

A STUDY ON CONSUMER PERCEPTION ON DIFFERENT TOOTHPASTE BRAND

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

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 **NIRMALA DEVI.M (38280068)** who have done the Project work entitled “**CONSUMER PERCEPTION ON DIFFERENT TOOTHPASTE BRAND**” under my supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____.

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NIRMALA DEVI .M

DECLARATION

I **NIRMALA DEVI.M (38280068)** here by declare that the Project Report entitled **“CONSUMER PERCEPTION ON DIFFERENT TOOTHPASTE BRAND”** done by me under the guidance of **MS. JAYASEELY M.** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

NIRMALA DEVI .M

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ABSTRACT

The core of the study is to examine the perception of consumers towards different toothpaste brands of India. When consumer choice a brand of toothpaste they give special emphasis on some important attributes. This study has identified those important attributes. total 100 samples are taken to examine perception. Perception is measured on the basis of analysis procedures used by Fishbein's for measuring salient belief of consumers toward brands. It reveals from the study that Pepsodent bears highest and Whiteplus bears lowest brand image in the market.. Turkey test is applied to find out the exact perception differences among different brands on the basis of different attributes. Outcomes of the paper may be used as an index by the toothpaste manufacturing companies for improvement of their product and formulating marketing strategies as well.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In the era of modernization, people rely on experience for decision making. Experience is gained from learning. People learn and enlighten themselves through the interaction of knowledge. Product knowledge make consumer experienced about the product and the experience branded that product. Successful brands are like a motivating force containing enough energy to enlighten distant territories holding colossal appeal for consumers (Sheena, Mohanan and Naresh, 2012).Sarker, Yousuf and Monzoor (2013) state that Brands not only represent the symbol of the company or product but to a larger extent define the general life of a person. At present brand means experience. It is both of good or bad experience. Long term good experiences make good brand and bad experience unworthy brand. Consumers position both the good and bad experience in their mind and branding means positioning good experience about product in consumers mind. Consumers do not wait a single moment to cut relation with the brand which has bad experience. If any product makes a position in consumers mind with its good experience that could be brand. Positive feelings about any brand discourage customers to choice a substitute one .A brand is a product, service or concept that is publicly distinguished from other products, services or concepts. For distinguish characteristics it can be communicated easily and usually marketed. Differentiation makes a brand distinguish and unique design, sign, symbol, words or combination of all these make differentiated products and also create an image of good experience about the product. Overtime this image becomes associated in the consumers mind with a level of credibility, quality and satisfaction and converts a product to a strong brand. Actually Brands are built and developed to magnetize consumers and sustain them thereby increasing its value, image, credibility, lifestyle and so on . Because of good brand image, some customers purchase a specific brand seeing its brand name. Customers also become loyal to a specific brand for its expected level of perceived quality. Government policies to promote education in rural areas and with the bless of cable TV network, rural consumers are now more aware about brand. Globalization and Social media make consumer more aware and the trend of brand awareness is increasing day by day. The definition of brand becomes unmoored

and different people start using the same word to mean entirely different things. The word brand is widely used but unevenly understood. People in rural area use branded products as they consider the brand as a status up gradation tool (Majeed, 2014). This word is now applied to entire corporate identity as well as to individual product and service names. The organization “United Nations (UN)” are also brand. The high involvement products BMW Car, Walton Refrigerator, Apple iPhone are also brand. The low involvement products such as Lux soap, Coca-Cola, Cadbarry chocolate are also brand itself. Even Fast Moveable Consumer Goods (FMCG) toothpaste has also some brand like Pepsodent, Colgate, Mediplus, Close Up etc. This study attempts to analyze different toothpaste brand in India. In modern civilization where standard of living is increasing day by day, it is hard to pass any day without using toothpaste and toothbrush. The main purpose of using the toothpaste is to reduce oral bacterial flora and deliver fluoride to the teeth (Okpalugo et al, 2009). Oral hygiene was a top priority in society as early as 5000 BC. Even though the brands of toothpaste that we have today are the most effective in preventing oral disease, the concoctions up until now haven't been too far off. Colgate Palmolive Company, USA state that the world's oldest known formula for toothpaste was created by Egyptians. The ingredients of ancient toothpastes were however very different and varied. Ingredients used included a powder of ox hooves' ashes and burnt eggshells that was combined with pumice. The company described in their toothpaste brand website that the Greeks and Romans favored more abrasiveness and their toothpaste ingredients included crushed bones and oyster shells and the Romans added more flavouring to help with bad breath, as well as powdered charcoal and bark. The Chinese used a wide variety of substances in toothpastes over times that have included ginseng, herbal mints and salt. British Broadcasting Company, UK has also published a newsletter on history of toothpaste. The newsletter mentioned that in 1780, people were known to scrub their teeth with a powder that was made up of mainly burnt bread. In 1824, a dentist named Peabody added soap to toothpaste for added cleanliness. Soap was later replaced by sodium lauryl sulphate to create a smooth paste. The first commercially produced, nice-smelling toothpaste was launched by Colgate and sold in a jar in 1873 and in 1892, Dr. Washington Sheffield is the first person to put toothpaste in a collapsible tube. It has been suggested that this version of toothpaste is the most similar to today's

version. BBC also broadcasted that Fluoride is added to toothpastes in 1914 after discovering it significantly decreased dental cavities. Later herbal toothpastes, such as Tom's, become available in 1914 as an alternative to cleaning teeth without fluoride. These toothpastes include ingredients like peppermint oil, myrrh and plant extracts. NASA invented a category of toothpaste in 1987 named Edible toothpaste. It used by children just learning to brush their teeth and used by NASA so astronauts could brush their teeth without spitting into a zero gravity abyss. Finally in 1989, Rembrandt invented the first toothpaste that claimed to whiten and brighten smile. Toothpastes today typically contain fluoride, colouring, flavouring, sweetener, as well as ingredients that make the toothpaste a smooth paste, foam and stay moist. Individual toothpastes also may contain special ingredients, such as triclosan (Rule, Vikeshland and Ebbett, 2005). Toothpaste in tubes is used throughout the world and has been a very successful invention. The world gets uncountable number of toothpaste from this invention. More than 30 toothpastes are available in Bangladesh. Some of them manufacture locally and some are imported (Kashfia and Shabnam, 2013). Pepsodent, Colgate, Mediplus, White Plus are the famous brands of them. Customers use brands name as a tool to select different toothpaste brands (Sharda and Sharda, 2010).

1.2 INDUSTRY PROFILE :

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

The growth in the Urban market has been largely by the Gel Segment. Presently, a large chunk of the Market is still held by Colgate. The major players in the toothpaste Industry

being Colgate Palmolive and Hindustan Lever Limited and several minor players like Balsara hygiene, Dabur etc.

