



AN OVERVIEW OF CONSUMER BEHAVIOR ON BRANDING TOWARDS TOOTHPASTE IN INDIA

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Abstract

Toothpaste industry is a big market in India. Toothpastes form an important item in the monthly grocery shopping of most of the urban households. In earlier times, consumers especially in India relied on using the traditional substances like Neem twigs or Mishri (Tobacco containing teeth cleaning powder) for keeping their teeth clean and healthy. But slowly international brands started replacing the older methods of maintaining oral hygiene. Earlier consumers were negligent of their oral hygiene and even didn't care to see a dentist for their oral health problems. Toothpastes from paste form, to gel and powder form are present in the market catering to needs of all the segments. Also a lot of herbal and medicated toothpastes having natural and anti –sensitivity properties are creating niches for themselves in the market space. Consumer attitude is stated as the behaviour that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs. The study of consumer behaviour 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 the specific meanings that products hold for consumers. This paper is focus on an Overview of Consumer Behavior on Branding towards Toothpaste in India.

Key Words: *Consumers, Brands Toothpastes, Relied, Medicated, Traditional.*

Introduction

Toothpaste industry is a big market in India. Toothpastes form an important item in the monthly grocery shopping of most of the urban households. In earlier times, consumers especially in India relied on using the traditional substances like Neem twigs or Mishri (Tobacco containing teeth cleaning powder) for keeping their teeth clean and healthy. But slowly international brands started replacing the older methods of maintaining oral hygiene. Earlier consumers were negligent of their oral hygiene and even didn't care to see a dentist for their oral health problems. However, the trend is changing and now a day's dental advice is also considered an important factor while making a purchase decision of the toothpaste brand, at least in urban markets. Today's consumer has a wide variety of choice in terms of toothpaste brands. Toothpastes from paste form, to gel and powder form are present in the market catering to needs of all the segments. Also a lot of herbal and medicated toothpastes having natural and anti –sensitivity properties are creating niches for themselves in the market space. This descriptive study mainly focuses on understanding the external factors like demographic, social, product attributes and other external influencers which impact consumer decision making process for buying toothpaste. The method adopted for conducting survey is questionnaire; using non probability convenience sampling technique for gathering information from consumers.

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.

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 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.

Consumer behavior is stated as the behavior that consumer display in 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 the specific meanings that products hold for consumers. Consumer research takes places at every phase of consumption process, before the purchase, during the purchase and after the purchase. According to Philip Kotler defined consumer behavior as "all psychological, social and physical behavior of potential customers 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 roles played by different individuals and the influence they exert on the final purchase decision. Individual consumer behavior is influenced by economic, social, cultural, psychological, and personal factors.¹

Consumer purchase decision in toothpaste in India

A decision is the selection of an action from two or more alternative choices. Consumer decision to purchase the goods from the available alternative choice is known as "consumer purchase decision". The various options of the consumer may be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, how to buy. The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer and users. The marketing people should initiate the participants in the purchase decision to make the purchases of the product at different marketing strategies. There are number of reasons why the study of consumer behavior developed as separate discipline. Marketers had long noted that consumer did not always act or react, as marketing theory would suggest. The size of the consumer market in the country was vast and constantly expanding.²



Earlier in India oral hygiene was the domain of local homemade ayurvedic powders or natural herbs. The history of toothpaste in India can be traced back in year 1975. How the awareness regarding oral hygienic Indian society has increased with the different brands of toothpaste. The most recent advanced in toothpaste have included the development of whitening toothpastes, and toothpaste containing Triclosan which provides extra protection against caries, gum disease, plaque, calculus and bad breath.

Toothpaste today typically contains fluoride, coloring, flavoring, sweetener, as well as ingredients that make the toothpaste a smooth paste, foam and stay moist. Individual toothpaste also may contain special ingredients, such as triclosan in Colgate total. Toothpaste in tubes is used throughout the world and has been a very successful invention. Opportunities for toothpaste industry in Indian In India, Oral care market offers huge potential as penetration and per capita consumption of oral care products is very low. However, rising per capita income and increasing awareness is driving demand of oral care product consumers have started switching to value-added toothpaste like gels, mouth washes, and teeth whitening products, in rural areas, consumer area switching from toothpowders to toothpastes.³

Review of Literature

Review of literature is focus on an Overview of Consumer Behavior on Branding towards Toothpaste in India as follows:

Dr. N. Srividhya, Dr. C. Vijai (2017) in this title “Customer Acuity towards the Practice of Branded Toothpastes–An Analytical Study”, the concluded that 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.⁴

Priyadharshini.R, Vignesh.N, Nelson.EJ, Muthu Kumar.M(2018), in this paper “A Study on Customer Attitude towards Colgate Toothpaste with Reference to Coimbatore District”, that the any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behaviour of the consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. Researchers conducted many research in this area, and they given only few suggestion, but there is no final conclusion. As per the ideas given by the researchers, there are two factors influencing the consumers such as intrinsic and extrinsic factors.⁵

Objectives

The main objective of this study as follows:

- To know the customer satisfaction level about the toothpaste and Consumer Behavior on Branding towards Toothpaste in India
- To identify the various factor influencing customer in purchase of the toothpaste



Methodology

The paper is based on secondary data was books, Journals, and websites. The traditional or innovative methods of teaching are critically examined, evaluated and some modifications in the delivery of knowledge are suggested in interesting with help of technology in India.

