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CERTIFICATE

This is to certify that Mr. SHARAN P P (11A16MBA37) MBA, 2ND Year 4th Semester has successfully completed project work that was entitled to him as "A STUDY ON EFFECTIVENESS OF MARKETING IN ADVERTISEMENT AT CHANDRIKA AYURVEDIC SOAP PVT. Ltd. from the college of ACHARYA INSTITUTE OF TECHNOLOGY Bangalore for the time period of 10 weeks (from 15th January 2018 to 23rd March 2018).

He has successfully completed the project.

For CHANDRIKA AYURVEDIC SOAPS PVT. LTD

A.P ANIL
HR Manager

For Chandrika Soaps & Detergents

Human Resource




ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Sharan P P** bearing USN **11A16MBA37** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Effectiveness of Marketing in Advertisement” at Chandrika Soaps, Bangalore** is prepared by him under the guidance of **Prof. Arundathi K L** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


30/5/18

Signature of Internal Guide



Signature of HOD


30/5/18

Signature of Principal

DECLARATION

I, **SHARAN P P**, hereby declare that the Project report entitled “**EFFECTIVENESS OF ADVERTISEMENT IN MARKETING AT CHANDRIKA SOAPS**” with reference to “**CHANDRIKA SOAPS AURVEDIC Pvt. LTD, Bangalore**” prepared by me under the guidance of **Prof. Arundathi K L**, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr. A P Anil**, Business head CHANDRIKA SOAPS AURVEDIC Pvt. LTD, Bangalore. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: BANGALORE
student:



Signature of the

Date: 30.05.18.

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EXECUTIVE SUMMARY

The project work “Effectiveness of marketing in advertisement at Chandrika soaps” was undertaken at Chandrika soaps. I did my project as per my topic. The Chandrika soaps is one of the soap brand in india. The fact and idea established by C.R. Kesavan Vaidyar, it is presently possessed by Bangalore headquartered wipro. Chandrika, the ayurvedic cleanser mark possessed by WCCL, the quick moving shopper merchandise (FMCG) and lightning arm of IT major wipro. Chandrika was procured by wipro consumer care and lightning (WCCL) in 2004 from kerala- based SV products. As per the organization, the fixings in Chandrika products are coconut oil, wild ginger, lime peel oil, hydnocarpus oil, orange oil and sandalwood oil.

CHAPTER NO.1

INTRODUCTION

For over 75 years, Chandrika has been the excellence mystery of a large number of ladies the world over. Today, it is a standout amongst the most confided in brands in South India, with its unadulterated Ayurvedic fixings known to cure skin issues and give Clear, Flawless skin, normally. Madewith85%unadulterated coconut oil and true Ayurvedic tailas, Chandrika successful.little on the heritage of Chandrika – Chandrika is theworld's first Ayurvedic cleanser and was propelled in 1940 by C R KesavanVaidyar,anAyurvedic professional from Irinjalakuda, Kerala. He had the achievement though to futilizing genuine ayurvedic fixings in day by day utilize items, for example, cleansers. Following quite a while of research, he built up an awesome itemwhich was sheltered, and shielded buyers from skin issues.

INDUSTRIAL PROFILE

The targets of all business are to makes benefits and a promoting concern can do that by expanding its deals at gainful costs. This is conceivable, if the item is broadly cleaned to be group of onlookers the last customers, channel individuals and mechanical clients and through persuading contentions it is influenced to get it. Reputation makes a thing or a thought known to individuals. It is a general term showing endeavors at mass interest. As individual incitement of interest for an item administration or specialty unit by planting economically critical news about it in a distributed medium or acquiring great introduction of it upon video TV or stage that is not paid for by the support.

Then again, promoting means a particular endeavor to advance a particular item or administration at a specific cost. It is a technique for exposure. It generally deliberate transparently supported by the support and includes certain cost and consequently is paid for. It is a typical type of non-individual correspondence around an association as well as its items thought benefit and so on that is transmitted to an intended interest groups through a mass medium. In like manner speech the term reputation and publicizing are utilized synonymously.

FMCG INDUSTRY

Quick moving buyer merchandise (FMCG) are ordinarily high volume, low esteem things with high open perceivability and a short life expectancy, for example, sustenance, drink ice cream parlor, toiletries, and family unit products. As the name would infer, it is one of the quickest developing segments in the UK economy and is a multi-million pound industry. It envelops a gigantic scope of items and administrations in assembling, dispersion and retailing. On the off chance that you consider a portion of the items you utilize regular like oat, cleanser, washing powder, solidified sustenance, the rundown is conceivably unending. As an ever increasing number of new items are propelled on to the market, the openings for work keep on growing for those needing to seek after and FMCG graduate profession.

FMCG IN INDIAN SCENARIO

- India is a vital market for FMCG players.
- The Indian FMCG part is the fourth biggest in the economy with aggregate market size of around US\$ 30 billion.
- During 1950's to 1980's there was a low venture as the acquiring force was low.
- The government had put a considerable measure of accentuation on the improvement of little scale segment.
- Food item is the main portion, bookkeeping 43 percent of the general market. Individual care 22% and texture mind 12% come next as far as piece of the overall industry.

FMCG IN GLOBAL SCENARIO

FMCG industry business standpoint and acquisition study 2016 highlights business points of view and obtainment enacts for the period traversing from April 2016 to sept 2016. It underlines supplier value variances, principle operational needs, company's interpretation of acquirement utilizing digitalization strategies and the normal changes in capital consumption. FMCG'S are the products that are exchanged much of the time prompting high volume, low value in light of rehashed buys and are speediest to leave the grocery store or hyper advertise racks. It is a market that is exceedingly touchy to changes in discretionary cash flow or extremely request flexible. They might be ordered as sturdy and non-strong when arranged by

there time span of usability, for example, cleansers, beautifiers, bundled nourishments, stationery, toiletries and so forth.

COMPANY PROFILE

Chandrika is a brand of ayurvedic/home grown cleanser fabricated and sold in India by SV Products. The item was propelled in 1940. Despite the fact that the idea and established by C. R. KesavanVaidyar, it is presently possessed by Bangalore headquartered Wipro. Chandrika, the ayurvedic cleanser mark possessed by WCCL, the quick moving shopper merchandise (FMCG) and lighting arm of IT major Wipro. Chandrika was procured by Wipro Consumer Care and Lighting (WCCL) in 2004 from Kerala-based SV Products.

As per the organization, the fixings in Chandrika cleanser are: coconut oil, wild ginger, lime peel oil, hydnocarpus oil, orange oil, and sandalwood oil. Each are asserted to have a specific restorative

In 1940 Sri KesavanVaidyar, an ayurvedic doctor began producing an ayurvedic cleanser called 'Chandrika', from a residential area called Irinjalakuda in Kerala.

When he initially made 'ChandrikaAyurvedic Soap', Ayurveda was not known or utilized as a part of non-therapeutic items. To start with Sri KesavanVaidyar gone by walking or by transport conveying the wooden case without anyone else. There were cruel circumstances when he even gone by clutching the stepping stool on the back of the transport and rested outside shops sitting tight for them to open, so he could pitch his item to them.

Confidence and faith in his creation, 'Chandrika Soap' gave him the fearlessness to persevere with it. His conviction and tirelessness paid off when individuals who utilized it understood its esteem and goodness and returned requesting more. When individuals found Chandrika, there was no turning back for him.

Sri.KesavanVaidyar went ahead to send out Chandrika Soap to all the western, Middle Eastern and far eastern nations.

Utilizing the salary from the business Sri.KesavanVaidyar set up various organizations so that individuals who were not as lucky as he was could profit by his favorable luck.

He built up Lal Memorial Hospital, an altruistic healing facility so that the less blessed could benefit of fundamental medicinal administrations that were not accessible to them. He additionally settled a nursing school to bolster this cause and to advance proficient social insurance. He likewise settled S.N. Government funded School, a state funded school, an open library and an instructors' preparation school trusting that Education would enable individuals to engage themselves, esteem.

AYURVEDA

Ayurveda is a word from Sanskrit - the antiquated dialect of India - that interprets as information or study of life. Ayurveda started somewhere in the range of 5,000 years prior in the oral lessons of antiquated rishis (articulated ree-shees), or otherworldly bosses, who trusted that every single living thing depended on hidden energies. They created Ayurveda as a technique for adjusting these energies and hence advancing ideal wellbeing and life span. Ayurvedic hypothesis impacted Greek and Chinese prescription and advanced into a complex framework for anticipating and treating illness.

The expression "Ayurveda" actually signifies "the exploration of life". This old arrangement of pharmaceutical, created in India over a time of 5000 years, incorporates both Preventive and Prescriptive perspectives. Ayurveda offers a lot of brilliant commonsense guidance for the basic man on each part of life and living. What is special to Ayurveda is Ayurvedic professionals instruct patients to comprehend their one of a kind real constitutions and demonstrate to them best practices to utilize consume less calories, back rub, herbs, and way of life acclimations to orchestrate body, brain, and soul. Contrasted with different frameworks of prescription, this normal way to deal with human services got energy about the world as sheltered and logical.

Today, an expected 300,000 ayurvedic doctors rehearse in India, frequently in close conjunction with specialists prepared in Western, ordinary solution or in homeopathy. As of late a more science-insightful go up against Ayurveda has spread to far off parts of the world including the United States, where it has started to prosper close by other comprehensive, understanding focused, characteristic, non-obtrusive restorative frameworks, for example, conventional Chinese medication.

Established in 1940, called 'ChandrikaAyurvedic Soap' when it was not a form to call items "Ayurvedic." "Chandrika Soap' is made with immaculate vegetable oils, for example,

sanitized Coconut oil, Sandalwood oil, and Patchouli oil; it doesn't utilize any creature fat or items. 'Chandrika Soap' is not tried on creatures.

Chandrika gives nature something to do at administering to your skin. It doesn't contain any creature fat. Chandrika is traded to nations like USA, UK, Italy, France Germany, and so forth and has been trusted by a large number of individuals for a long time now. It's chance you found why.

The fixings are :

1. Coconut Oil: it supports, saturates and helps your skin tan.
2. Wild Ginger: mitigates the skin and forestalls contaminations and rashes.
3. Lime Peel Oil: for a reviving cooling impact and rich, infiltrating foam with an astringent activity.
4. Hydnocarpus Oil: avoids skin issues, rashes and episodes.
5. Orange Oil: fixes pores, avoids pimples and clogged pores.
6. Sandalwood Oil: to cool, invigorate and delicately scent your skin

Mission

We providing pure, quality, natural earth friendly soaps. Our goal is to fulfil each individuals necessary needs by providing quality products.

Vision

To become most influential and customer friendly natural soap company in the world. We considering customers needs and wants and customers skin protection. So we exploring new ideas and providing useful products to customers.

SWOT Analysis

Strength

Solid brand image

Ayurvedic product. Having no side effects on skin

Solid brand advancement however moderately bring down cost

Solid statistical surveying

Weakness

A considerable measure of substitute items

No much famous in provincial zones

Opportunities

Top decision among natural cleansers

High cost of good sold

Existing together cleanser

Threats

Purchase absence of information

Worldwide media

No obstruction for new passage

Competitors Information

The main competitors of Chandrika are:

- Lifebuoy
- Dove
- Nivea
- Pears
- Hamam
- Medimix
- Santoor
- Himalaya

Chapter2

THEOROTICAL BACKGROUND OF THE STUDY

What is advertising?

The word publicizing is gotten from the Latin word viz, “advertero” “promotion” which means towards and “verto” meaning towards and “verto” which means. “I turn” truly particular thing”. Just expressed promoting is the craftsmanship “says green.” Advertising is a general term for and all types of exposure, from the cry of the road kid pitching daily papers to the most praise consideration pulls in gadget. The protest dependably is to convey to open notice a few articles or administration, to make a request to invigorate purchasing and by and large to convey togethel the man with something to offer and the man who wants to purchase”.

