



**A STUDY OF REGIONAL IMPACT OF ADVERTISING ON THE
PURCHASE OF DIFFERENT BRANDS OF DETERGENTS (POWDERS
AND BARS) AND BATH SOAPS:
A CASE STUDY OF KUDAL CITY IN SINDHUDURGA DISTRICT OF
MAHARASHTRA STATE**

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ABSTRACT

The growing market for detergents and soaps in this country has been passing through a phase of keen competition. A virtual war is being waged on India's Television screen; new brand names are being angled before the consumer so as to wean him away from his favorite brand.

The Present study related to the advertising of the Television commercials of detergents and bath soaps and the various factors influencing the purchase of different brands of detergent powders, bars and bath soaps.

Advertising is one of the important factors shaping the consumption pattern of people. The changes in aspiration level have been stimulated to an extent by exposure to television, the exposure to the lifestyle of the well to do depicted on television as well as the products that are advertised on television.

Keywords: advertising, television, ingredients, Consumer psychology

I. INTRODUCTION

Washing detergents and Bath soaps have become ubiquitous, even in developing country like India. Various types of detergent and bath soaps are available throughout the country. The manufacturers of detergent and bath soaps are making full use of the medium of Television, in to reach out to the consumer. Hindustan lever, Godrej, TOMCO, and Nirma hold the bulk of market. Many other companies are engaged in the manufacturing of detergents and soaps. In, fact the progress of detergents and also of the detergent market has been faster than that of soaps.

The growing market for detergents and soaps in this country has been passing through a phase of keen competition. A virtual war is being waged on India's Television screen; new brand names are being angled before the consumer so as to wean him away from his favorite brand.

Television is a fast growing medium of mass communication in India. Due to both audio and visual impact it is most effective medium of advertising. Television advertising helps to provide the required support to the marketing activities and thereby try to increase the sales of products, ideas or services as the case may be. Television advertising is most efficient in creating favorable attitudes towards the brands currently used by the consumers.

The large number of Television transmitters scattered all over the country have given publicity to consumer goods including detergents and bath soap. The advertising message is being broadcast in the local dialects. It is for the marketing companies to see that detergents and bath soaps are available with retail outlets when Television publicity campaigns are

launched. Television campaigns play an important role in advertising the detergents and bath soaps. The advertising messages play an important role in advertisement. The content of message has to be very carefully drafted in the advertisement. In case of detergents and bath soaps advertising messages play an important in success of advertisement.

In case of purchasing detergents and bath soaps, various factors influence consumer. Detergents and bath soaps marketing is growing in volume every year. The battle for retaining or increasing the market share is heating up. Various claims through different media are being put forward to influence different segments of the market. Detergents and bath soaps marketing is having a high competition. Various brands are available in the market. Some brands are highly advertised on Television, Radio, Newspapers, magazines etc.

In Maharashtra Mumbai, Pune, Nagpur, Aurangabad, Amravati, Nasik, Thane, Kolhapur, Satara, Sangli, Solapur etc. the life style of people in these cities is rather fast-changing. Other cities where changes are taking place in the consumption pattern due to the exposure to different media. Kudal, is being the residential and working place of researcher, the city Kudal is selected on account of convenient part of researcher.

II.SCOPE OF THE STUDY

The population in Kudal essentially consists of Government employees, professionals and businessmen. They are the kind of people who in our society most likely to set trends in fashion and tests of daily life. People originally from this city, who have migrated and settled in Mumbai, Pune, Kolhapur and other big cities for more than 3-4 decades.. ‘The consumer in Kudal city, are commercial-minded. They are very inquisitive while purchasing anything in the market. They visit one after another shop to select the product they want. After comparing the price of thing they purchasing things.

III.RESEARCH METHODOLOGY

The primary data were collected from the consumers in Kudal city through personal contact with the help of well designed structured questionnaire. The data were also collected from secondary sources such as library, various journals, periodicals, websites, magazines, and newspapers in India as well as abroad for proposed study.

IV.SELECTION OF SAMPLE

In order to collect the primary data, the researcher has studied different activities of consumers. The study is based on random sampling. The size of sample was 50 respondents in different areas of Kudal city. The sampling technique was known probabilistic and the researcher tried to remain fully objective

V. OBJECTIVES OF THE -STUDY

- 1) To evaluate the role of Television commercials promoting different brands of detergents (Powders and Bars) and Bath soap.
- 2) To analyze the responses of the consumers so as to highlight the various factors affecting the consumers in the purchase of detergents (Powders and Bars) and Bath soap.
- 3) To identify the impact of advertising according to occupation, income level and educational level of consumers.

