



International Journal of Advance Studies and Growth Evaluation

A Study on Effectiveness of Advertising Techniques Adopted by FMCG Companies with Special Reference to Hul Brand, in Kadampazhipuram Panchayath

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Article Info.

E-ISSN: 2583-6528

Impact Factor (SJIF): 6.876

Peer Reviewed Journal

Available online:

www.alladvancejournal.com

Received: 15/ June/2025

Accepted: 13/July/2025

Abstract

Consumer-packaged goods (CPG), another name for fast-moving consumer goods (FMCG), are inexpensive goods that are sold quickly. These products are not long-lasting. The biggest manufacturer of fast-moving consumer goods in India is Hindustan Unilever Limited (HUL). The company launched more than 35 brands, including water purifiers, soap, detergents, shampoos, skin care products, toothpastes, cosmetics, tea, coffee, and packaged foods. In India, we can observe that FMCG firms have a lot of plans for their advertising. It is clear that this is due to the diverse clientele. Companies in the fiercely competitive Fast-Moving Consumer Goods (FMCG) sector are always looking for new and creative ways to draw in customers and increase sales. In this sector, advertising is an essential marketing strategy that helps FMCG companies build brand recognition, convey the advantages of their products, and influence consumers to buy.

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Keywords: FMCG, Consumers, Advertising.

Introduction

One of the key pillars of any firm is advertising. Promoting their goods and services is something that practically every company does. In order for the final product to be profitable and visible to everyone. The value of advertising is growing every day. HUL has been doing a lot of research on brand promotions because it frequently introduces new brands and primarily needs them for brand recall. As a result, Hindustan Unilever's marketing mix mostly consists of aggressive promotion and advertising. Television commercials, newspaper ads, magazine ads, and internet advertisements are all used to promote HUL brands. HUL has continuously shown that it is capable of producing powerful commercials that appeal to viewers.

The purpose of this study is to examine the efficacy of advertising strategies used by FMCG businesses, with a particular emphasis on Hindustan Unilever. This study looks at the different advertising tactics used by HUL in an effort to determine which ones work best, assess how they affect consumer behavior, and offer suggestions for upcoming advertising campaigns.

Significance of the Study

FMCG firms utilize advertising as one of their marketing strategies to inform their target consumers about their personal care goods. It reminds, convinces, and keeps the current clientele. For personal care goods, it aids in attracting new clients and keeping hold of current ones. Business growth is aided by advertising.

Therefore, in today's competitive corporate environment, a successful advertising strategy is crucial. By offering insights into the successful tactics used by a major player like Hindustan Unilever, this study will add to the body of knowledge already available on advertising techniques in the FMCG sector. Academics, marketers, and advertising professionals who want to comprehend the dynamics of advertising in the FMCG industry can find value in the research's conclusions.

This study aids FMCG firms in refining their current advertising strategies, consumers in making decisions, and the government in formulating policies. This study is socially relevant because businesses today are concentrating on advertising strategies to boost sales.

Objectives of the Study

1. To evaluate quality of FMCG advertisement.
2. To assess the response of the customers toward FMCG advertisement.
3. To measure the level of satisfaction toward advertisement of HUL personal care products.

SCOPE of the Study

With particular reference to the HUL brand, the study examines the efficacy of advertising strategies used by FMCG corporations. To boost sales in the current market, FMCG companies employ a variety of advertising strategies. Businesses employ both offline and online advertising strategies to reach their target audience. Customers are encouraged to buy things by advertisements, which also generate revenue for the company. The impact of FMCG advertisements on consumers' purchase decisions, an assessment of the quality of FMCG advertisements by age and gender, and a gauge of consumer satisfaction with HUL personal care product advertisements are all included in this study.

The Kadampazhipuram panchayath in Palakkad (Dist) is the subject of this investigation. According to the World Population Review, Palakkad is the district with the quickest rate of growth. As a result, we decided to conduct the investigation in this region.

Statement of the Problem

There are several competitors in India's fiercely competitive FMCG market. Other FMCG firms compete fiercely with Hindustan Unilever. In this regard, differentiating HUL's products and preserving its market share depend heavily on the efficacy of marketing strategies. However, thorough research on the efficacy of HUL's marketing strategies is lacking, especially when it comes to how they affect customer behaviour and brand loyalty. This information gap calls for a thorough analysis of HUL's marketing strategies in order to determine their efficacy and pinpoint areas in need of development.

Hypothesis of the Study

Hypothesis-1

H₀: There is no significant association between gender and the perception of HUL brand advertisement quality.

H₁: There is significant association between gender and the perception of HUL brand advertisement quality.

Hypothesis-2

H₀: There is no significant difference in the level of satisfaction related to HUL brand advertisement across different age groups.

