c
N of Valid Cases		152			

INTERPRETATION:

In the above analysis the correlation between the Hindustan Unilever advertisement and satisfaction level towards the product is 0.30. The correlation lies between 0 and 1. It shows the medium positive correlation between the Hindustan Unilever advertisement and satisfaction level towards the products.

9. Findings and Suggestions

The objective of the study was to study the demographic background of the respondents and to determine the impact of television advertisement on the purchase decision of the consumer and to understand the correlation between TV advertisement and consumer satisfaction. This study measure the effects of television advertisement on Hindustan Unilever products with special reference to Coimbatore city.

9.1 Rank Analysis

- The purchase decision of the consumers are mostly influenced by the television advertisement and its factors. However it is known that offers is the factor that majorly influencing the purchase decision of the consumers followed by brand reputation, other, price and quality.
- The element that has a huge impact on the television advertisement is engaging and in the ranking it takes the first place followed by memorable, relevant, others and innovative. Engaging television advertisements are mostly preferred by the consumers.

9.2 Correlation Method

There is a medium positive correlation between Hindustan Unilever advertisement and satisfaction level towards the product. The value between them is 0.30.

The above are the findings of rank analysis and correlation analysis.

Suggestions

- According to the survey made, the main reason for skipping the television advertisement is because the length of the advertisement is too long and it should be made for shorter period to increase the effectiveness..
- At the According to the survey made, there is a high influence of television advertisement in the purchase decision of the consumers and they are highly satisfied by the Hindustan Unilever products.

Conclusion

Television advertising plays a major role in promoting any brand in the modern era. The Hindustan Unilever Limited is advertising their product through television and using the advertisement platform effectively to increase their promotion of their product. They also have to improve their products to sustain in the market and as well as to make the consumer satisfied. There is a medium level of correlation between the television advertisement and the satisfaction level towards the consumers, moreover the television advertisement have the great impact in influencing the purchase decision of the consumers.

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Annexure

1. Name _____
2. Age
 - a) Under 18
 - b) 18-30
 - c) 30-40
 - d) Above 40
3. Gender
 - A) Male
 - B) Female
4. Monthly Income
 - a) Below 10,000
 - b) 10,000 To 20,000
 - c) 20,000 To 30,000
 - d) Above 30,000
5. Occupation
 - a. Student
 - b. Business
 - c. Employee
 - d. Others
6. On An Average, How Many Hours Do You Watch Television Per Day?
 - a) 1-2 Hours
 - b) 2-3 Hours
 - c) 3-4 Hours
 - d) More Than 4 Hours
7. How Often Do You See Hindustan Unilever Advertisement?
 - a) Frequently
 - b) Occasionally
 - c) Rarely
8. What Type Of Hindustan Unilever Products Are Mostly Advertised?
 - a) Skin Care Products
 - b) Food Products
 - c) Homecare Products
 - d) Others
9. Did The Advertisement Appeal:
 - a) To Your Interest
 - b) To Your Need As A Consumer
10. Was There Any Particular Aspect Of The Advertisement You Liked?
 - a) The Soundtrack/Music

- b) The Visuals
- c) The Message Conveyed
- d) Others
11. What Kind Of Message Did You Take Away From The Advertisement?
- a) Product Information
- b) Price Information
- c) Discount And Deals
- d) Others
12. Which Type Of Advertisement Do You Find More Interesting?
- a) Humorous
- b) Emotional
- c) Informative
- d) Others
13. From The Following Which Product You Recently Saw In The Advertisement?
- a. Boost
- b. Comfort
- c. Lipton green tea
- d. Surf excel
14. How Often Does Television Advertisement Influence Your Purchase Decision?
- a) Often
- b) b) Sometimes
- c) Rarely
- d) Never
15. According To You The Length Of The Advertisement Should Be:
- a. Shorter
- b. Longer
- c. Depends On The Ad Content
16. Did You Switch From Another Product To Hindustan Unilever After Seeing The Advertisement?
- a. Yes
- b. No
17. What Are Some Common Issue You Have With Television Advertisement?
- a. Too Long
- b. Too Repetitive
- c. Too Confusing
- d. Others
18. State The Factors You Consider When Making A Purchase Based On Television Advertisement?

Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Highly Disagree (1)
Quality					

Brand Reputation					
Price					
Offers					
Others					

19. In Your Opinion What Is The Effective Way For Television Advertisement To Promote A Product?

- a) Use Actual Product Demo
- b) Showcase Testimonials
- c) Attractive Tagline
- d) Others

20. How Would You Describe The Content Of The HUL Advertisement?

- a. Excellent
- b. Good
- c. Average
- d. Poor

21. The Following Elements Have A Huge Impact On Television Advertisement:

Elements	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Innovative					
Engaging					
Relevant					
Memorable					
Others					

22. Are You Influenced By The Celebrity Endorsement In Television Advertisement?

- a. Highly Influenced
- b. Somewhat Influenced
- c. Not Influenced

23. How Satisfied Are You With The Hindustan Unilever Products?

- a. Highly Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly Dissatisfied

24. After Watching The Advertisement Will You Recommend The Hindustan Unilever Product To Someone?

- a. Definitely
- b. Maybe
- c. No

25. Any Suggestions.