VI. HYPOTHESIS

- 1) Television commercials promoting different brands of detergents (Powders and Bars) and Bath soap
- 2) Impact of advertising depends on occupation, income level and educational level of consumers.

VII. LIMITATIONS OF THE STUDY

The research work is limited to the geographical area of Kudal city. The study is restricted to only the detergents powders, bars and bath soaps. The scope of work up to the advertising of the Television commercials of detergents and bath soaps and the various



factors influencing the purchase of different brands of detergent powders, bars and bath soaps.

VIII. PROFILE OF KUDAL CITY

1 GEOGRAPHY

Kudal is located at 16.008°N 73.687°E. It has an average elevation of 20 meters (65 feet).

2 DEMOGRAPHICS

As of 2001 India census, Kudal had a population of 13,643. Males constitute 51% of the population and females 49%. Kudal has an average literacy rate of 78%, higher than the national average of 59.5%: male literacy is 81%, and female literacy is 75%. In Kudal, 12% of the population is under 6 years of age.

IX. HISTORY OF SOAP AND DETERGENT

Traditionally, soap has been manufactured from alkali (lye) and animal fats (tallow), although vegetable products such as palm oil and coconut oil can be substituted for tallow. American colonists had both major ingredients of soap in abundance, and so soap making began in America during the earliest colonial days. Tallow came as a by-product of slaughtering animals for meat, or from whaling. Farmers produced alkali as a by-product of clearing their land; until the nineteenth century wood ashes served as the major source of lye. The soap manufacturing process was simple, and most farmers could thus make their own soap at home.

The major uses for soap were in the household, for washing clothes and for toilet soap, and in textile manufacturing, particularly for fulling, cleansing, and scouring woolen stuffs. By the eve of the American Revolution, however, the colonies had developed a minor export market; in 1770 they sent more than 86,000 pounds of soap worth £2,165 to the West Indies.

The growth of cities and the textile industry in the early nineteenth century increased soap usage and stimulated the rise of soap-making firms. By 1840, Cincinnati, then the largest meatpacking center in the United States, had become the leading soap-making city as well. The city boasted at least seventeen soap factories, including Procter and Gamble (established 1837), which was destined to become the nation's dominant firm. A major change in soap making occurred in the 1840s when manufacturers began to replace lye made from wood ashes with soda ash, a lye made through a chemical process. Almost all soap makers also produced tallow candles, which for many was their major business. The most soap factories remained small before the Civil War.

The period between the end of the Civil War and 1900 brought major changes to the soap industry. The market for candles diminished sharply, and soap makers discontinued that business. At the same time, competition rose. Many soap makers began to brand their products and to introduce new varieties of toilet soap made with such exotic ingredients as palm oil and coconut oil. Advertising, at first modest but constantly increasing, became the major innovation. In 1893 Procter and Gamble spent \$125,000 to promote Ivory soap, and by 1905 the sales budget for that product alone exceeded \$400,000. Advertising proved amazingly effective. In 1900 soap makers concentrated their advertising in newspapers but also advertised in streetcars and trains. Quick to recognize the communications revolution, the soap industry pioneered in radio advertising, particularly by developing daytime serial dramas. Procter and Gamble originated *Ma Perkins*, one of the earliest, most successful, and most long-lived of the genre that came to be known as Soap Operas, to advertise its Oxydol soap in 1933. By 1962 major soap firms spent approximately \$250 million per year for advertising, of which 90 % was television advertising. In 1966, three out of the top five television advertisers were soap makers, and Procter and Gamble was television's biggest sponsor, spending \$161 million.

Advertising put large soap makers at a competitive advantage, and by the late 1920s three firms had come to dominate the industry: (1) Colgate-Palmolive-Peet, incorporated as

such in 1928 in New York State, although originally founded by William Colgate in 1807; (2) Lever Brothers, an English company that developed a full line of heavily advertised soaps in the nineteenth century and in 1897 and 1899 purchased factories in Boston and Philadelphia; and (3) Procter and Gamble.

