CHAPTER I

INTRODUCTION AND DESIGN

OF THE STUDY
CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

Consumer preference is an important factor of marketing management. Unless a marketing manager has the knowledge of the factors that affect consumer’s purchasing patterns, consumers purchasing patterns are likely to be influenced by demographic, economic, psychological and sociological factors. They must find out what consumers want and than translate these desires in to meaningful technical language.

Consumers describe what they want in terms of product benefits, functions, characteristics, performance criteria and even manufacturing procedures.

A marketing manager must be aware of the reason why people buy a given a product in shop or in a certain store. Since consumers differ on their present and future buying requirements a given market is a complex entity, hence knowledge of the buying behaviour of different market segment helps marketers to identify groups, which represents the greatest sales potentials.

Marketing management must know buyers are really seeking in their purchase of goods and services. Since the ultimate motive of all the marketing activities is consumer satisfaction.
TOOTHPASTE

Every one would like to help a bright smile, to have a bright simple proper dental care should be taken by using a good toothpaste. In olden days people used to brush their teeth by bricks and ash powder. It made more scratch on teeth and destroy the gum. It does not protect the teeth and gum from germs.

Now a day the life style has been improved by science innovations so various toothpastes are introduced by scientist in the market. Some ayurvedic toothpastes are also introduced in the market. It was manufactured from banyon meswak, clone oil and vajradanti etc. what are teeth of? Teeth are made of a bony substance called dentine and they are capped with a substance called enamel.

The hallow part of a tooth contains a pulpy substance that has many highly sensitive nerves and minute blood vessels. If the toothpaste becomes decayed the blood vessels, swell and press against the nerves, which causes toothpaste. So toothpaste is very essential for protect our teeth.
IMPORTANCE AND USES OF TOOTHPASTE

Toothpaste is gives insure our smile. If teeth were lost, the speech would also be lost. Thus, teeth are very important for us to cat and speak. So teeth should be protected.

The toothpaste helps to protect our teeth from:

1. Germs
2. Tooth decay
3. Cavities
4. Tarter
5. Plaque
6. Stained yellow teeth
7. Bleeding gum
8. Pyorrhea
9. Swollen gum
10. Enamel destruction

BRANDS OF TOOTHPASTE

1. Colgate
   a. Colgate Gel
   b. Colgate fresh stripe
   c. Colgate Calciguard
d. Colgate Total
e. Colgate Sensation Whitening
f. Colgate Super Shakthi

2. Pepsodent
   a. Pepsodent 2in 1
   b. Pepsodent G

3. Close-up
   a. Close-up (Red, Green, Blue)
   b. Close-up Oxy fresh
   c. Close-up Renew ultra whitening

4. Promise
5. Cibaca
6. Anchor
7. Aqua fresh
8. Forehans
9. Vicco Vajradanti
10. Babool
11. Gopal
12. Neem
13. Meswak
14. Glister
I. COLGATE

Colgate is manufactured by sterling Home Product (P) Ltd., and it is marketed by Colgate Palmolive (India) Ltd.

HOTLINE

STOP BAD BREATH AND FIGHTS TOOTH DECAY

KINDS OF COLGATE:

1. COLGATE GEL

Colgate Gel is one of the varieties of Colgate it is manufactured by Colgate Palmolive (India) Ltd.

HOTLINE

WITH ACTIRINSE FOR LINGERING FRESHNESS

2. COLGATE FRESH STRIPE

It is another variety of Colgate. This type is being advertised by the following words. “New you have the 2in 1 advantage of new Golgate Gel fresh stripe. A revolutionary product in oral care that gives you a lingering super fresh experience. It is two parts green gel and white stripes work effectively to give you sparkling white teeth and ling lasting fresh teeth energy. It is cool flavour leaves you with a whole new refreshing feeling”.

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3. COLGATE CALCIGUARD

FEATURES

1. Colgate exclusive formula lacks in teeth’s natural calcium, making them strongest and more resistant to cavities.

2. Colgate’s unique mint flavour makes breath fresh.

HOTLINE

FRESH BREATH, LONG TEETH GREAT REFRESHING TASTE, FEWER CAVITIES

4. COLGATE TOTAL

Colgate Total is also manufactured by Colgate Palmolive (India) Ltd.

FEATURE

Colgate Total provides long lasting protection for up to 12 hours with combination of ticloguard and fluoride so it is continuously reduces bacteria bet, brushing for longer lasting protection.

HOTLINE

FIGHT BACTERIA THAT BUILD UP ON YOUR TEETH AND CAUSE CAVITIES, PLAQUE, GUM PROBLEMS, BAD BREATH TARTAR
5. COLGATE SENSATION WHITENING

New advanced whitening formula.

