CHAPTER IV

FINDINGS, SUGGESTIONS AND CONCLUSION
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FINDINGS:

The demand for Toothpaste has been increasing. Since it is considered as essential item. However, they are so many brands of Toothpaste available in the market. Colgate is leading in the market (37-33) percentage of respondents and next is Close-up 22.67 percentage. Colgate is mostly liked by teen-ages and Close-up is mostly liked by adult.

Consumers are more for the Colgate due to its brand image popularly and advertising. The success of Colgate is due to its quality, price and freshness. The other Toothpaste such as Close-up, Pepsodent and Vicco Vajradanti are also popular due to its quality and freshness.

53 respondents belong to above 5000 income group speeds Rs. Below 25 and Rs.40 to 55 for purchasing Toothpaste, Colgate and Close-up was preferred by almost all income group of respondents.

People become aware of the different types of Toothpaste mainly through television 48.67 percentages, and next comes newspaper and magazine 27.33 percentage, radio 18 percentage and salesman 6 percentage.

The frequency of purchase of Toothpaste is mostly once in a month. 89 respondents are buying only once and remaining 61 respondents are
buying twice in a month. Most of the respondents are purchasing Toothpaste from any convenient shop 42.67 percentage are buying from convenient shop and next comes departmental store 28 percentage are buying from departmental stores.

81 respondents do no have the intention to change the paste, they are using due to its quality and price.

Most of the respondents are satisfied with the nature of the Toothpaste only 22 respondents require change in favour, 47 respondents are require change in colour and get 16 respondents, the above nature of changes expected out of 85 respondents.

SUGGESTIONS:

The Toothpaste such as Forehans, Babool, Gobal, Neem, Promise, Anchor and Meswak are not popular among the consumer. So the manufacturer to take necessary steps should be take to make them popular among the consumer.

The price of the brands like Colgate, Close-up, Vicco-vajradanti have to be reduced. So that these brands of Toothpaste can be purchased by people belonging to all level of income group.
Consumers are easily attracted by advertisement in Television, Television has a very wide coverage, even it attracts from children to old people.

Most of the consumers are concerned about the quality of Toothpaste. So manufacturer should take necessary step to increase the quality of the various brands of Toothpaste.

The Toothpaste should be advertised in Television, Radio and Newspaper/Magazine with their speciality or description. It would help to attract more customers.