Synthetic detergent, had been developed in Germany during World War I. Detergents are superior to soap in textile process. In 1933 Procter and Gamble introduced a pioneer detergent, Dreft, which targeted the dishwashing market because it was too light for laundering clothes.

In 1940 the "big three"—Colgate, Lever, and Procter and Gamble—controlled about 75 % of the soap and detergent market. They produced a wide variety of products, such as shampoos, dishwashing detergents, liquid cleaners, and toilet soap, but the most important part of their business was heavy-duty laundry soap, which accounted for about two-thirds of sales. Procter and Gamble had about 34 % of the market. Lever was a close second with 30 %, and Colgate trailed with 11 %. In 1946 Procter and Gamble radically shifted the balance in its favor when it introduced Tide, the first heavy-duty laundry detergent. By 1949, Tide had captured 25 % of the laundry-detergent market. By 1956, even though Lever and Colgate had developed detergents of their own, Procter and Gamble held 57 % of the market, as compared with 17 % for Lever and 11 % for Colgate. Despite Procter and Gamble's triumph, the big three still competed fiercely.

By 1972, detergents had almost eliminated soap from the laundry market, although toilet soap remained unchallenged by detergents. In the 1970s, bans on detergents by some local governments, which feared contamination of their water supplies, had little impact on the composition or sales of laundry products. In the early 2000s, the smaller firms within the industry still produced a multitude of specialized cleansers for home and industry, although in the highly important fields of toilet soaps, laundry soaps, and detergents, the big three remained dominant, controlling about 80 % of the total market.

Ingredients

The most common ingredients that are used in making powder detergents are - Surfactants, optical brighteners, fabric softeners, enzymes, detergent builders, bleaches and compounds, synthetic perfumes and fragrances, and more.

X. ROLE OF TELEVISION COMMERCIALS

The Television commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices Television networks charge for commercial airtime during popular Television events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second Television spot during this game has reached US\$3 million (as of 2009).

The majority of television commercials feature a song or jingle that listeners soon relate to the product.

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. Virtual product placement is also possible.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. There are many media used to deliver these messages, including traditional media such as television, radio, cinema, magazines, newspapers, video games, the carrier bags, billboards, mail or post and Internet marketing. Today, new media such as digital

signage is growing as a major new mass media. Advertising is often placed by an advertising agency on behalf of a company or other organization

XI.IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR

Advertisement plays an important role in influencing and transmitting consumer values. Many feel that advertisement is manipulative and intrusive and this does more harm than good to the society. Advertisement in terms of its positive impact on consumer as follows. (1) Educates Consumer (2) Improves The Standard Of Living (3) Supports Mass-Media

XI.1. CONSUMER BEHAVIOR

Study of consumer behavior is essential due to growing importance of consumers in purchasing/marketing, consumer legislation and consumerism. This consumer behavior is the cornerstone of marketing strategy. The study of consumer behavior is essential because success in marketing largely depend on the ability to anticipate what the buyers will do or how they will react.

Consumer behavior is defined as “all psychological, social and physical behavior of potential customers as they become aware of evaluate, purchase, consume and tell others about the product and services.” The definition indicates that- 1. individual aspect as well as social aspect, Reflected satisfaction or dissatisfaction, interaction of consumer, Net result of environmental factors ,Always uncertain, answers to various questions, marketing of goods and services, challenge and opportunity to a marketer, Different customer behave differently, purchase decision, reflects status

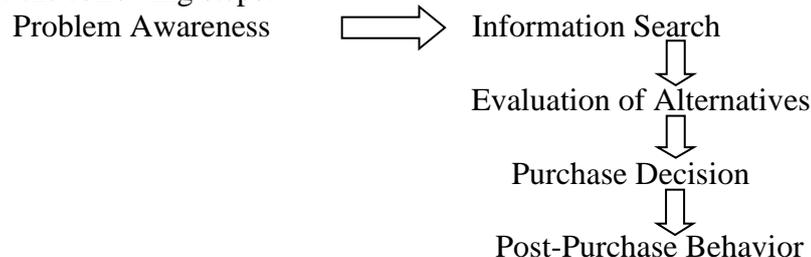
According to Boone and Kurtz, consumer behavior is the outcome of both individual and environmental influences.

$$B = f(P, E)$$

i.e. consumer behavior (B) is function (f) of the interaction of the personal influences of consumers (P) and the influences of environmental forces (E).

