Introduction

In this chapter, research findings are summarized and discussed. Whether the profile of the consumers and psychological variables affecting the buying behaviour or not. This chapter summarizes consumer profile impact on buying behaviour, consumer profile impact on buying behaviour factors, impact of current toothpaste purchase on buying behaviour towards toothpaste brands, brand preference, and impact of psychological variables like self-concept, psychological reactance, and decision making on buying behaviour towards toothpaste brands, reduction and grouping of buying behaviour factors. Based on the findings conclusion was drawn. It also discusses recommendation based on the result obtained from this study, based on the result the researcher developed a model for buying toothpaste brands.

5.1. Findings

Regression analysis was applied to find the relationship between consumer profile and buying behaviour towards toothpaste brands. The result obtained in regression analysis shows that, family type, occupation, religion, total family members, age group of children, number of years married, age, and movie preference are positively related with buying behaviour towards toothpaste brands. Consumer profile variables like gender, educational qualification, marital status, family income, social class, status of the respondent, mother tongue and current residence are negatively related with buying behaviour towards toothpaste brands. The variables like status of house in native, status of house in current residence, investment portfolios, and native place are not related with buying behaviour towards toothpaste brands.

The result obtained in the ANOVA analysis shows that, the impact is high for age group among 26-35. In case of educational qualification the impact is high for the post graduated people when compare to others. In case of number of years married, the impact is high for above 15 years. In case of age group of children, the impact is high for age group between 13-15 years. In case of status of the respondent, the impact is high for employees when compared to other groups. In case of occupation, the impact is high for lecturers when compared to others.
In case of family income, social class, religion, community, mother tongue, and current residence, the impact is high for 25000-50000, upper class, Hindu, MBC, Hindi, and metropolitan. In case of movie preference, the impact is higher for other language movies.

Chi-square analysis was applied to find the association between consumer profile and buying behaviour towards toothpaste brands. The result shows that there is significant association existing between buying behaviour towards toothpaste brands and gender, age, educational qualification, marital status, number of years married, age group of children, family type, total family members, status of the respondent, occupation, family income per month, social class, religion, community, mother tongue, movie preference and current residence.

Correlation analysis was applied to find the relationship between consumer profile and buying behaviour towards toothpaste brands. The result obtained in correlation analysis shows that, consumer profile variables like number of years married, family size, occupation, and family income are related to buying behaviour towards toothpaste brands. Number of children and savings of the consumer are not related with buying behaviour towards toothpaste brands.

t-test was applied to find the significant difference between buying behaviour towards toothpaste brands and consumer profile. The result obtained in t-test shows that the impact is higher for male consumers when compare to female. In case of marital status, the impact is high for married people. In case of family type, the impact is high for joint family when compare to nuclear family. The factors like number of children, spouse working, savings, and food habit are not having significant difference in buying behaviour.

Chi-square, correlation and t-test were applied to find the influencing factors in buying behaviour. Buying behaviour factors like advertising, sales promotion, attribute, brand, price, influencer, information seeking, company image, store image, status, risk taking, purchase spending time, past experience and consumer satisfaction and loyalty are influencing the consumer more for buying toothpaste brands. The least influencing factors are shelf arrangement, and involvement.
t-test was applied to find the significant difference between current toothpaste purchase and buying behaviour towards toothpaste brands. The result shows that toothpaste and toothbrush in one package, number of toothpaste per month, dental problem and dentist advice are significant difference with buying behaviour towards toothpaste brands. In case of product bundle, the impact is high for a person who prefers product bundle. In case of number of toothpaste per month the impact is high for 2 and above. In case of dental problem the impact is high for people facing dental problem. In case of frequency of purchase, the impact is high for the people who are not getting advice from the dentist.

Correlation analysis was applied to find the relation between current toothpaste purchase and buying behaviour towards toothpaste brands. The result shows that current toothpaste brand in use, brand used within three months, consumption of toothpaste in quantity, number of toothpaste per month, and value in rupees are related with buying behaviour towards toothpaste brands.

ANOVA analysis was applied to find the significant difference between current toothpaste purchase and buying behaviour towards toothpaste brands. The result shows that, Current toothpaste brand in use and the brand used within 3 months; the impact is high for Colgate, then Close-up, then Pepsodent, then Dabur red, then other brands. In case of frequency of toothpaste purchase, the impact is high for monthly purchaser when compare to others. In case of consumption of toothpaste, the impact is high for above 200 gram. In case of value in rupees, the impact is high for above 100 rupees. In case of frequency of dentist visit, the impact is high for those who never visited a dentist.

