

A STUDY ON CONSUMER BRAND PREFERENCE OF TOOTHPASTE IN CHENNAI CITY

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Abstract

Consumer is king'—the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behavior and preference of the consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. Respond to these changes, comprehensively and effectively. The study mainly focuses on understanding the Brand performance in toothpaste category and external factors like demographic, socioeconomic factors and other product attributes etc.

Keywords: Brand, Innovation, Technology, Toothpaste.

1.1 INTRODUCTION:

Toothpastes are daily oral care products, the chemical composition of which is constantly changing due to manufacturer's competition. One of the fastest growing a segment in the FMCG sector has been the toothpaste segment. As per Euro monitor India, 'the toothpaste industry in India is over Rs.6000 crore in 2013. The main purpose of toothpastes is to clean and provide fluoride to protect the teeth from decay, and sensitivity, to whiten the teeth and prevent bad breath. Customer satisfaction refers to the extent to which customers are happy with the product and services provided by a business. Customer satisfaction is the ultimate goal of a marketer. A stiff competition arisen in the tooth paste industry. Customer level can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to business because satisfied customers are most likely to be loyal and to make repeated orders and to use a wide range of services offered by a business. The wide selection of toothpastes and the various ingredients make it difficult for patients to choose the proper toothpaste and complicate the acquisition of dental products by professionals.

1.2 STATEMENT OF THE PROBLEM:

The purchase of toothpaste is then to be viewed as a problem solving process. There has been a high proliferation of brands in the market. At the time of purchase consumers may get confused to select a particular brand to meet their needs. The process whereby individuals will decide whether, what, when, how, and from whom to purchase goods and services can be termed as the consumer's or the buyer behavior.

1.3 OBJECTIVE OF THE STUDY:

- To study the customer brand preference about the toothpaste
- To identify the various factors that influences the purchase behavior.

1.4 SCOPE OF THE STUDY:

- Toothpaste helps keep your teeth clean and healthy, gives you nice breath prevents against plaque, cavities, gum diseases keep teeth white and stronger.
- It attributes taste, health points, flavor and accorded priority.

1.5 RESEARCH METHODOLOGY:**METHODOLOGY**

There are two sources of data collection methods have been adopted for this study. One is Primary data and another is Secondary data. This study is basically relying on primary data by framing well- structured questionnaire to draw opinions or responses from respondents.

ANALYSIS OF DATA

The primary data collected from parents are analyzed by using various statistical tools in order to match results with the objectives of the study.

- Percentage analysis
- Chi square analysis

1.6 LIMITATIONS OF THE STUDY:

- The study is limited only to a particular area in Chennai city and therefore, the findings of the study cannot be the same for other areas.
- All the findings and observations made in the study are drawn only on the information supplied by the respondents' which is based on their preference, ideas and hence there is a chance of bias.

2. REVIEW OF LITERATURE

The basic purpose of the 'Review of Literature' is to acquire thorough and state of the art knowledge of the problem area so that the researcher can develop a comprehensive view. The review helps in finding the gaps in literature available and eventually facilitates formation of a precise research problem. It is essential for a researcher to do review on the literature related to his present study, to have a deep knowledge on the subject. It is only through this literature that the researcher takes the initial step of fixing the problem of study. The review of literature has hitherto been a cumbersome exercise that requires continuous monitoring and concentration. A thorough review of literature will expose the researcher to previous researcher conducted and their area of study.

J Edwara Rusio and **Eric. J. Johnson** (2002) analyzed in the study on "What do consumers know familiar product?" The researchers have sought to distinguish wise less knowledgeable consumer from more knowledgeable one by differentiating. The product comparison and judgment they are able to make people at the intermediate levels are most likely to seek out product information and use it because they have a framework of knowledge in which to place new information.

Shugan (2003) in his study on price, quality relationship exposed that price is an indicator of the quality. Consumers are encouraged to raise the quality of their product. He believes delivering a good quality of goods is the right image among end use of the product.

Nester et al, (2004) states that the best way to prevent the buildup of calculus is through twice daily brushing and flossing and regular cleaning. Visits based on the schedule recommended by the dental health care provider is also necessary. Calculus accumulates more easily in some individuals or students, requiring more frequent brushing and dental visit. Lactobacilli characteristically cause exist.

Slama and Armen Tashchain (2004) analyse the consumer involvement with a convenience goods opinioned that the person product and situation all the major components are involved. Further he expresses differentiate between situation inducing and response involved. The involvement as a cognitive state are concerned with the measurement of echo involvement risk perception and importance of purchase.

One of the challenges for New Zealand is the ethnic differences in oral health status that exist within its population. The 2009 Oral Health Survey found that Māori (48%) and Pacific (47%) children were less likely to be caries free than Asian (66%) and European/Other (62%) children (Ministry of Health, 2010).