H₁: There is a significant difference in the level of satisfaction related to HUL brand advertisement across different age groups.

Research Methodology

Research methodology is a blueprint of the entire research.

Research Design

The study is descriptive in nature based on both secondary and primary data. Primary data is collected via questionnaire and secondary data is collected through articles, website, review literature and journals.

Population of the Study

The population covered in this project report refers to all natives in Kadampazhipuram panchayath.

Sample Size

Sample size of the study is 75

Sampling Techniques

The sampling method used for the study is convenience sampling method.

Source of the Data

Primary data: primary data are the original data which collects directly and that have not been previously collected. Primary data is collected through well designed and structured questionnaire.

Secondary data: secondary data are the data which has already published for another purpose of study. Secondary data are collected from Journals, Text books, Articles, Publications and Internet etc...

Tools and Techniques of Study

Tool for data collection

Structured questionnaire is used for collection of primary data.

Tools for data analysis and interpretation

- Tables
- Graphs
- Charts
- Chi square test through SPSS
- One way ANOVA through SPSS

Review of Literature

K. Pongiannan and Jayakumar Chinnasamy (2014), carried out a study on "Do FMCG advertisements elicit a response from consumers?" This study's primary goal is to investigate how well FMCG advertisements generate responsiveness. A well-structured questionnaire and the random/snow ball sampling approach were used to gather primary data from sample respondents in the Coimbatore District of Tamil Nadu, India. Reachability, understandability, and viability of FMCG advertisements have a major impact on generating customer reactivity, according to research using appropriate statistical analysis tools like frequency analysis, chi-square test, one-sample "t" test, and descriptive statistics.

DR. Gaurav Suresh Rao Jayde (2019), Examine the topic "A study of consumer preference toward the HUL food brand's marketing mix." The study's primary goals are to ascertain the factors that influence consumers' decisions to purchase HUL food brands, examine the socioeconomic background of the participants, and gauge how satisfied they are with the marketing mix of HUL food brands in the Amravati district. Primary data for the current issue was gathered using a survey-based questionnaire. 450 respondents were selected by the researcher from different parts of the Amravati district. The researcher employed "Z" test analysis and basic percentages to test the hypothesis.

Mohammed Afreen (2018), carried out research on "FMCG companies' branding strategies." The study will assist businesses in comprehending the practical realities of branding tactics used by FMCG companies. Additional research will also try to comprehend important aspects of branding strategies like brand association, brand loyalty, and marketers' perceptions of certain FMCG brands. Both primary and secondary data sources are used to get the information for the research project. The questionnaire was used to gather the primary data.

The convenience sampling method is used to select 180 marketing intermediaries from the three chosen FMCG companies, resulting in a sample size of 335 to analyze consumer perceptions of specific FMCG brands with reference to the study of marketing intermediary perceptions. For analysis, the mean and standard deviation are employed.

Shubham Kshirsagar and Nilesh Anute (2021), Effectiveness of marketing practice on awareness and usage of food and beverage products" is the subject of an analytical study. The marketing strategies used by FMCG companies for food and beverage items are better understood thanks to this study, which also examines the food and beverage product situations of a few chosen FMCG companies in India. The non-probability convenience sampling method is employed in this study. There are 150 clients from Pune city in the sample size. Primary data was gathered by means of a questionnaire. Every piece of secondary data that is required is sourced from the internet, periodicals, books, and articles. The data has been analyzed using Microsoft Excel 2019.

Table 1: Data Analysis and Interpretation Table showing age of the respondents

| Age | Responses | Percentage |
|----------|-----------|------------|
| Below 20 | 10 | 13 |
| 21-30 | 15 | 20 |
| 31-40 | 30 | 40 |
| Above 40 | 20 | 27 |
| Total | 75 | 100 |

Source: Primary Data

Interpretation

In the study it is interpreted that majority of the respondents are between 31- 40. 27% are above 40. 20% are between 21- 30 and 13% are below 20.

Table 2: Table showing status of the respondents

| Status | Respondents | Percentage |
|---------------|-------------|------------|
| Student | 19 | 25 |
| Self Employed | 15 | 20 |
| Employee | 34 | 46 |
| House wife | 7 | 9 |
| Total | 75 | 100 |

Source: (Primary data)

Interpretation

From the above table it is clear that 46% respondents are employees. 25% respondents are students. 20% are self employed and 9% are house wife.

Testing of Hypothesis

1. Relationship between gender and quality of HUL brand advertisement.

CHI-SQUARE Test

Null Hypothesis (H₀): There is no significant association between gender and the perception of HUL brand advertisement quality.