Publicizing has been characterized by various specialists. A portion of the cited definition are :

American showcasing affiliation has characterized publicizing as “any paid type of non individual introduction and advancement of thoughts, merchandise or administrations by a distinguished support. The medium utilized are print communicate and coordinate.

Stanton merits that “Publicizing comprises of the considerable number of exercises required in exhibiting to a gathering a non-individual, oral or visual straightforwardly, supported message with respect to an item, administration, or thought. This message called an ad is spread through at least one media and is paid for by the distinguished support.

Promoting is any paid type of non – individual paid of introduction of thoughts merchandise or administrations by a distinguished support.

Promoting is a “non-individual paid message of business essentialness about an item, administration or organization made to a market by a recognized support.

In building up a promoting program, one should dependably begin by recognizing the market needs and purchaser thought processes and should settle on five noteworthy choices usually alluded as 5M (mission, cash message, media and estimation) of publicizing.

FUNDAMENTAL FEATURES OF ADVERTISING

On the premise of different definitions it has certain fundamental components, for example, :

1. It is a mass non-individual correspondence.
2. It involves record.
3. It convinces purchasers to buy the products promoted.
4. It is a mass paid correspondence.
5. The correspondence media is various, for example, print (daily papers and magazines)
6. It is additionally called printed charismatic skill since data is spread by methods for the composed and printed work and pictures with the goal that individuals might be prompted to follow up on it.

FUNCTIONS OF ADVERTISING

For some organizations publicizing is the predominant component of the limited time blend – particulars for those makers who deliver accommodation merchandise, for example, cleanser, non – physician recommended drugs, beautifying agents, soda pops and staple items. Promoting is additionally utilized widely by maters of vehicles, home apparatuses, and so forth, to present new item and new item includes its uses its qualities, pt accessibility and so on.

Promoting can likewise persuade potential purchasers that an organization's item or administration is better than contenders' item in terms of quality, in cost and so on it can make a mark picture and diminish the probability of brand exchanging notwithstanding when contenders bring down their costs or offer some alluring motivating forces.

Publicizing is especially successful in certain different circles too, for example, :

- i. When customer attention to items or administration is at any rate.
- ii. When deals are expanding for all terms in an industry.
- iii. When an item is new and joins mechanical progress not solid and.
- iv. When essential purchasing thought process exists.

IT PERFORMS THE FOLLOWING FUNCTIONS:

- i. Promotion of offers
- ii. Introduction of new item mindfulness.
- iii. Mass creation help
- iv. Carry out research
- v. Education of individuals.

SORTS OF ADVERTISING

Comprehensively, publicizing might be characterized into two classifications viz., item and institutional promoting.

a) PRODUCT ADVERTISING

The fundamental motivation behind such publicizing is to advise and animate the market about the promoter's results of administrations and to offer these. Hence sorts of publicizing more often than not advance particular, slanted items in such a way as to make the brands create more attractive. It is utilized by business government association and private non-business associations to advance the utilizations components, pictures and advantages of their administrations and items. Item publicizing is sub-partitioned into

direct activity and backhanded activity promoting, Direct activity item promoting compensation the purchaser to make a move on the double, i.e. he looks for a speedy reaction to the commercial which might be to arrange the item via mail, or mailing a coupon, or he may expeditiously buy in a retail location because of a sudden diminishment amid closeout.

Item promoting is sub-separated into direct and aberrant activity publicizing and item publicizing goes for illuminating people about what an item is the thing that it does, how it is utilized and where it can be obtained. Then again specific publicizing is made to take care of the specific demand for a specific brand or sort of item.

b) INSTITUTIONAL ADVERTISING

It is intended to make a legitimate state of mind towards the merchants to manufacture organization picture or goodwill as opposed to offer particular item or administration. Its motivation is to make an outlook and to embed feeling positive to the publicists organization. Its task is to make companions for the foundation or association.

It is sub-isolated into three classes : support, public relations and public administration institutional publicizing.

- i. In support institutional publicizing the producer educates his prospects and client concerning himself his approaches and lives work force. The interests to the support inspiration of purchasers. In the event that effective, he persuade purchasers that his operation qualifies him for the cash spent by them.
- ii. Public relations institutional publicizing is utilized to make an ideal picture of the firm among workers, investors or the overall population.
- iii. Public administration institutional publicizing compensation open support.

c) OTHER TYPES:

Alternate sorts are as per the following:

- a. Consumer promoting
- b. Comparative promoting

- c. Reminder promoting
- d. Reinforcement promoting

ADVERTISING OBJECTIVES

The long haul goals of promoting are expansive and general, and concern the commitment publicizing ought to make to the accomplishment of general organization targets. Most organizations see publicizing primary target as cap of demonstrating backing to individual offering and different types of advancement. In any case, promoting is a very adaptable specialized apparatuses and may in this manner by utilized for accomplishing different short and long haul goals. Among these goals are the accompanying:

- i. To do the whole offering work (as in mail arrange advertising).
- ii. To present another item (by building brand mindfulness among potential purchasers).
- iii. To constrain agents to deal with the item (pull system).
- iv. To assemble mark inclination 9by making it more troublesome for agent to offer substitutes).
- v. To remind clients to purchase the item (retentive technique).
- vi. To advance some adjustment in showcasing methodology (e.g., a value change, another model or a change in the item).
- vii. To give legitimization (i.e. socially worthy reasons).
- viii. To battle or kill contenders promoting.
- ix. To enhance the lesson of merchants or potentially salesmen (by demonstrating that the organization is doing its share of advancement).
- x. To familiarize purchasers and prospects with the new employments of the item (to expand the PLC).

BENEFITS

The elements of ad, and that reason its morals, might be discourse beneath :

1. It prompts less expensive costs. “No sponsor could live in the exceptionally aggressive field of present day business if his techniques for offering were more expensive than those of his adversaries.”

2. It familiarizes the general population with the components of the products and favorable circumstances which purchasers will appreciate.
3. It expands interest for items and this outcomes in expanded creation. Publicizing:
 - a) Creates and animates request opens and grows the business sectors;
 - b) Creates goodwill which burdens to an expansion in deals volume;
 - c) Reduces promoting costs, especially item offering costs.
 - d) Satisfied buyer requests by putting in the market what he needs.
4. It decreases dissemination costs in as much as it fills the role of thousands of sales representative at a home. Data on a mass scale soothes the need of consumption on deals advancement staff, and snappier and more extensive conveyance prompts lessening of the circulation costs.
5. It guarantees the purchasers better nature of products. A decent name is the breath of the life to a publicist.
6. By paying the path for expansive scale generation and expanded industrialization, promoting contributes its standard to the benefit of the organizations the flourishing of the shareholder the elevates of the workers and the arrangement of unemployment issue.
7. It raises the way of life of the overall population by prompting it to use to articles of current sorts which may add to his material prosperity.
8. It sets up the goodwill of the worry for the test articles delivered by it and in course of time they offer like not cakes shopper scan for fulfillment of their needs when they buy products what they need from its magnificence, predominance, economy, comfort, endorsement, prominence, control, security, accommodation, sexual satisfaction et cetera. The makes subsequently tries to enhance this goodwill and notoriety by knowing the purchaser conduct.
9. To entirety up it might be said that publicizing goes for conferring the makers, instructing the customer, supplementing the salesperson changing over the maker and the merchant to dispose of the contender, yet most importantly it is a connection between the create and the shopper.

2.2 REVIEW OF LITERATURE

There has been a plenty of studies made on the zones of showcasing methodologies. The greater part of these reviews are on reasonable and useful regions of advertising techniques, showcasing blend variables, advertise introduction and so forth. The vast majorities of them are as research papers, books, distributed articles and reports and so forth. Thorough review with research introduction on advertising techniques of cleanser assembling industry as a rule and KS and DL, specifically is exceedingly insufficient. In this part an endeavor is made to show the survey of accessible writing on the point.

STUDIES ON MARKETING STRATEGIES AND ELEMENTS OF MARKETING

A few reviews have been made on advertising methodologies, components of promoting blend and related viewpoints. In what takes after is brief survey of such reviews.

Slope and Jones have given the feeling that a commonplace multi business organization has three principle levels of administration: the corporate level, the business level and the useful level. The reason basic the prevalence of this plan is its capacity to disentangle, distil and total complex system wonders into a clear and workable shape for examination and translation. Schwenk, watches that the danger of misrepresenting general understandings, technique development can be considered as a cognizant procedure through which a future arrangement is made and afterward followed up on and is autonomous of methodology usage. Procedure arrangement is a procedure relying on an example or stream of choices mirroring an ID stage, advancement stage and determination period of methodology.

Gerbing and others, opine that the methodology procedure embraces the presumption of decisional discernment where a precise procedure is followed in setting up a consistent and consecutive example of choices, from objective plan through to key decision and system usage.

Fredrickson considered system arrangement regarding the breadth of the procedures included and depicted it as the degree to which an association endeavors to be comprehensive or comprehensive in settling on and incorporating vital choices. In his exploration, he watched that a positive relationship exists amongst exhaustiveness and firm execution.

Miller[^] has likewise discovered that high-performing firms were recognized from low-performing firms on the premise of orderly filtering of the earth, investigation and methodology making levelheadedness.

Priem and others have given the sentiment that the predefined critical relationship between general firm execution and arranging, examining and examination.

Capon and others found that organizations utilizing formal arranging forms beat those that did not.

As indicated by **Baker**, a promoting technique is a procedure that can enable an association to focus its constrained assets on the best chances to expand deals and accomplish a manageable upper hand. An advertising methodology is fixated on the key idea of consumer loyalty as the primary objective. A showcasing methodology is a composed arrangement which consolidates item improvement, advancement, dissemination, and valuing approach, distinguishes the association's promoting objectives, and clarifies how they are accomplished inside an expressed time span. Advertising system decides the decision of target market portion, situating, showcasing blend, and designation of assets. It is best when it is a basic part of firm procedure, characterizing how the association will effectively draw in clients, prospects, and rivals in the market field. As the client constitutes the wellspring of an organization's income, promoting methodology is firmly connected with deals.

Slope and Jones' opine that the promoting procedures contrast contingent upon the one of a kind circumstance of the individual business. However there are various methods for classifying some bland techniques. A short portrayal of the most widely recognized sorting plans is displayed underneath: Strategies in view of market predominance - In this approach, firms are ordered in view of their piece of the pie or strength of an industry. Normally there are three sorts of market predominance procedures: (a) Leader, (b) Challenger and (c) Follower.

As indicated by Porter the system in light of the measurements of vital degree and key quality. Key degree alludes to the market infiltration while vital quality alludes to the association's reasonable upper hand. The bland technique system contains two choices each

with two option scopes. These are Differentiation and minimal effort initiative each with a measurement of Focus-wide or tight. (a)Product separation, (b)Market division.

Vorhies and others conclusion that the key administration and showcasing written works demonstrate that the way of advertising's commitment to business procedure arrangement and its business execution suggestions can be affected by various elements. These potential impacts are arranging adequacy, inward trade forms, participative arrangement making, number of workers and deals turnover

Cravens says that the showcasing methodology and execution of the technique are two of the most essential parts of key advertising arranging. These two segments are typically talked about independently in advertising procedure writings. That is, showcasing procedure is planned and after that actualized. By and by, poor usage can undermine great system.

Boonghee Yoo shows the relationship of marketing mix and creation of brand quality. It will create loyalty and brand awareness. He says high brand quality is related with high price, good store image and huge advertising ways.