Bach & Manton, (2014). The status of oral health varies widely between different population groups within New Zealand, with particular ethnic groups (Māori and Pacific people), lower socio-economic groups and rural populations often having poorer levels of oral health compared to other groups of the population (Ministry of Health, 2006). With a unique and ethnically diverse population, New Zealand is faced with a challenging situation for many public health concerns, including oral health.

3. PROFILE OF TOOTHPASTE INDUSTRY IN INDIA

The toothpaste history in India can be tracked back from 1975 with 1200 tonnes of toothpaste produced by the toothpaste industry. Prior to the toothpastes Oral Hygiene was the domain of local homemade powders and ayurvedh practitioners. With the entry of Colgate in Indian marketplace the awareness about Oral care and the importance of oral care. In recent years the Industry has shown impressive growth rate of 18.6% (this growth is calculated in terms of value growth in Rs).

The growth in the Urban market has been largely by the Gel Segment. Presently, a large chunk of the Market is still held by Colgate. The major players in the toothpaste Industry being Colgate Palmolive and Hindustan Lever Limited and several minor players like Balsara hygiene, Dabur etc.

Presently Colgate Dental Cream holds 52% of market share. HLL's Close up lies far behind with 23% of the existing market share. The third player in the marketplace in terms of

market share is Colgate Gel with 10.5% of the market share. That leaves 14.5% market share for other Brands like Pepsodent, Pepsodent, Babool, Sensofoam, Forhans, Cibaca, Neem etc. The toothpaste market is presently valued at Rs. 750 crores out of which the Gel segment has already bagged 1/3rd portion of it. The Gel segment presently stands at Rs. 248 crores and is growing at a rate much faster than Cream. In India toothpaste usage as compared to other countries is very low which signifies about the potential of the market. In Urban India the usage of toothpaste per person per year is just 190gms. Where as it is 200gms of toothpaste per person per year in developing countries as Indonesia and Thailand. In developed countries as USA and other European countries the toothpaste usage is 375 gms per person year. In India the toothpastes companies are going in for advertising on a heavy note, on an average the companies managing this FMCG category are spending 6.15% of their sales on development. Colgate Palmolive had shelled out 15% of their sales on ads in the year 1994. Dabur had an ad expenditure of 5.07% for the year 1993. whereas balsara Hygiene spend a huge 10.17% of their sales.

TOOTHPASTE MARKET-GROWTH, TRENDS, AND FORECAST (2020 - 2025)

Global Toothpaste market is segmented by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacies and Drug Stores, Online, and Other Distribution Channels), and Geography. The global toothpaste market is projected to grow at a CAGR of 6.1% during the forecast period. Revenue in the Oral Care segment amounts to US\$1,787.3m in 2020. The market is expected to grow annually by 6.8% (CAGR 2020-2023). In global comparison, most revenue is generated in the United States (US\$9,148m in 2020). In relation to total population figures, per person revenues of US\$1.30 are generated in 2020.

TOP 12 MOST POPULAR TOOTHPASTE BRANDS IN INDIA:

- 1. Colgate:** Colgate toothpaste brand owned by American Colgate Palmolive Company and one of the most trusted brand in India for oral hygiene products.
- 2. Close Up:** Close-Up toothpaste brand is owned by Hindustan Unilever along with Pepsodent toothpaste and one of the top toothpaste brands in India terms of sales and position.

3. Pepsodent: Pepsodent is another famous American brand of toothpaste owned by Unilever and also among the India's most trusted brands

4. Patanjali Dant Kanti: Patanjali Dant Kanti Toothpaste is packed with herbal ingredients and known to improve oral health. Dant Kanti Advanced Toothpaste, Patanjali Dant Kanti Red and Dant Kanti Medicated are powerful toothpaste for tightens gums and tackles germs.

5. Meswak: It is a herbal toothpaste brand pure extract from the Miswak plant or Salvadore Persica tree from India. Miswak herbal toothpaste is best for healthy gums & strong teeth, owned by Dabur along with other toothpaste brands Babool and Promise

6. Dabur Red Paste: Dabur Red Paste is well known for healthy teeth and offers unique blend of traditional Indian medicine. Red is packed with Ayurvedic ingredients like Laung and Pudina.

7. Vicco Vajradanti: Vicco Vajradanti paste and tooth powder are perfect blend of Ayurvedic herbs, contains babhul, lavang and bakul. The natural paste of Vicco Vajradanti ayurvedic has medicinal ingredient for remedies for oral health.

8. Sensodyne: Sensodyne brand of toothpaste and Aquafresh toothpaste are owned by GlaxoSmithKline and one of the best sensitive toothpastes.

