

CONSUMER BUYING BEHAVIOR OF TOOTH PASTE -A SPECIAL REFERENCE TO POLLACHI TALUK

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ABSTRACT

In India, the oral care market has enormous potential because the per capital consumption and penetration of oral care products is very low. The rise in income and increasing awareness is steering the demand of oral care products. Consumers have started trying to consume the value added products like mouthwash, gel and tooth whitening products in far-flung rural areas, where the consumers have been using the toothpastes this shows a remarkable change in consumer behavior towards the oral care product usage. The oral care segment in India constitutes more than 16% of the overall personal care market. In Indian oral care industry, the organized toothpaste market is dominated by Colgate and Hindustan unilever Ltd. With combined market share of 85% both these companies have been under cut throat competition against each other in order to capture the share of toothpaste usage of Indian consumers.

Key words: toothpaste-buying behavior-consumers-alternate products.

INTRODUCTION

Consumer behavior is stated as the behavior that consumers are searching for, purchasing, using, evaluating and disposing of products, services, and ideas that they expect will satisfy their needs. The study of consumer behavior is concerned not only with what consumers buy but also with why they buy it, when and how they buy it and how often they buy it. It is concerned with learning and specific meanings that products hold for consumers. Consumer research take place at every phase of consumption process before the purchase, during and after the purchase.

PHILIP KOTLER defined consumer behavior as “all psychological, social and physical behavior of potential customer as they become aware of evaluate, purchase, consume and tell other about products and services”.

The scope of consumer behavior includes not only the actual buyer and his act of buying but also various rules played by different individuals and the influence they exert on the final purchase decision. Individual consumer behavior is influenced by economic, social, culture, psychological and personal factors.

Behavior of consumer is the foundation on which all the marketing strategies can be built up for products or services because the consumer is king. Behavior of consumer is displayed in the process of decision making to spend a valuable resource of money, time and effort on consumption related products to or services. The entire spectrum of people integrating the canons of ability to purchase and desire of purchase.

The factors which influence the purchase decisions of consumers basically belong to three categories: 1. Individual factors 2. Environmental factors and 3. Marketing stimuli for a product like toothpaste, of which the awareness about its suitability towards the individual need has been quite low among the masses, the third category of influence factors assumes prime.

Importance however this third category, marketing stimuli “which includes the development of marketing mix(product, price and promotion) and is a highly effective tool in increasing the awareness among the consumers, ultimately depends upon a careful study of factor of first two categories in order to devise effective marketing tools and strategies. Therefore various companies in the toothpaste market have been consistently working on to study and analyze the influencing factors from all the above mentioned categories that go into the making of final decision by the consumers.

It had taken them to go through intensive and comprehensive studies diversifies factors for purchase behavior of Indian consumers, who are as different and diversified in their consumption pattern as is the Indian society and culture. Those studies have resulted in their enhanced

understanding of consumer behavior of Indian toothpaste consumers. Many people in India still clean their teeth with traditional products like Neem twigs, salt, ash, tobacco or other herbal ingredients. Average all India per capita consumption of toothpaste is a dismal 82gms. The dentist to population ratio is a critically low 1:35000 in the country. This results in low oral hygiene consciousness and widespread dental diseases. Less than 15% of the Indian toothpaste users brush twice a day. Colgate and Hindustan lever together account for over 85% of the organized toothpaste market. Red and Black toothpowder still accounts for 35% of the toothpowder market. In toothpowders, Colgate and Dabur are the leading players sharing between them 75% of the market. The present study has been undertaken to analyse the buying behavior of the customers about the toothpaste.

REVIEW OF LITERATURE

SATYENDRA SINGH CHOUHAN (2015) Consumer Satisfaction and Brand Awareness towards Dental Care Products. “We don’t want satisfied customer we want delighted customers” this is the New Marketing Mantra today. Same applies to Dental Care as well. A consumer’s decision to purchase product is the result of storing of various factor. Such as many options for purchasing decision, consumer brand bonds, brand awareness and various physical aspect like colour, taste, flavor, ingredients and etc.. Are considered objectives to know the consumer awareness and level of satisfaction and mainly the satisfaction measurement of dental care primary data are collected by well-structured questionnaires. Data are collected from 200 respondents. In order to increase consumer satisfaction the company is encouraged to develop aggressive marketing programs and physical aspect of the dental care products.

PATRICKO OLDELE made a study in NIGERIA (2015). Product packing as a predictive factor of consumer portico patronage of toothpaste in ADO Ekill Nigeria. To know the effect of packing on the patronage of toothpaste among consumers in Ado Ekill metropolis Nigeria. The study recommended that manufactures should place on their products only relevant information that will influence purchase decision such as quantity, quality and colour. A total of 320 questionnaires were collected through purposive sampling technique collected data are analysed through simple percentage, correlation and regression. The result revealed that among packaging

information available on toothpaste products, expiry date, NAFDAC number and nutritional composition had the strongest relationship with patronage.

S.PRASATH (2014) research on consumer satisfaction towards ayurvedic oral and personal care products to improve their personal appearance and health is to understand consumer satisfaction towards oral and personal care products and to check the awareness towards the to know the consumer preference and level of satisfaction . primary data are collected through convenient sampling method with sample size of 200. The data are analysed through the simple percentage and rank analysis study revealed that majority of respondents are using oral care products to improve their personality, health, family status and influence by change the life style manufacture should constantly analysis the factor like awareness, preference, future buying behaviour satisfaction and purchase decision to predict the future trends.

