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## Impact of Advertisement on Consumer Behaviour with reference to Hindustan Unilever Soap Products

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### Abstract

*Advertisement has a significant impact on consumer behaviour in the soap products market, especially in the case of Hindustan Unilever Limited (HUL), a leading FMCG company in India. The study aims to explore the impact of advertisement on consumer behaviour regarding HUL's soap products. The research methodology involved the collection of primary data through a questionnaire survey conducted among a sample of 150 respondents in Chennai. The findings indicate that advertising significantly influences consumers' behaviour when purchasing HUL's soap products. The majority of respondents reported that they were aware of HUL's soap products primarily through advertising campaigns, and it played a significant role in their purchase decision. The results also suggest that advertising influences consumers' perceptions of HUL's soap products' quality and benefits, which ultimately impacts their purchase behaviour. Furthermore, the study found that advertising has a positive impact on consumers' brand loyalty towards HUL's soap products. Consumers who were exposed to HUL's advertising campaigns were more likely to repurchase the same brand than those who were not. The study also highlights the importance of targeted advertising in influencing consumer behaviour, with HUL's advertising campaigns effectively targeting specific demographics and promoting their products' unique benefits. In conclusion, advertising plays a crucial role in shaping consumer behaviour regarding HUL's soap products. It helps create brand awareness, influence perceptions, and foster brand loyalty, ultimately driving sales and revenue growth for the company. Therefore, HUL should continue investing in effective advertising campaigns to maintain and strengthen its position in the soap products market.*

### **INTRODUCTION:**

Advertisement is one of the important factors that has an influence on consumers purchasing behaviour. In this study we will focus on preference of HUL soaps over other sources, study about the brand value among customers, current advertising scenario HUL soaps and its impact on the customers and also focus about attracting new customer and whether HUL

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soaps can retain their customers are being focussed on this study. The study will also investigate the effectiveness of HUL's advertising campaigns in targeting specific demographics and promoting their soap products' unique benefits. The findings from this study will be valuable to HUL and other FMCG companies in developing effective advertising strategies that can influence consumer behaviour and drive sales growth.

### **OBJECTIVES:**

The main objective of the study is to inquire into the advertising practices of Hindustan Unilever with special reference to soap marketing.

1. To study on the preference of the product of the companies
2. To study on brand value among customers
3. To depict the advertising scenario of Hindustan Unilever
4. To study on attracting new customers and retention of previous customers

### **SCOPE FOR THE STUDY:**

This study is focused on the advertising impact on consumer behavior with reference to HUL soaps in India. We will be conducting research to gain insights into the advertising impact that influence consumers' decisions when choosing a HUL soap products, including their demographic profiles, satisfaction, attitudes, perceptions, and preferences. This study will primarily involve collecting data from the users of HUL soaps customers and its potential buyers in India. The findings of this study will help HUL understand the preferences and needs of its customers, identify any gaps in its marketing strategies, and make informed decisions on how to improve its products and services to cater to the evolving needs of its target market and also focussed giving insights on advertising strategies in order to attract more customers expand into more markets.

### **HYPOTHESES:**

1. There is no significant difference between soap they use and reason for purchasing the soap.
2. There is significant relation between gender and brand value among customers.
3. There is no significant relation between age and factors of advertisement influences to buy.
4. There is no relation between how often they watch advertisement and consider to buy after advertisement.

### **STATEMENT OF THE PROBLEM:**

Advertisement has become a widely used strategy to influence consumer purchasing decisions, especially in highly competitive markets. In India, with a large population and a vast consumer base for fast-moving consumer goods like toilet soaps, advertisement plays a crucial role. Consumers are continuously exposed to different product advertisements, making it interesting to explore how advertising affects their perceptions. From a business and marketing perspective, this research can provide valuable insights into consumers' attitudes and perceptions towards advertising, as well as future advertising trends and strategies in the toilet soap market, with a focus on Hindustan Unilever Limited. This study aims to measure the impact of advertising on consumers' perceptions and purchasing behaviour, offering a multi-

dimensional understanding of the relationship between advertising brand preference and also on the satisfaction among the current users with regards to HUL in the toilet soap market.