9. Amway Glister: Amway Glister toothpaste expensive but one of the most popular product for cleaner, whiter and healthier teeth. The American multi level marketing company also has list of health and beauty brands.

10. Himalaya Herbals: It offers one of the best natural and safe products with Ayurveda. There are list of herbal toothpaste available from Himalaya Herbals for healthy brushing and power packed with Mint, Miswak, Cinnamon and Clove.

11. Lever Ayush: It is one of the personal care brand of Hindustan Unilever company and into the business of natural soap, facewash, cream, hair oil and more range of products including toothpaste with Ayurveda such as Lever Ayush Anti Cavity Clove Oil Toothpaste, whitening rock salt tooth paste and Freshness Gel Cardamom Toothpaste.

12. Sri Sri Tattva Ayurveda Sudanta Toothpaste: Sudanta Toothpaste from Sri Sri Tattva Ayurveda is one of the well known completely free fluoride toothpaste and packed with

ancient herbs used in Ayurveda such as Cloves, Cinnamon, Black pepper, Bakul and Mayaphal.

4. DATA ANALYSIS

❖ Percentage analysis

The descriptive or percentage analysis is mainly carried out to determine the percentage of respondents fall under each category. This analysis also helps to standardize the respondents' opinion on various aspects. This analysis is carried out for all the questions given in the questionnaire.

To compute the percentage analysis the following formula is to be followed.

$$= \frac{\text{Number of respondents for the particular factor} \times 100}{\text{Total number of respondents}}$$

❖ Chi-square test χ^2

It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

The Chi-square test was employed in order to find out the relationship between the factors like age and brand preference, Income and brand preference etc., family size of brand preference.

The test involves computing χ^2 value from the sample data. The χ^2 value is [calculated with the help of the following formula.

Here,

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Here,

O_{ij} = refers to the observed frequencies

E_{ij} = refers to the expected frequencies

The calculated value of χ^2 is compared with the table value of χ^2 for given degree of freedom. If the stated level (5% level) of the calculated value of χ^2 is more than the table value of χ^2 the difference between theory and observation is considered to be significant.

TABLE 4.1
AGE WISE CLASSIFICATION OF THE RESPONDENTS

Age	No. of Respondents	Percentage
Below 20 years	17	17
21 – 30 years	57	57
31 – 40 years	14	14
Above 41 years	12	12
Total	100	100

Source : Primary Data

INTERPRETATION:

It is inferred that the above table indicates out of the 100 respondents selected for the study. 17% of the respondents belong to below 20 years, followed by 57% of the respondents belong to 21-30 years, followed by 14% of the respondents belongs to above 31-40 years. Followed by 12% of the respondents belongs to above 41 years.

It is concluded that the majority of respondents belong to the age of 21-30 years.

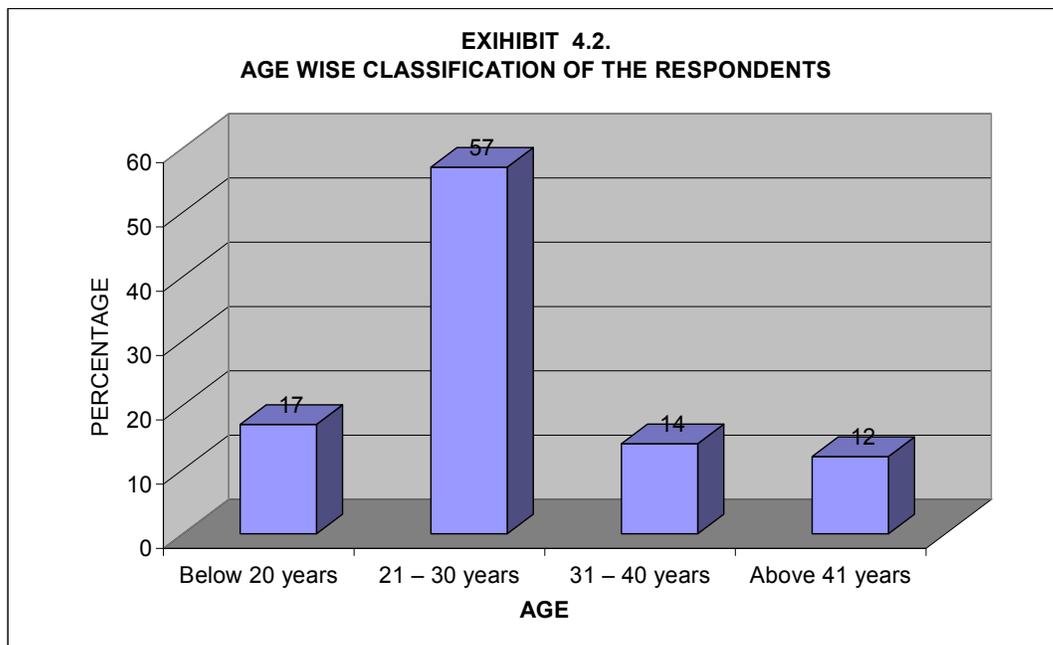


TABLE 4.2

OCCUPATIONAL AND EDUCATIONAL STATUS OF RESPONDENTS
(CHI-SQUARE TEST)