Regression analysis was applied to find the significant relation between current toothpaste purchase and buying behaviour towards toothpaste brands. The result shows that, the dentist visit, the frequency of a dentist visit, the consumption of toothpaste in quantity, the value in rupees, and the number of toothpaste per month are positively related with buying behaviour towards toothpaste brands. The variables like current toothpaste brand in use, brand used within three months, product bundle, frequency of purchase and dental problem are negatively related with buying behaviour towards toothpaste brands. Brushing habit is not related with buying behaviour towards toothpaste brands.
The multiple regression test was applied to find the significant relationship between the buying behaviour towards toothpaste brands and brand preference. The result found was the preference of toothpaste brands like, Colgate, Close-up, Pepsodent, Neem, Promise, Dabur red, Babool, Meswak, Ajanta, and Vicco are related with buying behaviour towards toothpaste brands. There is no relationship exists between Anchor, Aqua fresh brand. The leading brands are Colgate brands, Close-up, and Pepsodent. Colgate brands, Close-up and Pepsodent are positively related with buying behaviour towards toothpaste brands. The brands like Neem, Promise, Babool, Meswak, Ajanta, Dabur red and Vicco are negatively related with buying behaviour towards toothpaste brands. Anchor and Aqua Fresh are not related with buying behaviour towards toothpaste brands.

Correlation and regression analysis was applied to find the relation between buying behaviour towards toothpaste brands and self-concept, psychological reactance and decision making, the result shows that buying behaviour is influenced by self-concept, psychological reactance and decision making factors like vigilance, hyper vigilance, defensive avoidance, buck-passing, procrastination, and rationalization. In case of self-concept, I seldom experience conflict between the different aspects of my personality is positively related with buying behaviour towards toothpaste brands. Psychological reactance is negatively related with buying behaviour towards toothpaste brands. In case of decision making; procrastination is positively related with buying behaviour towards toothpaste brands.

The factor analysis was applied to reduce the buying behaviour factors and group the factors. There are five factors extracted from the test. The variables coming under factor-I are, consumer satisfaction and loyalty, past experience, and risk taking. The variables coming under factor II are information seeking, involvement, advertising, sales promotion. The variables coming under factor III are store image, price, purchase spending time, and status. The variables coming under factor IV are brand, company image. The variable coming under factor V are, shelf arrangement, and influencer.
5.2. Conclusion

Based on this study it is concluded that, the profile of the consumer influences the buying behaviour towards toothpaste brands. The important factors involved in buying behaviour towards toothpaste brands are advertising, sales promotion, attribute, brand, price, influencer, involvement, status, store image, company image, status, purchase spending time, risk taking, past experience, information seeking and consumer satisfaction and loyalty. Buying behaviour affects the current toothpaste purchase. The inner characteristics like self-concept, psychological reactance and decision making styles are affecting the buying behaviour towards toothpaste brands. The leading players in the toothpaste market were Colgate and Hindustan Lever. These two players are strong in promotional strategies and using different varieties of toothpaste brands to target the whole segment. These two companies are foreign players, but they are having a good company image and brand image in Indian toothpaste market. For competing with foreign players, the Indian toothpaste companies have to plan for applying different marketing strategies for different segment. Based on this study buying behaviour towards toothpaste brands are affected by both inner and outer characteristics of a person. So the companies have to plan for a suitable marketing strategy based on the inner and outer factors involved in buying behaviour. Understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers’ needs. There is much more subconscious occurring in the purchase behaviour. Within the existing purchase behaviour, mind, body, brain, and society as a whole are connected in the process. There is a connection to thoughts, feelings, memories, and culture that exists in the consumer behaviour realm, all connected and influencing the other. Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer-centric. For succeeding in the present competitive world, the companies have to understand the consumer nature for developing marketing strategy.
5.3. Implications of the Study

The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation. Therefore, consumers’ decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel. Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers’ needs.

Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer-centric. The notion ‘the consumer is king’ should be deep-rooted in every business people’s mind that they should try to please these kings using their innovative methods.

Based on this study, consumer profile variables like gender, age, educational qualification, marital status, number of years married, age group of children, family type, total family members, status of the respondent, occupation, family income per month, social class, religion, community, mother tongue, movie preference and current residence are influencing the consumer for buying a toothpaste brand. For successfully leading the company in the market, the companies have to plan for different segmentation strategy for attracting all kinds of target groups. For competing with competitors in the toothpaste market, the companies must analyze the profile of the consumers.

This study proves that, the profile of the consumer influences the buying behaviour towards toothpaste brands. In today’s market, the survival of the company mainly depends on understanding the profile of the consumers, based on that they have to plan for developing marketing strategy with the help of using marketing tactics like advertising, sales promotion, attribute, brand, price, influencer, status, store image, company image etc. These factors are influencing the consumer to spend time for buying the toothpaste brand and also influence the consumer to take risk in buying a new toothpaste brand and satisfy the consumer and develop loyalty.
The preference of brand in Bangalore city is Colgate, Close-up, Pepsodent, Neem, Promise, Babool, Meswak, Dabur red, Ajanta, and Vicco. Colgate is the market leader in toothpaste market, because of company image, varieties in toothpaste brands, status etc. The second player in toothpaste market is Close-up, and Pepsodent. When compared to other players these two players have many varieties of toothpaste and different segmentation strategy.