### **RESEARCH METHODOLOGY:**

The study is confined with a small population of 152 respondents to analyse the impact of advertising on consumer purchasing behaviour towards HUL soaps.

- **Primary Data:**

The research was carried out by constructing a structured questionnaire that was distributed to a targeted group of consumers through Google Docs. The sample size of the study was 150 respondents, selected using a suitable sampling technique. To obtain accurate results, data analysis techniques such as ANOVA, Independent t test, and Correlation were employed. These methods were used to provide the most reliable and relevant outcomes from the research data.

- **Secondary Data:**

For secondary data, various sources of books, journals, literature reviews, and research by different authors in the relevant field were taken into account.

### **REVIEW OF LITERATURE:**

**1. Bhatta and Jaiswal (1986)** have conducted a study titled "A Study of Advertising Impact and Consumer Reaction" that analyzed the impact of advertising on consumer behavior in Baroda city, particularly towards washing powder advertising. The study found that females were the primary decision-makers when it came to purchasing a particular brand, and their decisions were influenced by various factors such as good quality, less consumption, advertising, and low cost. The study also revealed that television advertisements were the most effective in attracting a maximum number of consumers. Overall, the study highlights the significant impact that advertising has on consumer behavior and the importance of understanding the factors that influence consumer decision-making in marketing products

**2. Dr. Gaurav Suresh Rao Jayde (2019)** study examined the relationship between consumer buying behaviour and the purchase of HUL food brand products in Amravati district. The research gathered data through a questionnaire-based survey of 450 respondents from various areas in the district. The study aims to provide insights into consumer needs, wants, habits, tastes, likes, and dislikes to answer questions like what they buy, why they buy, and where they buy. Understanding consumer behaviour is essential in developing effective marketing strategies that can attract and retain customers in the food industry. This study offers valuable insights into the factors that influence consumer behaviour towards HUL food brand products, helping companies compete in dynamic and competitive markets and increase sales and revenue.

**3. Shukla Pritesh Kumar Y (2016)** study examines the rural marketing strategies of selected Hindustan Unilever Limited (H.U.L.) products and their influence on rural consumer buying behaviour in Gujarat state. The study aims to identify the factors that contribute to the competitiveness of FMCG manufacturers in the rural market segment and explores the impact of H.U.L.'s marketing strategies on rural consumers' buying behaviour. As rural markets become increasingly important for FMCG manufacturers, understanding the needs and

preferences of rural consumers is critical in developing effective marketing strategies. The study's findings will provide valuable insights for H.U.L. and other FMCG manufacturers to develop effective rural marketing strategies and expand their consumer base, leading to increased sales and revenue.

**4. S. Gayathri (2021):** This study analyses the brand preference for Hindustan Unilever Limited (HUL) products and the factors influencing it. HUL has been focused on improving the quality of its products while reducing costs, making strong brands critical for building its corporate image and launching new brands. The study explores various factors that influence brand awareness and preference, aiming to identify areas for improvement and generate higher levels of satisfaction towards HUL. The findings of this study will help HUL and other companies to develop effective marketing strategies that cater to consumer preferences, leading to increased sales and revenue. This study emphasizes the importance of strong brand recognition and its impact on consumer behaviour, making it a valuable resource for companies looking to improve their brand recognition and preference.

