

# CONSUMER PREFERENCE OF TOOTHPASTE IN PERAMBALUR TOWN

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## Abstract

Consumer preference is an important factor in marketing. A study of consumer behaviour is helpful to the understanding purchase behaviour and preference of different consumer and also to the identification of the consumer needs consumer behaviour normally includes not only the observable decisions process that accompany consumption but also the decision as to where, now often and under what conditions one makes his purchase of goods and services.

For the purpose of the study of the finding are listed out on the basis of proper analysis and suggestions are recommendation will reduce the price of the toothpaste and also improve the quality and freshness of the consumers, we have to introduce different types of toothpaste.

**Keyword :** Consumer, Preference, Behaviour

## Introduction

Consumption and preference are interrelated Adam smith says that “consumption is the sole end and purpose of all production”.

According to Bentham “The consumer is the king” or “The consumer is they court of last resort”. This is true because the consumer is the judge who accepts or reject what the businessman offer for consumption. Thus consumer phychology plays a predominant role in the law of demand and supply which the manufacturer should realize.

Preference is a sort of behaviour and “Behaviour is a mirror in which everyone shows his image” as said by Goethe behaviour leading to preference is the mark of life starting from the simplest from of unicellular amoeba to the complicated structure of human organism.

A marketing manager must be abroad of the reason why people buy a given product in shop since consumer differ on their present future buying requirements a given market is a complex entity hence knowledge of the buying behaviour of different market segments helps marketers to identify groups, which represent the greatest sales potentials.

The goods are produced only for the consumer. So the analysis of consumer behaviour is the one of the fundamental on which the future of marketing organization depends. The study is made to know what are the

factors that influence the consumer while purchasing toothpaste and to know whether there is awareness among the public regarding the various brands of toothpaste.

Marketing management must know buyers are really seeking their purchase of goods and services. Since the ultimate motive of all the marketing activators is consumers satisfactions.

## **Toothpaste**

Every one would like or help bright the smile. To have bright one proper dental care should be taken by using good toothpaste. In olden days people used to brush their toothpaste by bricks and powder. It made more scratch on teeth an destroyed the gum from germs.

Now a days life style has been improved by innovation of various tooth paste are being introduced by scientists. Some ayurvedic toothpaste are also

## **Importance of the Study**

Consumer research is vital in formulating marketing strategies because knowledge of the factors that influence to purchase can help to increase market share. The ultimate motive of all the market activities is to satisfy the consumers. The consumer enable the marketers to predications about the consumer reaction towards and new product, price, changes, promotional compaign and their needs and wants and cause awareness. Preference are essential in the modern marketing. This will help in identifying different market segments and in shopping consumer desires as aspirations.

Knowledge of consumer, thus gives market a competitive edge in framing their response to the market consumer behaviour research alters the market process.

Therefore study of consumer preference in important to understand how consumers make decisions in buying a product. This revals the consumer behaviour patterns, of their needs influential factors and loyalty of the consumer over the product.

## **Objectives of the Study**

- To study the consumer preference of toothpaste in Perambalur.
- To study the relationship between income and expenditure on customer for tooth paste.
- To study the impact of media on the brand preference.
- To find out reason for using particular brand.

**DATA ANALYSIS AND INTERPRETATION**

Consumers normally have general objectives of certain and maintaining a collection of goods and services that provide presents and futures satisfactions. Many factors influence the behaviour of the external. Internal factors denote the needs, wants, perception of the consumers whereas external factors denote the family income, educational status, age etc. Hence in this section effort has been made by the research to analyse factors via Income, educational qualification and age of the consumer in order to have a thorough study of the background of the consumer.

TABLE: 1, INCOME WISE CLASSIFICATION.

INCOME PER MONTH	NO OF RESPONDENTS	PERCENTAGE
Below -3000	15	30
3000-4000	6	12
4000-5000	11	22
5000 above	18	36
Total	50	100

Sources : Primary Data

From the above table it is clear that how for the monthly income plays an important role in buying habits out of 50 respondents 30 percentage of respondents belong to below Rs. 3000 income group, 12 percentage of respondents belong to Rs.3000-4000 and income group, 22 percentage of respondent belong to Rs.4000-5000 and 36 percentage of respondents belong to Rs.5000 and above income group.