Presently Colgate Dental Cream holds 52% of market share. HLL's Close up lies far behind with 23% of the existing market share. The third player in the marketplace in terms of market share is Colgate Gel with 10.5% of the market share. That leaves 14.5% market share for other Brands like Pepsodent, Pepsodent, Babool, Sensofoam, Forhans, Cibaca, Neem etc. The toothpaste market is presently valued at Rs. 750 crores out of which the Gel segment has already bagged 1/3rd portion of it. The Gel segment presently stands at Rs. 248 crores and is growing at a rate much faster than Cream. In India toothpaste usage as compared to other countries is very low which signifies about the potential of the market. In Urban India the usage of toothpaste per person per year is just 190gms. In developed countries as USA and other European countries the toothpaste usage is 375 gms per person year. In India the toothpastes companies are going in for advertising on a heavy note, on an average the companies managing this FMCG category are spending 6.15% of their sales on development. Colgate Palmolive had shelled out 15% of their sales on ads in the year 1994.

TOOTHPASTE COMPANIES AND TOOTHPASTE BRANDS

(1) Company :Shri Niranjana Aurveda Bhawan, Tumkur (Mah)

Product Range:Niranjana

(a) 200 gm Tube (b) 100 gm Tube(c) 50 gm Tube

Segmenting Factor:Veg. / Non-veg. Population

Target: 20% educate customers that all toothpastes have di-calcium phosphate or bone ash which is animal based. Whereas they use calcium rich PIPAL instead.

Availability;Maharashtra

Distributors:107 (newly appointed)

Positioning Stance:Yoga For Teeth.

Direct Competitor:Vicco Vajradanti, but they feel that will beat them in the price game as VICCO's 200 gm tube for Rs 44.

(2) Company:Hindustan Lever Limited

Brand Name:Close Up

Marketed By:Hindustan Lever limited (HLL)

Product Range:

Close Up

Pepsodent

Segmenting Factor:Age

Targeted At: Young people. The target market being “Multi Brand Households” where young does not use what their parents. This particular targeting was significant when Close Up was launched because Colgate positioning was a sort of Flip flop between Tooth decay and Bad Breath and Colgate was going for a Broad market constituting of all the age groups. Sought to be perceived by the customers was Fresh Breath. The physical appearance by the users, the Bright Red Gel synerized well with the Fresh breath Benefit. The advertising account was handled by LINTAS which focused on Fresh Breath that brought teenagers closer. By 1980 Close Up had 3% of the 16,000 tonnes toothpaste market. In 1983 Colgate started fearing after witnessing a downfall in market share and started airing its campaign by inviting customers into its Dental ring of confidence, by stressing more on breath and posing as a complete toothpaste. Close Up countered this move by sharpening product benefits, while urging the customers to do the HA test by blowing air on the palm, the message was that Close Up feels a lot cooler which reiterated the basic benefit of a fresh breath.1987 was a “Probe into Problem” year for HALL as Close Up was much below expectations with only 4.5% of the 32,000 tonnes toothpaste market.

1.3 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time

research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

1.4 SCOPE OF THE STUDY

This study investigate consumer perception towards different toothpaste brands .This study provides the background for factors influencing online customers, hence companies planning for e-commerce can be benefited.This study serves as reference material for people researching in similar topic.

1.5 OBJECTIVE OF THE STUDY;

This project is designed mainly to identify and evaluate the customer's response effects consumer perception towards different toothpaste brands.

1.5.1 Primary objective :

This research focuses on the “consumer perception towards different toothpaste brands”.

1.5.2 Secondary objective :

- To investigate the effects of tooth paste brands
- To determine if toothpaste brands influence consumers
- To examine the people's view on toothpaste brands

3.9 LIMITATION OF THE STUDY

- 1. The study was only confined to 100 respondents.
- 2.The time limit is one of the main factors to conduct the study effectively.
- 3. The respondent may not be true in filling up the questionnaire.
- 4. The reliability of the data may not be dependable.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer perception. This attempt includes, understanding the basic concepts of Customer perception, analyzing research studies made by earlier researchers in respect of Consumer perception in effects of online advertising on Toothpaste brand, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer perception in respect of dwffernt toothpaste band.

2.1 List of reviews

Gupta and Kaur, (2013) conducted a study on brand awareness among consumers on daily consuming goods. The study found that brand awareness is increasing everywhere. They also examine brand preferences of different products- Tea, Toothpaste, Soap & Shampoo in rural market. In case of toothpaste the result reveals that Close Up is the Journal of Business Studies, Vol.-11, No. 2, 2018 50 highest preferred branded toothpaste in rural areas. Pepsodent, Colgate and Sensodine got 2nd, 3rd and 4th preferred position respectively.

Sarker, Yousuf and Monzoor (2013) explored some factors that affect to select a toothpaste brand in Khulna city. Results show that several factors are influential for the toothpaste brand selection e.g. quality, advantages of using product, duration of freshness, Smell, perceived performance, brand awareness, product Attribute. The study found that some of the factors like Perceived performance, Brand awareness, Product Attribute, Taste, Credibility of the company, Availability of product information, Herbal Ingredients seem to be most important factors from customer's point of view. At the same

time some factors are less important to the customers to select toothpaste brand. This includes; Product Availability, Uniqueness or Innovation, Doctor's Instruction, Parents influence, Country of Origin, Price, TV Advertisement. Again customers don't consider some factors like peer group influence, Design or packaging to select toothpaste.

Cyril, Siam and Muhammad (2012) run a study for exploring the role cue plays on low involvement product purchase intention and product evaluation of Malaysian consumers. They chose toothpaste as a low involvement product. The study reveals that customer of the specific country prefers products produced by developed countries and they tend to less preference to the less developed countries. In case of specific countries, consumers prefer toothpaste made in Australia not made in China. They perceived that the products of developed countries are more qualitiful because of economic and technological advancement of the countries.

Sharda and Sharda (2010) conducted a study in Udaipur, India. The aim of the study was to know the factors that influence on choice of oral hygiene. The study concludes that Colgate is the mostly used toothpaste and information from media or advertisement, flavor are the most influential factor to choice toothpaste. Again advice of dentist, cost and color consider as the less important factor. The study also concludes that brand name is also an influential factor.

Moisescu and Allen (2010) take an endeavour to investigate the interrelationships among various brand dimensions for a successful brand. The result show that different brand dimensions- perfection of fit, brand attributes, brand associations have positive relationship among them. The study observed that consumers prefer brand by considering brand image of a firm rather than level of quality, brand attitude and usage level. The author summarized that perception of fit, brand attributes and brand associations are indeed irrefutable for a brand's success.

Majeed (2014) took an initiative for assessing the brand awareness of fast moveable consumer goods in rural areas. The most important findings of this study that consumers awareness is increasing in case of FMCG in rural areas. Rural consumers are now aware

on average 60% about different brands of tea, soap, toothpaste. It also found that they are becoming aware through Television Communication (TVC). In terms of toothpaste, consumers prefer Colgate (1st), Close UP (2nd), Pepsodent (3rd), and Miswak (4th). **Daud (2013)** conducted a study to know consumers interest in branded products in rural areas. The study reveals that young generation prefers branded products. They are experienced from variety of entertainment sources. There has a positive perception about branded products that is not limited to any demographic characteristics (age, gender or education).

Vani, Babu and Panchanatham (2010) run a study to find out the consumer behavior, analyze the preference of consumers and consumer awareness about toothpaste brands. The study found some important information such as 80% consumers use toothpaste and they purchase it two or more than twice in one month. The consumers are about different brands like Colgate, Close Up, Pepsodent, Dabur, Anchor, Ajanta. The most important finding is that there perception about toothpaste brands is constituted on the basis of dentist recommendation, price, availability, packaging, quality, brand, flavor, healthy tooth & gums, freshness, prevention of tooth erosion, whiteness and influence of friends, kids or parents.