According to economic research application place, promotion, place, product are the 4p's. This is the most popular traditional using of marketing mix. And its help new market development, as well as increase the product portfolio.

There are, a few reviews made on the hypothetical and useful parts of item, value, advancement and dissemination related procedures. Which gone under the wide domain of showcasing blend. In what takes after is the short audit of such reviews.

PRODUCT

Chamber ling contends that purchasers in the market have a genuine flexibility to separate, recognize, or have particular inclinations among the contending yields of the venders. This view prompted the improvement of the differential preferred standpoint idea, a standout amongst the most imperative ideas in the promoting hypothesis.

In Chamberlin's '^ monopolistic rivalry hypothesis contends that the item is characterized as a 'heap of utilities' in which the physical offering is one component, and turns into the premise on which a vender can separate his offering from that of his rivals.

Alderson has noticed that separation in an item's qualities gives a vender control over the item to character and arrange precisely. This implies, the vender offering an item not the same as others really involves an imposing business model position in the market. In any case, this item separation can be founded on item attributes, for example, protected elements, trademarks, bundling and so forth.

Alderson has given the assessment that, behind the acknowledgment of separation are contrasts in taste wants, pay, area of the purchasers, and the employments of products. It is, notwithstanding, the presence of shifted needs and needs in the commercial center that permits rivalry through item separation and a strategy of differential favorable position to be sought after.

Smith likewise deciphered that, the dealer seeks after a strategy of differential preferred standpoint all in all, and item separation specifically, to meet both aggressive exercises and the different needs and needs in the commercial center. Be that as it may, the merchant can seek after an arrangement of item separation, either by offering a similar item all through the entire market and secure a measure of control over the item's request by publicizing and advancing contrasts between his item and the result's of contending venders, or by survey the market as various little homogeneous markets (advertise sections) each having distinctive item contrasts and modifying the item and the components encompassing its deal as per the necessities of each market portion. The merchant, who receives the last strategy in seeking after an arrangement of item separation, is really seeking after an approach of market division. Be that as it may, an approach of differential favorable position must be dynamic in nature since the dealer should ceaselessly alter his 'aggregate offering' to coordinate the always showing signs of change focused exercises and clients''inspiration blends' in the commercial center. **Thompson** made the inference that the two most imperative calculates Marketing are a) The item and b) a definitive shopper (individuals). The conspicuous goal is to get these two in immaculate agreement. On the off chance that this circumstance does not exist, he at that point continues to express that, in spite of the fact that organizations can rather effortlessly change items, they can't change individuals, however essentially impact them. The creator's definitive comment is that, the most vital controllable figure showcasing is the item.

Levitt has proposed that the product can be analyzed at five distinct levels:

- Core advantage — alludes to the principle regale the client purchases
- Basic item - alludes to the essential qualities or characteristics of the item, without which there is no item
- Expected item - alludes to the attributes of the item that the client underestimates
- Augmented item - alludes to the item attributes that outperform the client's desires
- Potential item - alludes to those attributes that could be added to the item later on and offer client enchant.

These days, organizations are contending at the enlarged item level. At the end of the day, they attempt to separate their offerings by giving item qualities that are past the normal useful components.

Montoya-Weiss and Calantone reasoned that Launching new items can be an appealing development methodology; however this is not without dangers. Some gauge that 30-35% of every single new item fizzle while others are much more skeptical, referring to that lone two out of ten new dispatches succeed.

Aaker, as he would see it talks about that because of components, for example, high publicizing costs and the expanding rivalry for rack space, it has turned out to be hard to prevail with new items in an undeniably prevalent way to deal with lessening hazard when propelling new items is to take after a brand augmentation system.

According to the opine of **Beverland and Veryzer**, Managing configuration is a part of promotion's exercises yet generally little is thought about the connection amongst advertising and plan. At one level, promoting requires plan skill to address client issues and convey mark esteems through a progression of components like items, packs, corporate character and publicizing. Configuration is principal to business achievement and aggressiveness. To abuse new markets, to hold or recover their offer of world markets, makers need to grow new items and administrations that customers need. Whatever the advertising objectives - clutching piece of the pie, expanding piece of the overall industry or entering another market - it is interest in outline and item advancement that delivers the new or refreshed/updated items or administrations, bundling and correspondences that accomplishes these objectives.

Olins proposes that outline is the visual introduction of promoting and passes on, specifically, mark esteems to the customer. However, this is more conventional approach of

outline as an utilitarian asset to help showcasing. And furthermore, outline is ending up noticeably more comprehensively seen as an inventive resource in its own right, which can make a free commitment to technique and initiative.

Kotler and Rath, recommend that great plan separates organizations and makes items 'emerge from the group'. Inventive outline opens up new markets. Sharp plan revives enthusiasm for items in a develop showcase. Very much planned items convey quality and incentive to the buyer. It upgrades the item's allure and appeal, making determination by the purchaser simpler a rundown of the promoting advantages of configuration is as per the following: (an) Enhances item and administration quality, (b) Differentiates items and administrations, (c) Markets items and administrations and improves organization picture, (d) Lowers generation as well as support costs, (e) Adds to the imagination, (f) Intellectual property and skill of the organization.

Schoorsman and others, opine that the bundling research has concentrated on its general attributes and configuration; impact on item assessment; correspondence angles; the effect of size on utilization; use as a wellspring of benefit; the perceptual procedures for plan and visual effect on shopper consideration, arrangement and assessment.

Sagar and Kumar have drawn the assessment on bundle which is the substance of an item. Bundling includes the exercises of outlining and delivering the holder and wrapper for the item. Up to three levels, of material might be utilized as a part of bundling, i.e. essential bundle, optional bundle and delivering bundle.

Kotler, contended that the numerous advertisers have called the bundling a fifth 'P'; the other four Ps are Product, Price, Place and Promotion. So bundling is utilized as an advertising device. All around planned bundles can make accommodation and special esteems.

Etzel and others opine that the pressing fills a few needs, for example, securing the item on its way to the shopper, ensuring the item after it is acquired, picking up acknowledgment of the item, influencing customers to purchase the item, supporting self-benefit, purchaser prosperity, organization and brand acknowledgment, and development opportunity.

Phillips contends that the modern buyer is more instructed, more complex and more skeptical. Subsequently, the customers are putting off their basic leadership until at the purpose of procurement. Thusly, this has prompted an expansion in drive buy and brand exchanging, and therefore a decrease in the energy of marking and conventional showcasing approaches. Thus, the significance of showcasing correspondences by making utilization of the bundling has expanded.

Ramaswamy and Namakumari reason that bundling must have the capacity to emerge from different bundles. This can be proficient by the utilization of shading, shape, duplicate, trademark, logo or extra elements. This part of bundling was misused by Hindustan Lever's Le Sancy cleanser, with its exceptional bean shape, which was bundled in straightforward poljhene to show its shape. Clients could encounter the remarkable shape, shading and appearance without precedent for the result of cleanser. This bundle firmly impacted the high trail buys.

PRICING

Shapiro contended that estimating is a critical choice zone of advertising. It is the main component of the advertising blend that creates income and the various components include cost. Cost is likewise a standout amongst the most critical commercial center markers.

Lichtenstein, Ridgway and Netemeyer, opine that the all unavoidable impact of cost is because of the way that the value consider is available all buy circumstances and speaks to all shoppers. In spite of the fact that it is trusted that value fills in as a marker of value, there exists no broad cost saw quality relationship.

Zeithaml, says that the utilization of cost as a marker of value relies on upon the accompanying The accessibility of different pointers to quality

- a. The value variety inside an item class,
- b. The item quality variety inside an item class,
- c. The level of purchaser mindfulness about cost,
- d. The purchasers' capacity to recognize quality variety in an item gathering.

PROMOTION

As indicated by Kotler, deals advancement comprises of a differing gathering of motivating force apparatuses, generally here and now intended to empower faster and additionally more noteworthy buy of specific items/benefits by shoppers or the exchange.

Roger Strang has given a more oversimplified definition i.e. “deals advancements are here and now impetuses to support buy or offers of an item or administration.” Hence, any types of motivations (value cut or esteem included nature) offered for brief period either to exchange or shoppers are considered as deals advancement exercises.

Blattberg and others, opine that Sales advancements are activity centered advertising occasions whose reason for existing is to directly affect the conduct of the association’s clients. There are three noteworthy sorts of offers advancements: customer advancements, retailer advancements, and exchange advancements. Purchaser advancements are advancements offered by producers straightforwardly to customers. Retailer advancements are advancements offered by retailers to shoppers. Exchange advancements are advancements offered by makers to retailers or other exchange elements.

Spat and Alden watch that all through the world, deals advancements offered to customers are an essential piece of the advertising blend for some purchaser items. Advertising chiefs utilize cost arranged advancements, for example, coupons, refunds, and cost rebates to expand deals and piece of the pie, tempt purchasers to trial, and urge them to switch brands or stores. Non-cost advancements, for example, sweepstakes, frequent client clubs, and premiums enhance marks and may build mark allure. What’s more, customers like advancements. They give utilitarian advantages, for example, financial funds, expanded quality (higher quality items wind up noticeably achievable), and accommodation, and additionally indulgent advantages, for example, diversion, investigation, and self-expression.

DISTRIBUTION

Stem, El-Ansary, and Coughlan have inferred that the dissemination force has been ordinarily characterized as the quantity of middle people utilized by a producer inside its exchange regions. Perfect conveyance force would make a brand accessible broadly enough to fulfill, however not surpass, focus on clients' needs, on the grounds that over immersion expands showcasing costs without giving advantages. The utilization of excessively couple of middle people can restrict a brand's level of introduction in the commercial center. Be that as it may, utilizing excessively numerous mediators can be negative to the brand's picture and its aggressive position. "Elite conveyance" in connection to "concentrated appropriation" has been inspected in the financial matters writing. Contrary to customary financial hypothesis, numerous market analysts now contend that elite dissemination can have pre-focused impacts when middle person support is basic to the accomplishment of the brand. High dispersion force may advance deals in the short run, yet long haul results are less certain.

MARKET ORIENTATION

There are a few reviews on customer introduction of advertising, maintenance of buyers, relationship showcasing and purchaser contribution and related reports, which have picked up an unmistakable place in definition of promoting techniques. A concise survey of writing on the above viewpoints is given beneath;

Ruekert has given the sentiment that for more than 40 years the showcasing idea has been depicted similar to the administration logic that spotlights on fulfilling client needs and needs in light of client learning. As of late in any case, inside the scholarly writing expanding consideration has been given to the idea of market introduction. This recovery of the consideration for a market introduction has been driven by natural changes, a more focused universal commercial center, expanding pace of evolving innovation, a shortening of item life cycles, and a lessening in client steadfastness.

Day's conclusion on market introduction is spoken to in three primary components i.e., an arrangement of convictions that put the client's advantage to start with, the capacity of the

association to produce, spread, and utilize unrivaled data about clients and contenders, and the organized utilization of intangible useful assets to the formation of prevalent client esteem.

Reichheld has given the feeling that the target of many showcasing systems over the most recent 10 years has been building the client's sense of duty regarding a brand or a merchant.

This has taken three structures:

1. Creating consumer loyalty - conveying unrivaled quality items and administrations,
2. Building brand value - the total of the elusive resources of a brand. Elements that add to this are: name mindfulness, saw quality, mark dependability, the affiliations buyers have towards the brand, trademarks, bundling, and showcasing channel nearness.

