

**A STUDY ON CONSUMER BRAND PREFERENCE OF ORAL CARE PRODUCT
TOOTHPASTE IN CHENNAI REGION.**

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MITHUN NIXON RAJ.S 40410097** who carried out the project entitled “**A STUDY ON CONSUMER BRAND PREFERENCE OF ORAL CARE PRODUCT TOOTHPASTE IN CHENNAI REGION**” under my supervision from January 2022 to March 2022.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **MITHUN NIXON RAJ.S (40410097)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER BRAND PREFERENCE OF ORAL CARE PRODUCT TOOTHPASTE IN CHENNAI REGION**” done by me under the guidance of **Dr.R. THAMILSELVAN**, M.Com., M.B.A., M.Phil., Ph.D. Associate professor, Department of management studies at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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MITHUN NIXON RAJ.S

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MITHUN NIXON RAJ.S

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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.

Oral care products are the products that are used to cleanse the oral cavity, freshen the breath, and maintain good oral hygiene. Since the dental industry is expanding day by day, numerous types of oral care products are available in the market which makes the selection process very difficult. There are different approaches which influence the choice of oral care products. Among them, personalized approach ranks at the top and should be used by the people to identify the best formulation of oral care that fits into the requirement of the people as proper selection of appropriate oral health care product can play a critical role in improving oral health and also in preventing dental diseases. Hence, the present review was conducted with an aim to explore different factors affecting the choice of oral care products, more specifically with respect to the personalized approach in oral care products consideration.

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CHAPTER – 1

1.1 INTRODUCTION OF TOOTHPASTE:

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. FMCGs represent the fourth-largest sector in the Indian economy and generate employment for more than three million people in downstream activities. The toothpaste history in India can be tracked back from 1975 with 1200 tons of toothpaste produced by the toothpaste industry. Prior to the toothpastes Oral Hygiene was the domain of local homemade powders and Ayurveda practitioners. With the entry of Colgate in Indian marketplace the awareness about Oral care and the importance of oral care. 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 Dabur etc. Toothpaste is a paste or gel dentifrice used with a toothbrush to clean and maintain the aesthetics and health of teeth.

1.1.1 BENEFITS OF TOOTHPASTE:

Toothpastes containing fluoride help prevent cavities in both children and adults. To help strengthen weak spots and exposed roots, and to help prevent the early stages of tooth decay, brush regularly with a fluoridated toothpaste. You should always supervise your children when they're brushing their teeth.

1.1.2 PROS OF TEETH WHITENING TOOTHPASTE

Teeth whitening toothpaste has myriad benefits. From brightening the appearance of your teeth to strengthening and reinforcing enamel, whitening toothpaste does it all.

Whitening toothpaste is a great way to counteract these staining factors throughout the day. The earlier you brush your teeth after consuming dark food and drink, the easier the staining comes off. However, it is uncommon for a patient to run and brush their teeth each time they have a cup of coffee or sip on a soda. Using teeth whitening toothpaste twice daily can mimic the effect of removing food and drink residue immediately, even when it is a few hours before you can brush your teeth.

Teeth whitening toothpaste works by using a bleaching agent (the same found in whitening gel, usually peroxide based) to strip the enamel of surface stains. It is an effective solution for temporarily boosting the appearance and shine of teeth between cleanings.

Whitening your smile is a source of confidence for many. With a bright smile, social interactions become more enjoyable. Feeling better about your appearance can work wonders on self-esteem.

1.1.3 CONS OF TEETH WHITENING TOOTHPASTE:

Besides a professional dental whitening, all other solutions for whitening teeth are temporary. Combined with whitening strips, the effects can last longer but will not be permanent.

An unfortunate side effect that many encounter when using teeth whitening toothpaste is tooth sensitivity. Due to the abrasive nature of the toothpaste, teeth nerves and surrounding gum tissue may feel slight pain after use.

Teeth whitening toothpaste may effectively remove surface stains, but it cannot reach past the outermost layer. If staining is deeper, professional whitening is the only option.

1.1.4 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.

1.1.5 TOP TOOTHPASTE BRANDS IN INDIA:

1.COLGATE

Colgate is an American brand principally used for oral hygiene products such as toothpastes, toothbrushes, mouthwashes and dental floss. Manufactured by Colgate-Palmolive, Colgate oral hygiene products were first sold by the company in 1873, sixteen years after the death of the founder, William Colgate. Colgate became popular in the 1950s, with the slogan "It Cleans Your Breath While It Cleans Your Teeth", written by copywriter Alicia Tobin.

2.CLOSE – UP

Close-up is an American brand of toothpaste launched in 1967 by Unilever as the first gel toothpaste. The brand is marketed worldwide by Unilever and licensed since 2003 to Church & Dwight for the North American market. It is one of the top brands in terms of sales in India. The brand is positioned to target the youth segment with a lifestyle appeal in its advertising campaigns. According to an August 2016 report in The Economic Times, Close-Up was in the second spot in market share of toothpaste in India during January–June 2015 as well as January–June 2016.

3.PEPSODENT

Pepsodent toothpaste was introduced in the United States in 1915 by the Pepsodent Company of Chicago. The original formula for the paste contained pepsin, a digestive agent designed to break down and digest food deposits on the teeth, hence the brand and company name. Pepsodent was a very popular brand before the mid-1950s, but its makers were slow to add fluoride to its formula to counter the rise of other highly promoted brands such as Crest and Gleem toothpaste by Procter & Gamble, and Colgate's eponymous product; sales of Pepsodent subsequently plummeted. Today Pepsodent is a "value brand" marketed primarily in discount stores and retails for roughly half the price of similarly sized tubes of Crest or of Colgate. Its best-known slogan was "You'll wonder where the yellow went / when you brush your teeth with Pepsodent!".

4.DABUR

Dabur Ltd is an Indian multinational consumer goods company, founded by S. K. Burman and headquartered in Ghaziabad. It manufactures Ayurvedic medicine and natural consumer products, and is one of the largest fast-moving consumer goods (FMCG) companies in India. Dabur derives around 60% of its revenue from the consumer care business, 11% from the food business and remaining from the international business unit. Dabur was founded in Kolkata by Dr. S. K. Burman in 1884. Burman's family had migrated from Punjab to Kolkata and are Punjabi Khatri by origin. In the mid-1880s, as an Ayurvedic practitioner in Kolkata, he formulated Ayurvedic medicines for diseases like cholera, constipation and malaria. As a qualified physician, he went on to sell his medicines in Bengal on a bicycle. His patients started referring him and his medicines as "Dabur", a portmanteau of the words *daktar* (doctor) and Burman. He later went on to mass-produce his Ayurvedic formulations.

5.SENSODYNE

Sensodyne is a brand name of toothpaste and mouthwash targeted at people with sensitive teeth. Sensodyne is owned by GlaxoSmithKline and is marketed under the name Shumitect in Japan. Sensodyne is a brand of toothpaste that was first sold by Block Drug, a Brooklyn, New York-based company established in 1907 by pharmacist Alexander Block. By 1925, manufacturing dental care products had become the company's focus. Leonard N. Block followed his father into the family business which relocated to Jersey City, New Jersey, in 1938. In 2000, Block Drug was purchased by Smith Kline Beecham P.L.C., which became GlaxoSmithKline (NYSE: GSK). The toothpaste was first marketed in 1961 as a desensitizing toothpaste based on a strontium chloride formulation. In 1980, Sensodyne launched a new toothpaste containing potassium nitrate, a mild local sedative.

1.2 NEED FOR THE STUDY:

- To find and suggest about the consumer preference to the toothpaste brands.
- To identify which makes the consumer changing their toothpaste brand.
- To identify which toothpaste brand the consumer preferring the most in the market.

1.3 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. There are many brands of oral care products but why the consumers are particularly using a certain brands product continuously.

1.4 OBJECTIVES OF THE STUDY:

1.4.1 PRIMARY OBJECTIVES: -

- To find out particularly what brand product the consumer preferred the most.

1.4.2 SECONDARY OBJECTIVES: -

- To analyze whether a consumer buys toothpaste with the understanding that, it is a cosmetic or medical product.
- To examine what is the reasons for switching from their current brand to another brand.
- To study the highest preferences toward ingredients, present in their toothpaste.

1.5 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.

1.6 LIMITATIONS OF THE STUDY: -

1. The result of the study is based only on the view expressed by the customers of Chennai city.
2. The survey has been conducted only taking 165 respondents as a sample size.

1.7 CHAPTER FRAMEWORK:

CHAPTER 1: INTRODUCTION

This chapter consists of introduction of toothpaste, Benefits of toothpaste, Pros and Cons of toothpaste, Top toothpaste brands, statement of the problem, need for the study, scope of the study, limitations of the study.

CHAPTER 2: REVIEW OF LITERATURE

This chapter consists of research paper of authors who had been conducted the research study on customer preference of toothpaste.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter consists of research design, methods of data collection, sample size, sample method, period of the study, statistical tools and hypothesis of the study.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This chapter consists of analyses of data which is collected through questionnaire, Anova and chi-square is used as a tool to analyses the study.

CHAPTER 5: FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter consists of findings, suggestions and conclusion for the study.

CHAPTER-2

2.1 REVIEW OF LITERATURE:

- **Ms. S. Yesodha (2020)** studied toothpaste preference in her research paper titled “A study on consumers’ brand preference of toothpaste in Chennai city”. The study was **focused on understanding brand preferences in toothpaste**. The researcher found that Colgate is one of the most successful and established a permanent place in consumers’ minds.
- **Opeodu OI, Gbadebo SO (2017)** Factors influencing choice of oral hygiene products by dental patients in a Nigerian teaching hospital. Previous experience seems to be a very strong factor in the choice of both the toothbrush and toothpaste in this study, which suggest that for as long as the respondents are satisfied with a particular product, they will stick to it.
- **Unanah AU, Braimoh OB (2017)** Oral hygiene practices and factors influencing the choice of oral hygiene materials among undergraduate students at the University of Port Harcourt, Rivers State, Nigeria. In their study found that the majority of the individuals chose their toothpaste based on the cost followed by the taste of the toothpaste.
- **MS. Harshleen kaur sathi (2017)** attempted to research “Marketing research; Toothpaste industry” and found that Colgate is the market leader in the Indian toothpaste market and is considered a total care product. She had used ANOVA and other statistical tools for data analysis. The study is also revealed that 45% of consumer have been using their current toothpaste for more than 5 years.
- **Anita Kumari Panigrahi (2015)** Brand Usership of Toothpaste Buyers: A Study on Berhampur City States that the “**consumer are the king of market**” because products are made, designed and allowed to come in market according to the need and preferences of the consumers.
- **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.

- **Dr. Vinit Dani (2013)** Attempted to Study Buying behavior. The title of his research paper is "Buying behavior of toothpaste in Urban India: A study on Pune city. He Found that it is very difficult to predict consumer Buying behavior. Consumer research can to some extent solve this problem. Buying behavior are fully understood, decisions on packaging and product designs, branding and distribution channels are likely to be misplaced.
- **S Kote & M Dadu & Sowmya A R (2012)** Studied Knowledge, Attitude and Behavior for Choosing Oral Hygiene Aids among Students of Management Institutes Selection of oral hygiene products was based more on parental influence and there seems to be a **lack of knowledge and awareness about how to choose a dentifrice and toothbrush.**
- **G. Vani, Ganesh, Dr.n. Panchanatham (2011)** discussed the toothpaste buying model. In this article they discussed about Internet marketing. Consumers at present are widely targeted with this new but rapidly expanding strategy with range of internet-based marketing techniques. The ideal target group under this strategy is mainly young people as they tend to browse the net for longer durations. The strategies used are interactive games and activities, competitions, attractive sites with flashy graphics, chats and email facilities. Keeping the children and teenagers in mind the websites is made more interactive, providing free downloadable games & general information. Subsequently, personal data of the visitors are collected for future promotions and sales of database.
- **G. Vani, M. Mahesh Babu, and N. Panchanatham (2010)** attempted to study consumer behavior. The title of their research paper is "Toothpaste Brand: A study of consumer behavior in Bangalore City". They found that **consumer awareness of toothpaste is less** in Bangalore city. They used a questionnaire to collect the data and revealed that advertise, brand name, price and packaging are the most affecting factors on consumers' behavior.

- **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 is 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.
- **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.
- **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.

CHAPTER-3

3.1 RESEARCH METHODOLOGY

3.1.1 INTRODUCTION: -

Research in common refers to a search for knowledge. The research scholars have defined the term research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. It is actually a voyage of discovery. The primary purpose of research is to discover answer to questions through the application of scientific procedures.

3.2 Research design

The descriptive research design is adopted for this project for the present study. To measure the perception of consumers towards toothpaste brands those are widely using in Bangladesh has been considered in the study.

3.3 Methods of Data Collection: -

This study involves both primary and secondary data.

- **PRIMARY DATA:**

The primary data has been collected through questionnaire

- **SECONDARY DATA:**

Secondary data has been collected from websites, journals and internet.

3.4 Sample Size: -

The sample size chosen for the study is 165.

3.5 Sampling Method

3.5.1 Convenience Sampling Method

Convenience sampling is used as a sample method for the study.

3.6 Period of the Study: -

The research study was conducted for 3 months.

3.7 Statistical Tools: -

The statistical tools applied for the study may include

- Chi-square.
- Anova

3.8 Hypothesis of The Study: -

The hypothesis applied for the study is

- Chi-square.
- Anova.

CHAPTER – 4

4.1 DATA ANALYSIS AND INTERPRETATION:

TABLE 4.1.1 SHOWS GENDER OF RESPONDENT'S.

GENDER	NO. OF RESPONDENT'S	PERCENTAGE (%)
MALE	94	57
FEMALE	71	43
TOTAL	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 57% of the respondents are male, 43% of the respondents are female.

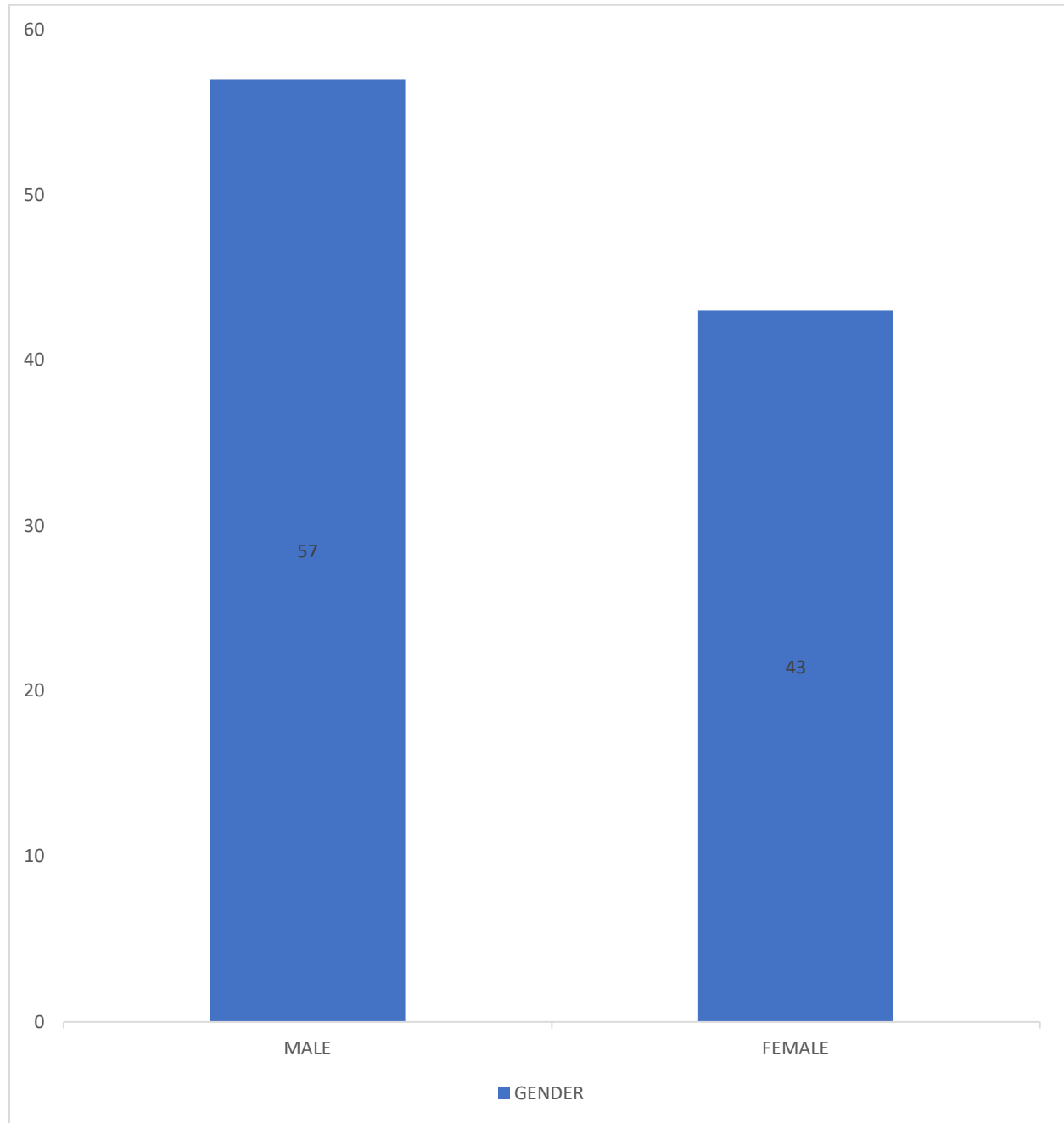


FIGURE 4.1.1 SHOWS GENDER OF RESPONDENT'S

TABLE 4.1.2 SHOWS AGE OF RESPONDENT'S.