Alternative Hypothesis (H₁): There is a significant association between gender and perception of HUL brand advertisement quality.

| Chi-Square Tests | | | |
|------------------------------|--------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 4.132 ^a | 2 | .127 |
| Likelihood Ratio | 4.021 | 2 | .134 |
| Linear-by-Linear Association | 1.795 | 1 | .180 |
| N of Valid Cases | 75 | | |

Source: (primary data)

- a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .51

Interpretation

The Pearson chi square test gives a p value of 0.127, which is greater than the significance level of 0.05, hence accept the null hypothesis. This means there is no statistically significant relationship between gender and perception of the quality of HUL brand advertisement.

2. Relationship between age and level of satisfaction of HUL brand advertisement.

One Way ANOVA Test

Null Hypothesis (H₀): There is no significant difference in the level of satisfaction related to HUL brand advertisement across different age groups.

Alternative Hypothesis (H₁): There is a significant difference in the level of satisfaction related to HUL brand advertisement across different age groups.

| Descriptive Level of satisfaction related to HUL brand advertisements | | | | | | | | |
|--------------------------------------------------------------------------|----|------|---------------|-----------|-----------------------------|-------------|---------|---------|
| | | | | | 95% Confidence Interval for | | | |
| | N | Mean | Std.Deviation | Std.Error | Lower Bound | Upper Bound | Minimum | Maximum |
| Below 20 | 7 | 2.57 | .976 | .369 | 1.67 | 3.47 | 1 | 4 |
| 21-30 | 45 | 2.49 | .944 | .141 | 2.21 | 2.77 | 1 | 5 |
| 31-40 | 11 | 2.36 | 1.286 | .388 | 1.50 | 3.23 | 1 | 5 |
| Above 40 | 12 | 2.67 | 1.073 | .310 | 1.98 | 3.35 | 1 | 5 |
| Total | 75 | 2.51 | 1.005 | .116 | 2.28 | 2.74 | 1 | 5 |

| ANOVA | | | | | |
|-----------------------------------------------------------|----------------|----|-------------|------|------|
| Level of satisfaction related to HUL brand advertisements | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .595 | 3 | .198 | .192 | .902 |
| Within Groups | 75.405 | 72 | 1.033 | | |
| Total | 75.000 | 75 | | | |

Source: (primary data)

Interpretation

The p value is 0.902, is much greater than 0.05, Hence accept the null hypothesis. This means that there is no significant difference in satisfaction level related to HUL brand advertisement across different age groups.

Findings

1. Out of 75 respondents, it is observed that the majority of the respondents are within the age group of 31- 40 years constituting about 40%.
2. Out of 75 respondents, majority of the respondents are employees .25% are students. 20% are self-employed and rest of the respondents are home makers.
3. This study proved that here visual aid are most critical criteria when customers considering advertisement. Some of them attract with music of the advertisements only small percentage of them attract with message and presence of celebrity.
4. Majority of the respondents are like to watch advertisements on television and online mode. Some of them like newspaper and magazine advertisements. Only few of them attract with advertisements on brand website.
5. This study found that most effective in conveying customer satisfaction HUL brand advertisements is soap ads another one is toothpaste. Shampoo and body lotion are less satisfaction in their ads.

Suggestions

1. When marketer takes a decision on quality of FMCG advertisement there is no need to consider the gender. Whether they increase or decrease the quality of FMCG advertisement there is no impact on gender. If the quality of FMCG advertisement increase it helps to attract customers, inform them about products and build customers trust.
2. When marketer takes decision on advertisement of FMCG there is a need to consider different age group of customers. It is because of taste and preference of customers are vary according to their age.
3. The marketer can use different modes of advertisement to increase the level of satisfaction of the customers. Most of the customers are like advertisement through television and internet. So, that HUL brands are need to more focus on advertisement through television and internet to satisfy its customers.

Conclusion

With particular reference to HUL, the study on the efficacy of advertising strategies used by FMCG businesses emphasizes how important advertising is in shaping customer behavior and brand choice. HUL has effectively built a strong brand presence in the FMCG industry using a variety of advertising strategies, including print media, influencer partnerships, digital marketing, television commercials, and promotional campaigns. The results of the study show that creative and customer-focused ads have a major impact on consumer engagement, brand recall, and purchase decisions. HUL's strategic strategy guarantees broad reach and flexibility in

response to shifting consumer preferences by utilizing both traditional and digital media platforms. HUL continues to use advertising as a potent strategy to hold onto its market-leading position in the FMCG industry. However, ongoing innovation in advertising methods is crucial given the increasing dominance of digital platforms and changing customer behavior. To increase efficacy even more, future studies can examine the effects of AI-driven marketing, tailored ads, and sustainability-focused initiatives.

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