XI.2. CONSUMER PSYCHOLOGY IN ADVERTISING

In order to understand whether a promotional effort could ultimately result in the sale of products. There is need to understand the consumer’s purchase decision-making process. It consists of the following steps.



The use of consumer psychology in advertising is probably as old as the business of advertising itself. But, over the years, its importance has increased

XI.3. FACTORS INFLUENCE ON CONSUMER DECISION MAKING PROCESS

Consumer behavior is affected by many factors. Following are the factors-

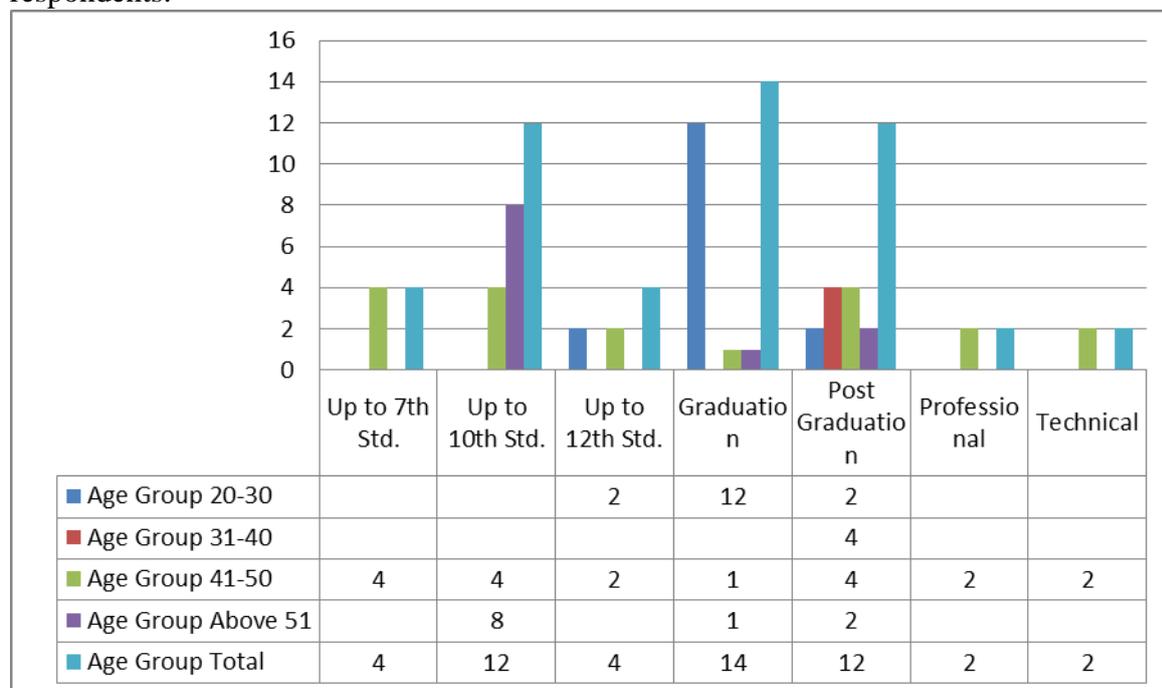
- 1) Marketing Factors-Marketing Mix - 4Ps -viz. Product, Pricing, Promotion and Place-
- 2) Personal Factors- Age factor, gender, education, income level, Status in the society, personality, lifestyle, family size
- 3) Psychological Factors- learning, attitude, motives, perception and belief.
- 4) Situational Influences-Physical surrounding, Social surrounding, Time factor, Task, Momentary conditions
- 5) Social Factors - reference group, family and social and status.
- 6) Cultural Factors- Cultural factors includes race and religion, tradition, cast, moral values. And also include sub-cultures i.e. sub-cast, religious, languages and so on

XII.PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

The data tabulated and analyzed on the basis of %ages. The conclusions were made drawn on the basis of analysis and interpretation.

XII.1.AGE AND EDUCATION CLASSIFICATION OF CONSUMER

It should be noted that age and education of individuals influenced on consumer behavior. Needs and interest definitely vary with age. Education is property of person in building an occupational development. The age at which a person thinking about various things. It is proposed in this study to ascertain the level of age and education dimension of respondents.



Data indicate multiple responses.

