

Customer Acuity towards the Practice of Branded Toothpastes—An Analytical Study

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Abstract: *In today's scenario consumer is the king. Because, today's business environment corporate is purely depends on the satisfaction of the consumers. For satisfying the consumers the firm should know the behavior of the consumers. It is very difficult task because of the changing technology, innovation, and changes in life style. The tastes and preferences of the consumers is changing day by day. We are not able to judge which factor influences the customer for the usage of a particular brand. Is it intrinsic or extrinsic factor? But these two factors absolutely determine the needs, taste and preferences of customers. It is difficult to classify consumers by conventional demographic factors and unless their thought process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire; Simple random sampling technique was adopted for selecting the consumers.*

Keywords: Customer perception, Toothpaste buying pattern, Toothpaste awareness.

1. Introduction

Toothpaste is one of the daily necessities in our life. Basically, it is used to maintain the tooth health during tooth brushing. Also, it was developed with a lot of functions, such as sensitive relief, whitening, help of bad breath, for the requirement of the specific customers. There are various companies producing toothpastes in current UK retail market. So designing a survey for toothpaste can help a company to dominate the market beyond the competitors. Also, this survey about the preference of purchasing toothpastes can be adopted as one of the companies' reference for the products innovation and sales model choosing.

2. Review of Literature

Brand Awareness

"According to **Rossiter and Prey (1987)**, brand awareness precedes all other steps in the buying process." "A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory.

Gunderson hide and Olsson, (1996) In spite of numerous endeavours to quantify and clarify consumer satisfaction, there still does not seem, by all accounts, to be an accord with respect to its definition (**Giese and cote, 2000**) consumer satisfaction is topically characterized as a post utilization evaluative judgment concerning a particular item or administration.

Oliver, (1980) It is the after-effect of an evaluative procedure that stands out pre-buy desires from impression of execution amid and after the utilization encounters.

Shopping Motives

Kotler and Armstrong (2001) sales Promotion to the sales of the individuals and households, "Who buy the goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, Education level and preferences which may affect the way they avail of goods and services. This Behaviour then impacts how products and services are presented to the different consumer Markets."

Gabbott and Hogg, (1998) "In sales promotion tailor - made products can be made to enhance Customer value and thus facilitate repeat purchase."

Sunil duggal, (2007) "The toothpaste market is fiercely competitive but gaps and platforms are always available."

Family Influence

Wilkie, and Lutz (2002); Moschis (1987) "A family exerts a complex influence on the behaviors of its members. Prior family influence research has focused on intergenerational rather than intergenerational influence in consumer renationalization. As has been compellingly demonstrated, parents influence children Yet, consumption domains clearly exist where sibling efforts may also be exerted."

Objectives of the Study

- 1) To hit upon the impact of consumer profile on buying towards toothpaste brands.
- 2) To look at the factors influencing buying towards a particular brand of toothpaste.
- 3) To explore the impact of psychological variables on buying behavior towards toothpaste brands.

Hypotheses of the Study

H1-There is a relationship between consumer profile (age) and buying behavior (preference) towards toothpaste brands.
H2-There is an association between consumer and factors influencing buying behavior.
H3-There is relationship between brand preference and buying frequency towards toothpaste brands.

Sampling Design

Area of Study: The study was conducted to ascertain the perception of customers of Chennai City, towards the different brands of toothpaste.

Sample Size

The study was carried out through levels of the customers and the sample size was 300.

Sources of Data

The study used both primary data as well as secondary data. The data was collected from 300 consumers by questionnaire method.

Statistical Tools Used

Simple percentage analysis is used in the study for the purpose of analysis.

Tools for Analysis: The Following statistical tools were used in this study.

- Simple percentage Analysis
- Chi-square Analysis.
- Cross tabulation analysis

3. Analysis and Interpretation

Table 1: Table showing Demographic profile and Data collection details

S. No	Status	Number of Respondents	Percentage
I	Demographic status		
	Male	111	37
	Female	189	63
II	Age		
	Less than 20	23	08
	21 -40	212	71
	41 -60	65	21
III	Family type		
	Joint	70	23
	Nuclear	230	77
IV	Educational qualification		
	Illiterate	70	23
	Ug and above	193	64
	Professionally qualified	37	13
V	Do you use toothpaste everyday		
	Yes	300	100
VI	How many times you use toothpaste a day?		
	One time	170	57
	Two times	90	30
	More than two times	40	13
VII	Which brand toothpaste you buy?		
	Colgate	210	70