TABLE:2, EDUCATIONAL WISE CLASSIFICATION

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
SSLC	8	16
HSC	11	22
Diploma/graduate	14	28
Post Graduate	9	18

Professional	5	10
Others	3	6
Total	50	100

Sources : Primary Data

The above table source that there are 16 percentage of respondents from SSLC level, 22 percentage of respondents from HSC level, 28 percentage of respondents from diploma or graduate level 10 percentage of respondents from professional level, 6 percentage of respondents from other which include children and uneducated.

TABLE: 3 AGE WISE CLASSIFICATION

AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
Children	2	4
Teen-age	16	32
Adult	23	46
Aged	9	18
Total	50	100

Sources : Primary Data

The above table shows that there are 4 of respondent belong to children, 32 respondent belong to teen – age, 46 respondents belong to adult and 18 respondent belong to aged.

Age composition of the respondents reveal that more than 75 percentage of respondents were in the productivity span of life, only a minority group of respondents remained in the group of on productive consumers.

TABLE: 4 OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
House Wife	3	6
Students	19	38

Business man	12	24
Employed	7	14
Education employed	7	14
Others	2	4
Total	50	100

Sources : Primary Data

Table 4 shows that occupation wise classification of which 6 percentage are house wife, 38 percentage are students, 24 percentage are business man, 14 percentage are employed, 14 percentage are educated employed and 4 percentage are others.

TABLE: 5 BRAND WISE CLASSIFICATION

BRAND	NO OF RESPONDENTS	PERCENTAGE
Colgate	23	46
Close-up	16	32
Pepsodent	9	18
Others	2	4
Total	50	100

Sources : Primary Data

The above table reveals that colgate was commonly used by the consumer among the various brand available of the 100 respondents who were interviewed 46 percentage preferred colgate, next to which close-up was preferred 32 percentage. 18 percentage of respondents preferred pepsodent . 4 percentage eof respondents preferred others.

TABLE : 6 DIFFERENT MEDIA ON CONSUMER BEHAVIOUR

MEDIA	NO OF RESPONDENTS	PERCENTAGE
Television	24	48
Newspaper/Magazine	14	28

Radio	9	18
Sales man	3	6
Total	50	100

Sources: Primary Data

From the above table, it is out of doubt that most of the respondent had come to know about the various brand of toothpaste by way of seeing television advertisement only. It is reveals that out of the noted 48 percentage of them had come to know through Television advertisements further this table indicates that 28 percentage of respondent had come to know through newspaper and magazine where found to be less effective sources.

TABLE: 7, FREQUENCY OF USAGE OF TOOTHPASTE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Only once	34	68
Twice	16	32
Total	50	100

Sources : Primary Data

The above table shows that the frequency of usage of toothpaste 68 percentage of respondents use only once in a day and 32 percentage of respondents use twice in a day.

TABLE: 8, FREQUENCY OF PURCHASE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Only once	34	68
Twice	16	32
Total	50	100

Sources: Primary Data

The above table shows that 68 percentage of respondents buy monthly once and 32 percentage of respondents buy monthly twice in a month.

TABLE: 9 PLACE OF PURCHASE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
In a particular shop	12	24
Any convenient shop	21	42
Departmental Stores	14	28
Sales man	3	6
Total	50	100

Sources : Primary Data

The above table shows that the place of purchase of 50 respondents . 24 percentage of respondents prefer a particular shop, 42 percentage of respondents are purchasing from any convenient shop, 28 percentage of respondents are purchasing from departmental stores and 6 percentage of respondents are purchasing from sales man. So convenient sampling shop is the main sources of purchase.

TABLE : 10 CLASSIFICATION USE OF CONSUMER ON LY BASIS OF SEX

PARTICULARS	MALE	PERCENTAGE	FEMALE	PERCENTAGE	TOTAL
Using	6	60	36	90	80
Not using	4	40	4	10	20
Total	10	100	40	100	100

Sources : Primary Data

The above table shows that 90 percentage of the female respondent are using toothpaste but only 40 percentage of the male respondent are using toothpaste.