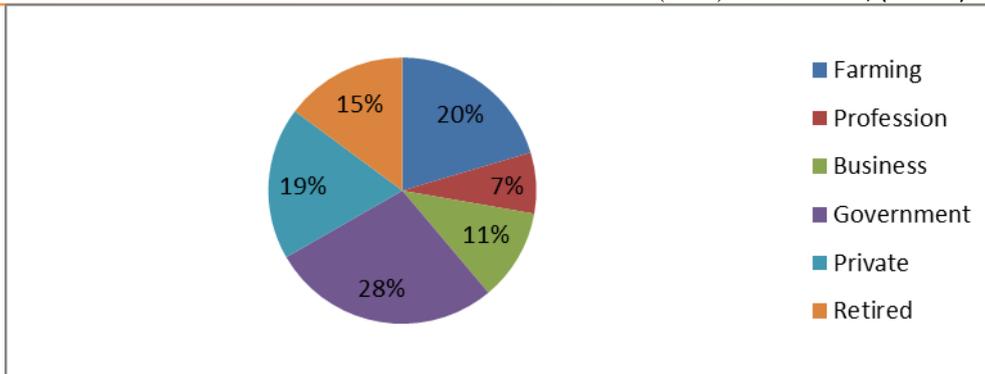
Source – Compiled by Researcher

The above graph itself reveals age and education of respondents. The 32 % respondents in the age group of 20-30 years reported that they were educated upto 12th standard (2), Graduation (12) and Post-Graduation (2). The 8 % respondents between 31-40 years were Post-Graduate. Maximum i.e. 38 % respondents in the age group between 41-50 years had obtained different level of education i.e. 4 each samples in upto 7th standard, upto 10th standard, and Post-Graduate. 2 each respondent obtained education upto 12th standard, professional and Technical education respectively. 22 % samples age group of above 51 years reported that they were educated upto 10th standard (8), Graduate (1) and Post-Graduate (2).

As most of the respondents were Graduates in their respective subject.

XII.2 OCCUPATION OF CONSUMER

Nature of employment to a great extent can be guide to designing of product and advertisements aimed at people in particular professions.

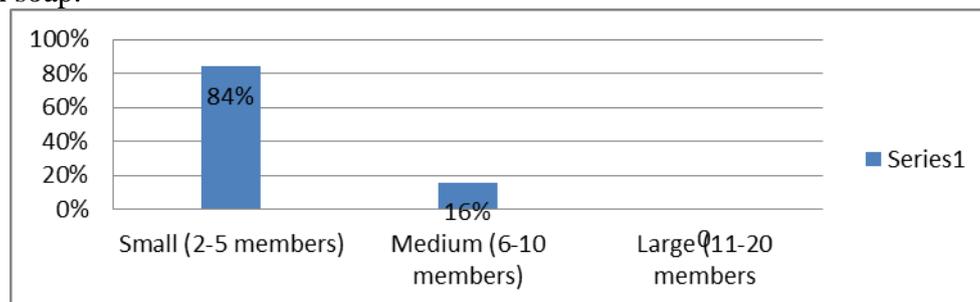


Source – Compiled by Researcher

Above Graph elaborate the occupation of respondents. It shows that 30 % respondents were Government servant, 22 % respondents were farmer, 20 % were in private field. 12 % and 8 % samples were in the field of Business and profession respectively. 16 % respondents were retired in their services.

XII.3 CLASSIFICATION ACCORDING TO FAMILY SIZE

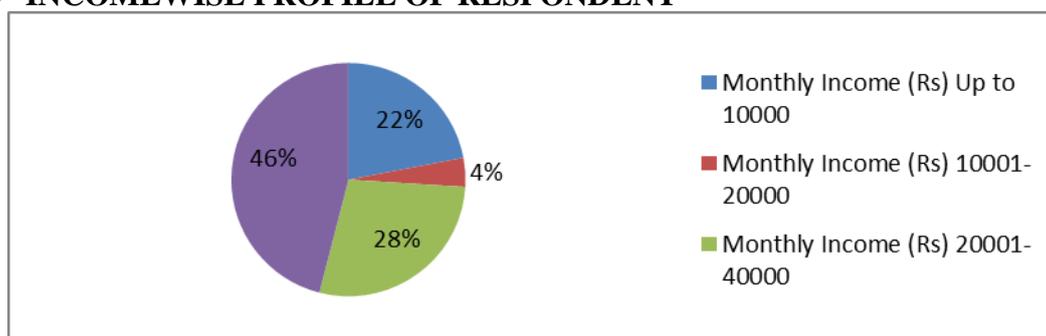
Persons from large families and limited income may look out for money saving offer. Family members influence the buying behavior of a person. Therefore, it is necessary to find out the relative influence of husband, wife and children in purchase of different brands of detergent and bath soap.