AGE	NO. OF RESPONDENT'S	PERCENTAGE (%)
Below 14years	38	23
15years -23years	34	20.6
24years - 32years	46	27.9
33years - 41years	30	18.2
41 years and above	17	10.3
TOTAL	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 23%of the respondents are below 14years, 20.6% of the respondents are from 15years – 23years, 27.9% of the respondents are from 24years – 32years, 18.2% of the respondents are from 33years – 41years, and 10.3% of the respondents are 41years and above.

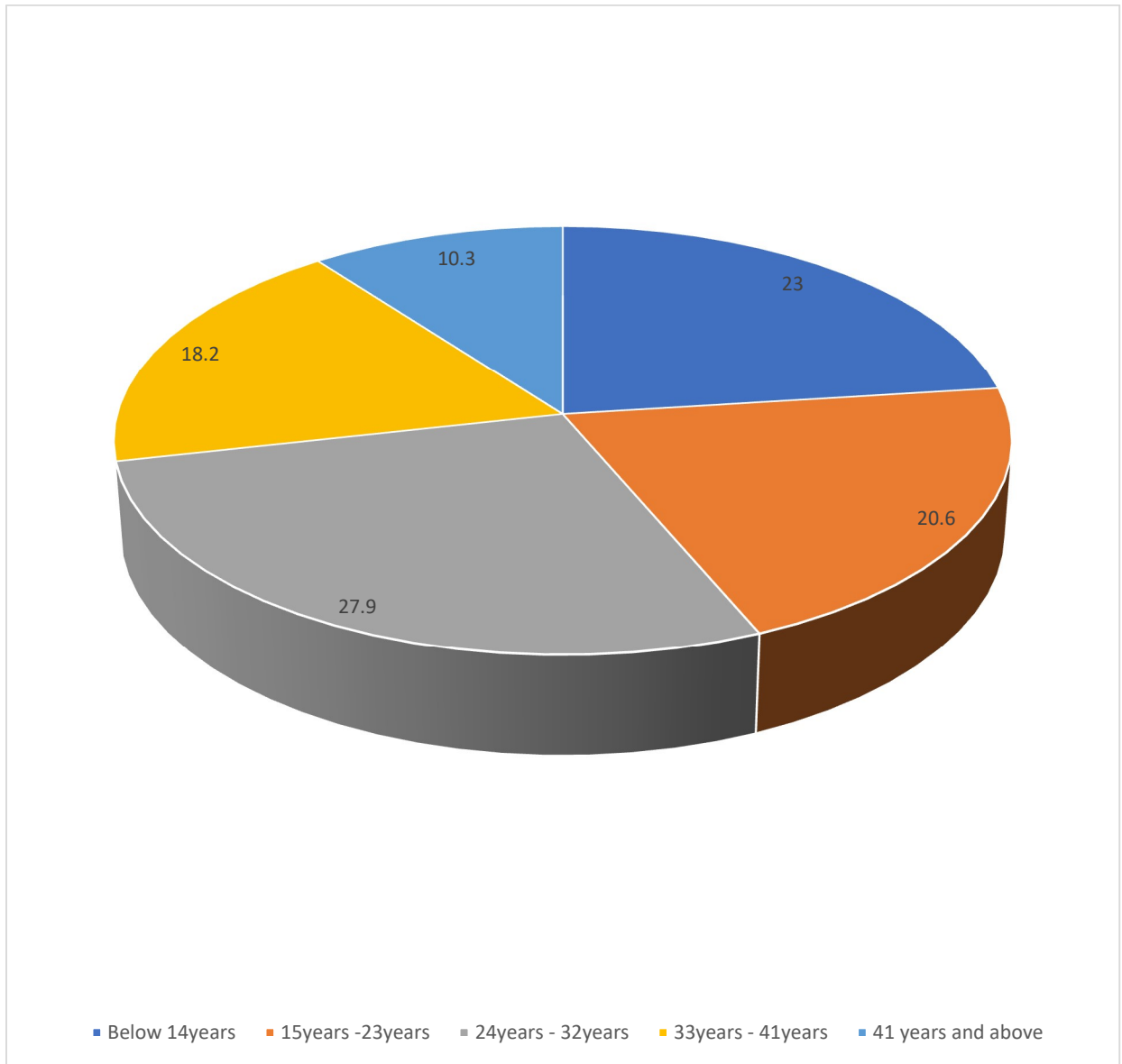


FIGURE 4.1.2 SHOWS GENDER OF RESPONDENT'S

TABLE 4.1.3 SHOWS MEMBERS IN RESPONDENT'S FAMILY

Members	NO. OF RESPONDENT'S	PERCENTAGE (%)
2 to 4 members	73	44.2
4 to 6 members	51	30.9
6 to 8 members	26	15.8
above 8 members	15	9.1
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 44.2% of the respondents are 2 to 4 members in their family, 30.9% of the respondents are 4 to 6 members in their family, 15.8% of the respondents are 6 to 8 members in their family, 9.1% of the respondents are above 8 members.

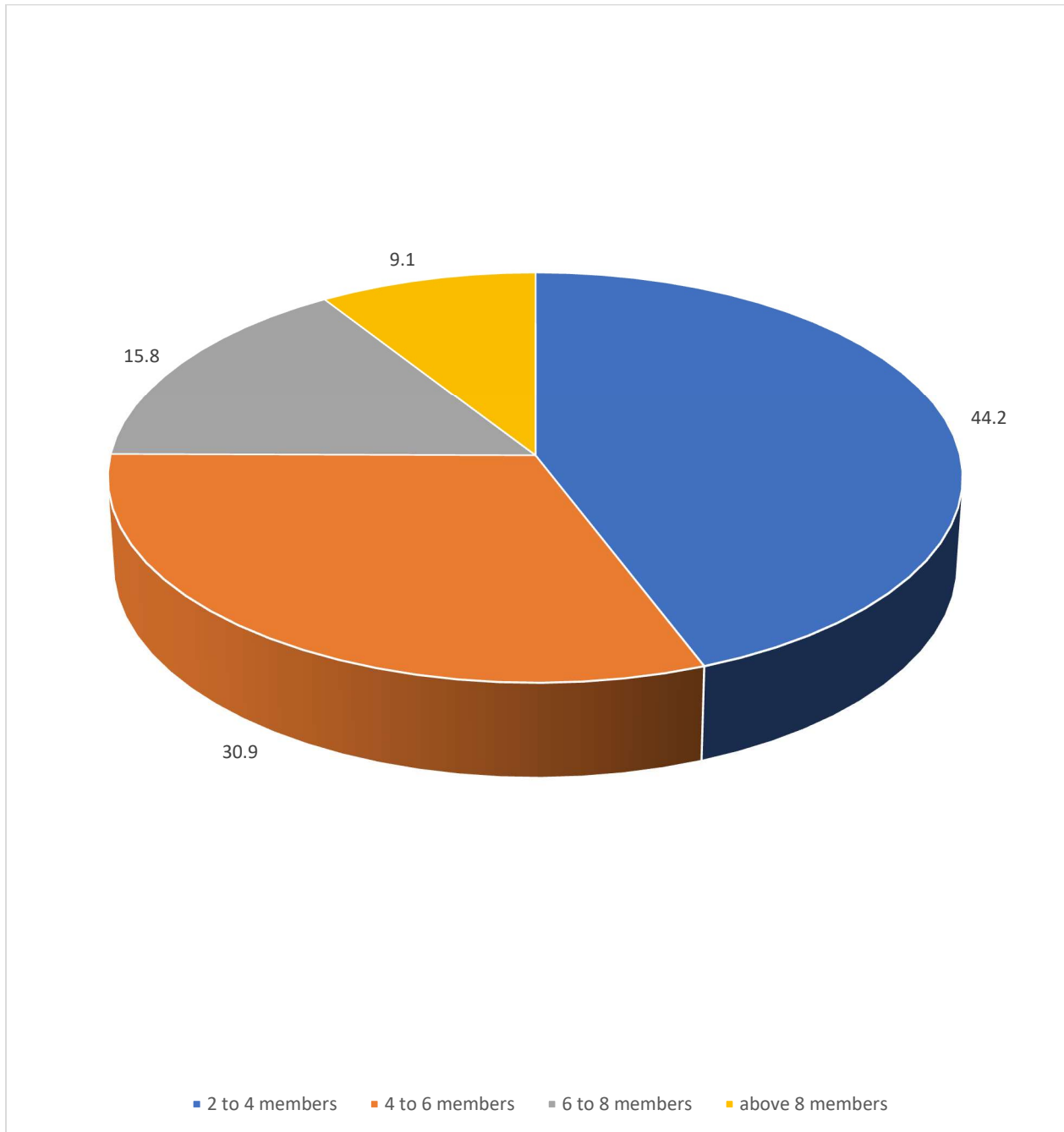


FIGURE 4.1.3 SHOWS MEMBERS IN RESPONDENT'S FAMILY

TABLE 4.1.4 SHOWS MONTHLY INCOME OF RESPONDENT'S

Members	NO. OF RESPONDENT'S	PERCENTAGE (%)
Below Rs.10000	40	24.2
Rs.10000 – Rs.20000	37	22.4
Rs.21000 – Rs.30000	57	34.5
Rs.31000 – Rs.40000	22	13.3
Above Rs.50000	9	5.5
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 24.2% of the respondent's income is Below Rs.10000, 22.4% of the respondent's income is Rs.10000 – Rs.20000, 34.5% of the respondent's income is Rs.21000 – Rs.30000, 13.3% of the respondent's income is Rs.31000 – Rs.40000, and 5.5% of the respondent's income is Above Rs.50000.

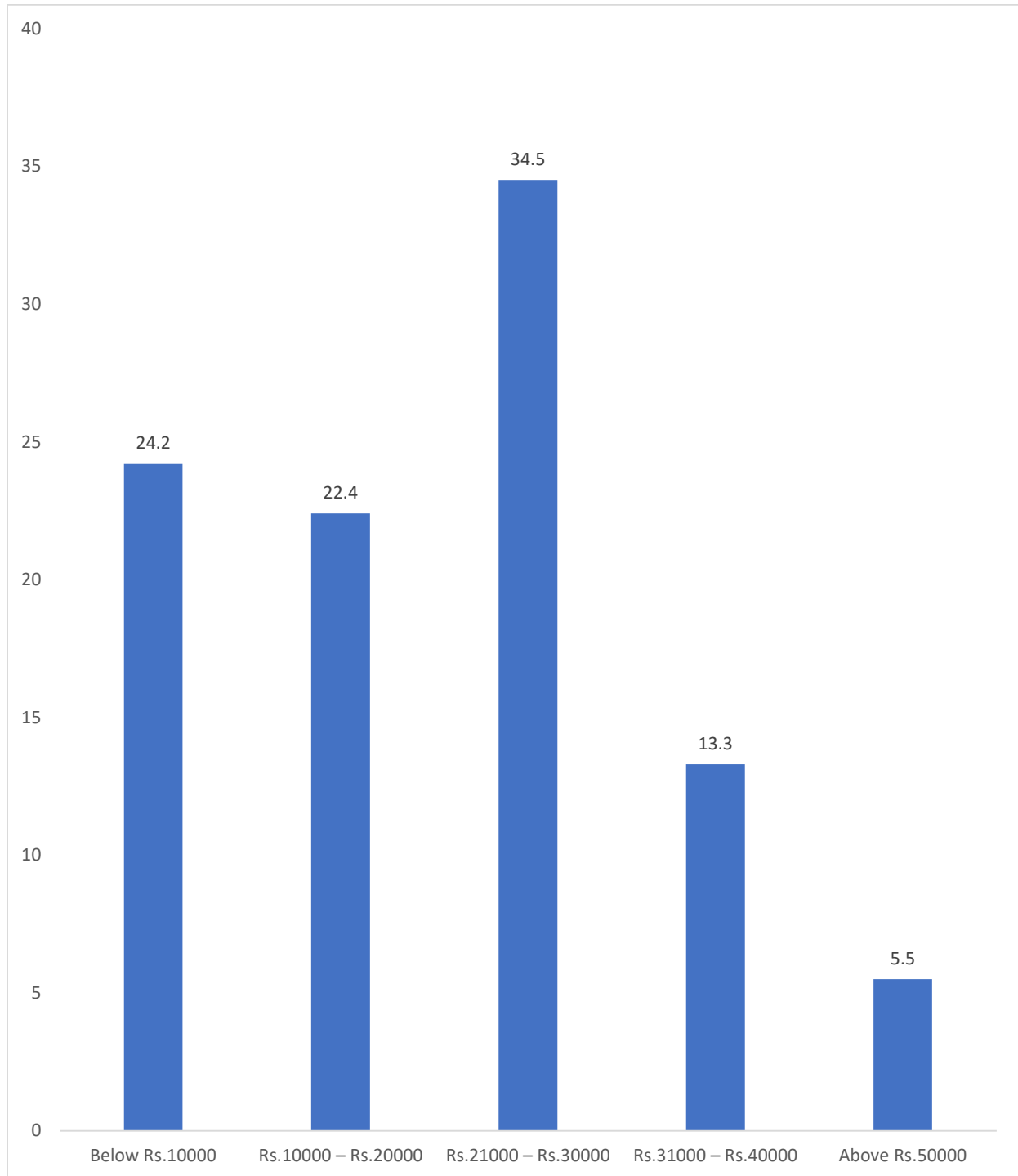


FIGURE 4.1.4 SHOWS MONTHLY INCOME OF RESPONDENT'S

TABLE 4.1.5 SHOWS MONTHLY EXPENDITURE OF RESPONDENT'S

EXPENDITURE PER MONTH	NO. OF RESPONDENT'S	PERCENTAGE (%)
Below Rs.5000	51	30.9
Rs. 5000 – Rs.7000	48	29.1
Rs.7000 – Rs.9000	41	24.8
Rs.9000--Rs.11000	15	9.1
Above Rs.11000	10	6.1
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 30.9% of the respondent's Monthly Expenditure is Below Rs.5000, 29.1% of the respondent's Monthly Expenditure is Rs. 5000 – Rs.7000, 24.8% of the respondent's Monthly Expenditure is Rs.7000 – Rs.9000, 9.1% of the respondent's Monthly Expenditure is Rs.9000--Rs.11000, and 6.1% of the respondent's Monthly Expenditure is Above Rs.11000.

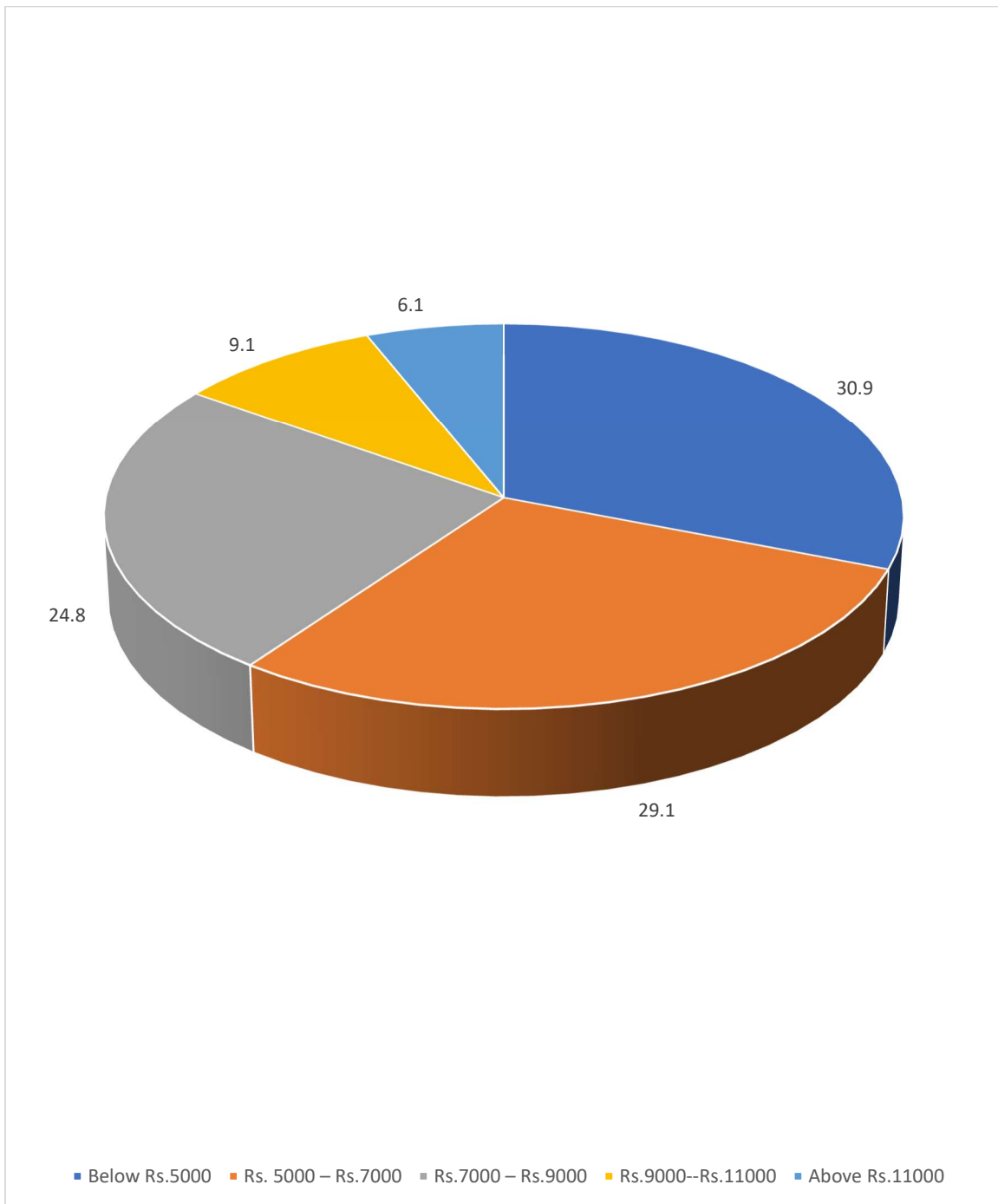


FIGURE 4.1.5 SHOWS MONTHLY EXPENDITURE OF RESPONDENT'S

TABLE 4.1.6 SHOWS RESPONDENT'S ARE USING TOOTHPASTE TWICE A DAY OR NOT

USE TWICE A DAY	NO. OF RESPONDENT'S	PERCENTAGE (%)
YES	76	46.1
NO	65	39.4
MAYBE	24	14.5
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 46.1% of the respondent's says yes because they are using toothpaste twice a day, 39.4% of the respondent's says no because they are not using toothpaste twice a day, and 14.5% of the respondent's says Maybe because they don't know whether they are using toothpaste twice a day.