CHAPTER NO:3

Research Design

SCOPE OF THE STUDY

There is a more extensive degree for purchaser investigate. Since, the buyers, taste, likes, inclinations and so forth., change regularly on account of monetary, mental, sociological and some different elements. Scholarly people group and in addition business firms has attempted a great deal of inquires about in the field of buyer conduct, in various ways. The purchaser varies in many regards. They shape diverse sections in market. Every one of the organizations are keen on concentrate each portion independently. With respect to as the shower cleansers are concerned, the purchasers may change their image faithfulness much of the time in light of the fact that different new brands are coming each day.

OBJECTIVES OF THE STUDY

- 1) To know the impact of advertisement on its customer.
- 2) To determine the effectiveness of advertisement media used by chandrika soap company.
- 3) To find out the reason for liking the advertisement of chandrika soap.
- 4) To find out the most popular slogan of advertisement regarding chandrika soap.
- 5) To advice appropriate advertising methods and means to chandrika Soap Company.

STATEMENT OF THE PROBLEM

The goals of all business are to makes benefits and a promoting concern can do that by expanding its deals at gainful costs. This is conceivable, if the item is generally cleaned to be group of onlookers the last buyers, channel individuals and modern clients and through persuading contentions it is convinced to get it. Exposure makes a thing or a thought known to individuals. It is a general term demonstrating endeavors at mass interest. As individual incitement of interest for an item administration or specialty unit by planting monetarily noteworthy news about it in a distributed medium or acquiring ideal introduction of it upon video TV or stage that is not paid for by the support.

RESEARCH METHODOLOGY

This review depends on single unit and consequently contextual analysis strategy is picked. To accomplish the goal, both and auxiliary information are utilized.

The essential information will be gathered through magazines, internet, media, newspapers and other ways of sources.

The optional information which are gathered from the distributed records, yearly reports, association manuals and different productions, for example, reading material, news papers, magazines, sites and organization pamphlet.

Types of research

- Descriptive research
- Basic research

SAMPLING

Sampling choice with respect to testing unit ought to be taken before choosing tests for study.

SAMPLING PROCEDURE:

In this review Convenience Sampling method will use for information accumulation. Accommodation Sampling method implies choosing whatever inspecting units are helpfully accessible.

SOURCES OF DATA

In dealing with any issue, once the example has been picked the data must be accumulated from the case masses. There are a couple of techniques for social occasion fitting data which

shift broadly in setting of money cost, time and diverse resources. They can be broadly assembled into two classes.

Two sources to gather information are to be specific:

- a. Primary Source
- b. Secondary Source

SOURCE OF PRIMARY DATA COLLECTION

The Primary Data which is the direct data which collected from surveys. This information will give the customers attitude about the product.

FOR DATA COLLECTION

The methods for acquiring the data are through:

- Questionnaire
- Interview

SOURCE OF SECONDARY DATA COLLECTION

Auxiliary Data include in my exploration were the data gathered through the different sources like media, internet, newspapers, magazines etc will give accuracy.

PLAN OF ANALYSIS

The gathered information will be ordered with the assistance of Excel with the end goal of investigation. At that point the information will be investigated. Discoveries will be delineated as tables, diagrams and graphs whatever essential. Isolate exceed expectations sheets are likewise utilized for investigation.

LIMITATIONS OF THE STUDY

While collecting data experienced with issues like a few people were not prepared to react and few of them who reacted were in rush thus the dynamic support was deficient.

Because of which I confronted challenges in gathering data with respect to our poll. Another issue which I face was that individuals were faltering to give data about their pay. But it, test estimate that I have taken was little and its troublesome errand to make determination or reach to correct outcome on the premise of constrained example measure. Time was extremely restricted go into profundity. Dangers to me were that individuals were reluctant to give wage related data so there is opportunity to mistake with respect to salary

1. Limited number of respondents i.e. 100
2. Survey is limited for a time of two months
3. The review was directed around the local area as it were.

CHAPTER NO.4

DATA ANALYSIS & INTERPRETATION

Data Analysis and Data Collection

Information required for the review included both essential and optional sorts. Essential information was gathered through Questionnaire arranged for the Chandrika Soaps Industries pvt.ltd. Significant instruments relied on upon for the information gathering included Questionnaire.

Auxiliary information was gotten from practically every accessible source which incorporate magazines, official authoritative records, sites and past investigates

Dependent and independent variable

The real factors utilized for the examination of the information as needy and autonomous factors included sexual orientation, Income, living territory, and time of relationship with the respondents.

Analysis of data

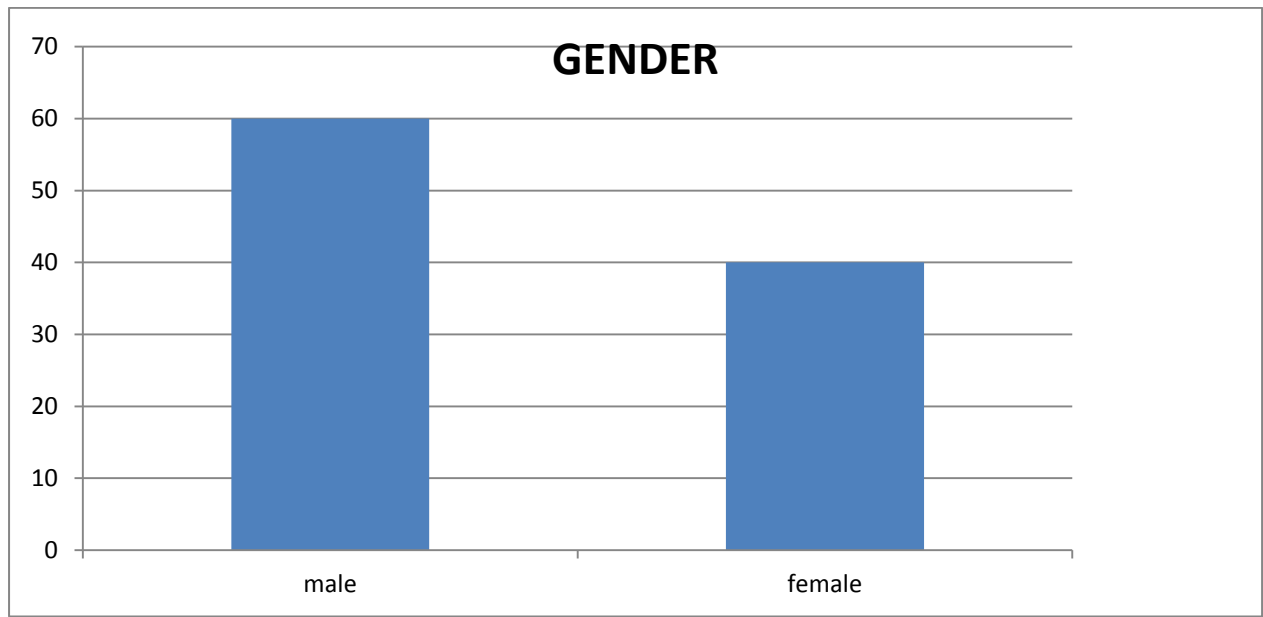
The information was broke down on the premise of the connection between the factors Fixed. The information was grouped, classified and cross organized to continue with the examination

GENDER DISTRIBUTION:

TABLE NO 4.1 Gender Distributions:

SAMPLE	QTY
MALE	60
FEMALE	40
TOTAL	100

GRAPH NO: 4.1



INTERPRETATION:

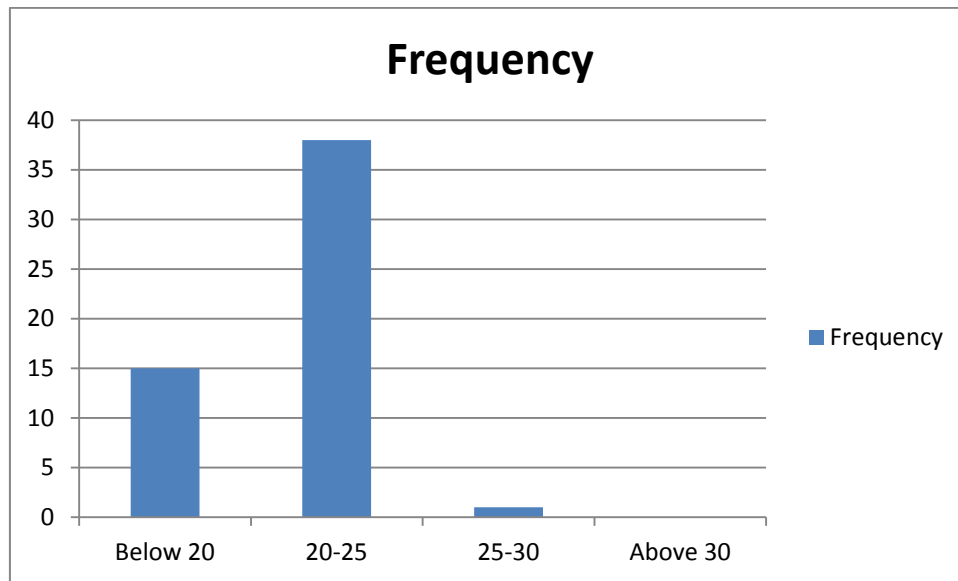
Out of the total sample of 100, 60 are male and 40 are females

AGE GROUP OF RESPONDENTS:

TABLE NO4.2 Age Group of Respondents:

Age limit	Frequency
Below 20	15
20-25	38
25-30	1
Above 30	0

GRAPH NO: 4.2



INTERPRETATION:

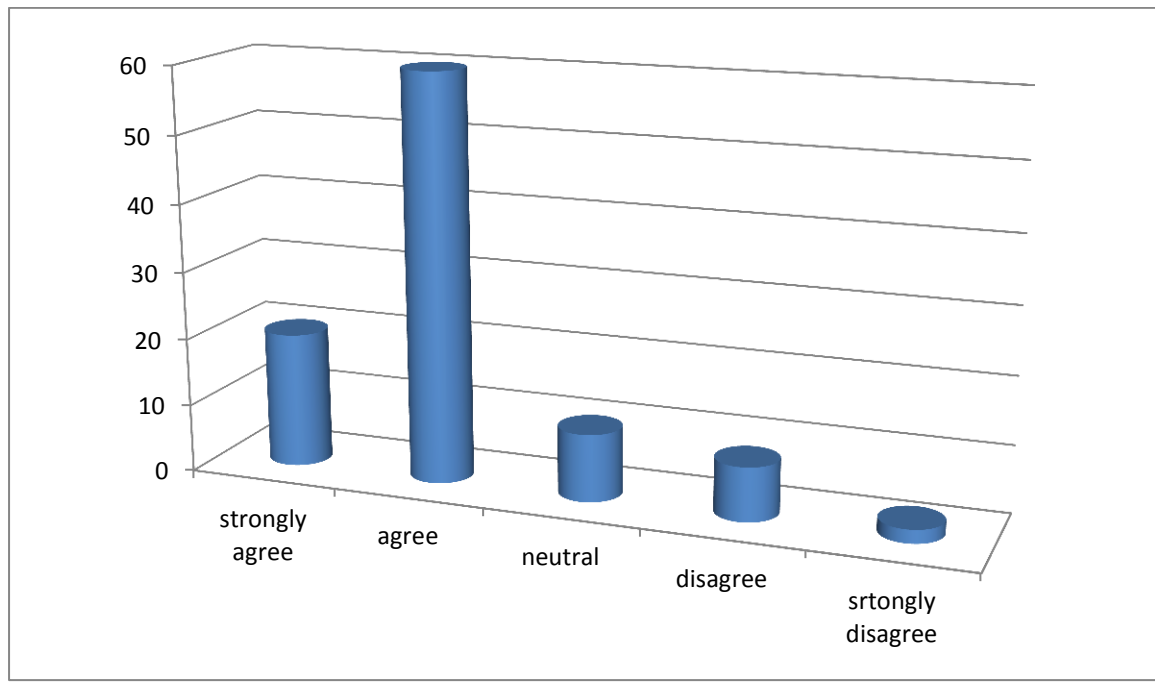
Most of the correspondents are from young age group, 15 are under 20 years and 38 are in the age group of 20-25 years. Only a few of them represents the other age groups.