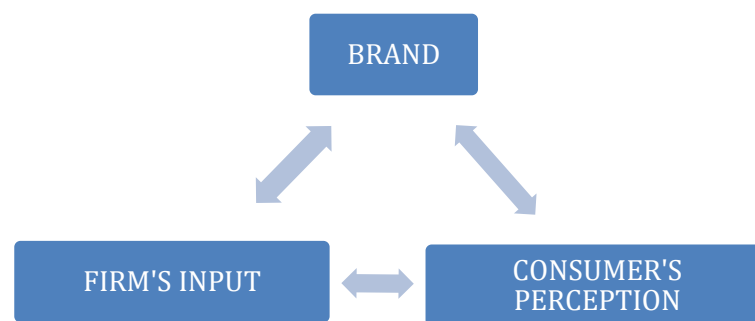
Polster and Jodecke (2010), completed their thesis on differences in attribute pretences of manufacturer and private label buyers when they making purchase decision. The study has shown all four buyer groups to perceive quality and health-related attributes to be most important. Especially a good price quality ratio was found to be of high importance across all four groups. Interestingly, private label brand buyers of toothpaste state to be equally loyal prone as buyers of manufacturer brands are, indicating a stronger bond to private label products in this category. Across categories results have shown toothpaste buyers to have a significantly more positive opinion on familiarity, category involvement and attitude towards private labels, as well as a higher brand sensitivity indicating them to be rather risk averse compared to buyers of orange juice due to the complexity of toothpastes in general.

Hong (2013), investigate the competitiveness of some selected brands of toothpaste, detergent powder and shampoo by taking into account of several attributes and functional values. The study found that 80% customers are like to use branded products. The customers have deep interest on products ranging superior quality. The author also found that 91% customer wants new products which indicate that customers are not satisfied with present products or brands. They are mostly (71%) rely on electronic media for brand selection.

Kotler and Keller (2009) emphasis on consumers experience and perception in defining brand. They define that brand constitutes with thoughts, feeling, perceptions, image, exper/iences, beliefs, attitudes, and so on about a brand.

Sheena, Mohanan and Naresh, (2012), defined that the perception of fit is the extent of brand awareness and reputation of the firm. Reputation is achieved through customers' positive experience about a brand by providing superior benefit.

De Chernatony and Dall'Olm Riley (1998) developed a multidimensional brand construct combining the literature with interviews of twenty brand consultants. The identified boundaries of the brand construct are shown in Figure



The two researchers summarise from existing literature that a brand is influenced by its two key stakeholders, namely the firm's staff and the consumers. The brand is the interface of an on-going process in which a firm creates values and expectations around a product or service (firm's input) which are interpreted by the consumer (consumers' perceptions). The firm pre-determines a brand and monitors if consumers' perceptions

match this pre-determination. The firm's input is either revised in order to match the consumers' perception or strengthened focussing on the most relevant aspects for the consumers. After interviews with leading brand experts, Chernatony and Riley (1998) concluded that defining the term brand must include tangible aspects, intangible aspects and consumers' perception. Perception is hardly defined or conceptualized (Cohen S. R. and Wartofsky, 1969). Generally people's initial idea of cognitive contact on their surrounding area is called perception. Many theorists believe that perception also involves the acquisition, storage, transformation and use of information (Solomon, Benne and Previte 2013). Solomon, Benne and Previte is also draw a relation between perception and sensation in their book and overtime researchers have adopted different theoretical approaches to guide their studies of consumer sensation and perception (Foley and Maltin 2010). We live in an era where the perception of a brand is no longer reliant on the quality of a product. Instead, a brand's reputation is reliant on the perceived value to its customers and expands much further than whether or not the product works (Jon Simpson, Forbes Magazine, May 05, 2017). The sales force of Forbes magazine also reported that 55% of consumers are even willing to pay more for a brand if they know they will have a better experience. Seymor Smith, a prominent advertising researcher, found evidence for selective perception in advertising research in the early 1960s, and he defined perception to be "a procedure by which people let in, or screen out, advertising material they have an opportunity to see or hear (Boundless). They do so because of their attitudes, beliefs, usage preferences and habits, conditioning, etc. Brand owners may feel they understand exactly what their brand represents. However, this image may be more reflective of their aspirations for the brand, rather than the reality of public opinion. Brand perception is owned by consumers, not brands. Regardless of marketers' message, whatever people are thinking and saying about a brand, that is brand perception (Smith, 2015). The above discussion seems that brands are now not only a fact of consumers' choice but also a fact of attractive academic research field. Academicians run several studies on brand. But very few studies have been conducted on brand perception in context of specific brand category. Comparative studies on measuring brand perception on specific FMCGs' like toothpaste are so rare. Thus, there is a scope of advance study to contribute socially and economically in Bangladesh. The majority of previous research

on perceptions of country-of-origin cue revolved around high involvement purchases like automobiles (Kaynak, Kucukemiroglu and Hyder 2000). Low involvement products like toothpaste (Kraetke, 2000) or other everyday consumer goods were neglected (Bruning, 1997). However this study attempts to measure consumers' perception on Six (06) popular toothpaste brands in India.

CHAPTER 3

RESEARCH METHODOLOGY

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way ,More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.3.1 Primary Data – Questionnaire given to 100 respondents

3.3.2 Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

3.5 PERIOD OF STUDY

The duration of study is from DECEMBER 2020 to March 2021 which is a three months of study.

CHAPTER 4

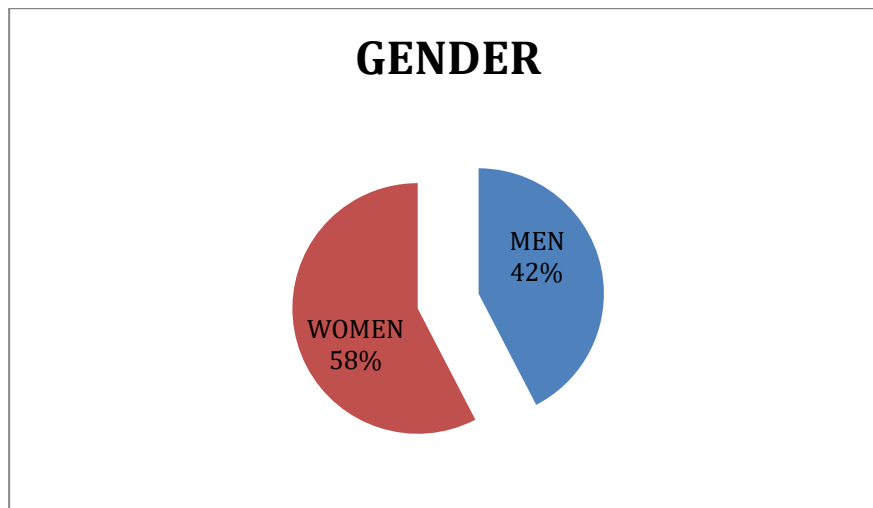
DATA ANALYSIS AND INTERPRETATION

4.1 Percentage and Analysis

Table 4.1.1: Gender of the respondents

S,NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Men	39	39%
2	Women	53	53%
3	No answer	8	8%
	TOTAL	100	100%