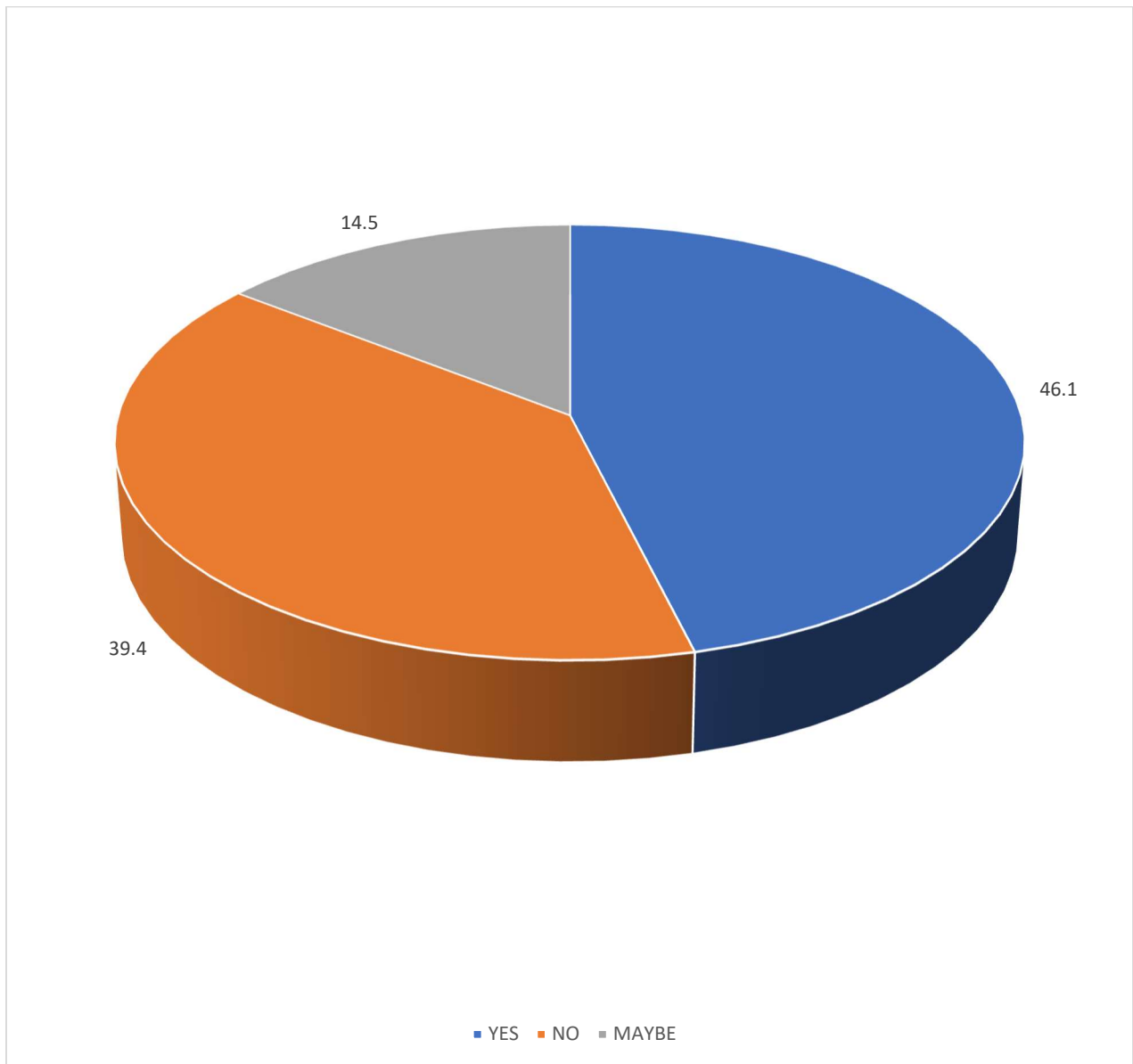


FIGURE 4.1.6 SHOWS RESPONDENT'S ARE USING TOOTHPASTE TWICE A DAY OR NOT

TABLE 4.1.7 SHOWS USAGE OF OTHER ORAL CARE PRODUCT BY RESPONDENT'S

OTHER HYGIENE PRODUCTS	NO. OF RESPONDENT'S	PERCENTAGE (%)
Teeth whiteners.	28	17
Mouthwash	70	42.4
Tongue scrapers.	67	40.6
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 17% of the respondent's use teeth whiteners, 42.4% of the respondent's use Mouthwash, and 40.6% of the respondent's use Tongue scrapers.

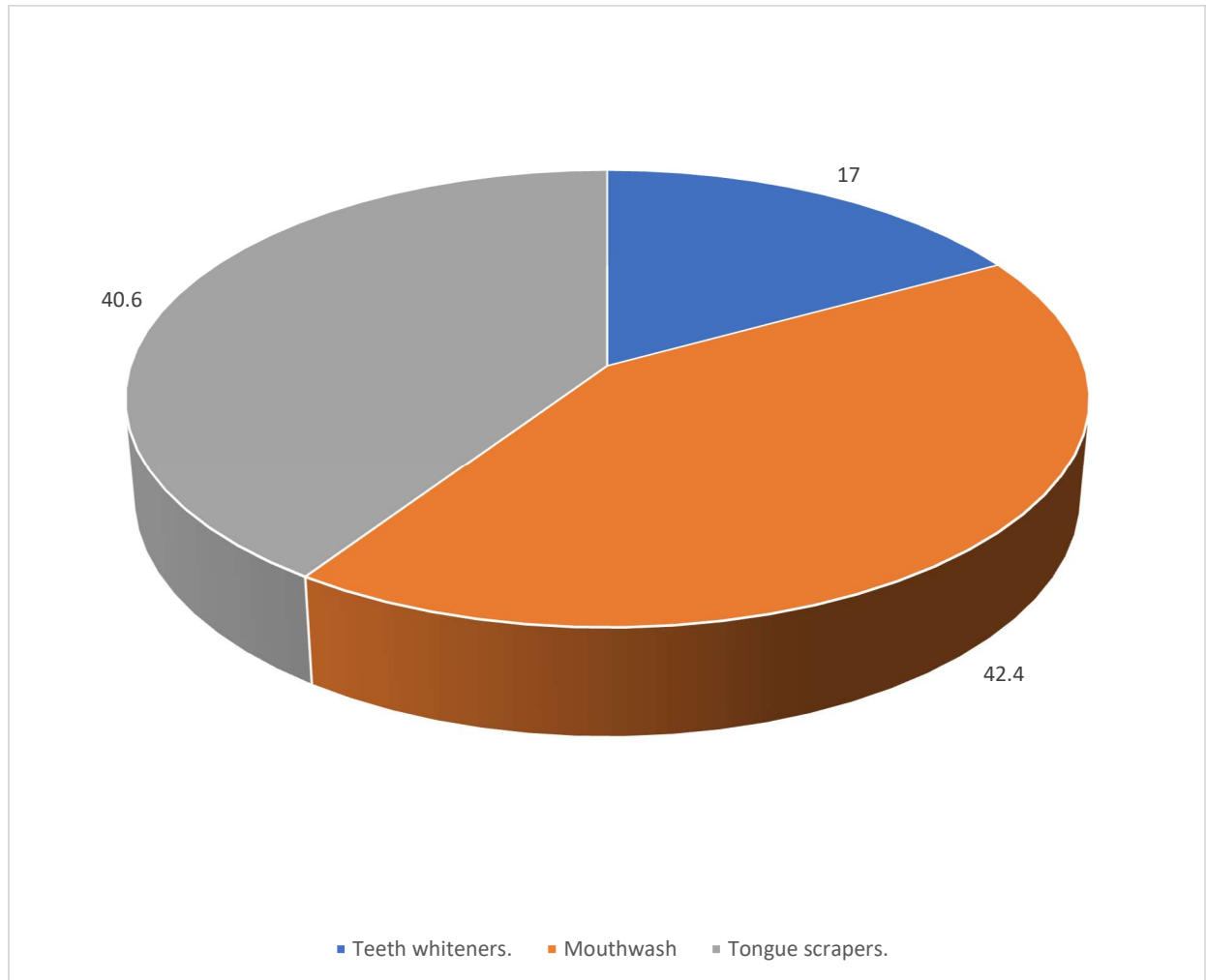


FIGURE 4.1.7 SHOWS USAGE OF OTHER ORAL CARE PRODUCT BY RESPONDENT'S

TABLE 4.1.8 SHOWS RESPONDENTS UNDERSTANDING OF TOOTHPASTE BEING A COSMETIC PRODUCT OR MEDICAL PRODUCT

COSMETIC PRODUCT OR MEDICAL PRODUCT	NO. OF RESPONDENT'S	PERCENTAGE (%)
Yes, it is a cosmetic product	44	26.1
No, it is a medical product.	84	50.9
Maybe it is a cosmetic or medical product	38	23
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 26.1% of the respondent's says yes, the toothpaste is a cosmetic product, 50.9% of respondents says no, it is a medical product, and 23% of respondents says maybe it is a cosmetic or medical product.

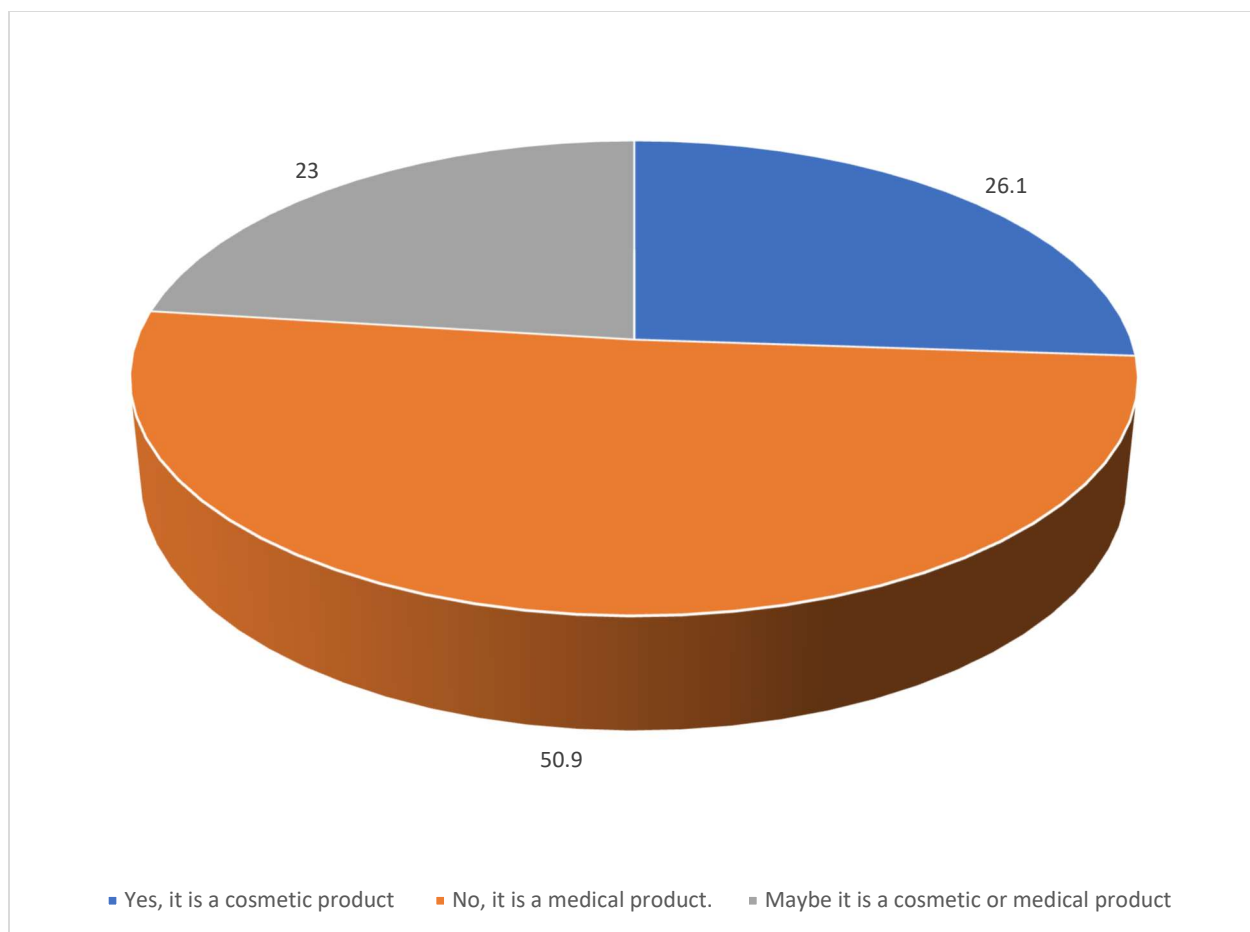


FIGURE 4.1.8 SHOWS RESPONDENTS UNDERSTANDING OF TOOTHPASTE BEING A COSMETIC PRODUCT OR MEDICAL PRODUCT

TABLE 4.1.9 SHOWS USAGE OF ELECTRIC TOOTHBRUSH OF RESPONDENT'S

ELECTRIC TOOTHBRUSH	NO. OF RESPONDENT'S	PERCENTAGE (%)
Yes	45	27.3
No	118	71.5
Maybe	2	1.2
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 27.3% of the respondent's used electric toothbrush, 71.5% of respondents didn't use electric toothbrush, and 1.2% of respondents said maybe they used electric toothbrush.