	Dabur, patanjali	60	20
	Others	30	10
VIII	On what basis you purchase toothpaste?		
	Brand image, price, quality	190	64
	Family members decision	70	23
	Traditional value	40	13
IX	Which type of toothpaste you prefer?		
	Anticavity toothpaste	210	70
	Herbal, whitening, medicinal value	80	26
	No choice(affordability)	10	04
X	How often do you purchase toothpaste for your family?		
	Every month	185	62
	Once in two months	75	25
	As and when required	40	13
XI	How often have you been use this current tooth paste?		
	Less than 1 years	20	07
	2 – 4 years	60	20
	4 years and above	220	73
XII	Where do you get information about the toothpaste?		
	Family and friends	90	30
	Doctors, retail outlets, television	190	63
	Others	20	07
XIII	How frequently you change the toothpaste?		
	Always	40	13
	Occasionally	70	23
	Sometimes	190	64
XIV	For which reason you switch to other brand toothpaste?		
	Advertisement impact	110	36
	To try other option	170	56
	Others(packaging, add on)	20	08

Source: Primary data

The above table states that maximum numbers of respondents are female and the age category of the respondents belongs to 21-40. All the respondents are using toothpaste regularly. The educational qualification states that majority of the customers are having minimum graduation as their qualification. Among the sample size around 170 respondents are brushing their teeth one time. Colgate is the preference of choice for their usage. They purchase toothpaste based on the brand quality and price. The decision they take for purchases are made by family members. The respondents purchase toothpaste every month. It is wondrous to say that the preference be given by the respondents is for anticavity and they purchase the toothpaste by getting the advices from the doctor. Based on the study we conducted direct interview, we get surprising information they say that instead of spending money with dentist for toothaches they developed the habit of brushing the teeth properly. And also to purchase the toothpaste which includes their major satisfaction alone they buy. Almost 70% of the respondents use Colgate paste more than 4 years. People who change their option are to make their decision simply to try other option. Not advertisement impact or friends or neighbors decision.

H1 – There is a relationship between customer profile and buying behavior towards tooth paste brands.

Table 2: Table showing customer age and buying behavior towards toothpaste brands

Age group	Brand penchant towards tooth paste			Total	Chi square value	Significance
	Colgate	Dabur, Patanjali	Others			
Less Than 20	10	8	5	23	14.028	.000
21 TO 40	182	24	6	212		
41 – 60	18	28	19	65		
TOTAL	210	60	30	300		

Source: Primary data

The above table clearly indicates the relationship between customers age and brand preference towards tooth pastes. Based on the chi square valuation the value is 14.028 at one per cent significance and there is a significant association between age and brand preference, results that the null hypothesis states that there is no association between the age group of customers and the brand preference of toothpastes. We cannot say this age group of customers buys only this toothpaste. The association is not there. Hence it is rejected.

Table 3: Factors influencing purchasing of branded toothpastes

Serial No.	Factors	Total score	Rank
1	Anticavity	3318	1
2	Whitening	2413	2
3	Herbal values	1862	4
4	Medicinal values	1996	3
5	Friends and neighbors suggestion	1400	5
6	Brand new	1225	6
7	Others	900	7

Source: Primary data

The above table clearly indicates the factors the respondents decide the purchases of branded toothpastes. It shows that anticavity toothpaste ranks first. Because, today people are very cautious and they have proper awareness about the usage of toothpastes. They give importance for keeping themselves hygiene and careful about their health. Followed by whitening, herbal values, medicinal values etc.

4. Conclusion

Today, new brand of toothpastes are being introduced by major companies and every company is introducing new brands with some added flavor for their own brands. It states that they are the competitors for them. They don't want to compete with others. The ultimate object of everybody is to attract customers and to satisfy the needs and wants of them. The expectation for customers is in the changing paradigm every day. At the same time the pricing also they need to concentrate. In order to fulfill the segments of community as lower class group, upper class group and middle class group all branded toothpastes are available with a minimum price of Rs. 10 and depending upon the quantity the prices will increase. All the giants in the industry are struggling daily in order to retain their own customers because of the cut throat competition in the market. They need creative ideas to satisfy the needs because it is a fast moving consumer goods industry. The study helps us to understand the likeliness of customers towards the purchases of branded toothpastes.

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