CHART 4.1.1 Gender of respondents



INTERPRETATION

From the above table it is interpreted that the number of respondents men is 42% women are 56%

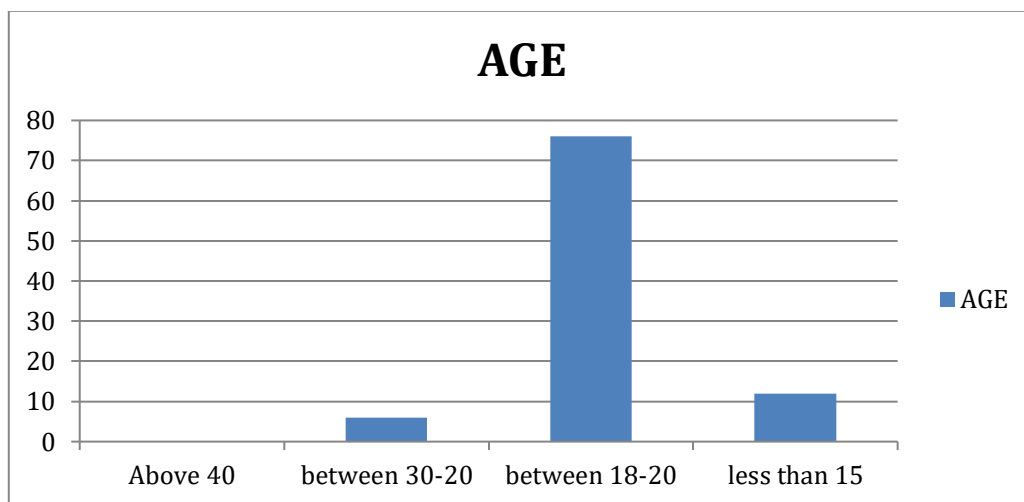
INFERENCE

Majority (56%) respondents are women

Table 4.1.2: AGE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Less tha 15	12	12%
2	Between 20-30	76	76%
3	Between 30-40	6	6%
4	Above 40	0	0%
5	No answer	6	6%
	TOTAL	100	100%

CHART4.1.2; AGE



INTERPRETATION

From the above table it is interpreted that the number of respondents above 40 0 % between 30 -20 6% between 18 to 20 76% less than 15 11%

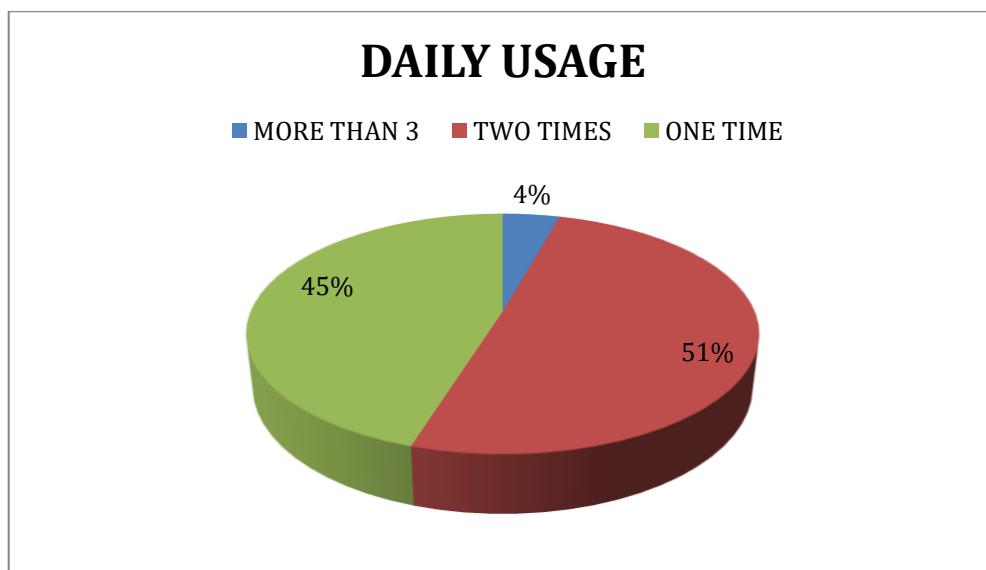
INFERENCE

Majority(76%) respondents says under between 18 to 20

TABLE 4.1.3: DAILY USAGE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	ONE TIME	42	42%
2	TWO TIME	47	47%
3	MORE THAN TWO TIME	4	4%
4	NO ANSWER	7	7%
	TOTAL	100	100%

CHART 4.1.3: DAILY USAGE



INTERPRETATION

From the above table it is interpreted that the number of respondents daily usage of toothpaste more than 3 4% two times 51% one time 51%

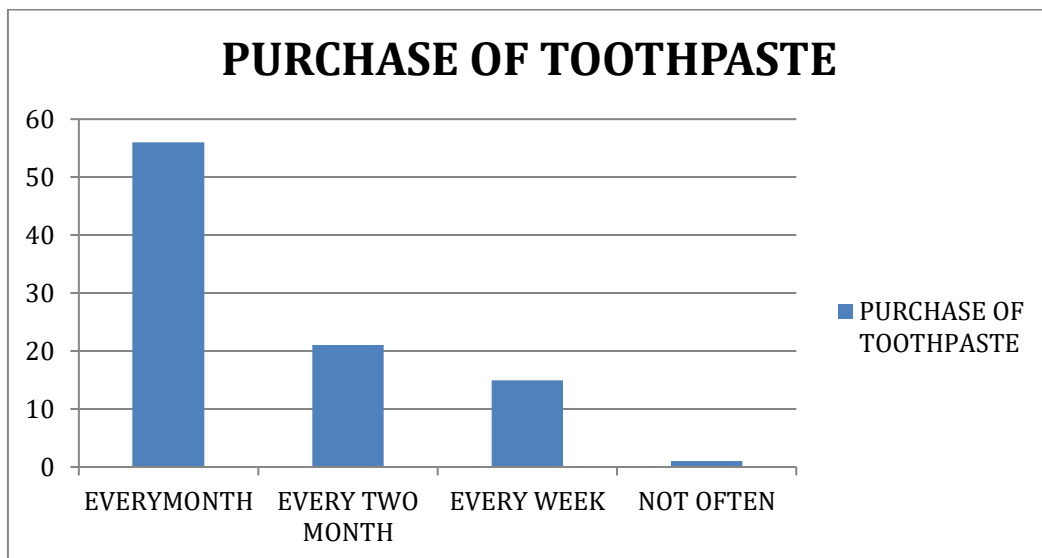
INFERENCE

Majority (51%) of the respondents says using One time per day

TABLE 4.1.4 : PURCHASE OF TOOTHPASTE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Every month	56	56%
2	Every two month	21	21%
3	Every week	15	15%
4	Not often	1	1%
5	No answer	7	7%
	TOTAL	100	100%

CHART 4.1.4 : PURCHASE OF TOOTHPASTE



INTERPRETATION

From the above table it is interpreted that the number of respondents every month 56% every two months 21% every week 15% not often 1%