Source – Compiled by Researcher

The above Graph reflected that family size of respondents. It shows that 84 % samples were from small family having 2-5 members and 16 % of the respondents were from the medium size family i.e. 6-10 members in family.

XII.4 INCOMEWISE PROFILE OF RESPONDENT



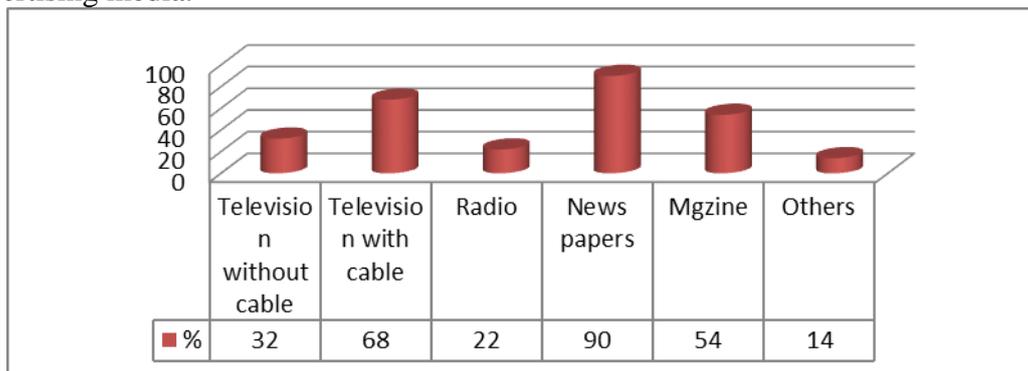
Source – Compiled by Researcher

The above Graph elaborated that 46 % respondents were having monthly income over Rs.40000, 28 % of them were in the income group of Rs. 20001-40000. 22 % of respondents were having income up to Rs. 10000 and only 4 % respondents were having income between Rs.10001-20000 per month.

XII.5 MEDIA AVAILIABLE

Media is the channel through which advertising message is communicated. In the new millennium, the media industry in India continues to be in the threshold of tremendous

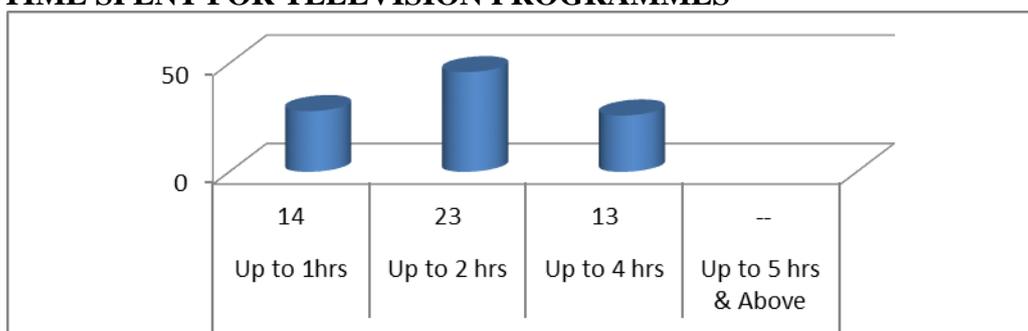
change. The advertised message travels from the producer to the consumer via vehicles know as advertising media.



Source – Compiled by Researcher
Data indicate multiple responses

The above Graph depicts the 90 % samples were having newspapers, 68 % and 32 % samples were having Television with cable and without cable respectively. 54 %, 22 % and 14 % samples were having magazine, radio, and another media respectively. Other media like film, outdoor Internet etc.

XII.6 TIME SPENT FOR TELEVISION PROGRAMMES



Source – Compiled by Researcher

The above graph summarizes the 46 % and 26 % respondents were spent up to 2 hours and 4 hours for Television programme, 28 % samples were spent one hour.

XII.7 INTEREST IN ADVERTISEMENT ON TELEVISION

	Total	%
Yes	34	68
No	16	32

Source – Compiled by Researcher

The above Table reveals that 68 % respondents were interested and 32 % samples were not interested in advertisement on Television.