TABLE: 11 CLASSIFICATION OF CONSUMER ON THE BASIS OF SIZE OF THE FAMILY

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Below	18	36
5-8	30	60

Above 8	2	4
Total	50	100

Sources : Primary Data

The above table clears that 60 percentage of the respondent are come in 5-8 members in the family and 4 percentage of the respondent are come above 8 members in a family.

TABLE : 12, ANALYSIS OF PARTICULAR BRAND OF TOOTHPASTE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Dentists advise	14	28
Price	10	20
Quality	6	12
Fashion	16	32
Attractive packing	4	8
Total	80	100

Sources : Primary Data

The above table we found that 32 percentage of the respondents are choose the toothpaste through the advertisement and 8 percentage of the respondent are choose the toothpaste through the others.

TABLE : 13 PURPOSE OF USING HE TOOTHPASTE

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
Only once	35	70
Twice	15	30
Total	50	100

Source : Primary Data

The above table says that 70 percentage of the respondent purpose of using only one and 30 percentage of the respondent using twice in a day.



TABLE : 14, ANALYSIS OF CHANGING PATTERN OF TOOTHPASTE

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
Changing	10	20
Not Changing	40	80
Total	50	100

Sources : Primary Data

The above table reveals that 80 percentage of the respondents are using same product in the life.

TABLE : 15 CLASSIFICATION ON THE BASIS OF THEIR EXPENDITURE ON THE TOOTH PASTE

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
Below 25	10	20
25-50	24	48
50-75	16	32
Total	50	100

Sources : Primary data

The above table says that the monthly expenditure plays an important role in buying habits out of 50 respondent. 20% of respondent belong to below Rs.25 expenditure, 48% . Respondent belong to Rs. 25 - Rs. 50 expenditure and 32% respondent belong to Rs. 50 – Rs.75 expenditure on the tooth paste.

### FINDINGS. SUGGESTION AND CONCLUSION

1. The demand for toothpaste has been increasing. Since it is considered on essential item. However, they are so many brands of toothpaste available in the market.
2. Colgate is leading in the marketing 46 percentage of respondents and next comes close-up with 16 percentage colgate is mostly liked by teen-age and close-up is mostly like by adult.
3. Consumer are more for the colgate due to its brands image popularly and advertising. The success of colgate is due to its price, quality and freshness.
4. 18 respondents belong to the above 5000 income group spend s.Rs. below 25 and Rs. 25 to 50 for purchasing toothpaste colgate and close-up was preferred by almost all income group of respondents.
5. People become aware of the different types of toothpaste mainly through television 48 percentage and next comes newspaper and magazine 28 percentage radio 18 percentage and salesman 6 percentage.

6. The frequency of purchase of toothpaste is mostly once in a month. 34 respondents are buying only once and remaining 16 respondents are buying twice in a month.
7. Majority of the respondents are purchasing toothpaste from convenient shop 42 percentage are buying from convenient shop and comes departmental stores.
8. 40 respondents do not have the intention to change the paste, they are using due to its quality and price.
9. Majority of the respondents use only Colgate toothpaste.
10. Parents alone influence the respondents to buy the toothpaste as considered to be best among other competitors.

## SUGGESTIONS

1. Toothpaste such as Colgate, Close-up, and Pepsodent is very popular among the consumer. So the manufacturer should make them popular among the consumer.
2. Consumers are very easily attracted by advertisements in television which has a very wide coverage. Its attraction starts from children to old people.
3. Effect steps must be taken to reduce the price to attract the lower income group.
4. Majority of the consumers are concerned with the quality of toothpaste. So manufacturer should take appropriate steps to develop the quality of the various brands of toothpaste.
5. The toothpaste should be advertised in television, radio, newspaper, and magazine with their special description. It would help to attract more customers.

## CONCLUSION

1. The study on consumer preference about different toothpaste was analyzed through the proper questionnaire method with support of direct response from consumers.
2. For the purpose of the study the findings are listed out on the basis of proper analysis and suggestions are recommendations will reduce the price of the toothpaste and also improve the quality and freshness of the consumers, we have to introduce different types of toothpaste.

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