UNDERSTANDING OF PRODUCT BEING ADVERTISED:

TABLE NO: 4.3_Understanding of Product Being Advertised:

Sl No	Opinion	No. Of respondents	(%)
1	Strongly agree	20	20
2	Agree	60	60
3	neutral	10	10
4	Disagree	8	8
5	Strongly disagree	2	2

GRAPH NO: 4.3



INTERPRETATION:

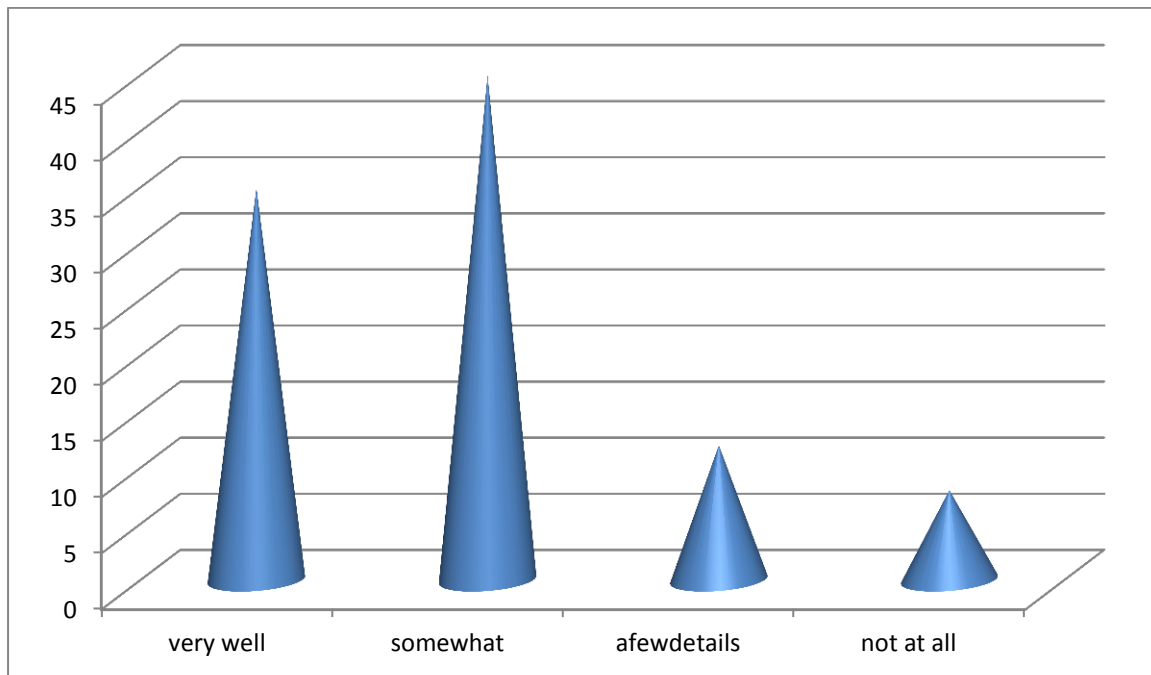
The sample data shows that people almost 80% people opined that they have a clear understanding regarding the about the product being advertised in various forms of advertisement. where 10% people strongly disagrees the statement.

HOW WELL DO YOU REMEMBER THESE ADVERTISEMENTS

TABLE NO: 4.4 How well do you remember these advertisements

Sl No	Opinion	No. Of respondents	(%)
1	Very well	35	35
2	Somewhat	45	45
3	A few details	12	12
4	Not at all	8	8

GRAPH 4.4



INTERPRETATION

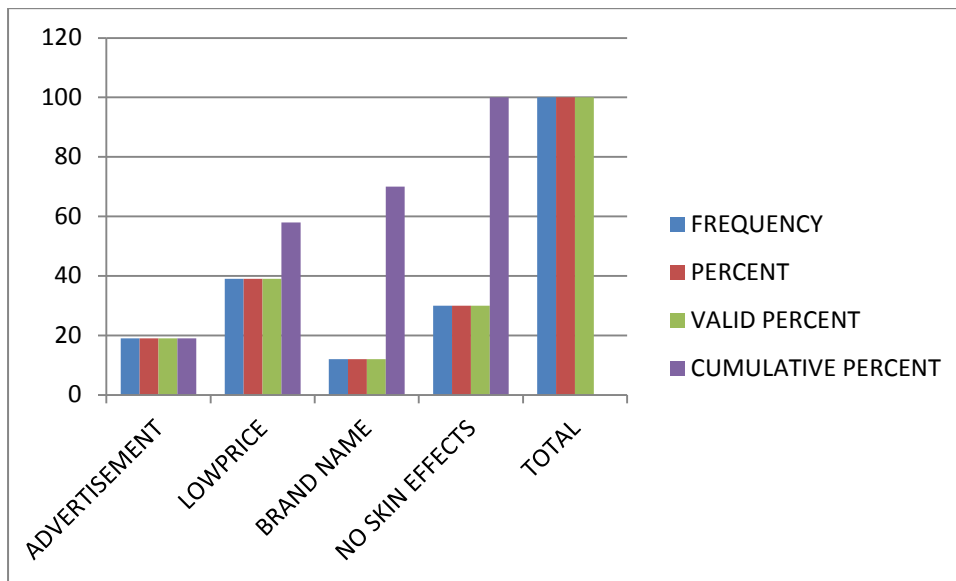
The sample data shows that 20% of the respondents are very well about the advertisements. Almost 45% of people opined that they have some what understanding regarding the about the product being advertised in various forms of advertisement. where 15% people strongly disagrees the statement.

PREFERENCES OF PEOPLE TO BUY CHANDRIKA SOAP:

TABLE NO: 4.5 Preferences of People To Buy Chandrika Soap:

VALID	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
ADVERTISEMENT	19	19	19	19
LOWPRICE	39	39	39	58
BRAND NAME	12	12	12	70
NO SKIN EFFECTS	30	30	30	100
TOTAL	100	100	100	

GRAPH NO:4.5



INTERPRETATION

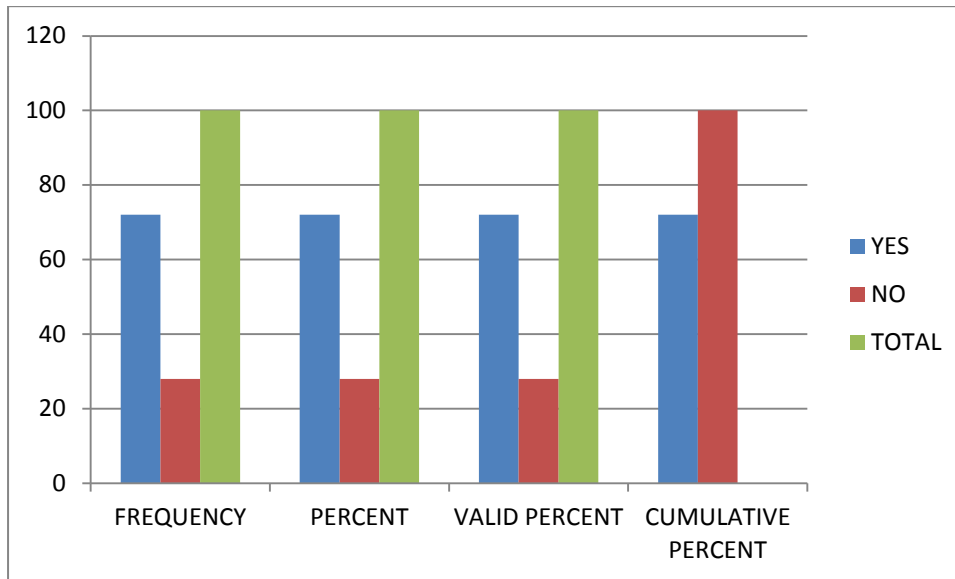
- 19 respondents say they like to buy Chandrika Soap because of Ads
- 39 respondents say they like to buy Chandrika Soap because of Low price
- 12 respondents say they like to buy Chandrika Soap because of Brand name
- 30 respondents say they like to buy Chandrika Soap because of No Skin Effect

AWARENESS TOWARDS DEALS OF CHANDRIKA SOAP IN BANGALORE

TABLE NO: 4.6 Awareness towards Dealers of Chandrika Soap In Bangalore

VALID	RESPONDENDS	PERCENT
YES	72	72
NO	28	28
TOTAL	100	100

GRAPH NO: 4.6



INTERPRETATION:

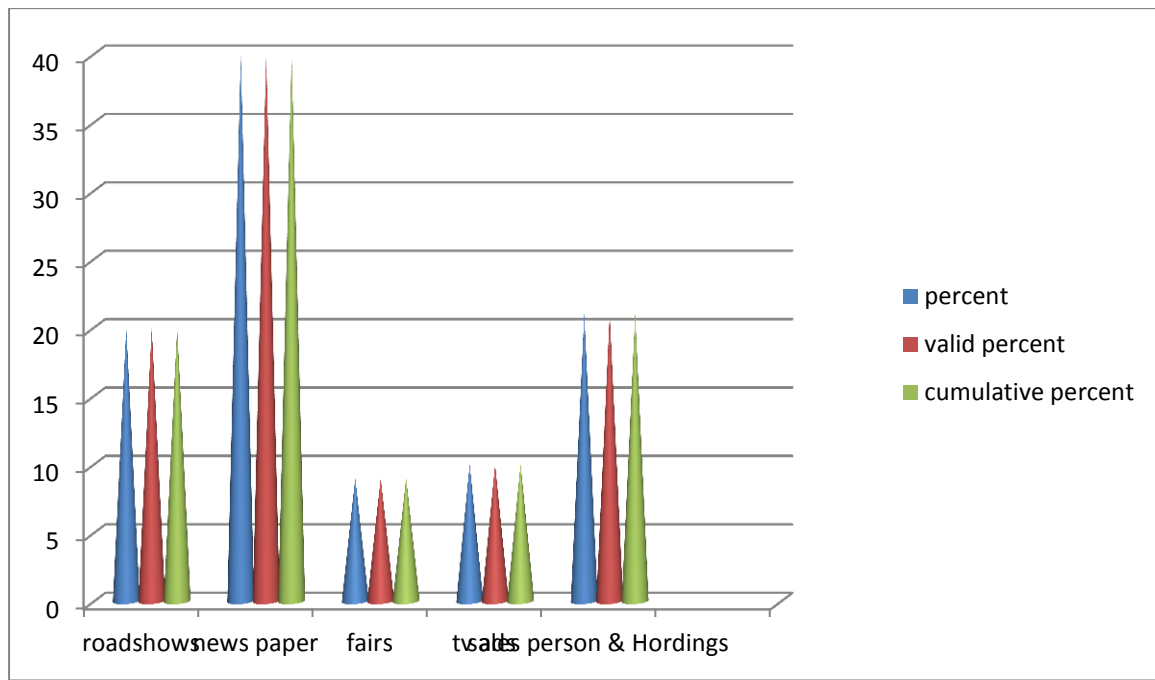
- The graph reveals that 72 respondents are aware of others dealers and distributors of Chandrika Soaps in Bengaluru and 28 are not aware. This means that awareness level of Chandrika Soaps in Bengaluru is high but there is scope for further improvement.