Customer satisfaction level about the toothpaste

A study on customer satisfaction towards toothpaste with special reference to Colgate. The main objective of to identify the various factor influencing customer in purchase of the toothpaste, to know the customer satisfaction level about the toothpaste. The research design used in this study is descriptive research design. Data was collected from 50 sample respondents. Data was collected by survey method, the survey was collected erode city in Tamilnadu, through structured questionnaire with five point rating scale questions. Secondary data were collected from the available literature sources. For distribution of questionnaire to the respondents random sampling method was used and to collect the respondents opinion, survey was taken among the selected sample respondents. After collecting the data from the respondents, it was analyzed using factor analysis, percentage analysis ,and chi square method The collected data include customer satisfaction towards Colgate toothpaste personal product details. Key words: Colgate toothpaste, customer satisfaction.

Consumer behavior on branding towards toothpaste in India

The Consumer Behavior on Branding towards Toothpaste in India to identifies the various factors influencing customer in purchase of the toothpaste as follows:

Awareness

Based on this study the awareness level of toothpaste brand was less in Bangalore city People knows only the popular brands like Colgate, Pepsodent and Close-up. So they purchase only known brand. In Bangalore city most of the respondents aware of Colgate then Close up and Pepsodent then regional players like Dabur, Anchor, and Ajanta.

Price

Based on this survey, most of the respondents are influenced by price then availability, and then packaging .For increasing the price of a product the company should consider the views of consumer otherwise the consumer switch over to competitor product.

Product attributes

Based on this study product attributes also influencing the consumers for decision making. Most of the respondents gave importance to healthy tooth and gums, prevention of tooth decay, herbal attribute, whiteness, long lasting freshness, and good foam. So people consider the benefit of the product for buying toothpaste.

Brand image

Based on this study the preference for selecting toothpaste is mainly based on brand, n quality, and flavor. Brand image influencing the consumer mind and consumer feel the quality of the product. This is supported by the following review. Zeithaml, Parasuraman, and Berry (1985) suggested that the brand image was an extrinsic attribute of the product. He believed that the brand image has less impact compared to intrinsic attributes. Jacoby (1978) suggested that the brand image served as a channel for providing certain information to the customer. Roselily (1971) noted that the brand image was



considered to be a consistently favorable factor as a risk reliever. Zinkhan & Martin (1978) found that the consumer has a more positive attitude toward the product with a brand image than toward the product with no brand image.

Advertising

Based on this study majority of the respondents influenced by advertisement for buying toothpaste. In recent circumstances technology plays an important role in decision making; especially in advertising field the technology role is very high. Television advertisement inducing the consumer mind for decision making, especially kid's advertisement for toothpaste influencing the kids to influence the parents to buy a particular brand. Other kind of advertisement in magazine, newspaper also influencing the people. Advertising is a strong base for consumer to select toothpaste. Celebrity endorsement also influencing the consumer for decision making; attractive banner in road side attracts the consumer to select a particular brand.

Sales promotion

Based on this study most of the respondents influenced by free gift, extra quantity and discount. So free gift influencing the customer for decision making. This is supported by the following review. Daly, Ellen in advertising impact using the power of promotional gifts. The power of promotional product rests with reciprocation. If the right gift is presented properly the recipient will want to give something back. So the free gift is an essential tool in promoting the product. Normally human being is attracted by any kind of free gift.

Brand switching

Based on this study switching of one brand to other brand is mainly based on advertisement impact and offers provided by the companies. Sudden increase in price also affected the respondents to switch. Some respondent's switch to other brand for trying new option. In some cases friends, kids, parents relatives influencing the people to switch. So promotion played an important role in switching. This is supported by the following review. Gupta (1988) concluded that more than 84% of the sales increase due to promotions is accounted for by brand switching (a very small part of which may be switching between different sizes of brands). Bell et al. (1999) offer an empirical generalization on promotional response. They concluded that brand switching varies systematically across product categories

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 the 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. Government of India has taken initiatives like conducting dental health camps for promoting the product consumption and creating awareness among common people on benefits of maintaining oral hygiene. Toothpaste manufactures use advertising campaigns to promote higher consumption of toothpaste. Brand image, advertising, and sales promotions play an important role in purchasing toothpaste while helping the consumers in comparing with competitor product and selecting the best one. Product attributes are also analyzed by the consumer for zeroing down on specific brand. Consumers switch from one product to other product based on advertisement, brand name, packaging availability, and price changes, etc. Moreover, Indian consumers have high degree of family orientation, which extends to even extended family and friends. Brands with identities which support family values tend to be popular and accepted



easily in Indian market. Therefore companies need to analyze all these factors and findout the best suitable tools and cultural orientations for promoting their toothpaste brands in India.

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