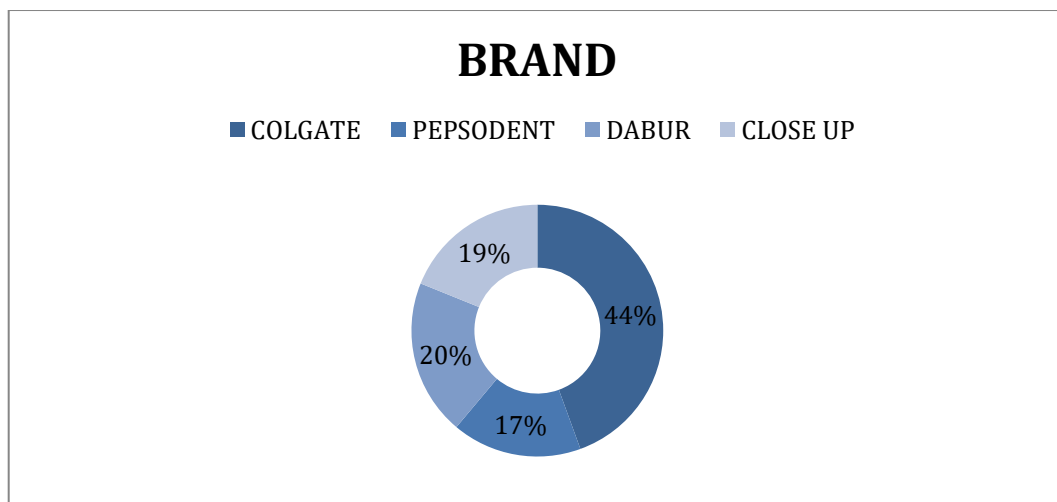
INFERENCE

Majority (56%) respondents says every month

TABLE 4.1.5 :BRAND OF TOOTHPASTE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	COLGATE	40	40%
2	PEPSODENT	15	15%
3	DABUR	18	18%
4	CLOSEUP	17	17%
	TOTAL	100	100%

CHART 4.1.5 :BRAND OF TOOTHPASTE



INTERPRETATION

From the above table it is interpreted that the number of respondents colgate 40% pepsodent 15% Dabur 18% closeup 17%

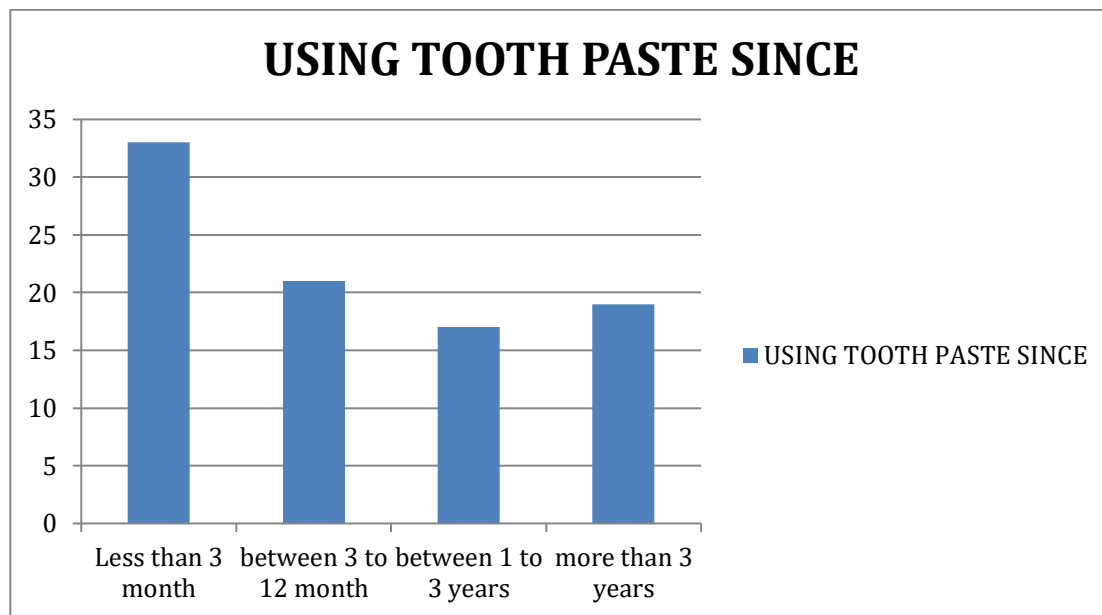
INFERENCE

Majority (40%) of respondents says using colgate

TABLE 4.1.6: USING TOOTHPASTE SINCE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Less than 3 month	33	33%
2	Between 3 to 12 month	21	21%
3	Between 1 to 3 years	17	17%
4	More than 3 years	19	19%
	TOTAL	100	100%

CHART4.1.6: USING TOOTHPASTE SINCE



INTERPRETATION

From the above table it is interpreted that the number of respondents using toothpaste since less than 3 month 33% between 3 to 12 month 21% between 1 to 3 years 17% more than 3 years 19%

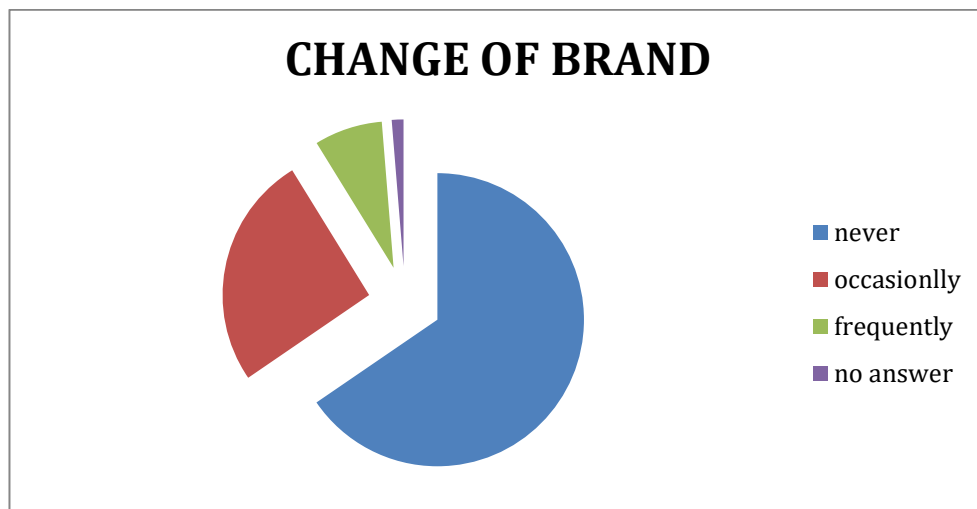
INFERENCE

Majority (33%) respondents says less than 3 month

TABLE 4.1.7 CHANGE OF BRAND

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Never	61	61%
2	Occasionally	24	24%
3	Frequently	7	7%
4	No answer	8	6%
	TOTAL	100	100%

CHART 4.1.7 CHANGE OF BRAND



INTERPRETATION

From the above table it is interpreted that the number of respondents changing brand of toothpaste never 61% occasionally 24% frequently 7% no answer 8%