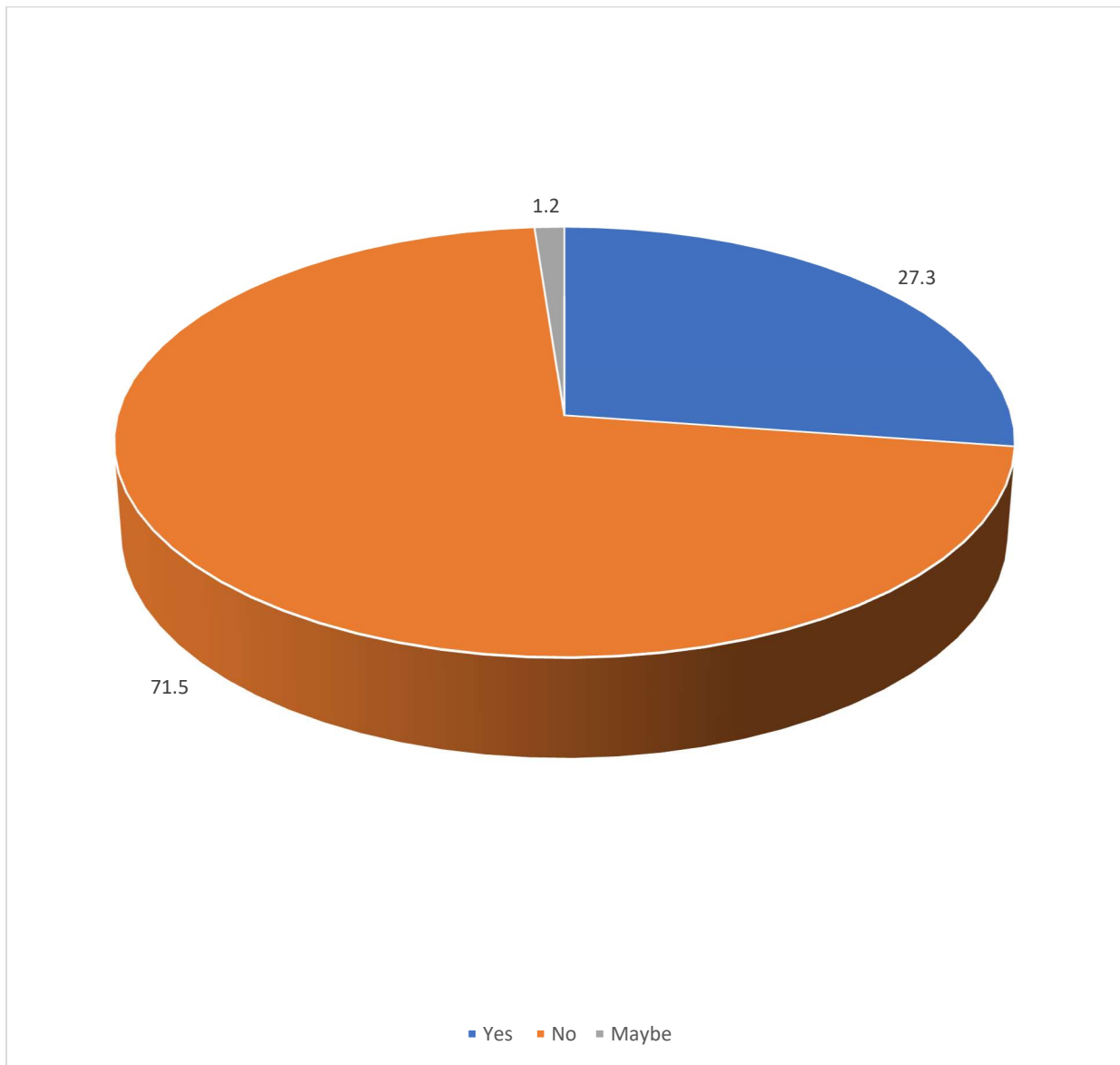


FIGURE 4.1.9 SHOWS USAGE OF ELECTRIC TOOTHBRUSH OF RESPONDENT'S

TABLE 4.1.10 SHOWS MONTHLY PURCHASE QUANTITY OF TOOTHPASTE BY RESPONDENT'S

Purchase per month	NO. OF RESPONDENT'S	PERCENTAGE (%)
100gms	43	26.1
150gms	70	42.4
More than 150gms	52	31.5
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 26.1% of the respondent's Purchase 100gms of toothpaste per month, 42.4% of respondents Purchase 150gms of toothpaste per month, and 31.5% of respondents Purchase Above 150gms of toothpaste per month.

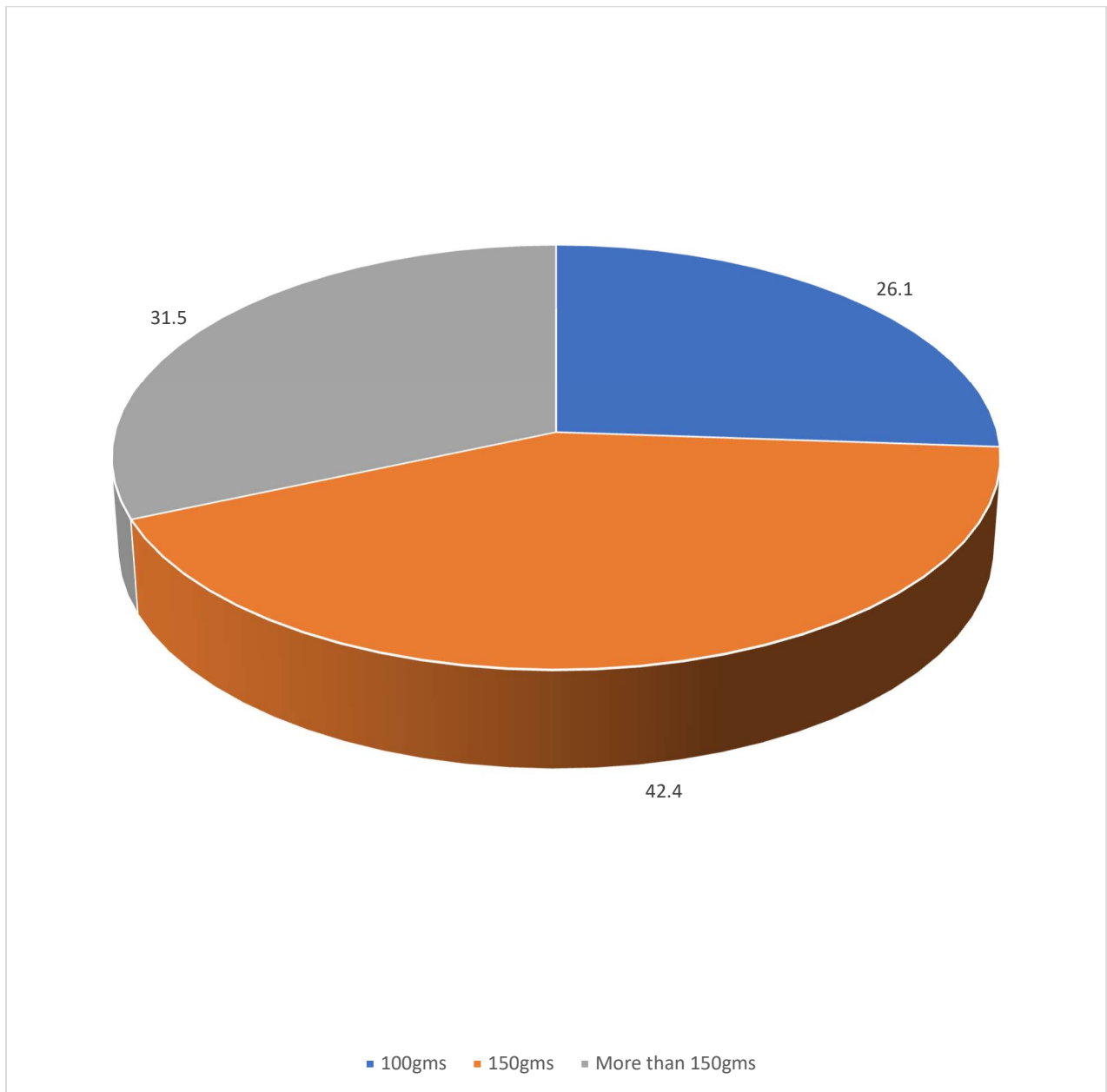


FIGURE 4.1.10 SHOWS MONTHLY PURCHASE QUANTITY OF TOOTHPASTE BY RESPONDENT'S

TABLE 4.1.11 SHOWS MONTHLY SPENDING ON TOOTHPASTE BY RESPONDENT'S

SPEND ON TOOTHPASTE	NO. OF RESPONDENT'S	PERCENTAGE (%)
Below Rs.100	14	8.5
Rs.100 – Rs.200	60	36.4
Rs.200 – Rs.300	66	40
Above Rs.300	25	15.2
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 8.5% of the respondents are spending below Rs.100, 36.4% of the respondents are spending Rs.100 – Rs.200, 40% of the respondents are spending Rs.200 – Rs.300, 15.2% of the respondents are spending above Rs.300.

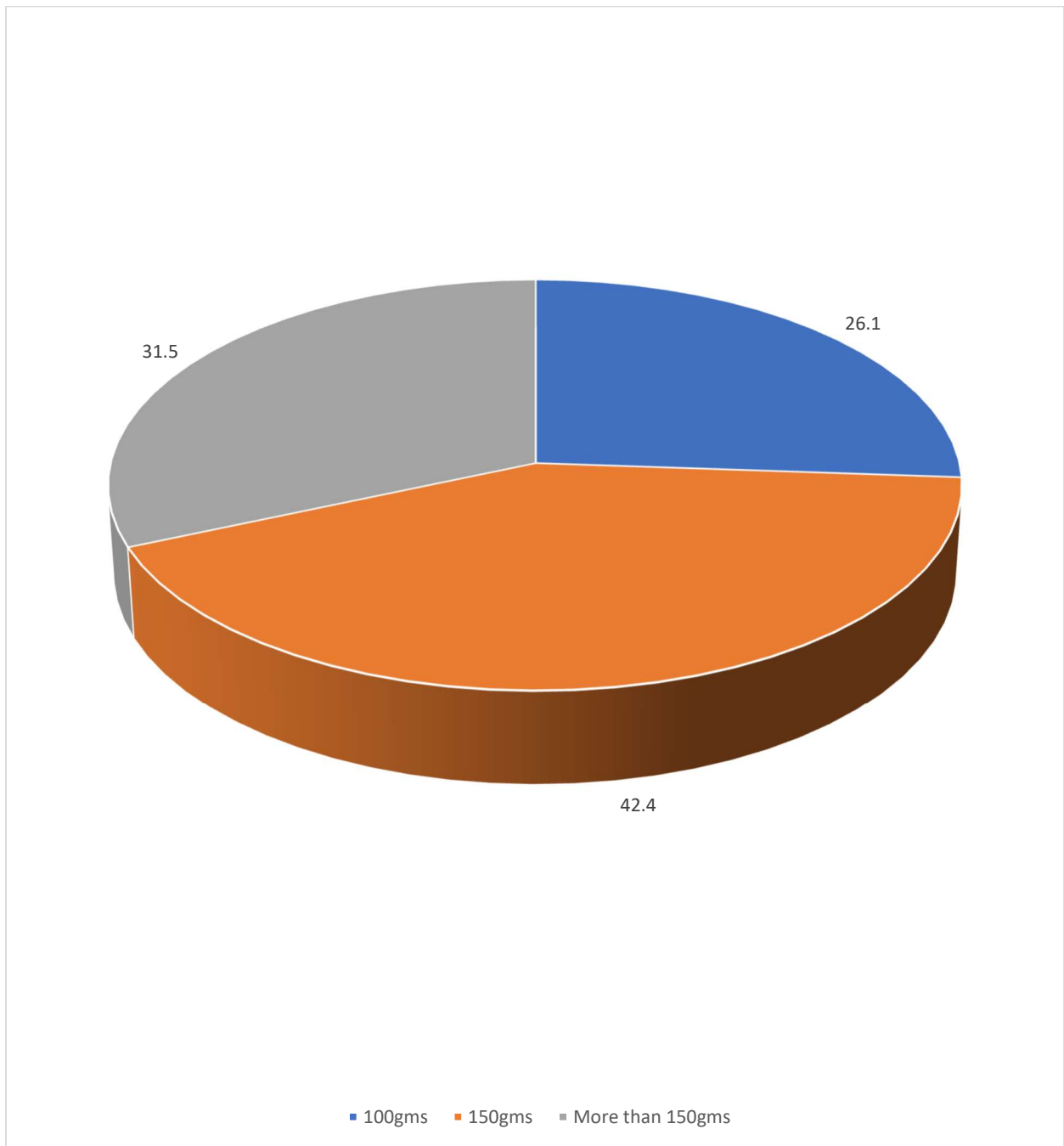


FIGURE 4.1.11 SHOWS MONTHLY SPENDING ON TOOTHPASTE BY RESPONDENT'S

TABLE 4.1.12 SHOWS FAVORITE TOOTHPASTE BRAND OF RESPONDENT'S

Favorite toothpaste	NO. OF RESPONDENT'S	PERCENTAGE (%)
Colgate	62	37.6
Close-Up	34	20.6
Pepsodent	35	21.2
Daber	14	8.5
Sensodyne	20	12.1
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 37.6% of respondents are using Colgate, 20.6% of respondents are using Close-up, 21.2% of respondents are using Pepsodent, 8.5% of respondents are using Daber, 12.1% of respondents are using Sensodyne.

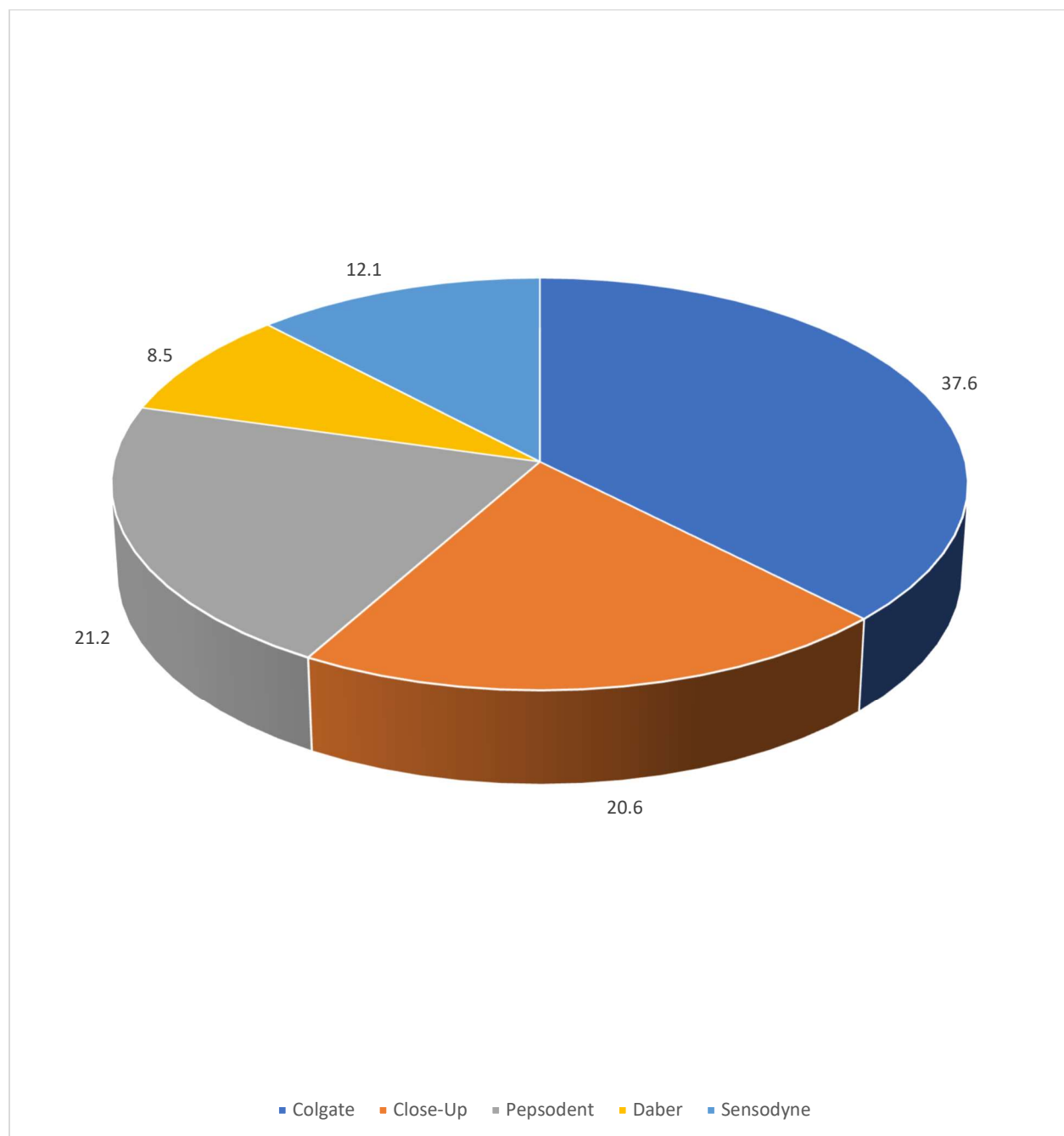


FIGURE 4.1.12 SHOWS FAVORITE TOOTHPASTE BRAND OF RESPONDENT'S

TABLE 4.1.13 SHOWS FLAVOR OF TOOTHPASTE PREFERED BY RESPONDENT'S

Flavor	NO. OF RESPONDENT'S	PERCENTAGE (%)
Peppermint	41	24.8
Salt	26	15.8
Fruit	35	21.2
Clove	12	7.3
don't like flavour of toothpaste	36	21.8
Other	15	9.1
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 24.8% of respondents are using Peppermint Flavor, 15.8% of respondents are using salt Flavor, 21.2% of respondents are using fruit Flavor, 7.3% of respondents are using Clove, 21.8% of respondents Didn't using any flavors and 9.1% of respondents are using other Flavors.