ADVERTISEMENT MEDIUM USED TO IDENTIFY THE DEALERS

TABLE NO: 4.7 Advertisement Medium Used To Identify The Dealers

VALID	RESPONDENDS	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
ROADSHOWS	20	20	20	20
NEWS PAPER	40	40	40	60
FAIRS	9	9	9	69
TV ADS	10	10	10	79
SALES PERSON & HORDINGS	21	21	21	100
TOTAL	100	100	100	

GRAPH NO: 4.7



INTERPRETATION

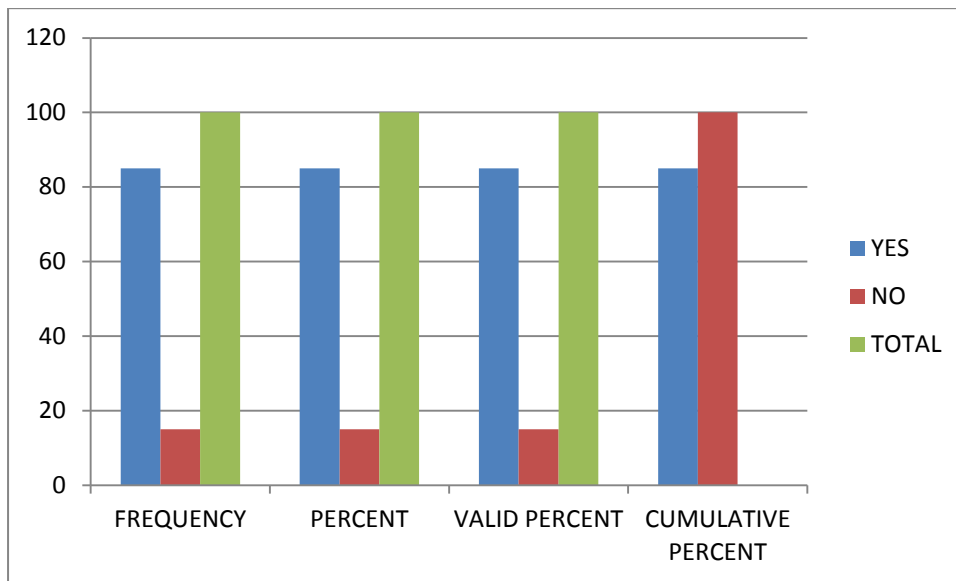
- 20 respondents say they know the dealers through the Road shows
- 40 respondents say they know the dealers through the News paper
- 9 respondents say they know the dealers through the Fairs
- 10 respondents say they know the dealers through the TV ads
- 21 respondents say they know the dealers through the Sales person respondents & Hoardings

NUMBER OF PEOPLE WATCHING ADVERTISEMENTS:

TABLE NO: 4.8 Number of People Watching Advertisements:

VALID	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
YES	85	85	85	85
NO	15	15	15	100
TOTAL	100	100	100	

GRAPH NO: 4.8



INTERPRETATION:

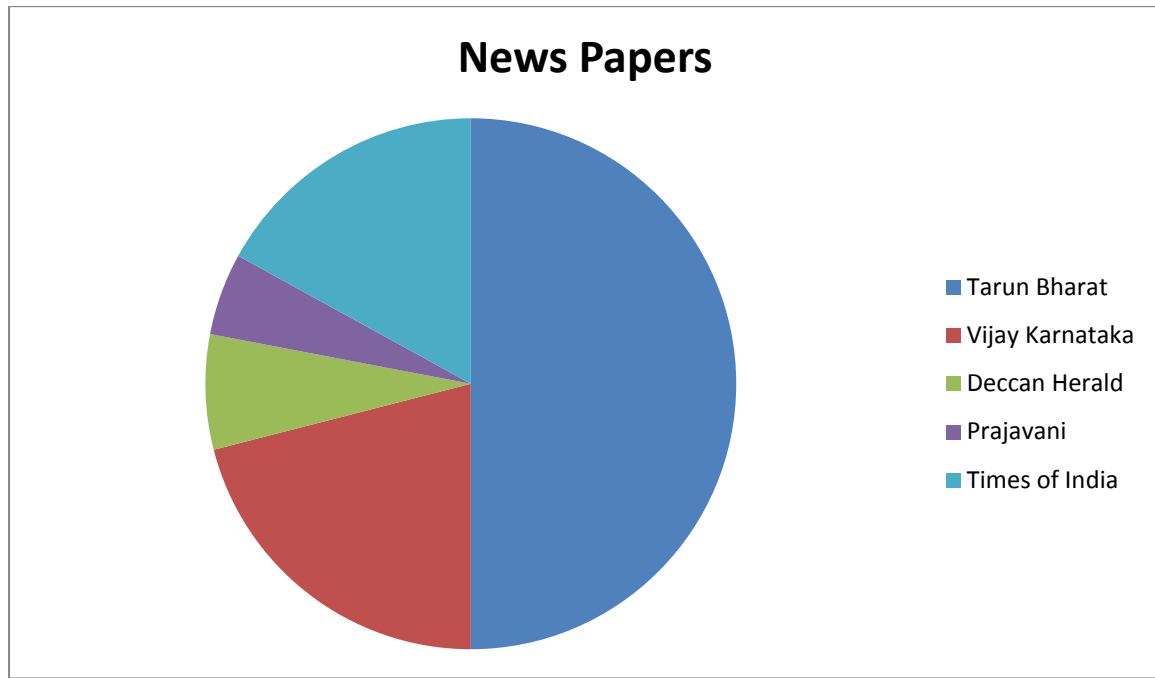
- The graph shows that 85 respondents like to read /watch the advertisement, and
- 15 do not like to read /watch the advertisement.

Preferred News Papers by Respondents:

TABLE NO: 4.9 Preferred News Papers by Respondents:

VALID	RESPONDENS	PERCENT
TARUN BHARAT	50	50
VIJAYA KARNATAKA	21	21
DECCAN HERALD	7	7
PRAJAVANI	5	5
TIMES OF INDIA	17	17
TOTAL	100	100

GRAPH NO 4.9



INTERPRETATION

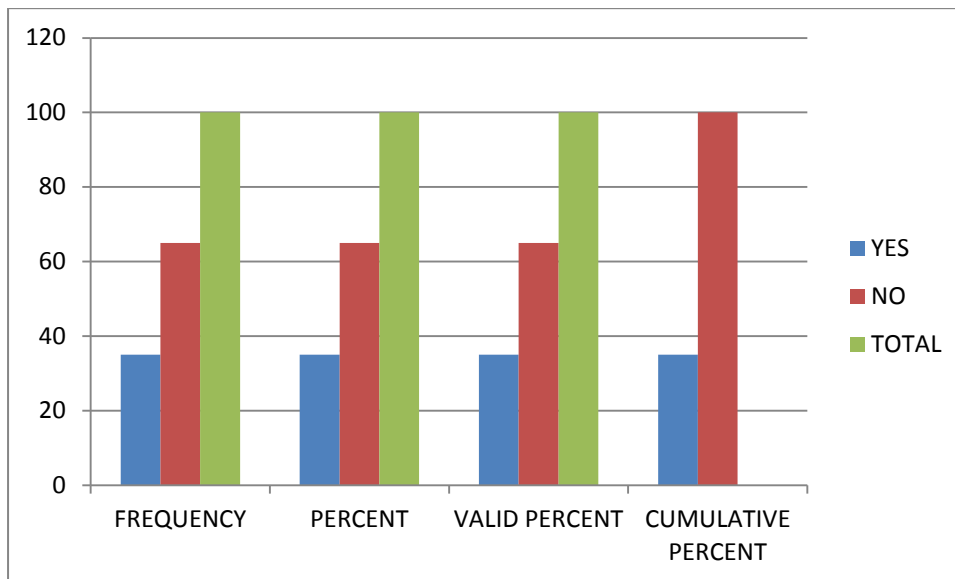
- 50 respondents say they Prefer to read Tarun Bharat
- 21 respondents say they Prefer to read Vijay Karnataka
- 7 respondents say they Prefer to read Deccan Herald
- 5 respondents say they Prefer to read Prajavani
- 17 respondents say they Prefer to read The Times of India

ADVERTISEMENT OF CHANDRIKA SOAP SHOWN IN PREFERRED NEWS PAPERS OF RESPONDENTS

TABLE NO 4.10 Advertisement of Chandrika Soap Shown In Preferred News Papers of Respondents

VALID	RESPONDENDS	PERCENT
YES	35	35
NO	65	65
TOTAL	100	100

GRAPH NO 4.10



INTERPRETATION

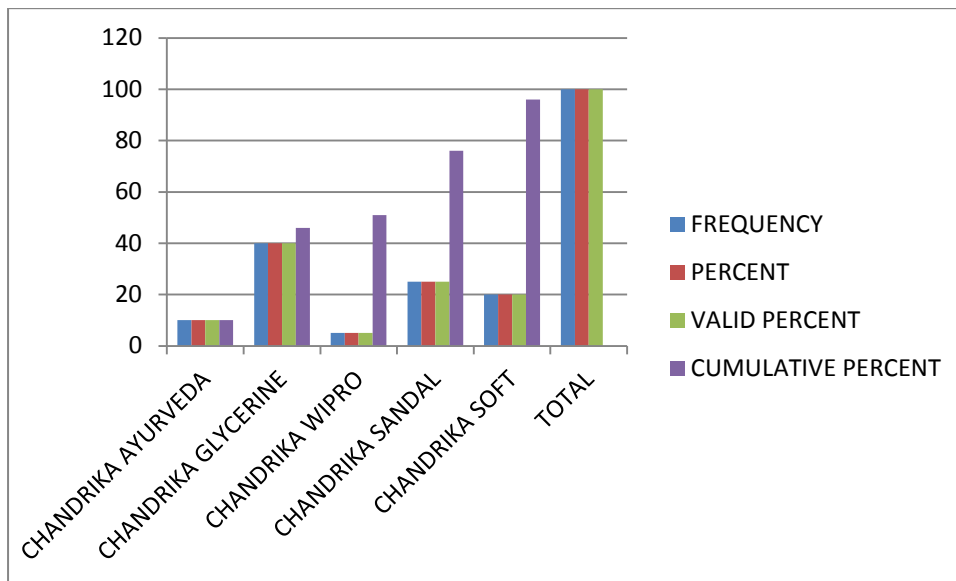
- The graph shows that 65 respondents have not seen any ads **Chandrika Soaps** in news paper , and
- 30 respondents have seen the ads

PEOPLE PREFERENCE FOR ADVERTISEMENTS TOWARDS VERITIES OF CHANDRIKA SOAPS:

TABLE NO 11: People Preference For Advertisements Towards Verities of Chandrika Soaps:

VALID	RESPONDEND S	PERCENT
CHANDRIKA AYURVEDA	10	10
CHANDRIKA GLYCERINE	40	40
CHANDRIKA WIPRO	5	5
CHANDRIKA SANDAL	25	25
CHANDRIKA SOFT	20	20
TOTAL	100	100