**DATA ANALYSIS AND INTERPRETATION:**

**REASON FOR PURCHASING HUL SOAPS AND DIFFERENT HUL SOAPS THEY USE**

**Table 1: Reason for purchasing**

| ANOVA  |                |                |     |             |       |       |
|--|----------------|----------------|-----|-------------|-------|-------|
|  |                | Sum of Squares | df  | Mean Square | F     | Sig.  |
| Reason for purchasing HUL soaps over other soaps [Price]     | Between Groups | 2.795          | 7   | 0.399       | 0.958 | 0.464 |
|  | Within Groups  | 60.020         | 144 | 0.417       |       |       |
|  | Total          | 62.816         | 151 |             |       |       |
| Reason for purchasing HUL soaps over other soaps [Quantity]  | Between Groups | 8.131          | 7   | 1.162       | 2.546 | 0.017 |
|  | Within Groups  | 65.704         | 144 | 0.456       |       |       |
|  | Total          | 73.836         | 151 |             |       |       |
| Reason for purchasing HUL soaps over other soaps [Quality]   | Between Groups | 0.486          | 7   | 0.069       | 0.171 | 0.991 |
|  | Within Groups  | 58.613         | 144 | 0.407       |       |       |
|  | Total          | 59.099         | 151 |             |       |       |
| Reason for purchasing HUL soaps over other soaps [Effective] | Between Groups | 3.427          | 7   | 0.490       | 1.353 | 0.230 |
|  | Within Groups  | 52.093         | 144 | 0.362       |       |       |
|  | Total          | 55.520         | 151 |             |       |       |

**INFERENCE:**

From the above Table 1, it is understood that the significant values for price, quality and effective is 0.464,0.991,0.230 is much greater than 0.05. Hence null hypothesis is accepted. This reveals that there is no significant difference between soap they use and reason for purchasing. But for the quantity the significance value is 0.017. Hence, the null hypothesis is rejected, hence there is significant difference between reason for purchasing (QUANTITY) and soap they use.

**Table 2: Impact of brand value before purchasing a soap**

| Independent Samples Test                             |                             |   |       |                              |        |              |                |                 |                       |   |       |
|--|-----------------------------|---|-------|------------------------------|--------|--------------|----------------|-----------------|-----------------------|---|-------|
|  |                             | Levene's Test for Equality of Variances |       | t-test for Equality of Means |        |              |                |                 |                       |   |       |
|  |                             | F                                       | Sig.  | t                            | df     | Significance |                | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|  |                             |   |       |                              |        | One-Side d p | Two - Side d p |                 |                       | Lo wer                                    | Upper |
| Do you consider brand value before purchasing a soap | Equal variances assumed     | 4.947                                   | 0.028 | 0.485                        | 150    | 0.314        | 0.628          | 0.070           | 0.145                 | -0.215                                    | 0.356 |
|  | Equal variances not assumed |   |       | 0.578                        | 90.882 | 0.282        | 0.565          | 0.070           | 0.121                 | -0.171                                    | 0.311 |

**INFERENCE:**

Based on the above **table 2** the independent samples t-test was conducted to compare the mean scores of respondents who consider brand value before purchasing a soap and those who do not. The results show that there was no significant difference in the mean scores of the two groups, with a p-value of 0.565 (two-tailed) which is greater than 0.05. Therefore, we reject the null hypothesis that there is no significant difference in the mean scores of the two groups. This suggests that brand value is not a significant factor in the soap purchasing decision of the respondents.

**TABLE 3: F-VALUE BETWEEN AGE AND ADVERTISEMENT**

|   |                | Sum of Squares | df  | Mean Square | F     | Sig.  |
|---|----------------|----------------|-----|-------------|-------|-------|
| Based on the features advertised about HUL products give your opinion about advertisement that made you buy [The ad message is understandable]          | Between Groups | 1.620          | 3   | 0.540       | 1.655 | 0.179 |
|   | Within Groups  | 48.275         | 148 | 0.326       |       |       |
|   | Total          | 49.895         | 151 |             |       |       |
| Based on the features advertised about HUL products give your opinion about advertisement that made you buy [The advertisement is believable]           | Between Groups | 5.066          | 3   | 1.689       | 3.343 | 0.021 |
|   | Within Groups  | 74.770         | 148 | 0.505       |       |       |
|   | Total          | 79.836         | 151 |             |       |       |
| Based on the features advertised about HUL products give your opinion about advertisement that made you buy [The ad message is relevant to user]        | Between Groups | 1.427          | 3   | 0.476       | 1.505 | 0.216 |
|   | Within Groups  | 46.777         | 148 | 0.316       |       |       |
|   | Total          | 48.204         | 151 |             |       |       |
| Based on the features advertised about HUL products give your opinion about advertisement that made you buy [The benefits is clearly explained]         | Between Groups | 3.591          | 3   | 1.197       | 2.374 | 0.073 |
|   | Within Groups  | 74.620         | 148 | 0.504       |       |       |
|   | Total          | 78.211         | 151 |             |       |       |
| .Based on the features advertised about HUL products give your opinion about advertisement that made you buy [The ad is much better than other product] | Between Groups | 8.059          | 3   | 2.686       | 4.896 | 0.003 |
|   | Within Groups  | 81.204         | 148 | 0.549       |       |       |
|   | Total          | 89.263         | 151 |             |       |       |