XII. 8 USE OF SPECIFIC BRAND

	Yes	No
Detergent Powder	37	13
Detergent Bar	37	13
Bath Soap	37	13
%	74%	26%

Source – Compiled by Researcher

The above Table reflected that 74 % respondents were used specific brand of detergent powder, detergent bar and bath soaps. Remaining respondents were used different types of brands or unbranded product.

XII. 9 REASONS FOR CHANGE EARLIER BRAND

Reasons					Total Consumer
Advertising	Long lasting	Attractive discounts	No change	Other reason	
36	--	--	5	9	50
72%	--	--	10%	18%	100%

Source – Compiled by Researcher

The above Table present the majority of respondents i.e. 72 % were change their existing brands of detergent powder, bar and bath soap due to impact of advertising. 18 % respondents were stated other reasons like family influence, recommendation of friends/neighbors/relatives and so on. But 10 % respondents were satisfied in existing brands.

XII.10 SOURCES OF PURCHASES

Sources	Total	%
Grocery shop	23	46
Co-operative store	5	10
General store	20	40
Other source	2	4
Total	50	100

Source – Compiled by Researcher

The above Table elaborated that Grocery shop and General stores supplied detergent powder, detergent bar and bath soap to 46 % respondents respectively. 10 % samples got these brands from Co-operative stores. However, other sources like big bazaar provided these brands for 2 samples (4 %). Majority of respondents were given preference to Grocery shop for purchased their brands.

XII.11. COLOURS PREFERRED BY CONSUMER

Colour performs various functions. It is an important factor in the selection or rejection of a product. Colours are used for symbolic representation. Different colours convey different things. White colour perceived to be mild, Red is considered to be strong, Blue considered to be cool while Green is perceived as an environmentally friendly.

Brand	Green	Blue	Yellow	White	Other	Total
Detergent Powder	6 (12%)	9 (18%)	--	24 (48%)	11 (22%)	50 (100)
Detergent bar	20 (40%)	12 (24%)	5 (10%)	13 (26%)	--	50 (100)
Bath soap	7 (14%)	--	--	34 (68%)	9 (18%)	50 (100)

Source – Compiled by Researcher

The above Table reveals that 48 % respondents preferred white colour, 18 % and 12 % samples preferred blue and green respectively of detergent powder. 11 % samples were prefer other colour. In case of detergent bar 40 %, 26 %, 24 % and 10 % respondents preferred green, white, blue and yellow colour respectively. 68 % samples were prefer white colour, 18 % respondents preferred other colour. However, 14 % samples were prefer green colour for bath soap.

XII.12. TELEVISION COMMERCIALS

Brand	Remember all	Remember enough	Remember little	Total
Rin Advance	33 (66%)	11 (22%)	6 (12%)	50 (100%)
Arial	34 (68%)	11 (22%)	5 (10%)	50 (100%)
Active Wheel	27 (54%)	16 (32%)	7 (14%)	50 (100%)
Surf Excel	27 (54%)	15 (30%)	8 (16%)	50 (100%)
Tide	11 (24%)	11 (24%)	24 (52%)	46 (100%)
Other	9 (53%)	2 (12%)	6 (35%)	17 (100%)
Bath Soaps				
Hamam	19 (38%)	26 (52%)	5 (10%)	50 (100%)
Medimix	20 (42%)	23 (48%)	5 (10%)	48 (100%)
Dove	28 (58%)	18 (38%)	2 (4%)	48 (100%)
Santoor	19 (38%)	18 (36%)	13 (26%)	50 (100%)
Lifeboy	32 (65%)	11 (23%)	6 (12%)	49 (100%)
Other Lux	9 (82%)	2 (18%)	0	11 (100%)

Source – Compiled by Researcher

Data indicate multiple responses.

The above Table shows maximum respondents were remember all advertisement of detergent and bar (66% Rin advance, 68% Arial, 54% Active Wheel, 54% Surf Excel, 24% Tide, 53% others). But in case of bath soap samples were mixed response. It may be observed that 52 % and 48 % respondents were remembering enough advertisement of Hamam and Medimix bath soap respectively. But 58 % and 65 % samples remembered all advertisement of Dove and Lifeboy respectively.