LEMING WU AND YUHENG ZHAO (2013) have conducted a study on “Loyalty and Durability: Evidence from the opening of the Toothpaste Tubes”. The main objective is to be tend to overextend the durability to sell more service at a time. The hypothesis with data from the Chinese toothpaste industry, find a positive correlation between market share and the size of opening of the toothpaste tubes. The study revealed that majority of respondents use toothpaste as their personal products to improve their personality influenced by in the life style.

DR. VINIT DAIN (2013) the study mainly on buying behaviour of toothpaste in urban India the study mainly focus on understanding the external influencers which impact consumer decision making process for buying tooth paste the method adopted for conducting survey in questionnaire using probability convenience sampling. The study was to understand the buying behaviour in choosing tooth paste and demographic which influence these behaviour with 250 respondents. The data were analysed by using cross tabulated and behaviour and chi-square test the study was conducted to understand behaviour and motions of consumers in India for buying tooth paste most of the people are using traditional products like Neem twigs, salt, ash, tobacco, or others less than 15% of the Indian tooth paste users brush twice a day create dental health camps to create awareness among common people on benefits of maintain oral hygiene.

STATEMENT OF THE PROBLEM

The growth of oral and personal care product markets have surged significantly as consumers are increasingly becoming aware about choice of personal care products in specific. The urban population in Pollachi is witnessing rapidly changing aspirations and lifestyles, which have resulted in increase in demand for personal and oral care items. The present study will be helpful to the oral and personal care manufacturer and marketers in understanding the consumer satisfaction, buying behavior and attitude of the people residing in Pollachi taluk.

The following are the research questions:

- What the consumers aware about the brands of toothpaste?
- Is the consumer preferring their toothpaste?
- What is the level of satisfaction the consumer towards tooth paste?

To find out the answers for the above questions, the following objectives have been framed.

OBJECTIVES OF THE STUDY

- i) To examine the brand awareness for various tooth paste.
- ii) To study the consumer preference towards toothpaste.
- iii) To assess the consumer level of satisfaction towards toothpaste brands.

METHODOLOGY

The study is based on primary data collected by issue of questionnaires.

SAMPLING

A sample of 153 respondents from area in and around Pollachi taluk on the basis of convenience sampling method.

FRAMEWORK OF ANALYSIS

Data collected have been analysed by making use of appropriate statistical tools which include simple percentage and chi-square test.

SIGNIFICANCE OF THE STUDY

The present study examines the level of awareness about the tooth paste brands preference of the respondent in the purchase of toothpaste and level of satisfaction attained by them in the usage of tooth paste. The study would help tooth paste companies to decide about various polices and make suitable changes in the product the dealers would also benefit to know the taste and preference of the customers.

RESULT AND DISCUSSION

The results of the study are summarized in the following paragraphs:

SOCIO ECONOMIC PROFILE:

Most number of customers belongs to the age group of 21-30 years (41.2%)

Majority of customers are of female (52.3%)

Most number of customers are with UG level of education qualification (33.3%)

Most number of customers are student (31.4%)

Majority of the customers are Unmarried (51.0%)

Monthly income of the customers is between Rs.5001 and Rs.15000(44.4%)

Majority of the customers belongs to nuclear family (65.4%)

Majority of the customers are having 3 to 4 members in a family (62.1%)

In majority of the customers family there are two earning members (69.3%)

Similarly majority of the customers having two non-earning members in a family (56.9%)

Most of families father make decision on purchase (46.4%)

Majority of the customers prefer Colgate as their paste (62.7%)

LEVEL OF AWARENESS:

It is found from the analysis that majority of the customer have switched from other brand to current brand (64.7%)

Similarly majority of the customer choice for preference toothpaste is addictive (61.4%)

Majority of the customers are aware about the IDA (62.7%)

Most number of customer prefer toothpaste for cleaning (35.3%)

Most of the customers prefer present brand of toothpaste for flavor (27.5%)

Majority of customers brush their teeth twice a day (54.2%)

Majority of the customers buy tooth paste once in a month (55.6%)

It is found that advertisement attracted majority of the customers for buying tooth paste (53.6%)

LEVEL OF PREFERENCE:

It is seen that most of customers prefer present brand because of promotional offers (28.8%)

Most number of customers preference of toothpaste pack for 100gm (43.8%)

Similarly majority of them preferred 100 gm pack (85%)

It is focus that majority of the customers would recommend to others (83.7%)

Majority of customers opined that price of the paste is moderate (63.4%)

SUGGESTIONS:

The following suggestion can be made for the improvement of toothpaste marketing and manufacturing :

Customers should read user manual after buying the tooth paste.

Customers need to verify the manufacturing and expiry date.

If product is sold after expiry date, it has to be informed to the authority concerned.

Customers have to give more importance to oral care products and aware more about the usage of such products.

It is suggested to brush twice a day for health practices.

Periodical conference should be held to make aware about oral care products.

More discount may be given to encourage the customers who are aware about the tooth paste.

The company may invite suggestions from the customers and best suggestions may be implemented.

CONCLUSION:

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. It is learn that Colgate brand is the fast moving brand which has a number of product which later the needs of children as well as adults. They are influenced by advertisement mostly.

There are some important factors considered by the consumer for decision making while buying toothpaste. Brand image, advertising, and offer play an important role in purchasing toothpaste. Sometimes based on the offer the consumer compares with competitor product and select the best one. Product attribute also analyzed by the consumer for deciding a brand. Switching of one brand to another brand is mainly based on advertisement, brand name, packaging availability, and price rise, etc. so the companies should analyze all these factors and find out the best suitable tools for promoting their toothpastes in India. Toothpaste advertisers should lay emphasis not only on establishing a stronger brand preference but also on persuading the millions to become users of the product for the first time to make advertising economically and socially justified.

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