Educational Qualification/ occupation	Elementary level n=5		High school level n=15		Graduate level n=26		Post graduate level n=54		Total N=100	
	NOR	%	NOR	%	NOR	%	NOR	%	NOR	%
Business	2	40	1	7	3	12	11	20	17	17
House wife	1	20	2	13	3	12	1	2	7	7
Agriculture	1	20	2	13	2	8	3	6	8	8
Professional	0	0	2	13	2	8	5	9	9	9
Students	0	0	7	47	15	58	32	59	54	54
Others	1	20	1	7	1	4	2	4	5	5

Source : Primary Data

Calculated χ^2	=	105.862
Table value at 5% level of significance	=	24.995
Degrees of freedom	=	15

INTERPRETATION:

It is inferred from the table 4.20 that the 40% of the elementary level respondents are business people, 47% of the high school level respondents are students, 12% of the Graduate level respondents are both business and house wife, 20% of the post graduate level respondents are business people.

It is found from the above table that the calculated chi-square value is more than the table value ($105.862 > 24.995$) and the result is significant at 5% level. Hence, the hypothesis is "occupation and educational status are associated" holds good. From this it is concluded that there is relationship between occupation and educational status of the respondents.

5. FINDING SUGGESTION AND CONCLUSION**FINDINGS**

- The majority (55%) of the respondents are male
- The majority (57%) of the respondents are in the age group of 21 between 30
- The majority (54%) of the respondents are students.
- The majority (41%) of the respondents are 4 members.
- The majority (59%) of the respondents are income above Rs.10,000.
- The majority (54%) of the respondents are post graduate level in education.
- The majority (51%) of the respondents are decision maker in purchasing toothpaste is the family leader.
- The majority (37%) of the respondents use colgate toothpaste.
- The majority (75%) of the respondents are known about the product through television.
- The majority (52%) of the respondents will buy the quality of the brand.

- The majority (43%) of the respondents will identify the toothpaste in departmental stores.
- The majority (73%) of the respondents are used their specific brand above 4 years.
- The majority (42%) of the respondents are buy the product line of 100gms.
- The majority (38%) of the respondents buy the toothpaste for its economy.
- The majority (74%) of the respondents are not wished to change their brand of toothpaste for ever.

SUGGESTIONS

In the present study, an attempt has been made to measure the customers satisfaction towards the toothpaste for measuring customer's satisfaction, various factors were considered. This study has provided a way for further research also.

1. In this study, it was found that majority of sample respondents opinioned that price of the toothpaste is high. Hence, it is suggested that the manufacturers should fix the reasonable price by considering the consumers affordability
2. In this study, it was found that majority of sample respondents opinion that the quality of the toothpaste to be improve. Hence, it is suggested that manufacturers of toothpaste should make their toothpaste with good quality ingredients.
3. It was suggest that majority of the sample respondents preferred to buy 100gms paste. Hence, it is suggested that the producers of the toothpaste may produce the toothpaste at 100gms quantity and this will fulfill the requirements of majority of the sample respondents.
4. Preferred and interested to buy the toothpaste at a specified price along with some gift and price offer scheme. Hence, It is suggested that producers of toothpaste should makes their toothpaste with some offer like price deduction, free gift, coupon, etc.,
5. Influenced by television, advertisement to go for a specified brand of toothpaste that the producers should focus their marketing strategy though television advertisement with either sponsored programme or spot programme.
6. Respondents expect only the related product along with the product as a discount/free gifts.
7. Advertisement in every possible media would increase the market share

CONCLUSION

One of the products, which was very successful and has found a permanent place for itself in the minds of the consumers is the Colgate toothpaste and today the market is flooded with various brands of Colgate Toothpaste. In spite of the availability of many Colgate Toothpaste, the study reveals that the consumer purchase the brand, which is better in quality and has a reasonable price and the consumers also have the feeling that it fights with tooth decay. It is also from the study that no new strategy adopted by any new brand affect consumers loyalty to their present brand. It is evident from the study that to have a permanent place in the minds of the consumer, that is brand loyalty, a company has to devote much attention to the cardinal factors like quality, pricing, features, and the like. Toothpaste helps in grinding the food necessitates the caring teeth. Teeth can be cared by keeping their clean by using toothpaste. Hence a study has been under taken to know the customer satisfaction and preference.

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