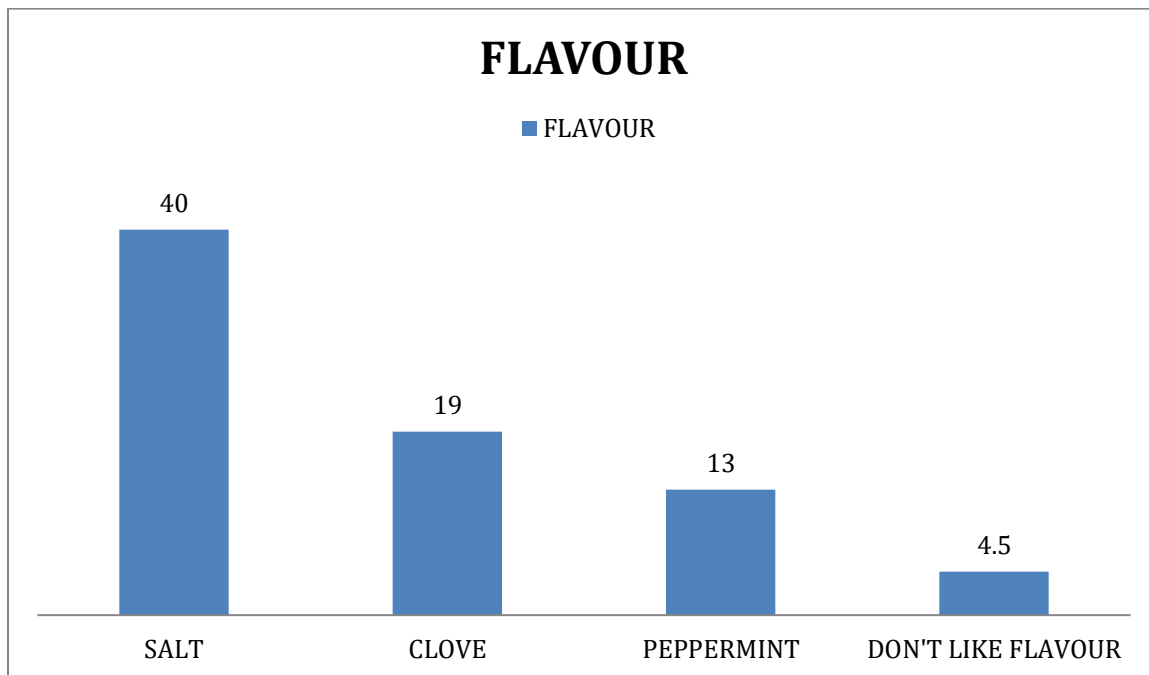
INFERENCE

Majority (61%) respondents says never

TABLE 4.1.8 FLAVOUR OF TOOTHPASTE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Salt	40	100%
2	Clove	19	19%
3	Peppermint	13	13%
4	Don't like flavour	17	17%
	TOTAL	100	100%

CHART 4.1.8 FLAVOUR OF TOOTHPASTE



INTERPRETATION

From the above table it is interpreted that the number of respondents flavour of toothpaste salt 40% clove 19% peppermint 13% don't like flavour 17%

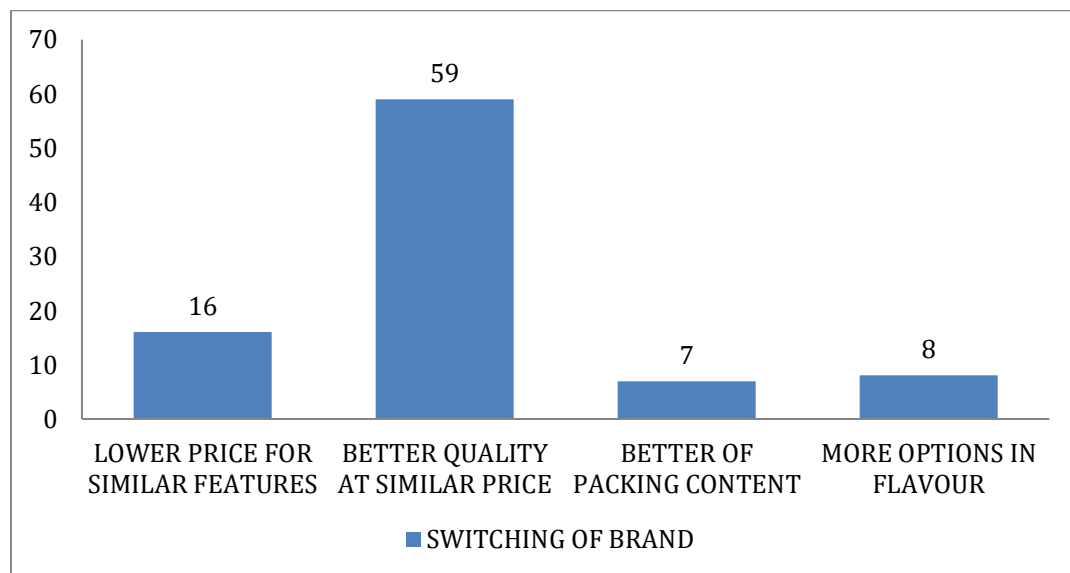
INFERENCE

Majority (40%) respondents says salt as flavour

TABLE 4.1.9 SWITCHING OF BRAND

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Lower price for similar features	16	16%
2	Better quality at similar price	59	59%
3	Better of packing content	7	7%
4	More options in flavour	8	8%
		100	100%

CHART 4.1.9 SWITCHING OF BRAND



INTERPRETATION

From the above table it is interpreted that the number of respondents switching brands lower price for similar features 16% better quality at similar price 59% better of packing content 7% more options in flavour 8%

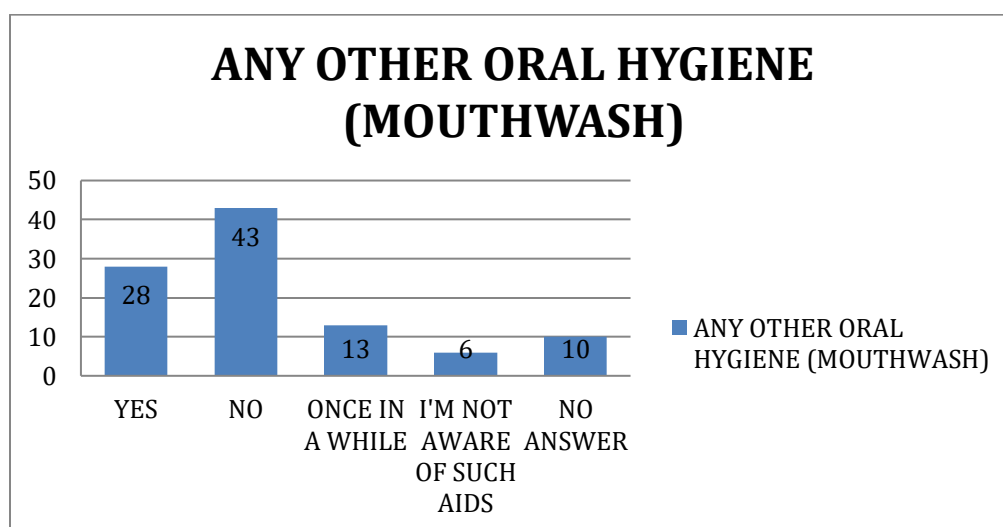
INFERENCE

Majority (59%) respondents says better quality at similar price

TABLE 4.1.10. ANY OTHER ORAL HYGIENE (MOUTHWASH)