FEATURE

Stained yellow teeth

White shiner teeth with continued use colgate sensation whitening has a clinically proven formulation which works two ways to make teeth whiter and shiner. It also helps teeth stay strong with regular brushing and has great mint taste.

HOTLINE

LHITER SHINIER TEETH

6. COLGATE SUPER SAKTHI

Super Sakthi formula

It is manufactured by Lumena home products Ltd., and it is marketed by Colgate Palmolive (India) Ltd. Colgate’s Super Sakthi formula fights germs Colgate’s new “Super Sakthi formula” has extra power to fight germs better and longer.

HOTLINE

STOP BAD BREATH, FIGHT TOOTH DECAY
2. PEPSODENT

It is manufactured by Mul Dent Pro. Ltd., and it is marketed by Hindustan Lever Ltd. The Pepsodent is also available in the form of Gel.

HOTLINE

FIGHTS AGAINST THE GERMS THROUGH ORT THE DAY.

KINDS OF PEPSODENT

1. PEPSODENT 2 IN 1

Presenting India’s first ever 2 in 1 toothpaste with a unique combination of germi check toothpaste and refreshing gel.

HOTLINE

REALLY STRONG TEETH CLEAN FRESH BREATHE

2. PEPSODENT G

Pepsodent G is also one of the varieties of Pepsodent.

HOTLINE

CHECKS GERMS FOR GUM PROTECTION

3. CLOSE-UP

It is manufactured by global health care products and it is marketed by Hindustan Lever Ltd.
It gives freshness to breath and gives confidence it also leaves the teeth sparkling white. There are 3 types.

1. Close-up is available in different colour such as Red, Green, Blue etc.

2. Close-up oxy fresh

3. Close-up Renew

1. CLOSE-UP (RED)

FEATURES

1. Micro whiteners for shiny white teeth.

2. Long lasting mouth was for fresher breath.

HOTLINE

GET CLOSE WITH CLOSE-UP CONFIDENCE

2. CLOSE-UP OXY (GREEN)

A combination of a unique paste and a super fresh gel packed with oxygen with bubbles oxy bubbles.

HOTLINE

SUPER CLEAN SUPER FRESH
3. CLOSE UP RENEW ULTA WHITENING (BLUE)

FEATURE

New Close-up renew ultra whitening has a unique formula which helps make teeth naturally white. Actually, see and feel its special whitening granules as they softly scrub away the yellow ever in between teeth.

HOTLINE

ULTRA WHITENING WITH WHITENING GRANULES
FOR SPARKLING WHITE TEETH

4. PROMISE

It is manufactured by Besta Cosmetics Ltd., and Balsara Hygiens Products Ltd. markets it.

HOTLINE

THE UNIQUE TOOTHPASTE WITH TIME TESTED CLOVE OIL
5. **CIBACA**

Royal Antibiotics and Investments Pvt. Ltd. manufacture it and Colgate Palmolive Ltd. markets it.

**HOTLINE**

TOUGHERNS TOOTH ENAMEL ARREST TOOTH DECAY
PREVENTS PAINFUL CAVITIES

6. **ANCHOR**

It is manufactured by Shikar Trading Ltd., Daman and it is marketed by Anchor Health a Beauty Care Pvt. Ltd.

**HOTLINE**

WHITER STRONGER TEETH FRESHER FOREVER

7. **ACUAFRESH**

It is manufactured by Smithkline Beecham Asia Pvt. Ltd. and Marketed by Gefrey Manners Co. Ltd.

**CONTAINS**

Calcium Glycerophosphate and Sodium Monofluorophosphate.

Aquafresh actively protects the teeth. Its mints taste leaves mouth feeling fresh.
HOTLINE

TRIPLE PROTECTION FIGHT PLAQUE TO HELP PROTECT
GUMS FIGHT DECAY TO HELP PROTECH TEETH
FRESHNESS BREATHE

8. FOREHANS

It is manufactured and marketed by Gefrey Manners and Co. Ltd.,
Dr. R. J. Forhan, New York City, prepares it. It protects teeth and gum. This is
how Forhans’s care works astringent care.

Forhans toothpaste has an exclusive astringent that acts directly on the
gums and actually tightens them. This gives them a firm grip on your teeth
preventing bacteria collection, which could lead to gum infections that cause
bad breath.

HOTLINE

GIVE YOUR TEETH FORHANS CARE KEEP YOUR
PRECIOUS 32 INFACT

9. VICCO VAJRADANTI

It is manufactured by Vicco Laboratories (Goa)
FEATURE

Vicco Vajaradanti ayurvedic paste is used in hardening of gums and teeth cleaning and healing of wounds, tooth carries and inflammation of gums. It is also used on teeth ache and in the treatment of disorder of gums teeth like tooth decay. Pyorrhea, swollen gums, bleeding gums and other periodontal disorders.