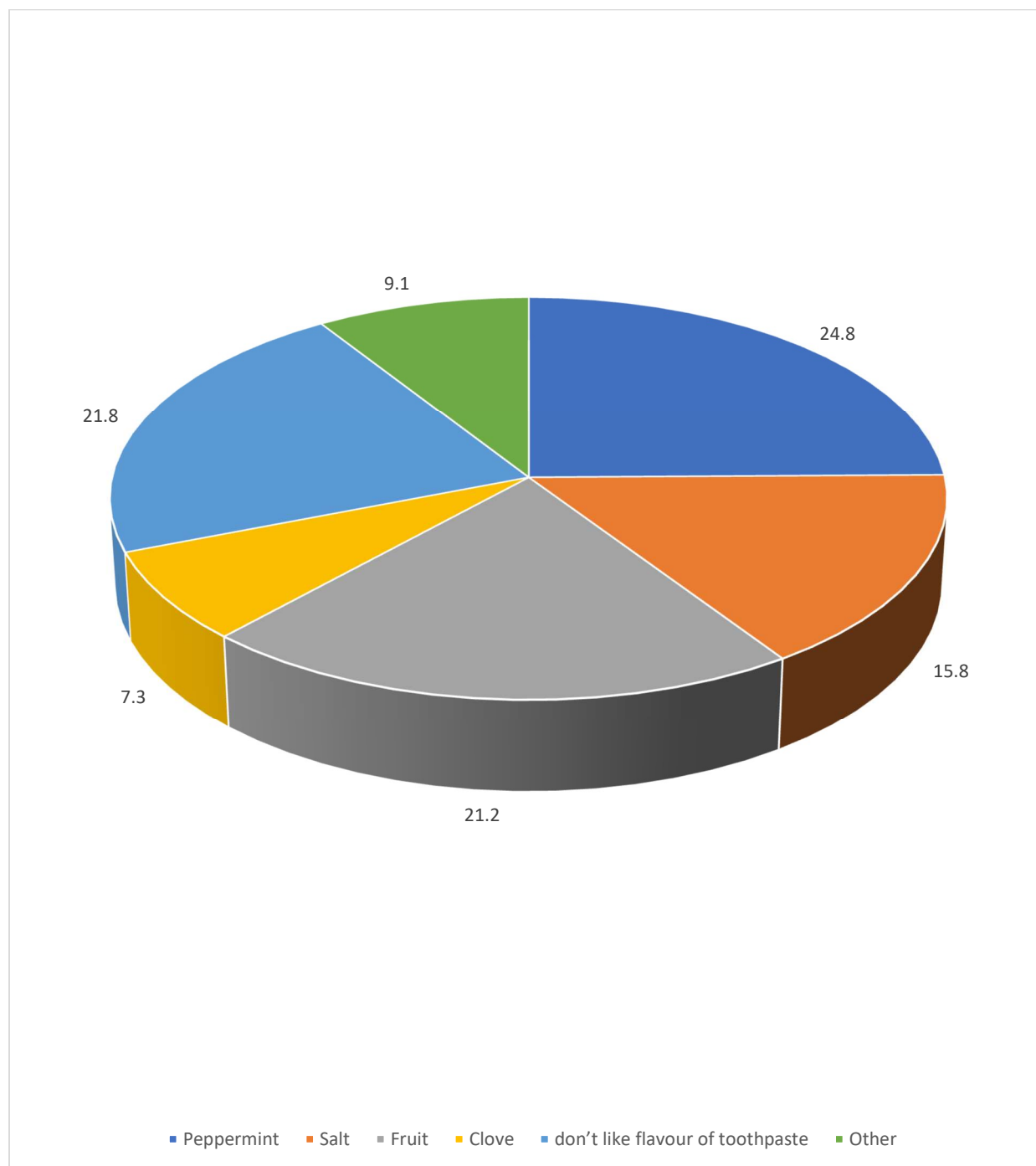


FIGURE 4.1.13 SHOWS FLAVOR OF TOOTHPASTE PREFERRED BY RESPONDENT'S

TABLE 4.1.14 SHOWS ATTRACTS RESPONDENTS TO BUY THE PRODUCT

Attracts to buy	NO. OF RESPONDENT'S	PERCENTAGE (%)
Packaging (tube, box color)	28	17
Flavor	54	32.7
Price	26	15.8
Quality	57	34.5
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 17% of respondents are buying by seeing Packaging {tube, box, color} ,32.7% of respondents are buying by its flavor, 15.8% of respondents are buying by seeing price, and 34.5% of respondents are buying by its Quality.

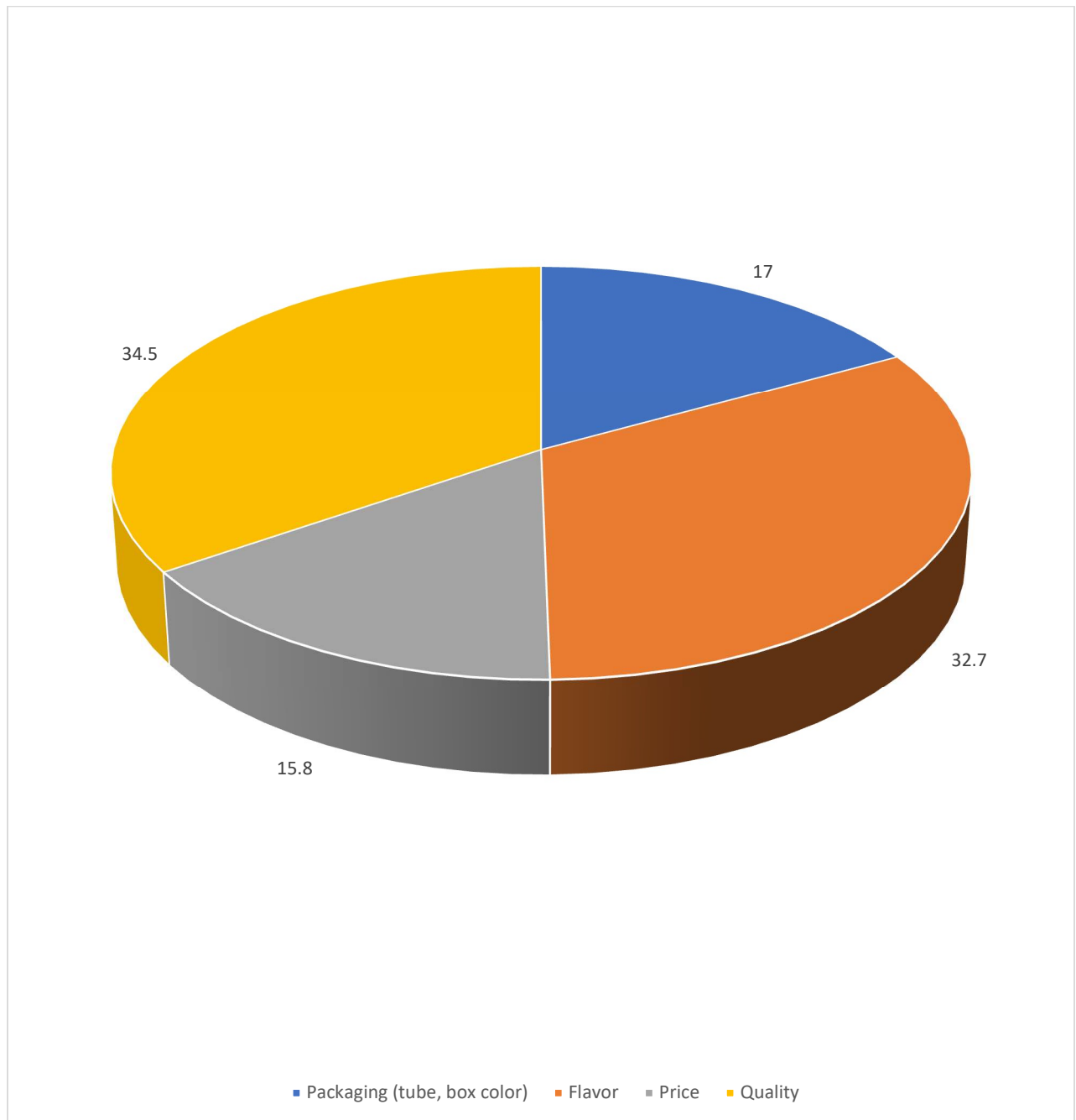


FIGURE 4.1.14 SHOWS ATTRACTS RESPONDENTS TO BUY THE PRODUCT

TABLE 4.1.15 SHOWS CAMPARISON OF CURRENT TOOTHPASTE WITH OTHER BRAND TOOTHPASTE OF RESPONDENT'S

COMPARISON	NO. OF RESPONDENT'S	PERCENTAGE (%)
Much better	66	40
About the same	46	27.9
Somewhat worse	30	18.2
Can't say	23	13.9
total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 40% of respondents current toothpaste is much better compared to other toothpastes, 27.9% of respondents current toothpaste is About the same compare to other toothpastes, 18.2% of respondents current toothpaste is Somewhat worse compare to other toothpastes, and 13.9% of respondents Can't say About their current toothpastes.

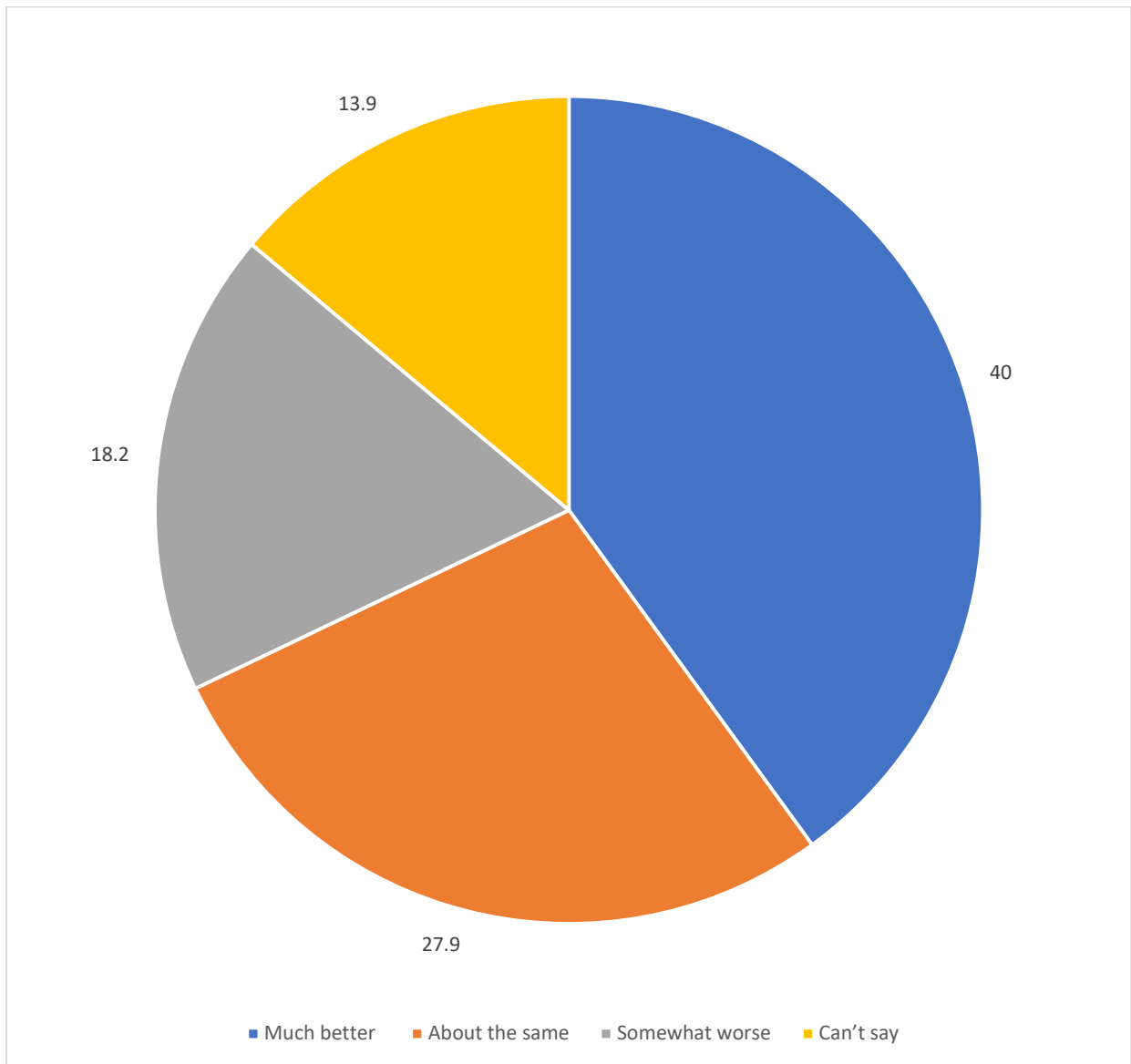


FIGURE 4.1.15 SHOWS CAMPARISON OF CURRENT TOOTHPASTE WITH OTHER BRAND TOOTHPASTE OF RESPONDENT'S

TABLE 4.1.16 SHOWS WHERE THE RESPONDENT BUY THE TOOTHPASTE FROM

BUYING PLACE	NO. OF RESPONDENT'S	PERCENTAGE (%)
Supermarket	143	86.7
Wholesale shop	126	76.4
Retail shop	134	81.2
Medical	45	27.3

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 86.7% of respondents buy toothpaste from Supermarket, 76.4% of respondents buy toothpaste from Wholesale shop, 81.2% of respondents buy toothpaste from Retail shop, 27.3% of respondents buy toothpaste from Medical.

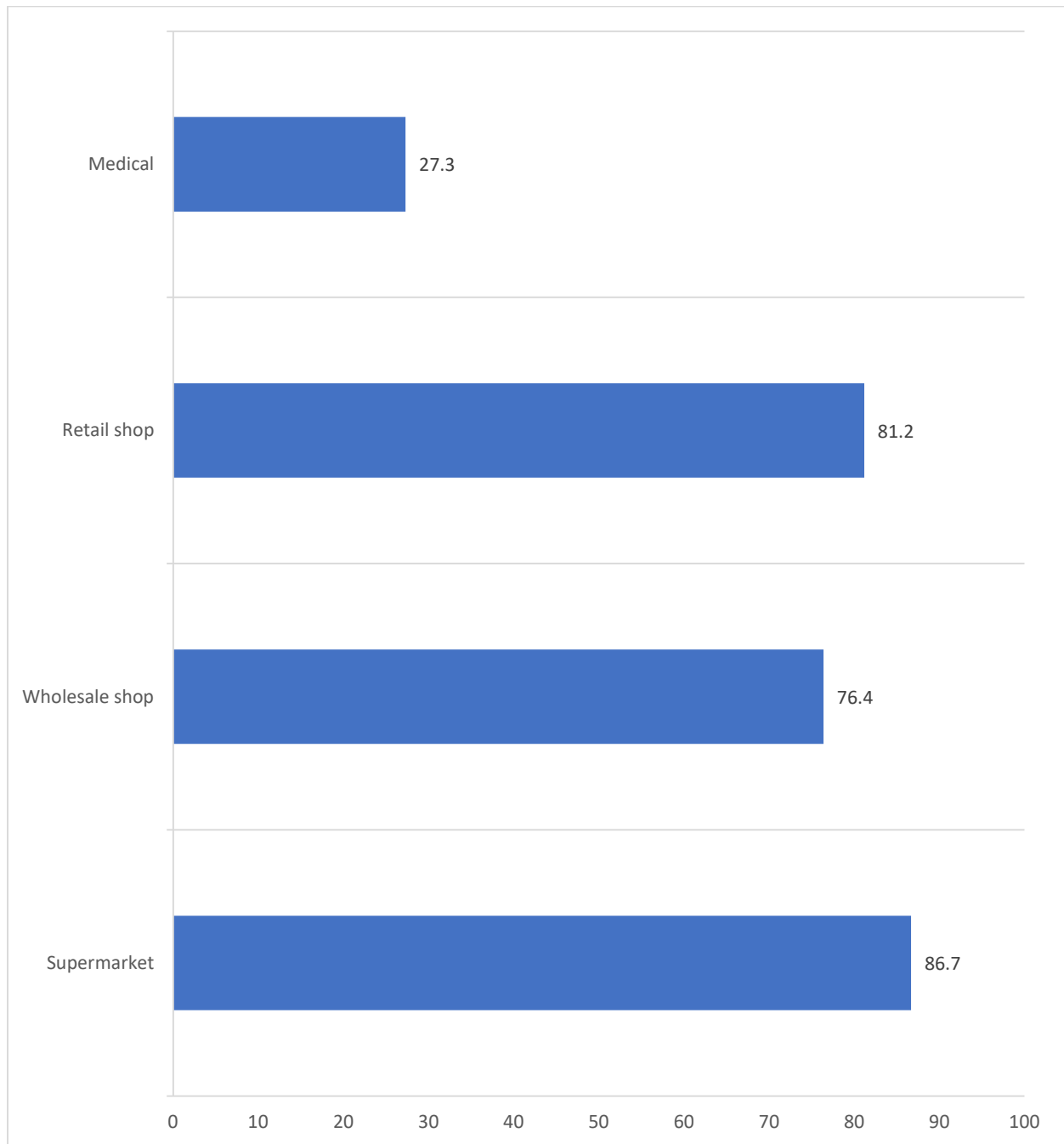


FIGURE 4.1.16 SHOWS WHERE THE RESPONDENT BUY THE TOOTHPASTE FROM

TABLE 4.1.17 SHOWS RESPONDENT WAY OF BUYING TOOTHPASTE

WAY OF BUYING TOOTHPASTE	NO. OF RESPONDENT'S	PERCENTAGE (%)
Separately	78	47.3
Offer pack	6	3.6
Family pack	50	30.3
Mini pack	4	2.4
In box-sets	27	16.4
Total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 47.3% of respondents buy toothpaste in separate pack, 3.6% of respondents buy toothpaste in Offer pack, 30.3% of respondents buy toothpaste in Family pack, 2.4% of respondents buy toothpastes in mini pack, and 16.4% of respondents buy toothpaste in In box-set.