XIII. CONCLUSIONS

A study was conducted with the help of questionnaire and survey method was followed. Around 17 questions were asked to the respondents. Respondents were selected on random basis. However, due representation was given to each area of Kudal city. 50 respondents have filled up the questionnaire. These questionnaires were tabulated and analyzed with the help of computer. The statistical method such as %age was used and conclusion was drawn.

- (1) As most of the respondents were Graduates in their respective subject.
- (2) 30 % respondents were Government servant, 22 % respondents were farmer, 20 % were in private field. 12 % and 8 % samples were in the field of Business and profession respectively. 16 % respondents were retired in their services.
- (3) 84 % samples were from small family having 2-5 members and 16 % of the respondents were from the medium size family i.e. 6-10 members in family.
- (4) 46 % respondents were having monthly income over Rs.40000.
- (5) 68 % and 32 % samples were having Television with cable and without cable respectively.
- (6) 46 % and 26 % respondents were spent upto 2 hours and 4 hours for Television programme.
- (7) 68 % respondents were interested in advertisement on Television.
- (8) 74 % respondents were used specific brand of detergent powder, detergent bar and bath soaps. Remaining respondents were used different types of brands or unbranded product.

(9) Majority of respondents i.e. 72 % were change their existing brands of detergent powder, bar and bath soap due to impact of advertising.

(10) Grocery shop and General stores supplied detergent powder, detergent bar and bath soap to 46 % respondents respectively.

(11) 80 % were purchase the brand due to advertisement of product on Television and other media.

(12) Maximum respondents were remember all advertisement of detergent and bar (66% Rin advance, 68% Ariel, 54% Active Wheel, 54% Surf Excel, 24% Tide, 53% others). But in case of bath soap samples was mixed response. But 58 % and 65 % samples remembered all advertisement of Dove and Lifeboy respectively.

(13) 58 % and 65 % samples remembered all advertisement of Dove and Lifeboy respectively

In present competitive age a number of marketing challenges before the business and the buyers today is exposed to veritable flood of information from different sources like advertisement, samples, display, salesmen's suggestion etc. Among these sources advertisement emerged as an effective one because of media explosion.

Advertising is one of the important factors shaping the consumption pattern of people. The changes in aspiration level have been stimulated to an extent by exposure to television, the exposure to the lifestyle of the well to do depicted on television as well as the products that are advertised on television.

The wide variations in the consumption pattern can be traced due to the variations in consumer profile especially the income level. The consumption pattern varies widely from income to income. Education directs the consumption pattern of people and education of the head of household also determines the influence of advertising on consumption. Occupation is one of the factors determining the consumption pattern. Professional people being more educated are more quality-conscious. Servicemen having fixed income always try to get maximum returns out of money spent. They are always receptive to new products within their income limit.

TESTING OF HYPOTHESIS

While planning the study on the basis of the objectives of the study a set hypothesis was formulated. In light of the conclusion of the study the hypothesis are examined to arrive of some definite conclusions. These hypotheses have been tested in the following manner.

Hypothesis-1-Television commercials promoting different brands of detergents (Powders and Bars) and Bath soap.

This hypothesis has been examined basing upon reasons for change earlier brand, interest in advertisement on Television, television commercials and classification of factors influencing on purchasing.

Majority of respondents i.e. 72 % were change their existing brands of detergent powder, bar and bath soap due to impact of advertising, 68 % respondents were interested in advertisement on Television, Maximum respondents were remember all advertisement of detergent and bar (66% Rin Advance, 68% Ariel, 54% Active Wheel, 54% Surf Excel, 24% Tide, 53% others). But 58 % and 65 % samples remembered all advertisement of bath soap, 80 % were purchase the brand due to advertisement of product on Television. The above analysis clearly indicates that television commercials promoting different brands of detergents (Powders and Bars) and bath soap. Hence the hypothesis is found to be valid.

Hypothesis-2-Impact of advertising depends on occupation, income level and educational level of consumers.

This hypothesis has been tested through occupation of consumers, income wise profile of respondents and education wise classification of consumers.

In the ongoing analysis examine the impact of advertising depends on occupation, income level and educational level of consumers.



30 % respondents were Government servant, 22 % respondents were farmer, 20 % were in private field. 12 % and 8 % samples were in the field of business and profession respectively. 16 % respondents retired from their services. 46 % respondents were having monthly income over Rs.40000. 28 % of the respondents were Graduates in their respective subject.

The fact that is emerging from the above analysis is supporting the hypothesis. Hence, hypothesis is accepted.

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