CONTAINS

Babhul-60 mg
Jambhul-50 mg
Lavang-5 mg
Manjishtha-60 mg
Dalchini-2 mg
Bor-20 mg
Vajradanti-40 mg
Acrod-3 mg
Khait-20 mg
Patang-30 mg
Akkal kadha-10 mg
Bakul-22.50 mg
Jeshtha modh-16 mg
Kabab-chini-60 mg
Anent root-10 mg
Ajwan-55 mg
Maifal-10 mg
Trifala-40 mg
Rice husk-30 mg
Sugar-60 mg
Alum-60 mg

10. BABOOL

It is manufactured by Besta Cosmetics Ltd., and marketed by Balsara Hygiene Products Ltd., it is made out of herbs and it protects the teeth and gums.

HOTLINE

BABOOL TOOTHPASTE CONTAINS NATURAL EXTRACT
OF BABUL TRUSTED FOR GENERATIONS AND
SCIENTIFICALLY PROVED TO GIVE YOUR HEALTHIER
GUMS, STRONGER TEETH AND FRESHER BREATH
11. GOBAL

It is manufactured by Jolen International Ltd., Delhi and marketed by S.P.S. Jayam & Co., Madurai-1 (Tamil Nadu)

HOTLINE

SHINY WHITE TEETH, FRESHER BREATH

12. NEEM

It is marketed by Calcutta Chemical Company Ltd., Neem Products against bleeding gums remarks dental plaque and fights the germs that lead to tooth decay.

HOTLINE

NEEM GOODNESS INSURES YOUR SMILE

13. MESWAK

It is manufactured by Besta Cosmetics Ltd., and it is marketed by Balsara Hygiene Product Ltd. Toothpaste with pure extract of meswak plant and it contains 70 herbals without any chemicals.

HOTLINE

NO TOOTH ACHE, NO CAVITIES, NO BACTERIA, NO BLEEDING GUMS
14. GLISTER

It is manufactured by Sarvotham Care Ltd., 6.197/1, Quthbullapur, Jeedimetla, Hyderabad-500855 for Amway India Enterprise, A-5 Kailash Colony, New Delhi-110048.

HOTLINE

FOR CLEANER, WHITER AND HEALTHIER TEETH

STATEMENT OF THE PROBLEM

The consumer is the king in the modern marketing. The goods are produced only for the consumer to consume. So the analysis of consumer behaviour is one of the foundation on which the future of marketing organization depends. The study is made to know what are the factors that influence the consumers while purchasing toothpaste and to know whether there is an awareness among the general public regarding the various brands of toothpaste.

AREA OF THE STUDY

This topic has been studied with reference to Mettur Town only.

OBJECTIVE OF STUDY

1. To find out the reasons for preferring a particular brand of toothpaste.

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2. To study the relationship between income and expenditure on toothpaste.

3. To learn the impact of media is influencing consumer preference.

4. To identify the factors that influences the consumer to prefer the particular brand of toothpaste.

**METHODOLOGY**

Since the objective of the study is mainly concerned with the consumer preference of toothpaste in Mettur Town, the necessary data for analysis were collected from the primary source. For secondary information collected from the books, Journals and press reports are taken into consideration. Issuing Questionnaire has collected the required data for the study.

**DATA**

Since the objectives of the study are mainly concerned with cosmetic consumer, the necessary data for analysis were only from the primary sources.
SAMPLING TECHNIQUE

The study has been undertaken by survey method. 150 respondents were selected by using convenience sampling method from the households in Mettur Town.

TOOLS USED FOR DATA COLLECTION

The data collected from the respondents were edited, analyzed and presented in the form of tables. Graphs are used in the appropriate places. To study the relationship between income and expenditure, Correlation coefficient is used.

LIMITATIONS OF THE STUDY

1. The study is limited only to certain areas in Mettur Town only.

2. The 150 samples was taken under convenience

3. Due to cost and time constraints this study is confined only to 150 consumers.

4. The findings are drawn only on the basis information supplied by the respondents.
CHAPTERISATION

The study is coordinated in four chapters.

CHAPTER – I

The first chapter is introductory chapter. This introductory chapter is intended to provide a preliminary idea of the content of the dissertation which includes the nature of the topic, statement of the problem. Area of the study, hypothesis, methodology, limitations of the study and chapterisation.

CHAPTER – II

The second chapter deals with the consumer behaviour. It gives an account of the various concepts used in the study and review the related literature.

CHAPTER – III

The third chapter deals with the analysis and the interpretations were explained. Several tables were given to explain the analysis in a clear manner. Relevant graph were drawn to reveal the clear interpretation.

CHAPTER – IV

The fourth and concluding chapter highlights the major findings of the study and offers a few recommendations to the manufactures of toothpaste.