GRAPH NO: 11



INTERPRETATION

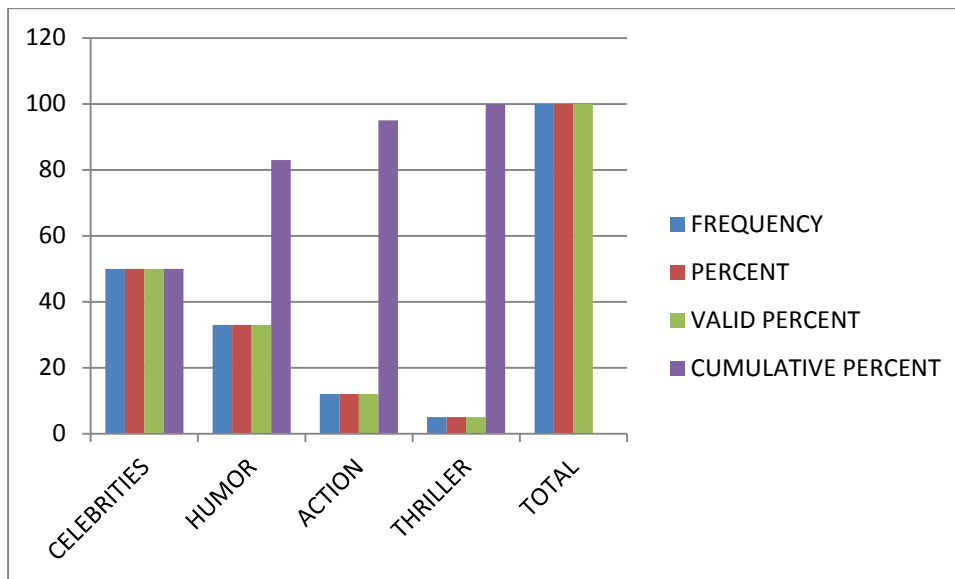
- 10 respondents say they like advertisements of Chandrika Ayurveda
- 40 respondents say they like advertisements of Chandrika Glycerine
- 5 respondents say they like advertisements of Chandrika Wipro
- 25 respondents say they like advertisements of Chandrika Sandal
- 20 respondents say they like advertisements of Chandrika Soft

PREFERENCE FOR SOAP ADVERTISEMENTS TOWARDS ITS FEATURE

TABLE NO 4.12: Preference For Soap Advertisements Towards Its Feature

VALID	RESPONDENDS	PERCENT
CELEBRITIES	50	50
HUMOR	33	33
ACTION	12	12
THRILLER	5	5
TOTAL	100	100

GRAPH NO: 12



INTERPRETATION

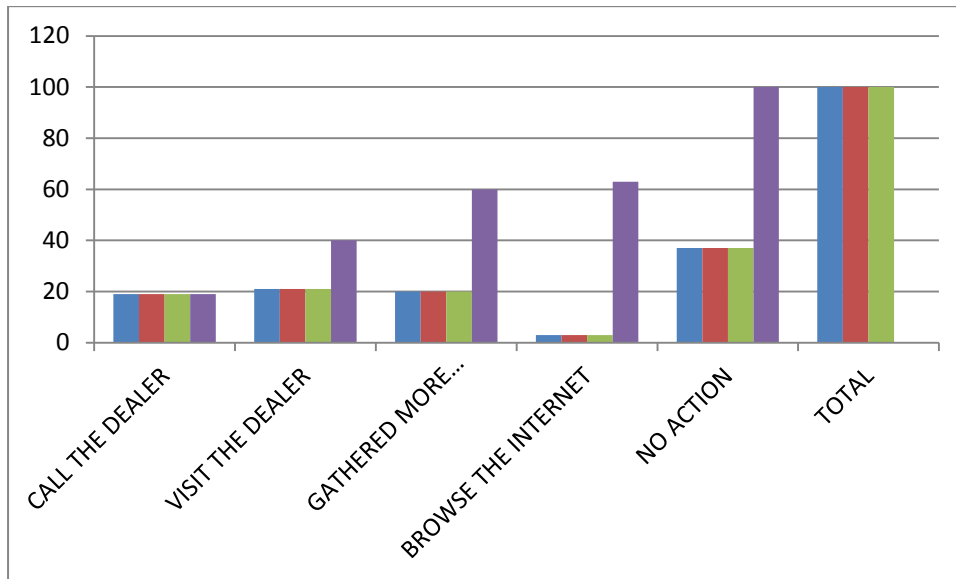
- 50 respondents say they like advertisements because of celebrities.
- 33 respondents say they like advertisements because of Humor.
- 12 respondents say they like advertisements because of Action.
- 5 respondents say they like advertisements because of Thriller.

REACTIONS OF RESPONDENTS AFTER WATCHING ADS

TABLE NO 4.13: Reactions Of Respondents After Watching Ads

VALID	RESPONDENTS	PERCENT
CALL THE DEALER	19	19
VISIT THE DEALER	21	21
GATHERED MORE INFORMATION FROM FRIENDS/ OTHER	20	20
BROWSE THE INTERNET	3	3
NO ACTION	37	37
TOTAL	100	100

GRAPH NO: 13



INTERPRETATION

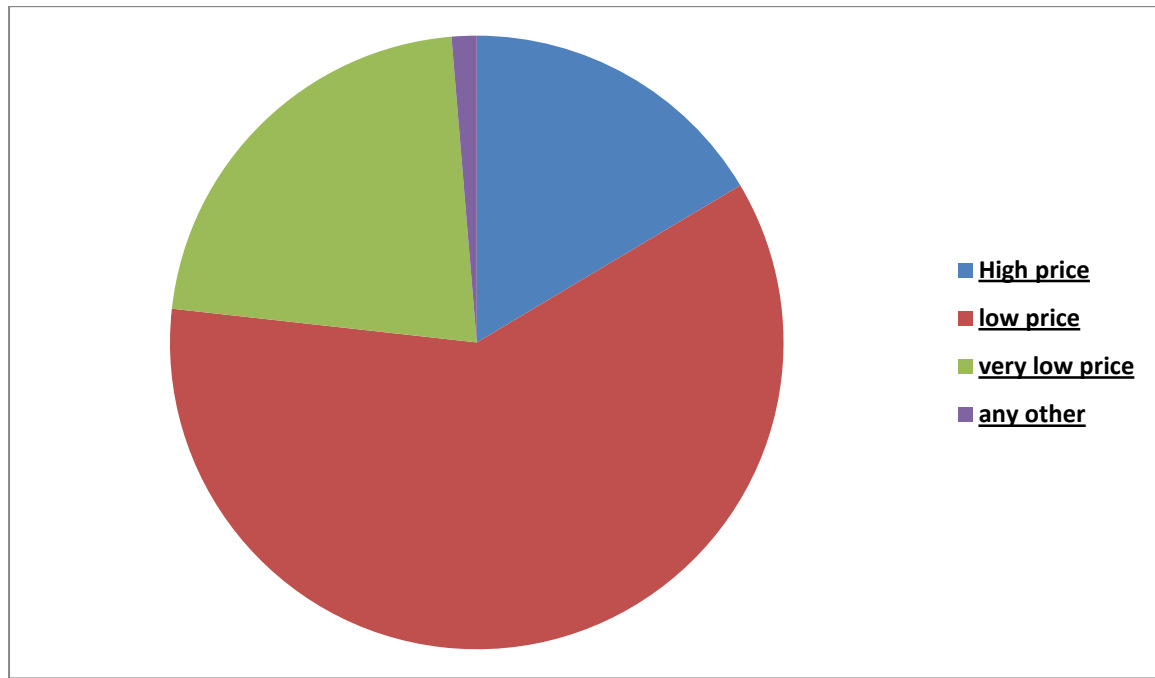
- 14 respondents preferred to call the dealer.
- 21 respondents preferred to visit the dealer.
- 20 respondents preferred to gathered more information from friends/others.
- 3 respondents preferred to browse the internet
- 37 respondents did not take any Action.

CUSTOMERS PERCEPTION TOWARDS PRICING:

TABLE NO 4.14: Customers Perception Towards Pricing:

SI No	Impression	No. of respondents	(%)
1	High price	15	15
2	Low Price	55	55
3	Very Low price	20	20
4	Any other	10	10

GRAPH NO: 4.14



INTERPRETATION:

- The results shows that most of the people consider it to be a low priced product and even very low price product by a small group of people

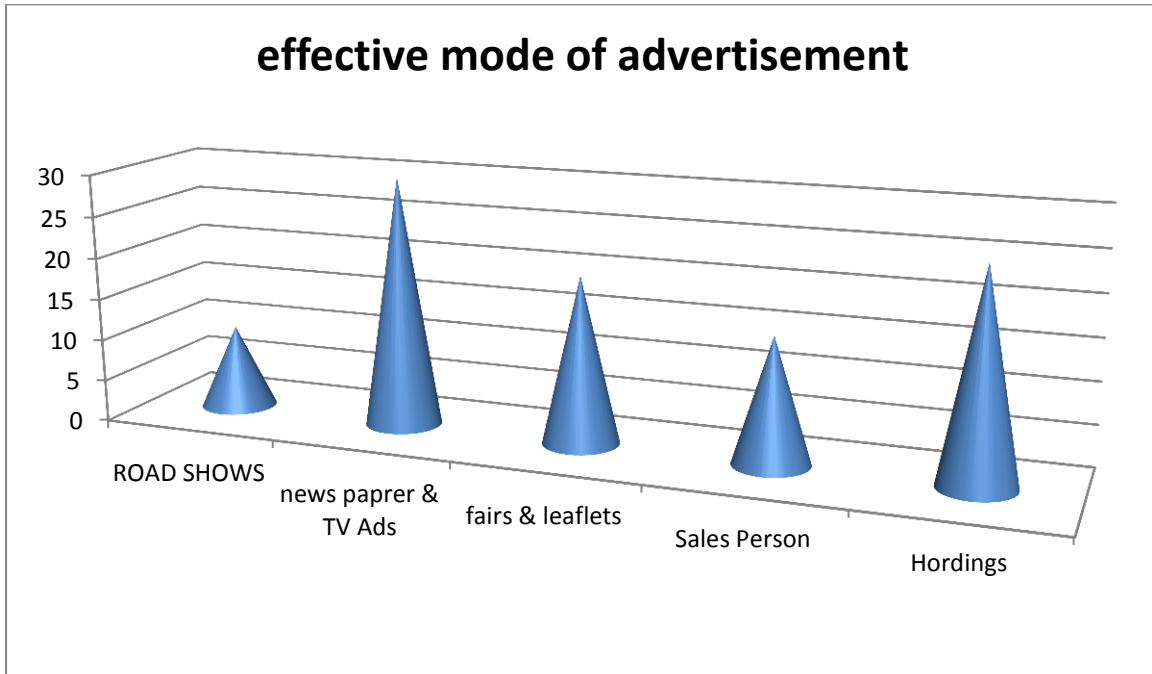
EFFECTIVE MODE of ADVERTISEMENT TO BE USED IN BANGALORE

TABLE NO 4.15 Effective Mode of Advertisement to Be Used In Bangalore

SL No	Opinions	No. of Respondents	(%)
1	Road shows	10	10
2	Newspaper & TV Ads	30	30
3	Fairs & leaflets	20	20
4	Sales person	15	15
5	Holdings	25	25

	Total	100	100
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GRAPH NO: 4.15

