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ABSTRACT OF
“EFFECTIVENESS OF ADVERTISEMENT ON
CONSUMER BEHAVIOUR”
(A CASE STUDY ON FMCG PRODUCTS OF
HUL AND P&G IN HARYANA STATE)

SUBMITTED TO
CH. CHARAN SINGH UNIVERSITY, MEERUT
FOR THE AWARD OF THE DEGREE
OF
DOCTOR OF PHILOSOPHY

IN
COMMERCE

C.C.S UNIVERSITY,
MEERUT



2020

Supervisor:
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J.V.JAIN (P.G.) COLLEGE, SAHARANPUR

ABSTRACT

Advertising is a form of communication between a business and the consumers.

Advertisements are messages which give the customer more information about the brands that are in the market and the various products that might be useful to them. The traditional modes of advertising include print media which comprises of newspapers, magazines brochures, and fliers. HUL and P&G have mastered the secret behind consumer behavior given that today they are the leading organizations which sell the most FMCG globally. The present study has been done to understand the difficulty of predicting consumer decision-making criteria and to know that how useful, the advertisement is in changing or impacting the mind of consumers as a multidimensional tool.

The current study will seek to satisfactorily meet the following **objectives**:

- To examine the consumer awareness about the different products of HUL also evaluate their perception and learning ability.
- To understand the relationship between the consumer educational level and response to advertising.
- To determine the effect of advertising on purchase decision making.
- To understand the pre and post buying behaviour of consumer before and after advertising.
- To evaluate the relationship between the demographic factors and the buyers taste & preferences.
- To understand the best advertising media along with the brand which enhance the sales and satisfaction of consumers and sellers.

The two Companies which are selected for the study is **HUL and P&G**.

Hindustan Unilever Limited was founded in 1956 after the merger of these three Indian subsidiaries of Unilever i.e. Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Limited (Unilever, 2018b)..**P&G** :Procter & Gamble Co. (P&G) was founded in 1837 by William Procter and James Gamble with only soap and candle business. The company was set up in Cincinnati, Ohio and is also headquartered there.

The **Research methodology** presents a deep insight of the research approach, research method and research strategy. This study used both primary and secondary data to obtain an insight on the consumers' view or opinion.

In **Analysis** the findings from the data analysis are presented in the form of graphs, charts and tables. Various statistical tests that were performed to analyze the data consisted of Cronbach Alpha test, chi-square test, analysis of variance (ANOVA) and multiple linear regression. These tests helped the researcher to provide an insightful explanation of the data.

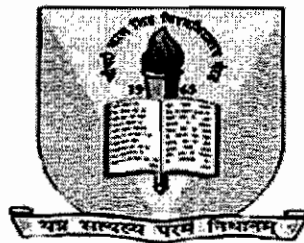
From the Analysis we find that For both male and female, television is the most appealing mode of advertisement as it can able to capture a large number of consumers. The second most appealing mode of the advertisement was found to be newspaper as it also has a large reach and cost-effective advertising strategy. By comparing HUL and P&G products, it was assessed that most of the respondents prefer P&G company over HUL. This could be because P&G capitalizes heavily on the online media and insists on " attraction strategy" (Ghanta& Antra, 2016).It can be recommended that more districts or cities can be evaluated or there can be a division of the areas on the basis of different parameters such as metropolitan cities or non- metropolitan cities. It is also recommended that companies should choose the best type of advertisement according to their product.. It was examined that there is the overall impact of advertisement on consumer behaviour.

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