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Yes	28	28%
2	No	43	43%
3	Once in a while	13	32%
4	I'm not aware of such aids	6	6%
5	No answer	10	10%
		100	100%

CHART 4.1.10. ANY OTHER ORAL HYGIENE (MOUTHWASH)



INTERPRETATION

From the above table it is interpreted that the number of respondents for any other oral hygiene like mouthwash yes 28% no 43% once in a while 13% I'm not aware of such aids 6% no answer 10%

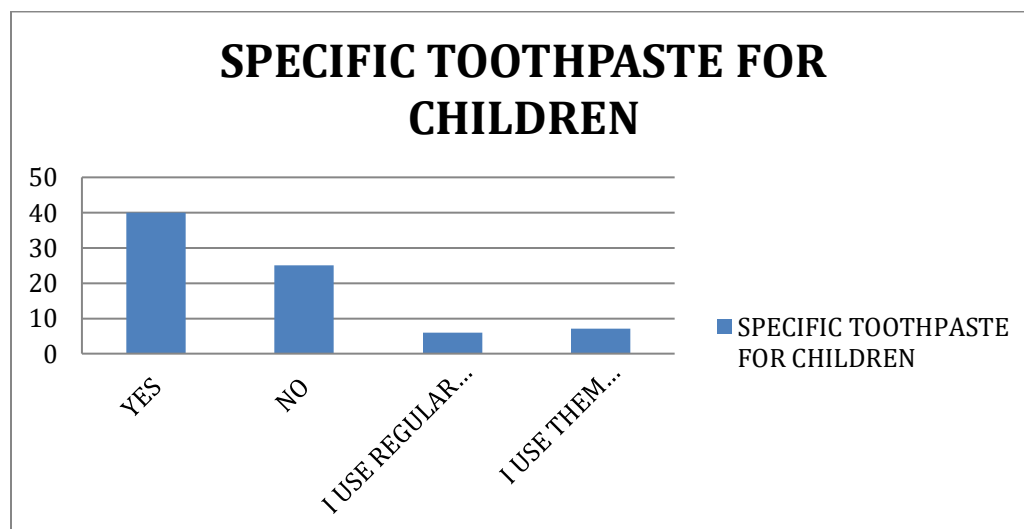
INFERENCE

Majority (43%) respondents says no

TABLE 4.1.11 SPECIFIC TOOTHPASTE FOR CHILDREN

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	Yes	40	40%
2	No	25	25%
3	I use regular toothpaste for children	8	8%
4	I use them regularly	7	7%
	TOTAL	100	100%

CHART 4.1.11 SPECIFIC TOOTHPASTE FOR CHILDREN



INTERPRETATION

From the above table it is interpreted that the number of respondents of specific toothpaste for children yes 40% no 25% i use regular toothpaste for children 8% i use them regularly 7%

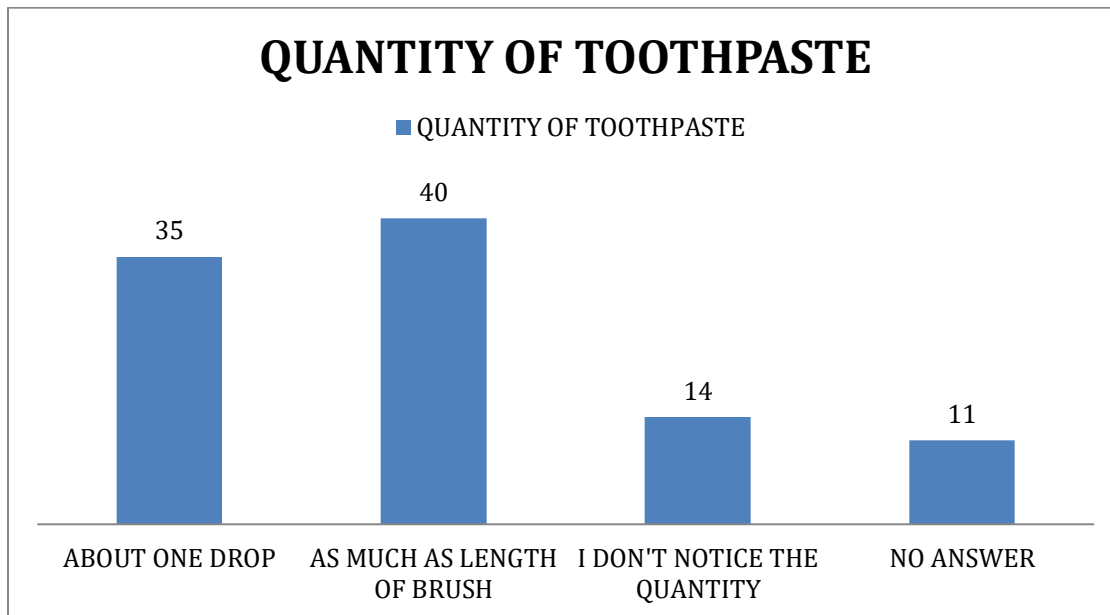
INFERENCE

Majority (40%) of respondents says yes

TABLE 4.1.12 QUANTITY OF TOOTHPASTE

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	About one drop	35	35%
2	As much as length of brush	40	40%
3	I don't notice the quantity	14	14%
4	No answer	11	11%
	TOTAL	100	100%

CHART 4.1.12 QUANTITY OF TOOTHPASTE



INTERPRETATION

From the above table it is interpreted that the number of respondents for quantity of toothpaste one drop 35% As much as length of brush 40% I don't notice the quantity 14% No answer 11%

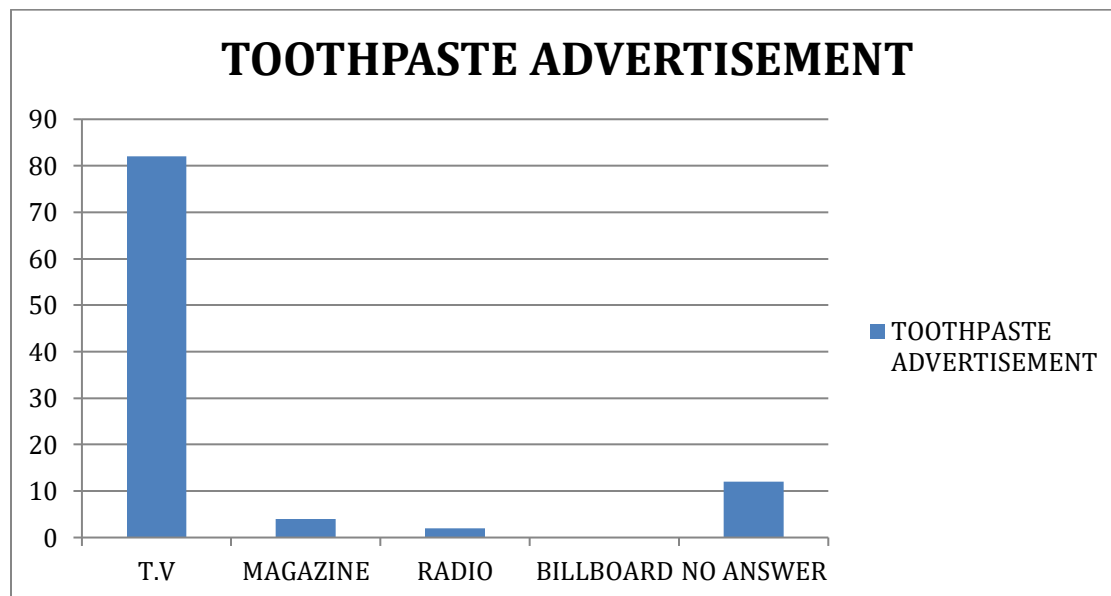
INFERENCE

Majority (40%) respondents says as much as length of brush

TABLE 4.1.13 TOOTHPASTE ADVERTISEMENT

S.NO	PARTICULAR	COUNT	PERCENTAGE
1	T.V	82	82%
2	Magazine	4	4%
3	Radio	2	2%
4	Billboard	0	0%
6	No answer	12	12%