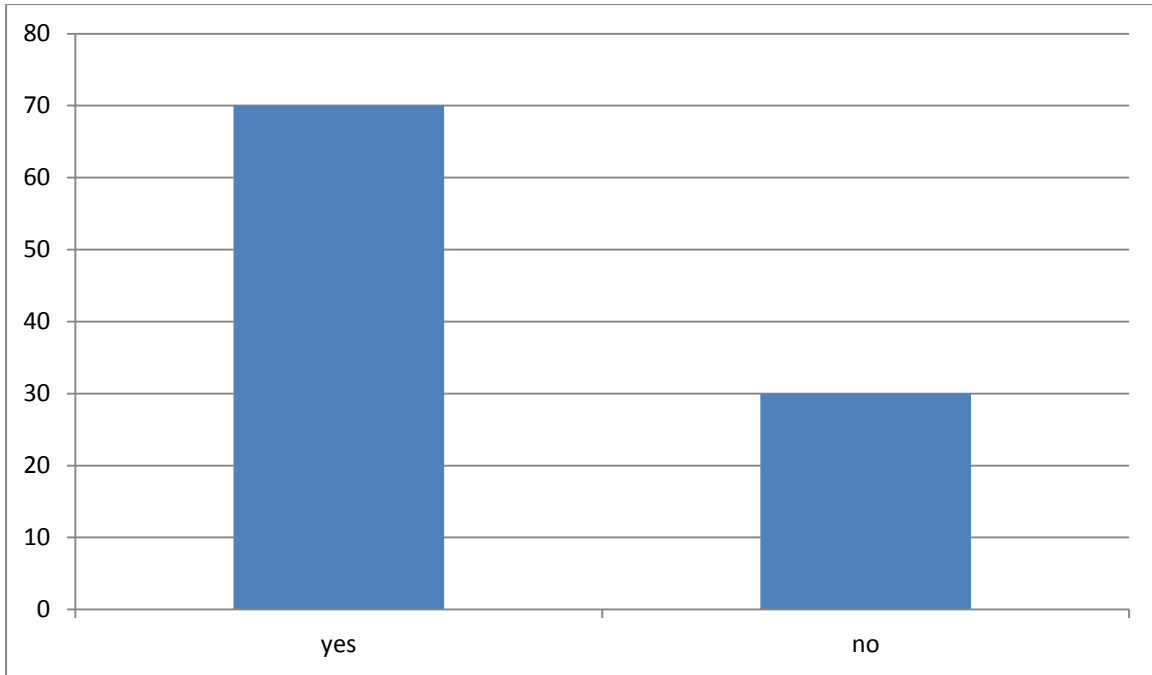


Customers Willingness to Buy Chandrika Soap

TABLE NO 4.17: Customers Willingness to Buy Chandrika Soap

VALID	FREQUENCY	PERCENT
YES	70	70
NO	30	30
TOTAL	100	100

GRAPH NO: 4.17



INTERPRETATION

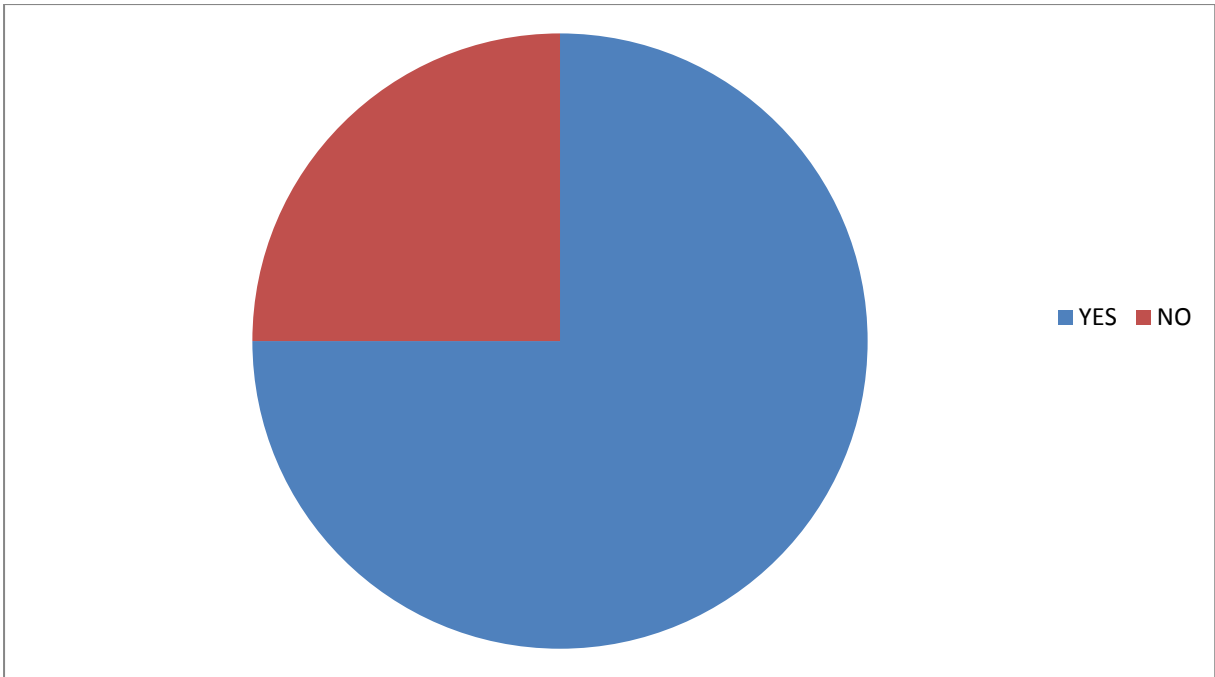
- The graph shows that 70 respondents are willing to buy the Chandrika soap
- 30 respondents are not willing to buy..

PERCENTAGE OF CUSTOMERS WILLING TO RECOMMEND CHANDRIKA SOAP TO OTHERS:

TABLE NO 4.16 Percentage Of Customers Willing To Recommend Chandrika Soap To Others:

VALID	RESPONDENDS	PERCENT
YES	75	75
NO	25	25
TOTAL	100	100

GRAPH NO: 4.16



INTERPRETATION

- Above chart displays that among the 100 respondents 75% of the people recommend Chandrika soap to others
- 25% prefer some other brands to their dear and near.

Correlation

Hypothesis

H0: there is no relationship between mode of advertisement and customer purchase decision.

H1: there is relationship between mode of advertisement and customer purchase decision.

Correlations

		15) would/ like to, buy Chandrika Soap because of	13) Through which? source of advertisement
15) would/ like to, buy Chandrika Soap because of	Pearson Correlation	1	.005
	Sig. (2-tailed)		.958
	N	100	100
13) Through which? source of advertisement did you know[about chandrika dealers?	Pearson Correlation	.005	1
	Sig. (2-tailed)	.958	
	N	100	100

Correlation is significant at 0.01 Level (2- tailed)

Analysis and interpretation:

The above table shows that there is relationship between mode of advertisement and customer purchase decision with significance of level 0.005 which is less than 0.01. It means as the quality of mode of advertisement is good and the customer's willingness to purchase is the product is also high.

Chapter 5

Findings, Conclusions and Suggestions

FINDINGS

- The criteria on the premise of which respondents purchased Chandrika Soap is low cost as said by 39% of respondent, taken after by No skin impact is 30%
- 72% respondents said they know about different merchants/wholesalers of Chandrika Soaps, 28% respondents don't know
- Sources through which respondents came to think about Chandrika Soaps
 1. Road demonstrates 20%
 2. Newspaper 40%
 3. Fairs 9%
 4. TV promotions 10%
 5. Sales individual 14%
 6. Hoardings 7%
- 85% respondents watch/read promotions ordinary and 15% respondents don't watch/read advertisements regular
- 50% respondents lean toward perusing Tarun Bharat and 21% respondents favor perusing Vijay Karnataka, 17% respondents incline toward perusing The Times of India
- 65% respondents has not run over Bengaluru Soaps advertisements in news paper and 35% run over promotions in news paper
- 40% respondents like Chandrika Ayurveda and 25% respondents like Chandrika glycerine taken after by 20% respondents like chandrika delicate
- half respondents like the above advertisement in TV on account of big names, 33% respondents like in light of cleverness
- After viewing the advertisement 19% of the respondents wanted to called the merchant, 20% of the respondents liked to assembled more data from companions/others, 37% respondents has not made any move

- 14% of the respondents feel that the street shows would be more compelling in Bengaluru for the offer of bicycles, 28% of the respondents say daily paper would be more viable, 7% of the respondents say TV promotions would be more effective, 20% of the respondents feels hoardings are more viable

CONCLUSIONS

In last you infer that Majority of the respondents said that TV is the best media for notice of Chandrika cleansers and the big names and the trademarks in the ad impact the buyers

SUGGESTION

1. Newspaper is the media through which the greater part of the client could think about CHANDRIKA SOAPS AND DETERGENTS PVT. LTD So organization ought to accentuation on this mean of ad to make mindfulness
2. To make advertisements viable organization ought to utilize big names in promotions and there ought to be activity and excite in advertisements that draws in watcher
3. Company can consider introducing accumulating in prime areas for the perceivability
4. The organization ought to spend more on ad that is daily paper, hoardings, street appears, nearby TV spot systems. The organization ought to attempt to draw in the consideration of the client towards the ad
5. CHANDRIKA SOAPS can in any case enhance the quality offered to the client

ANNEXURE:

QUESTIONNAIRE

Dear Sir / Madam,

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON CHANDRIKA SOAPS”.

1) I understood the product being advertise

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

2) How well do you remember these advertisements

Very well

Somewhat

A few details

Not at all

3] would like to buy Chandrika Soap because of

a) Advertisement

b) Low price

c) Brand Name

d) No skin effect

4] Are you aware of any other Dealers of Chandrika Soap in Bengaluru?

Yes

No

If Yes, which

5] Through which source of advertisement did you know about chandrika dealers?

- a) Road shows
- b) News paper
- c) Fairs
- d) TV ads
- e) Sales person & Howards

6] Do You watch /read advertisement?

Yes

No

7] Which news paper you prefer reading?

- a) Tarun Bharat
- b) Vijay Karnataka
- c) Deccan Herald
- d) Prajawani
-

e) **The Times of India**

8] **Have you come across any ads of Chandrika Soaps in news paper which you read?**

Yes **No**

If yes which Chandrika Soap did you see in the advertisement?

9] **Which ad of Soaps do you like in TV?**

- a) **Chandrika glycerine**
- b) **Chandrika Ayurvedic**
- c) **Chandrika Sandalwood**
- d) **Chandrika Facewash**

10] **I like ad of above, because of**

- a) **Celebrities**
- b) **Humor**
- c) **Action**
- d) **Thriller**

11] **After watching the ads what were your reactions**

- a) **Called the dealer**
- b) **Visit the dealer**
- c) **Gathered more information from friends/ others**
- d) **Browse the internet**
- e) **No action**

12] Customers perceptions towards Chandrika soap's pricing

- a) **HIGH PRICE**
- b) **LOWPRICE**
- c) **VERY LOW PRICE**
- d) **ANY OTHER**

13] Suggest a mode of advertisement would be more effective in Bangalore city for sale of Soaps.

- a. **Road shows**
- b. **Newspaper**
- c. **Fairs**
- d. **TV Ads & Leaflets**
- e. **Sales Persons & Hoardings**

14] In future if you would like to buy Chandrika Soap

Yes **No**

15] Would you recommend Chandrika soap to others?

Yes **No**

Your valuable suggestions

.....
.....

Signature

**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**



INTERNSHIP WEEKLY REPORT

(15 JAN 2018 TO 24 MARCH 2018)

















Name of the Student:Sharan.pp





USN No: 1ia16mba37

Specialization: Marketing & Finance

Title of the Project: “Study on the effectiveness of advertisement in marketing at
“Chandrika Soaps”

Company Name: Chandrika Ayurvedic Soap Pvt Ltd Bangalore

Work	Work Undertaken	External Guide Signature	Internal Guide Signature
15/1/2018-20/1/2018	Introduction about Pattern effects labs and its operation		
22/1/2018-27/1/2018	Learning about different operation and products		
29/1/2018-3/2/2018	Orientation and Gathering information about growth of company		
5/2/2018-10/2/2018	Analysis of market position of the company		
12/2/2018-17/2/2018	Research problems identification		
19/2/2018-24/2/2018	Preparation of research instruction for data collection		
26/2/2018-3/3/2018	Theoretical background of the study		
5/3/2018-10/3/2018	Data collection and data analysis		

12/3/2018-17/3/2018	Interpretation of the data gathered during the survey		
19/3/2018-24/3/2018	Final report preparation and submission		

HOD



For Chandrika Soaps & Detergents

Human Resource