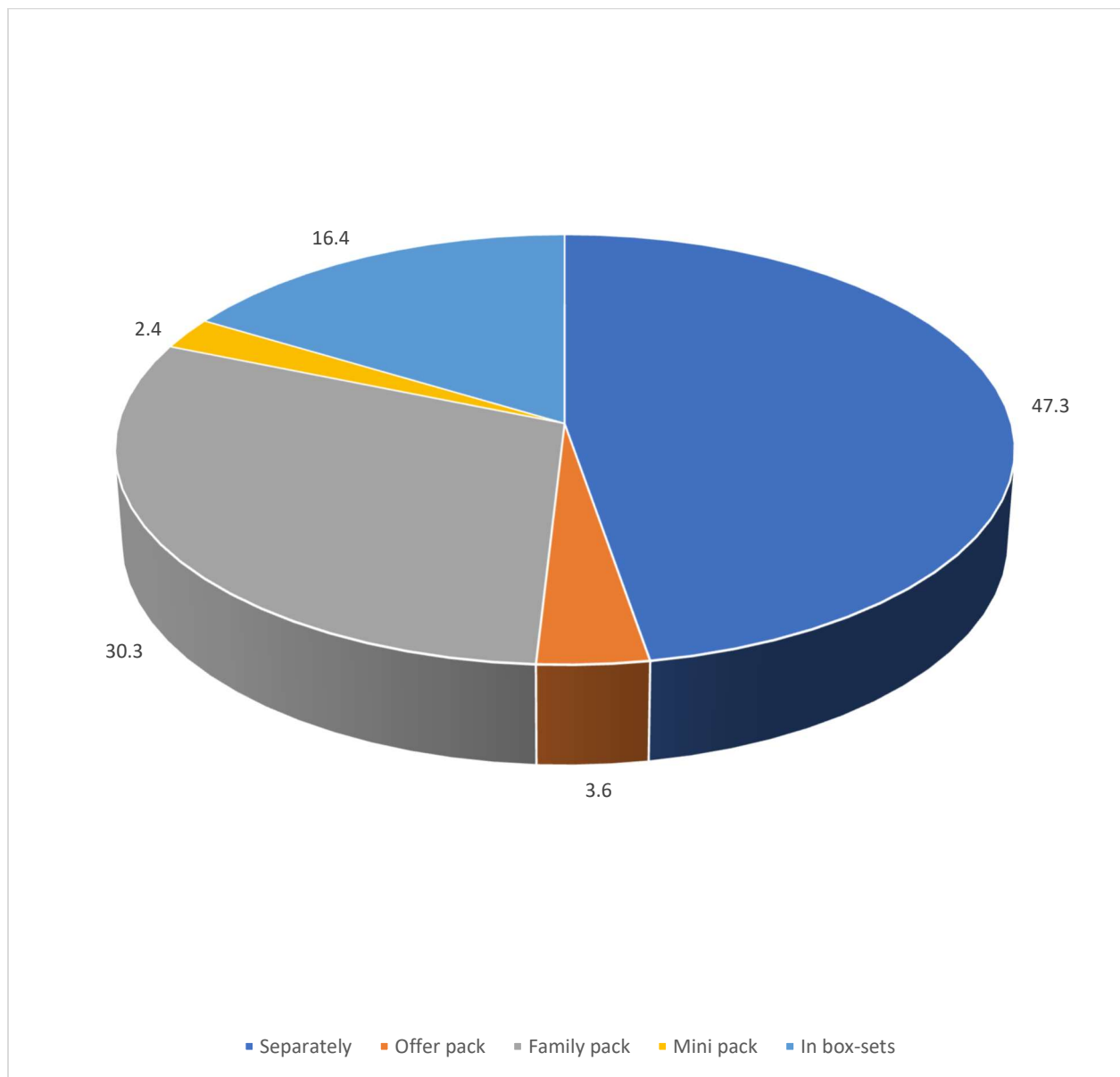


FIGURE 4.1.17 SHOWS RESPONDENT WAY OF BUYING TOOTHPASTE

TABLE 4.1.18 SHOWS HOW LONG THE RESPONDENT'S USING THE SAME BRAND

PARTICULARS	NO. OF RESPONDENT'S	PERCENTAGE (%)
Less than 5 months	14	8.5
5 Months to 1 year	18	10.9
1 years to 3 years	54	32.7
3 years to 5 years	52	31.5
More than 5 years	27	16.4
Total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 8.5% of respondents are using the current brand of toothpaste less than 5 months, 10.9% of respondents are using the current brand of toothpaste 5 months to 1 years, 32.7% of respondents are using the current brand of toothpaste 1 years to 3 years, 31.5% of respondents are using the current brand of toothpaste 3 years to 5 years, 16.4% of respondents are using the current brand of toothpaste more than 5 years.

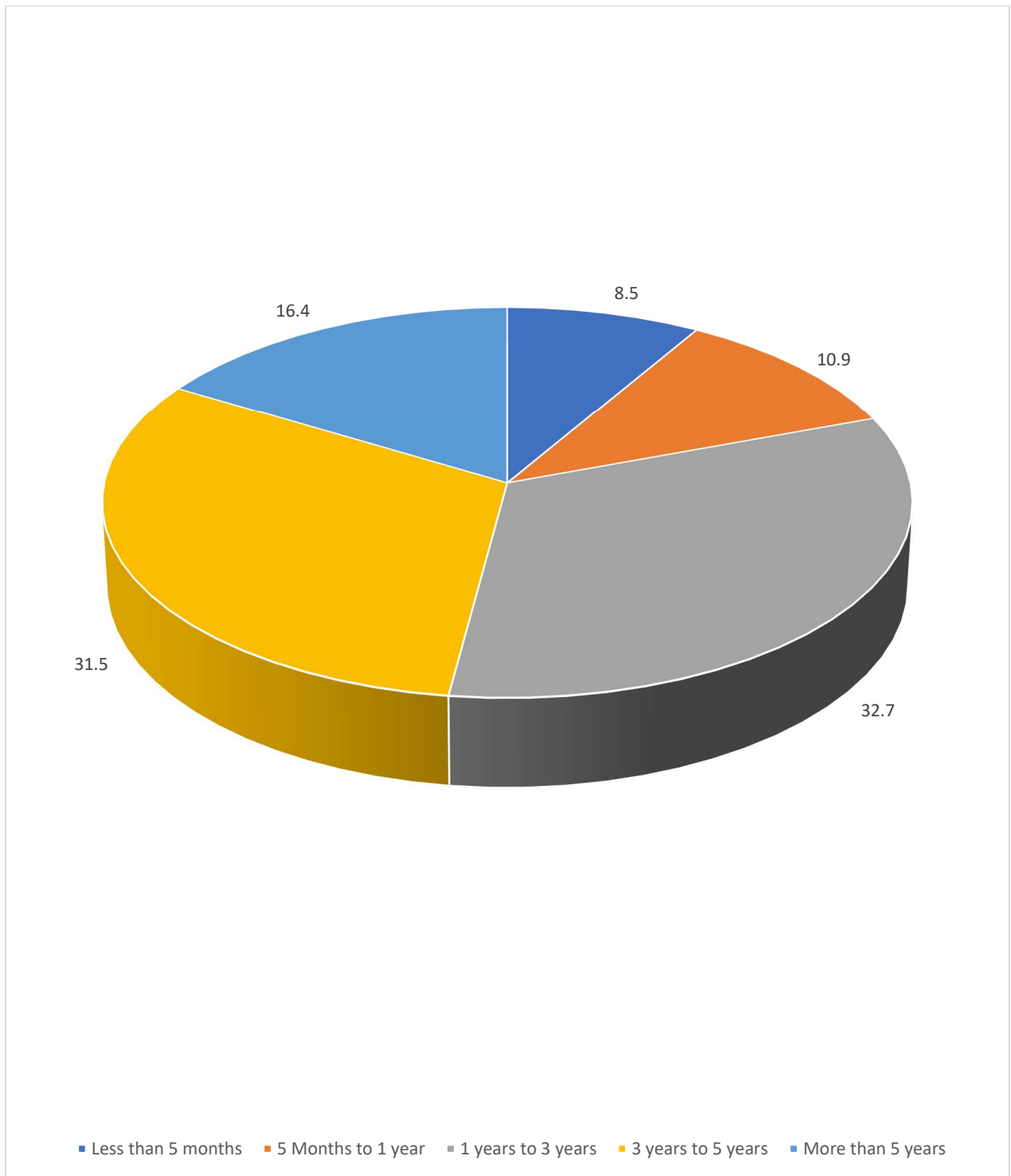


FIGURE 4.1.18 SHOWS HOW LONG THE RESPONDENT'S USING THE SAME BRAND

TABLE 4.1.19 SHOWS HOW THE RESPONDENT'S THINK ABOUT IMPORTANCE OF ORAL HYGIENE

PARTICULARS	NO. OF RESPONDENT'S	PERCENTAGE (%)
Not at all important	6	3.6
Not very important	18	10.9
Somewhat important	32	19.4
Very important	41	24.8
Extremely important	68	41.2
Total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 3.6% of respondents answered the oral hygiene is Not at all important to them, 10.9% of respondents answered the oral hygiene is not very important to them, 19.4% of respondents answered the oral hygiene is somewhat important to them, 24.8% of respondents answered the oral hygiene is very important to them, and 41.2% respondents answered the oral hygiene is extremely important to them.

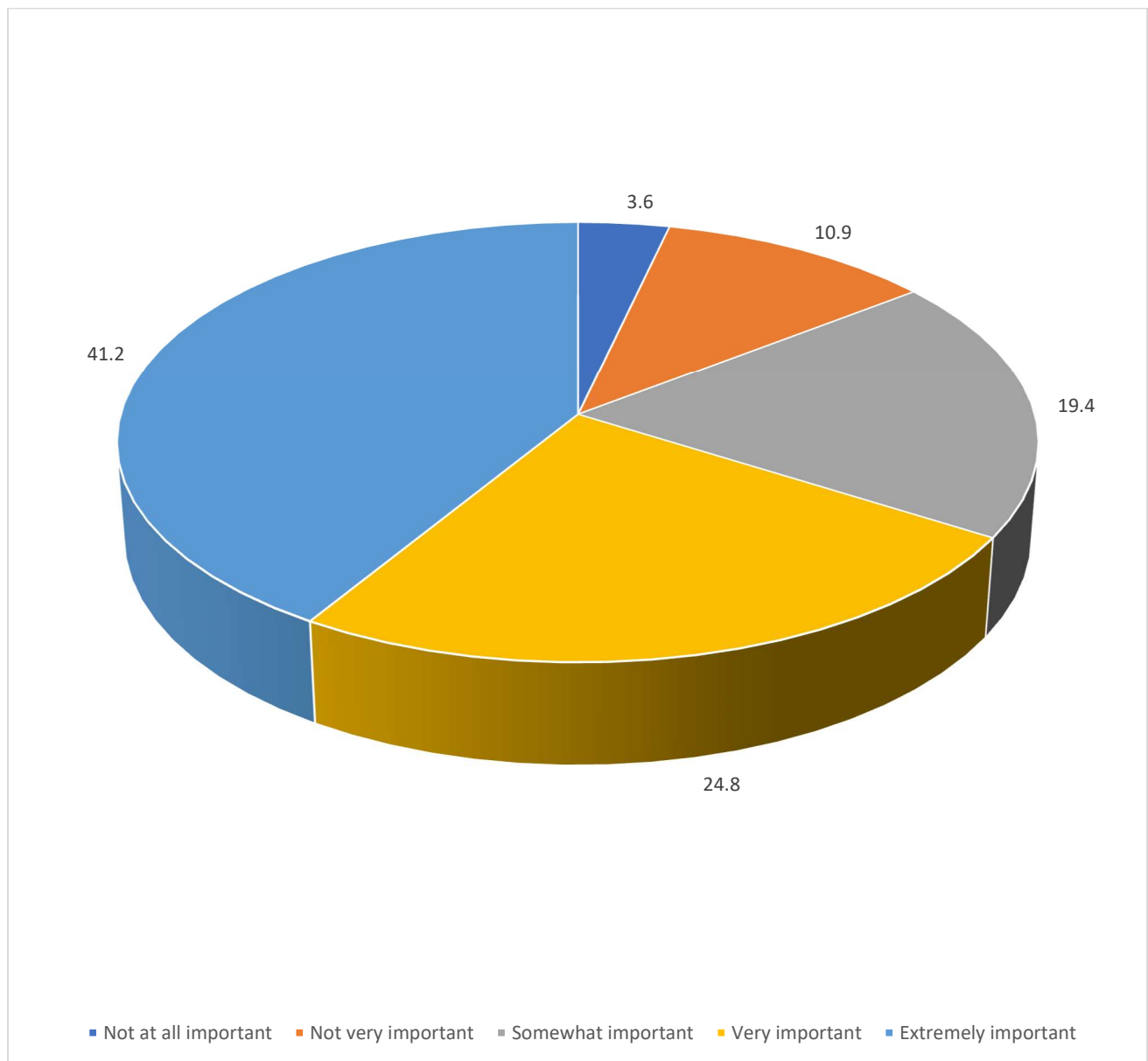


FIGURE 4.1.19 SHOWS HOW THE RESPONDENT'S THINK ABOUT IMPORTANCE OF ORAL HYGIENE

TABLE 4.1.20 SHOWS DOES THE TASTE AFFECT THE RESPONDENT'S CHOICE OF SELECTION OF TOOTHPASTE

PARTICULARS	NO. OF RESPONDENT'S	PERCENTAGE (%)
Strongly agree	37	22.4
Agree	41	24.8
Neutral	34	20.6
Disagree	27	16.4
Strongly disagree	26	15.8
Total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 22.4% of respondents Strongly agree that the taste of toothpaste affect choice of brand selection, 24.8% of respondents agree that the taste of toothpaste affect choice of brand selection, 20.6% of respondents neither agree nor disagree that the taste of toothpaste affect choice of brand selection, 16.4% of respondents disagree that the taste of toothpaste affect choice of brand selection, and 15.8% of respondents Strongly disagree that the taste of toothpaste affect choice of brand selection.

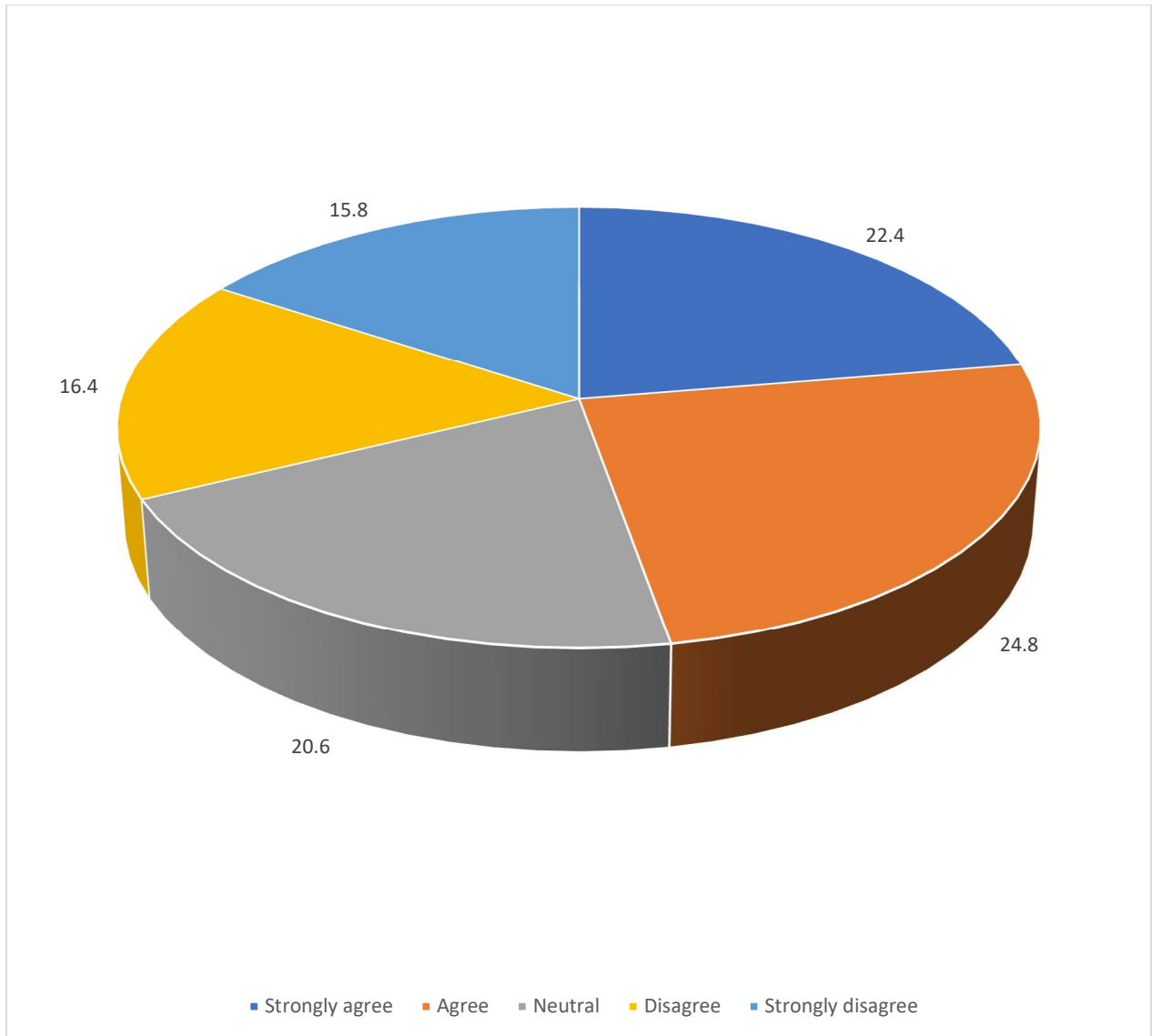


FIGURE 4.1.20 SHOWS DOES THE TASTE AFFECT THE RESPONDENT'S CHOICE OF SELECTION OF TOOTHPASTE

TABLE 4.1.21 SHOWS RESONS FOR SWITCHING OF BRAND BY RESPONDENT'S

FACTORS	SA	%	A	%	NU	%	DA	%	SDA	%
Impact of packaging	36	21.8	24	14.5	25	15.2	35	21.2	45	27.3
Price rise of current brand	10	6.1	37	22.4	39	23.7	38	23	41	24.8
Scheme of brands	10	6.1	37	22.4	45	27.3	37	22.4	36	21.8
Advertisement impact	23	13.9	49	29.7	40	24.2	30	18.2	23	14
Consumer brand is not available	32	19	66	40	29	18	23	14	15	9
To try new option	25	15.2	38	23	31	18.8	36	21.8	35	21.2
Influence by other	17	10.3	32	19.4	35	21.2	34	20.6	47	28.5

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that the respondent switching because of impact of packing, 21.8% Strongly agrees, 14.5% Agree, 15.2% neither agree nor disagree, 21.2% Disagree, 27.3% Strongly disagree.