CHART 4.1.13 TOOTHPASTE ADVERTISEMENT



INTERPRETATION

From the above table it is interpreted that the number of respondents toothpaste advertisement T.V 82% magazine 4% radio 2% billboard 0% no answer 12%

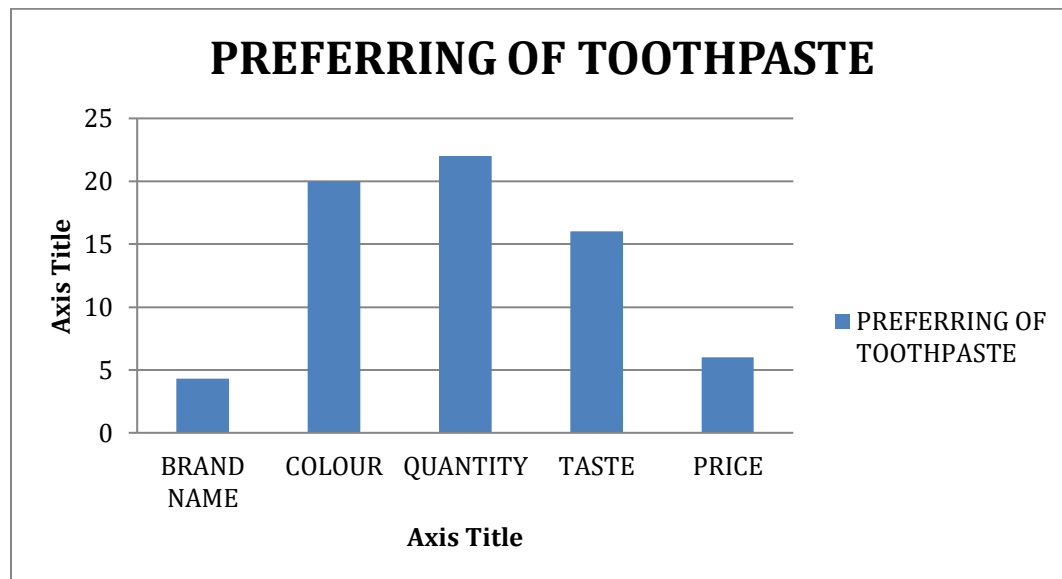
INFERENCE

Majority (82%) respondents for toothpaste advertisement says T.V

TABLE 4.1.14 PREFERRING OF TOOTHPASTE

S.NO	PARTICULAR	COUNT	PERSENTAGE
1	Brand name	35	35%
2	Colour	20	20%
3	Quantity	22	22%
4	Taste	16	16%
5	Price	6	6%
	TOTAL	100	100%

CHART 4.1.14 PREFERRING OF TOOTHPASTE



INTERPRETATION

From the above table it is interpreted that the number of respondents for preferring of toothpaste brand name 35% colour 20% quantity 22% taste 16% price 6%

INFERENCE

Majority (35%) respondents says brand name

CHAPTER – 5

DATA ANALYSIS AND INTERPRETATION

5.1 FINDING

1. Majority (56%) respondents are women
- 2 .Majority (76%) respondents says under between 18 to 20
- 3 .Majority (51%) of the respondents says using one time per day
4. Majority (56%) respondents says every month
5. Majority (40%) of respondents says using colcagate
6. Majority (33%) respondents says less than 3 month
- 7 .Majority (61%) respondents says never
- 8 .Majority (40%) respondents says salt as flavour
9. Majority (59%) respondents says better quality at similar price
10. Majority (43%) respondents says no
11. Majority (40%) of respondents says yes
12. Majority (40%) respondents says as much as length of brush
13. Majority (82%) respondents for toothpaste advertisement says t.v
14. Majority (35%) respondents says brand name

5.2 SUGGESTION

1. In toothpaste they may introduce new varieties and flavors for kids.
2. Every customer wants a quality product, good services, and easy availability of product and better performance of the product of affordable price.
3. The company should give free gift like small toys to attract children's.
4. The company may produce the combo offer toothpaste with toothbrush.
5. The company should create the awareness about usage volume per time in order to protect the health of the consumer.

5.3 CONCLUSION

In essence the purpose of this study was to determine overall perception towards toothpaste brands those are usually used in India. The study has runed on toothpaste brands. It is seen that among the brands colgate has been enjoyed the leading position dabur is in lower position. The customer satisfaction is important factor to forecast the sales of any product in a particular area. Most of the people use tooth paste product for improves their teeth protection. The consumer are both quality conscious and price conscious therefore any brand which is of good quality and reasonable price ensures the safety is mostly preferred by the consumers. Every customer wants a quality product, good services, and easy availability of product and better performance of the product of affordable price. The findings of the study may be used as an index for improvement of their product quality for wide acceptance and formulating marketing strategies, accordingly. This study is useful for future.

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APPENDIX (Questionnaire)

1 .Name _____

2. Age

- Above 40
- Between 30 to 40
- Between 18 to 20
- Less than 15

3. Gender

- Men
- Women
- Others

4. How frequently do you purchase toothpaste Every month

- Every two months
- Every week
- Not very often

6. Which brand of toothpaste do you use

- Colgate
- Pepsodent
- Dabur
- Closeup

7. Since when you are using toothbrush

- Less than 3 month
- Between 3 to 12 month
- Between 1 to 3 years
- More than 3 years

8. How frequently do you change your toothpaste brand

- Never
- Occasionally
- Frequently

9. Which flavour of toothpaste do you prefer

- Salt
- Clove
- Peppermint
- Don't like flavour

10. what offer in others can persuade you to switch your brand

- Lower price for similar features
- Better quality at similar price
- Better of packing content
- More flavour

11. Do you have the habit of using any other oral hygiene aids such as monthwash

- Yes
- No
- Once in awhile
- I'm not aware of such aids

12. Do you know there are specific toothpaste for children

- Yes
- No
- I use regular toothpaste for children
- I use them regularly

13. What is Quantity of toothpaste you use

- About one drop
- As much as length of brush
- I don't notice the quantity

14. In which media do you find more advertisement to toothpaste

- T.V
- Magazine
- Radio
- Billboard

15. Why do you prefer toothpaste

- Brand name
- Colour
- Quantity
- Taste
- Price