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Effect and Role of Advertisement on FMCG Products In India

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ABSTRACT : The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US\$ 13.1 billion. It has a strong MNC presence and is characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage.

The FMCG market is set to treble from US\$ 11.6 billion in 2003 to US\$ 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer 'upgrading' in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US\$ 28 billion of investment in the food- processing industry.

I.INTRODUCTION

The main purpose of our research report is to find out the effects of advertisement on the various FMCG products in India. With the help of some hair care products of three main India's largest FMCG companies like ITC (Indian Tobacco Company) & HUL (Hindustan Unilever Limited) & P & G (Potter & Gamble)

The research report includes the comparison between in the three main products first is LUX Shampoo (A product of Hindustan Unilever Limited) & second is VIVEL Shampoo (A product of Indian Tobacco Company).& third is Pantene Shampoo (A product of P & G).

II.OBJECTIVE OF THE RESEARCH-

1). Primary Objective:- To analysis and find out the effect of advertisement on the sale of FMCG Company's Products.

2). Secondary Objective:-

To find out the growth of FMCG sector through the advertisement.

To find out the increment in the awareness in consumers towards the product through advertisement.

III.RESEARCH METHODOLOGY-

Research-

Viewing a particular phenomenon that already exists is called as Research. In other words, searching and doing study on any existing substance from the universe is called as Research. A universe is the total population on which the research study is to be done or is being conducted.



The characteristic features of research are as follows: –

- Flexible Design
- Non-Probability Sampling Design
- No pre-planned design for analysis
- Unstructured instruments for collection of data
- No fixed decisions about the operational procedures

IV.METHODOLOGY

In the Methodology contains the steps involved in the research, which are used to solve the problems of research.

Components of research problem-

- There must be an individual or a group of individuals, which has some difficulty or some problems.
- There must be some objectives to be attained.
- There must be some alternative means to obtain the objectives.
- There must be some environment.

Why we study research methodology?

- To get an inside about every knowledge.
- To determine the association of one activity with another activity.
- To determine the characteristics of an individual or a group of individuals or various activities or their frequency of occurrence.

Importance of research methodology in management-

- Helps the managers to take good decisions.
- Provide the managers, more knowledge and better information.
- Helps the management for new product development.
- Availability of improved techniques and tools to meet this need.
- Helps in customer satisfaction.

Types of research-

Two types of research are there:

A). Exploratory research.

B). Conclusive research.

A). Exploratory Research-

It seeks to discover new relationships, emphasis on discovery of ideas. This research is used when very little is known about the problem being examined. Exploratory research studies are also termed as formulative research studies as its main purpose is to formulate a problem. Exploratory research is used here is flexible and the areas where this type of research used are to know the:

Brand preference.

V.LIMITATIONS & CONCLUSION

Every project has certain limitations which can also be inferred as we move on with the report.



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- To start with, the first limitation which I came across was the market fluctuation i.e. in terms of demand/supply of the product. And hence this was the major hurdle in calculating the market share and sales pattern of the brand.
- Secondly the analysis part was done through the questionnaire. It also has certain limitations which came across while conversing with the respondents. Problems came over with the intellect of the questions which was to be kept very simple so that everyone could understand, with the incomplete questionnaires and no control over who completes it.
- Third limitation faced was the data inadequacy as company bounds the sources at certain level because some data has to be kept official and for company records only.

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