In the above table it is inferred that the respondent switching because of Price rise of current brand, 6.1% Strongly agrees, 22.4% Agree, 23.7% neither agree nor disagree, 23% Disagree, 24.8% Strongly disagree.

In the above table it is inferred that the respondent switching because of Scheme of brands, 6.1% Strongly agrees, 22.4% Agree, 27.3% neither agree nor disagree, 22.4% Disagree, 21.8% Strongly disagree.

In the above table it is inferred that the respondent switching because of Advertisement impact, 13.9% Strongly agrees, 29.7% Agree, 24.2% neither agree nor disagree, 18.2% Disagree, 14% Strongly disagree.

In the above table it is inferred that the respondent switching because of Consumer brand is not available, 19% Strongly agrees, 40% Agree, 18% neither agree nor disagree, 14% Disagree, 9% Strongly disagree.

In the above table it is inferred that the respondent switching because to try new option, 15.2% Strongly agrees, 23% Agree, 18.8% neither agree nor disagree, 21.8% Disagree, 21.2% Strongly disagree.

In the above table it is inferred that the respondent switching because of Influence by other, 10.3% Strongly agrees, 19.4% Agree, 21.2% neither agree nor disagree, 20.6% Disagree, 28.5% Strongly disagree.

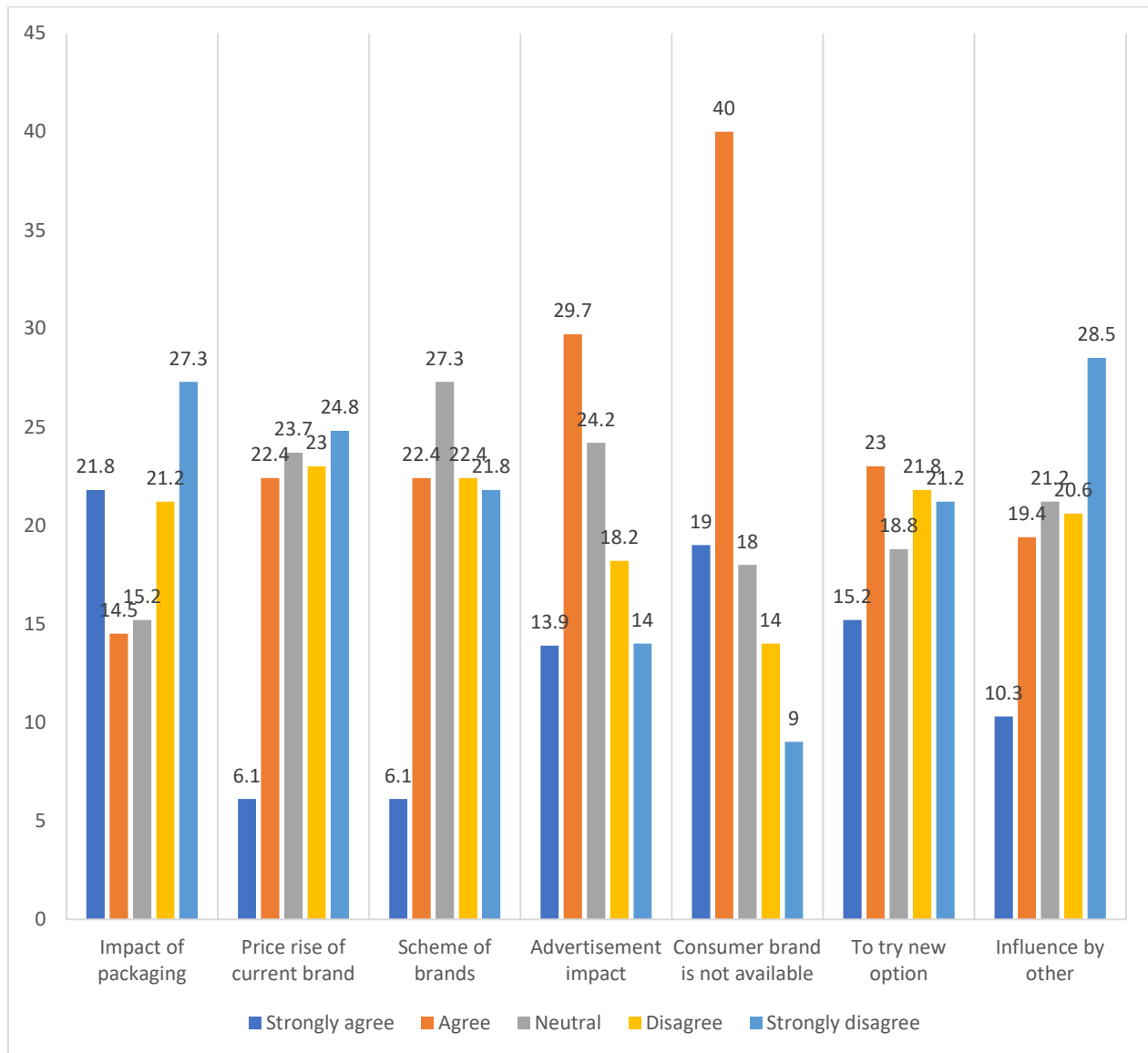


FIGURE 4.1.21 SHOWS RESONS FOR SWITCHING OF BRAND BY RESPONDENT'S

TABLE 4.1.22 SHOWS HIGHEST PREFERENCE OF INGREDIENTS BY RESPONDENT'S

PARTICULARS	NO. OF RESPONDENT'S	PERCENTAGE (%)
Abrasive (for removal of plaque and tartar)	112	67.3
Fluoride content (prevents decay)	67	39.4
Anti-bacterial agent	138	83.6
Colors (red, blue, green etc.)	74	44.8
Foaming agents	93	56.4

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 67.3% of respondents highly prefer Abrasive in their toothpaste, 39.4% of respondents highly prefer Fluoride content in their toothpaste, 83.6% of respondents highly prefer Anti-bacterial agent in their toothpaste, 44.8% of respondents highly prefer Colors (red, blue, green etc.) in their toothpaste, and 56.4% of respondents highly prefer Foaming agents in their toothpaste

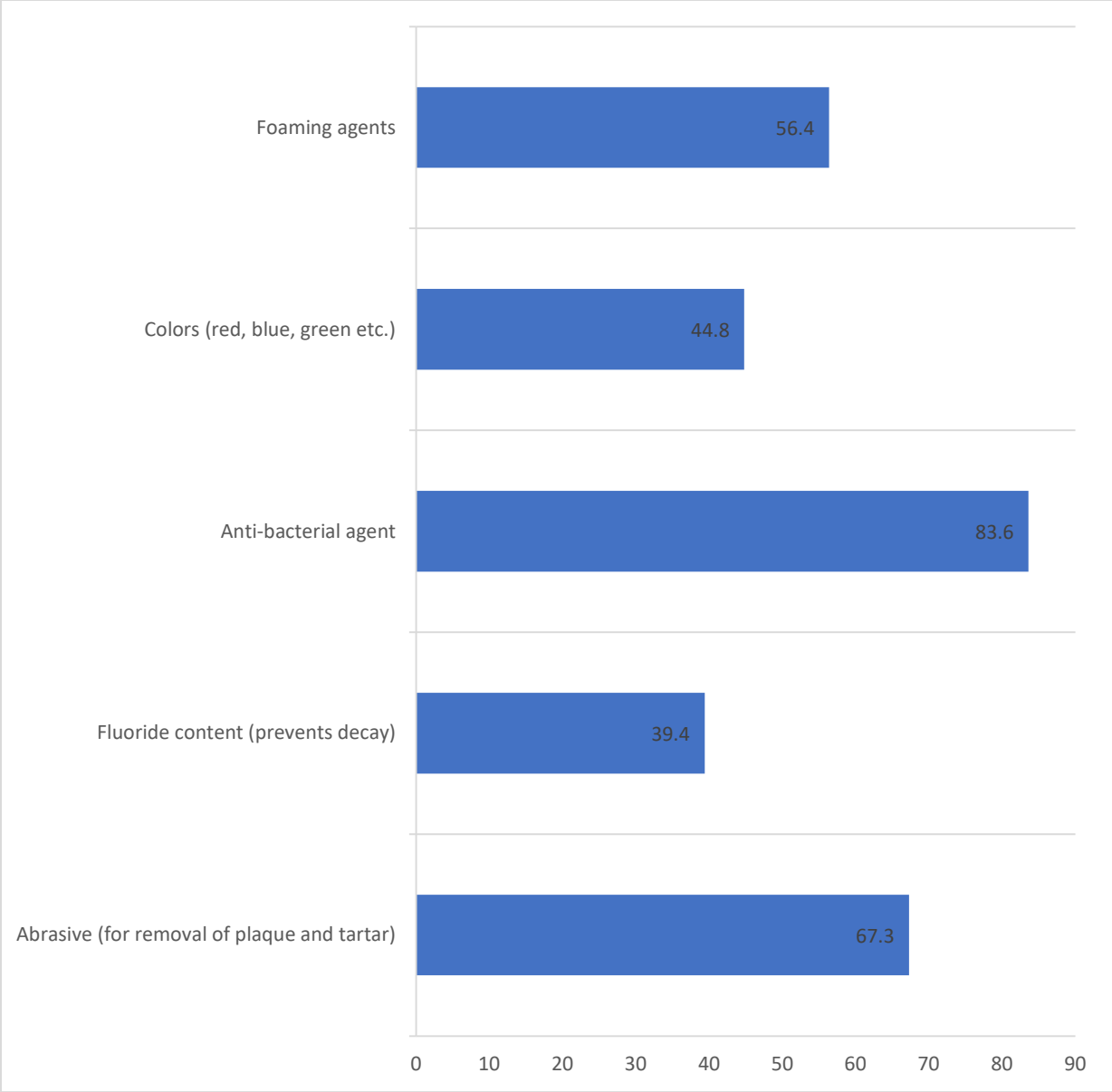


FIGURE 4.1.22 SHOWS HIGHEST PREFERENCE OF INGREDIENTS BY RESPONDENT'S

TABLE 4.1.23 SHOWS HOW RESPONDENT'S EVALUATE THEIR CURRENT TOOTHPASTE

FACTORS	Very high	%	High	%	Neutral	%	Low	%	Very low	%
Price	25	15.1	17	10.3	93	56.4	27	16.4	3	1.8
Whiteness of teeth	70	42.4	62	37.6	25	15.1	8	4.8	0	0
Fresh breath	71	43	58	35.1	26	15.8	9	5.5	1	0.6
Taste	61	37	65	39.3	19	11.6	20	12.1	0	0
Cavity protection	60	36.4	68	41.2	26	15.8	5	3	6	3.6

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that the respondent Evaluate their current toothpaste by price, 15.1% answered its very high, 10.3% answered it is high, 56.4% answered neither High nor low, 16.4% answered it is low, 1.8% answered it is very low.

In the above table it is inferred that the respondent Evaluate their current toothpaste by Whiteness of teeth, 42.4% answered its very high, 37.6% answered it is high, 15.1% answered neither High nor low, 4.8% answered it is low, 0% answered it is very low.

In the above table it is inferred that the respondent Evaluate their current toothpaste by Fresh breath, 43% answered its very high, 35.1% answered it is high, 15.8% answered neither High nor low, 5.5% answered it is low, 0.6% answered it is very low.

In the above table it is inferred that the respondent Evaluate their current toothpaste by Taste, 37% answered its very high, 39.3% answered it is high, 11.6% answered neither High nor low, 12.1% answered it is low, 0% answered it is very low.

In the above table it is inferred that the respondent Evaluate their current toothpaste by Cavity protection, 36.4% answered its very high, 41.2% answered it is high, 15.8% answered neither High nor low, 3% answered it is low, 3.6% answered it is very low.

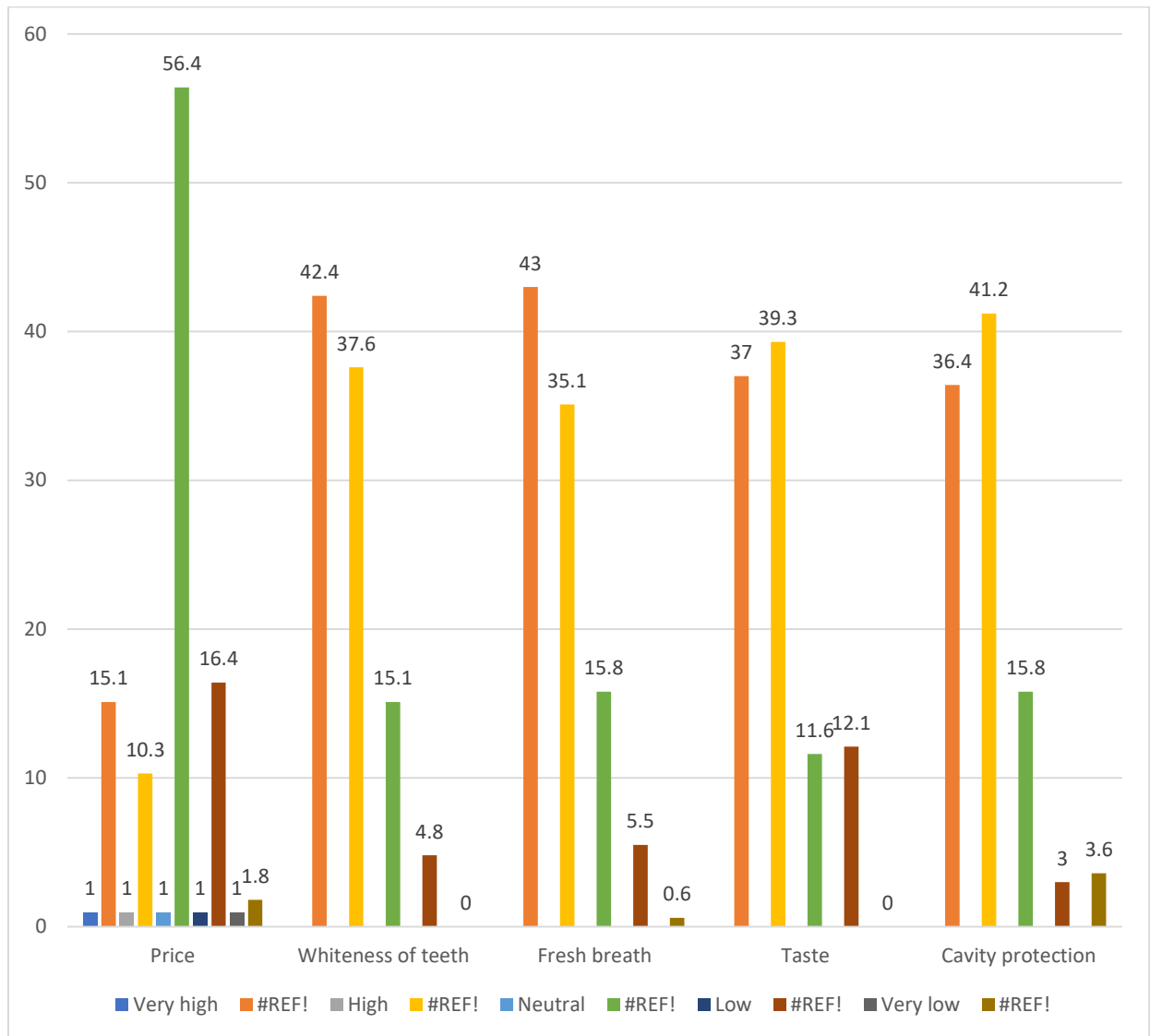


FIGURE 4.1.23 SHOWS HOW RESPONDENT'S EVALUATE THEIR CURRENT TOOTHPASTE

TABLE 4.1.24 SHOWS HOW RESPONDENT'S SATISFIED WITH THEIR CURRENT TOOTHPASTE

PARTICULARS	NO. OF RESPONDENT'S	PERCENTAGE (%)
1	0	0
2	0	0
3	20	12.1
4	42	25.5
5	103	62.4
Total	165	100

SOURCE: PRIMARY DATA

INTERPRETATION: -

In the above table it is inferred that 62.4% of respondents given 5 because they are highly satisfied with their current brand, 25.5% of respondents given 4 because they are satisfied with their current brand, 12.1% of respondents given 3 because they are neither satisfied nor dissatisfied with their current brand, and no one given 2 and 1 for satisfied with their current brand.