**INFERENCE:**

Table3 shows that the significance value of the ad message is understandable, the ad message is relevant to user, the benefits are clearly explained is 0.179, 0.216, 0.073 is greater than 0.05 hence null hypothesis is accepted. The significance value for the advertisement is believable, the ad is much better than other product is 0.021, 0.003 is less than 0.05. Hence, the null hypothesis is rejected and hence there is significant difference between age and the advertisement.

**TABLE 4: RESULTS OF CORRELATION**

| Correlations   |                     | How often do you see HUL soap advertisements | Do you consider to buy a HUL soap after watching its advertisement |
|--|---------------------|--|--|
| How often do you see HUL soap advertisements                       | Pearson Correlation | 1  | .229**   |
|  | Sig. (2-tailed)     |  | 0.004  |
|  | N                   | 152  | 152  |
| Do you consider to buy a HUL soap after watching its advertisement | Pearson Correlation | .229**                                       | 1  |
|  | Sig. (2-tailed)     | 0.004  |  |
|  | N                   | 152  | 152  |

**INFERENCE:**

Table 3 provides the correlation analysis, there seems to be a positive correlation between the frequency of seeing HUL soap advertisements and the likelihood of considering buying the product after watching the advertisement. The correlation coefficient is 0.229, which indicates a moderate positive relationship between the two variables. The p-value is less than 0.05, indicating that the correlation is statistically significant. Hence the null hypothesis is accepted

However, correlation does not necessarily imply causation. It could be that people who are more likely to buy HUL soap are also more likely to pay attention to its advertisements, rather than the advertisements directly influencing their purchase decisions. Additionally, other factors such as price, quality, and personal preferences can also influence a consumer's decision to buy a particular soap brand.

**LIMITATIONS OF THE STUDY:**

- This research is restricted within the city of Chennai, with a small sample of 152 respondents, therefore the outcome may vary, when the sample and research area are expanded.
- The sample size, which is 152 in number, may not exactly match the characteristics of the population.

- The study focused solely on consumer purchasing behaviour towards HUL to enable the research to obtain adequate conclusive evidence.
- The study is limited with its scope, and the time period of the study is important restriction.
- The researcher made every effort to collect the respondents' review, however There is still a reluctance on the part of the respondents to reveal all the answers.

## **FINDINGS, SUGGESTIONS AND CONCLUSION:**

### **FINDINGS**

There is no significant difference between soap they use and reason for purchasing on price quality and effective. There is no significant difference between gender and brand value among customers. There is no significant difference between age and the ad message is understandable, the ad message is relevant to user, the benefits is clearly explained. There is significant difference between age and the advertisement is believable, the ad is much better than other product. There is no significant relation between how often they watch advertisement and consideration to buy HUL soaps after advertisement

### **SUGGESTIONS:**

- The study should focus on identifying key factors such as price, brand image, product quality, features, after-sales service, and availability that influence consumers' purchasing behaviour towards HUL.
- The study should evaluate HUL marketing strategies to understand their effectiveness in attracting and retaining customers. This includes analyzing the brand's communication and promotional strategies, as well as its distribution and pricing policies.
- Based on the study's findings, HUL can identify areas where it needs to improve its marketing strategies to better cater to the needs and preferences of its target market. This includes product design and innovation, pricing, and branding

### **CONCLUSION**

This study is mainly focussed on giving insights to HUL on its soap market in India. This study mainly focusses on preference of the product, brand value among customers, advertising scenario and attraction and retention of previous customers were being tested. The data was collected and this article says that advertising has a positive impact on consumer purchasing behaviour so it needs to do more advertisement and create awareness among the people in order to sustain in the market.



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