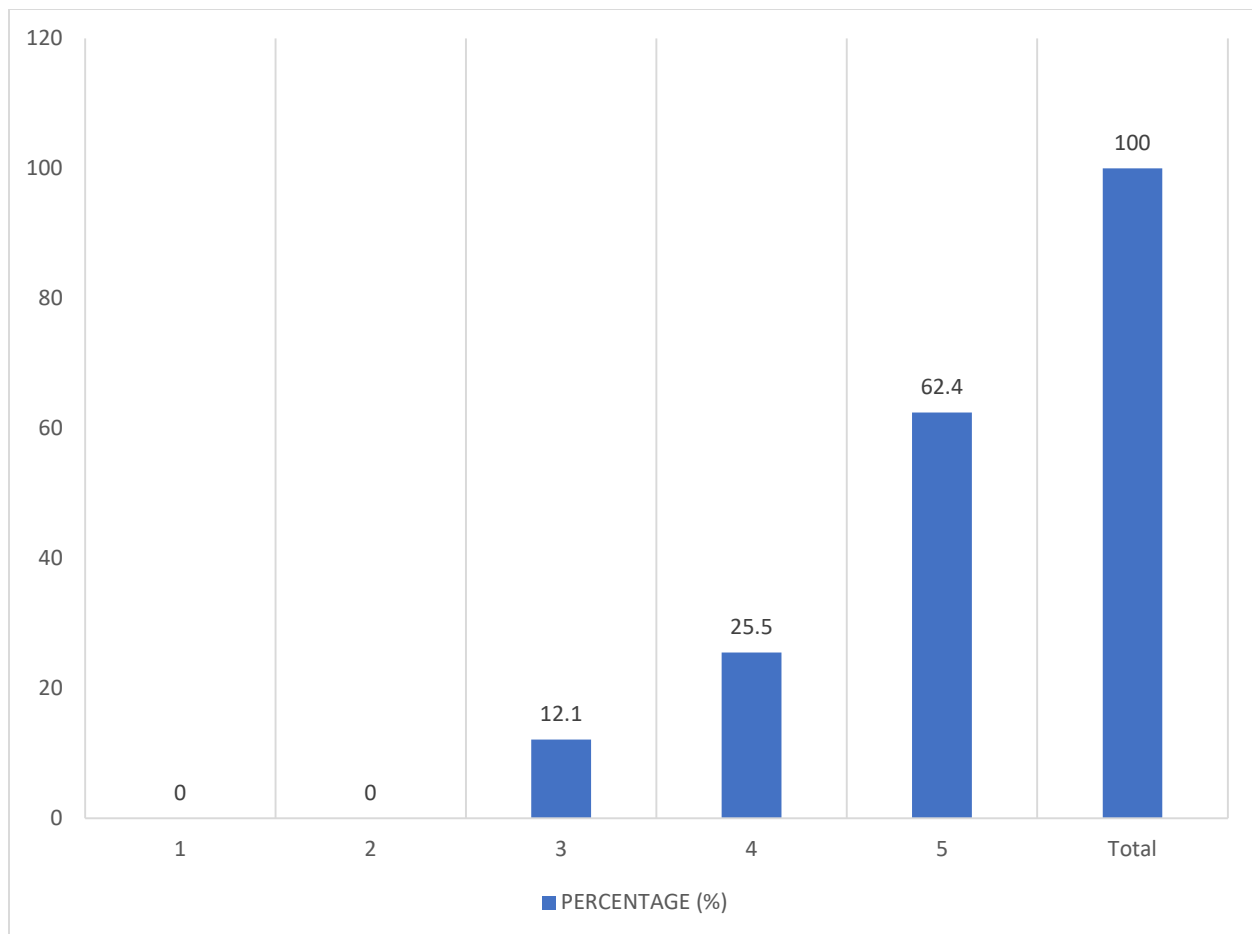


FIGURE 4.1.24 SHOWS HOW RESPONDENT'S SATISFIED WITH THEIR CURRENT TOOTHPASTE

4.2 HYPOTHESIS OF THE STUDY:

4.2.1 CHISQUARE TEST FOR GENDER AND. WHERE THEY BUY TOOTHPASTE FROM

Null hypothesis (H₀): There is no significant association between the gender and. where they buy toothpaste from.

Alternative hypothesis (H₁): There is significant association between the gender and. where they buy toothpaste from.

TABLE 4.2.1 SHOWS CHISQUARE TEST FOR GENDER AND. WHERE THEY BUY TOOTHPASTE FROM

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Where_you_buy_your_toothpaste_from_	165	100.0%	0	0.0%	165	100.0%

Gender * Where_you_buy_your_toothpaste_from_ Crosstabulation															
Count															
		Where_you_buy_your_toothpaste_from_													Total
		Supermarket	Wholesale shop	Medical	12	13	14	24	43	123	124	143	243	1243	
Gender	Male	1	1	4	9	0	7	0	1	5	39	6	10	11	94
	Female	6	1	1	6	1	12	1	0	1	32	0	3	7	71
Total		7	2	5	15	1	19	1	1	6	71	6	13	18	165

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.514 ^a	12	.043
Likelihood Ratio	25.561	12	.012
Linear-by-Linear Association	.665	1	.415
N of Valid Cases	165		
a. 16 cells (61.5%) have expected count less than 5. The minimum expected count is .43.			

INTERPRETATION:

From the table it is inferred that p value (0.043) is lesser than 0.05 we reject null hypothesis (H₀) and accept alternate hypothesis (H₁). There is significant association between gender and. where they buy toothpaste from.

4.2.2 CHISQUARE TEST FOR MONTHLY INCOME AND QUANTITY PURCHASE PER MONTH

Null hypothesis (HO): There is no significant association between the monthly income and quantity purchase per month

Alternative hypothesis (H1): There is significant association between the monthly income and quantity purchase per month.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MONTHLY_INCOME_ * quantity_purchase_per_mon th_	165	62.3%	100	37.7%	265	100.0%

MONTHLY_INCOME_ * quantity_purchase_per_month_ Crosstabulation					
Count					
		quantity_purchase_per_month_			Total
		100gms	150 gms	More than 150gms	
MONTHLY_INCOME_	BELOW 10000	20	17	3	40
	Rs.10000 – Rs.20000	14	19	4	37
	Rs.21000 – Rs.30000	5	27	25	57
	Rs.31000 – Rs.40000	3	5	14	22
	Above Rs.50000	1	2	6	9
Total		43	70	52	165

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	49.119 ^a	8	.000
Likelihood Ratio	52.488	8	.000
Linear-by-Linear Association	37.932	1	.000
N of Valid Cases	165		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.35.			

INTERPRETATION:

From the table it is inferred that p value (0.000) is lesser than 0.05 we reject null hypothesis (H₀) and accept alternate hypothesis (H₁). There is significant association between monthly income and quantity purchase per month.

4.2.3 ONE WAY ANOVA TEST FOR AGE AND AWARENESS OF TOOTHPASTE THAT IT IS A COSMETIC PRODUCT OR MEDICAL PRODUCT

Null hypothesis (H0): There is no significant association between age of the respondents with references to awareness of toothpaste that it is a cosmetic product or medical product.

Alternative hypothesis (H1): There is a significant association between age of the respondents with references to awareness of toothpaste that it is a cosmetic product or medical product.

ANOVA					
age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.159	2	13.580	8.227	.000
Within Groups	267.386	162	1.651		
Total	294.545	164			

Multiple Comparisons						
Dependent Variable: age						
Tukey HSD						
(I) toothpaste_being_Co smetic_product_or_m edical_product_	(J) toothpaste_being_Co smetic_product_or_m edical_product_	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
yes	No	-.807*	.242	.003	-1.38	-.23
	Maybe it is a cosmetic or medical product	.010	.288	.999	-.67	.69
no	Yes	.807*	.242	.003	.23	1.38
	Maybe it is a cosmetic or medical product	.817*	.251	.004	.22	1.41
Maybe it is a cosmetic or medical product	Yes	-.010	.288	.999	-.69	.67
	no	-.817*	.251	.004	-1.41	-.22
*. The mean difference is significant at the 0.05 level.						

INTERPRETATION:

From the table it is inferred that p value (0.000) is lesser than 0.05 we reject null hypothesis (H_0) and accept alternate hypothesis (H_1). There is significant association between monthly income and quantity purchase per month.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION:

5.1 FINDINGS OF THE STUDY:

- It was found that majority of the respondents are male.
- It was found that 27.9% of the respondents are from 24years – 32years.
- It was found that 44.2% of the respondents are 2 to 4 members in their family.
- It was found 34.5% of the respondent's income is Rs.21000 – Rs.30000.
- It was found 30.9% of the respondent's Monthly Expenditure is Below Rs.5000.
- It was found 46.1% of the respondent's says yes because they are using toothpaste twice a day.
- It was found 42.4% of the respondent's use Mouthwash.
- It was found 50.9% of respondents says no, it is a medical product.
- It was found 71.5% of respondents didn't used electric toothbrush.
- It was found 42.4% of respondents Purchase 150gms of toothpaste per month.
- It was found 36.4% of the respondents are spending Rs.100 – Rs.200.
- It was found 37.6% of respondents are using Colgate.
- It was found 24.8% of respondents are using Peppermint Flavor.
- It was found 32.7% of respondents are buying by its flavor.
- It was found 40% of respondents current toothpaste is much better compared to other toothpastes.
- It was found 86.7% of respondents buy toothpaste from Supermarket.
- It was found 47.3% of respondents buy toothpaste in separate pack.
- It was found 32.7% of respondents are using the current brand of toothpaste 1 years to 3 years.
- It was found 41.2% respondents answered the oral hygiene is extremely important to them.
- It was found 24.8% of respondents agree that the taste of toothpaste affect choice of brand selection.
- It was found 27.3% Strongly disagree that Impact of packaging is not a reason for switching of brands.

- It was found 24.8% Strongly disagree that Price rise of current brand is not a reason for switching of brands.
- It was found 27.3% neither agree nor disagree that maybe Scheme of brands is a reason for switching of brands.
- It was found 29.7% Agree that Advertisement impact is also a reason for switching of brands.
- It was found 40% Agree that Consumer brand is not available is also a reason for switching of brands.
- It was found 23% Agree that to try new option is also a reason for switching of brands.
- It was found 28.5% Strongly disagree that Influence by other is not a reason for switching of brands.
- It was found 83.6% of respondents highly prefer Anti-bacterial agent in their toothpaste.
- It was found 56.4% answered neither High nor low in price.
- It was found 42.4% answered its very high in whiteness of teeth.
- It was found 43% answered its very high in fresh breath.
- It was found 39.3% answered it is high in taste.
- It was found 41.2% answered it is high in Cavity protection.
- It was found 62.4% of respondents given 5 because they are highly satisfied with their current brand of toothpaste.

5.2 SUGGESTIONS & RECOMMENDATIONS

- Preferred and interested to buy the toothpaste at a specified price along with some gift and price offer scheme. Hence, it is suggested that manufacturers of toothpaste should makes their toothpaste with some offer like price deduction, free gift, coupon, etc.,
- In this study, it was found that majority of sample respondents' opinion about the high price of the Sensodyne toothpaste apart from other brands. Hence, it is suggested that the manufacturer should fix the reasonable price by considering the consumers affordability.

- Some of the consumers suggest the Pepsodent company to develop some more flavors equal to Colgate. So, they can use them Instead of changing or using other brands.

5.3 CONCLUSION:

- Earlier, the oral hygiene market was confined to the production of mostly primary oral care products which were considered essential like toothpastes and toothbrushes and hence held a nominal share of the FMCG sector.
- In spite of the availability of many Toothpastes, the study reveals that the consumer purchases 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.
- Toothpaste and mouthwash are generally cosmetic products even if they contain fluoride and other additives and have anti-caries, anti-plaque or 'antibacterial' claims.
- 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 etc. 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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APPENDIX

QUESTIONNAIRE:

1. Gender

- a) Male
- b) Female

2. Which age bracket do you belong to?

- a) Below 14 years
- b) 15 years - 23 years
- c) 24 years - 32 years
- d) 33 years - 41 years
- e) 41 years and above

3. How many members are there in your family?

- a) 2 to 4 members
- b) 4 to 6 members
- c) 6 to 8 members
- d) above 8 members

4. What is your total monthly Income?

- a) Below Rs. 10000
- b) Rs. 10000 – Rs. 20000
- c) Rs. 21000 – Rs. 30000
- d) Rs. 31000 – Rs. 40000
- e) Above Rs. 50000

5. What is your total monthly Expenditure?

- a) Below Rs. 5000
- b) Rs. 5000 – Rs. 7000
- c) Rs. 7000 – Rs. 9000
- d) Rs. 9000 – Rs. 11000
- e) Above Rs. 11000

6.Do you use toothpaste twice a day or not?

- a) Yes
- b) No
- c) Maybe

7.In oral hygiene apart from toothpaste and toothbrush which product do you use?

- a) Mark only one oval.
- b) Teeth whiteners.
- c) Mouthwash
- d) Tongue scrapers.

8.Is toothpaste being a Cosmetic product or medical product?

- a) Yes, It is a cosmetic product
- b) No, It is a medical product
- c) Maybe it is a cosmetic or medical product

9.Do you used electric toothbrush?

- a) Yes
- b) No
- c) Maybe

10.How much quantity do you purchase per month?

- a) 100gms
- b) 150gms
- c) More than 150gms

11.Approximately how much do you spend on toothpaste in a month?

- a) Below Rs.100
- b) Rs.100 – Rs.200

- c) Rs.200 – Rs.300
- d) Above Rs.300

12.What is your favorite brand of toothpaste?

- a) Colgate
- b) Close-Up
- c) Pepsodent
- d) Daber
- e) Sensodyne

13.Which flavor of toothpaste do you prefer?

- a) Peppermint
- b) Salt
- c) Fruit
- d) Clove
- e) don't like flavour of toothpaste
- f) Other:

14.What attracts you to the product you choose?

- a) Packaging (tube, box color)
- b) Flavor
- c) Price
- d) Quality

15.How would you compare toothpaste you using with other toothpastes?

- a) Much better
- b) About the same
- c) Somewhat worse
- d) Can't say

16.Where do you buy your toothpaste from?

- a) Supermarket
- b) Wholesale shop
- c) Retail shop
- d) Medical

17. In what way do you prefer buying toothpaste?

- a) Separately
- b) Offer pack
- c) Family pack
- d) Mini pack

18. How long have you been using the brand of toothpaste that you are using at present?

- a) Less than 5 months
- b) 5 Months to 1 year
- c) 1 years to 3 years
- d) 3 years to 5 years
- e) More than 5 years

19. How important is oral hygiene to you?

- a) Not at all important
- b) Not very important
- c) Somewhat important
- d) Very important
- e) Extremely important

20. Does the taste of the toothpaste affect your choice of brand selection?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

21.Reason for switching to another brand

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Impact of packaging					
Price rise of current brand					
Scheme of brands					
Advertisement impact					
Consumer brand is not available					
To try new option					
Influence by other					

22.What are the highest preferences toward ingredients present in your toothpaste?

- a) Abrasives (for removal of plaque and tartar)

- b) Fluoride content (prevents decay)
- c) Anti-bacterial agents
- d) Colors (red, blue, green etc.)
- e) Foaming agents

23. Please evaluate Your current toothpaste on the following factors:

	Price	Whiteness of teeth	Fresh breath	Taste	Cavity protection
Very high					
High					
Neutral					
low,					
very low					

24. Are you highly satisfied with your current toothpaste brand?

➤ Highly dissatisfied

- 1
- 2
- 3
- 4
- 5

➤ Highly Satisfied

25. Do you have any suggestion to improve or develop in their toothpaste products?