Indian oral care industry production is expected at around INR 4,000 Crore, in this 60% toothpaste segmentation, 23% tooth-powder segmentation and toothbrushes 17%. Colgate has a market share of 48% and other leading market player HUL has a market share of 30%. The other market players like Dabur, Ajanta and Amar are in the lower segment around one-fifth of the total market. One can infer from recent trends in the nature and structure of the marketplace that the importance of understanding consumer decision making is likely to continue. Rapid technological change, for instance, has led to multitudes of new products and decreased product lifetimes.

In addition, new communications media such as the World Wide Web have made enormous amounts of information on options potentially available. The consumers usually compare several brands before deciding which options to purchase. In some cases comparison of the features of the options is spontaneously initiated by the consumer, for example, a consumer at the grocery store might compare the ingredients which one to purchase. In many other instances, marketers encourage consumers to make particular comparisons through such tactics as comparative advertising or shelf displays. The sales promotion techniques are used by the companies to influence the consumer for purchasing a particular brand or switch to other brands or buy more quantity of toothpaste.

Product attributes like color, taste, quality, benefit, innovation, ingredient etc. Influence the consumer for buying a particular toothpaste brand. The consumer is also influenced by brand related factors like brand image, brand information for buying a toothpaste brand. The other factors like company image, status, influencer, involvement, past experience and consumer satisfaction and loyalty are influencing the consumer for buying toothpaste brands. The companies have to understand these factors thoroughly for developing marketing strategy.
Marketing mix strategy mainly is based on product, price, place and promotion. Based on this study the companies have to analyze the product attributes like color, taste, ingredient, innovation, benefit, and quality. Based on the product attributes, the companies have to plan for fixing the prices. After the development of product, the companies have to plan for suitable advertising and sales promotion technique. Availability is also an important factor in targeting the entire customer group, the image of the store is also a consideration for buying toothpaste brands. The company image is considered in buying toothpaste brands, so the companies have to plan for a strong media mix strategy to develop a good company image. Past experience is one of the reasons for buying toothpaste brands. Providing samples to consumers for experiencing the product and induce the consumer to buy a particular brand is also a factor influencing the buying behaviour.

Based on the status of the people the companies have to develop different marketing strategy. For developing a communication strategy, the companies have to consider brand information, product information, and price information. Consumer satisfaction and loyalty, risk taking and spending time for purchasing toothpaste brands depends on the marketing strategy followed by the company. Changing current toothpaste purchase is also possible with the help of using suitable marketing mix strategy. Increasing frequency of purchase and consumption of toothpaste is possible with suitable marketing strategy. Factor analysis is useful for developing marketing strategy based on the factors extracted. Based on this study five factors are extracted. So the companies have to develop marketing strategy based on the five factors extracted from the factor analysis test.

Understanding the inner characteristics is also an important factor while developing marketing strategy. Based on this study self-concept, psychological reactance and decision making style of a person are influencing the consumer for buying toothpaste brands. Understanding the self of a person is important for developing marketing mix strategy. Freedom of choice is important while developing a marketing strategy based on the psychological reactance of a person. Based on decision making style, the companies have to analyze vigilance, hyper vigilance, defensive avoidance, buck-passing, procrastination and rationalization. Based on the result obtained from this study the researcher developed a model for consumer buying behaviour.
5.4. Vani Guna Panch Model-Consumer Buying Behaviour for Toothpaste

### Stimulus-Input (Marketing Tactics)

- V: 0.221
- V1: -0.127
- V2: -0.126
- V3: -0.134
- V4: 0.135
- V5: 0.100
- V6: -0.099
- V7: 0.093
- V8: 0.138
- V9: 0.171
- V10: 0.163
- V11: 0.182
- V12: -0.107
- V13: -0.173
- V14: 0.171

### Buyer characteristics

- C1
- C2
- C3
- C4

### Output

- Buying behaviour

- CTP
- FP
- CT
- SM
- DV
- FDV
- BP
<table>
<thead>
<tr>
<th>V-Overall Buying Behaviour</th>
<th>C1-Number of Years Married</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1-Advertising</td>
<td>C2-Family Size</td>
</tr>
<tr>
<td>V2-Sales Promotion</td>
<td>C3-Occupation</td>
</tr>
<tr>
<td>V3-Attribute</td>
<td>C4-Family Income</td>
</tr>
<tr>
<td>V4-Brand</td>
<td>CTP-Current Toothpaste Purchase</td>
</tr>
<tr>
<td>V5-Price</td>
<td>FP-Frequency of Purchase</td>
</tr>
<tr>
<td>V6-Past Experience</td>
<td>CT-Consumption of Toothpaste</td>
</tr>
<tr>
<td>V7-Status</td>
<td>SM-Spending Money</td>
</tr>
<tr>
<td>V8-Company Image</td>
<td>DV-Dentist Visit</td>
</tr>
<tr>
<td>V9-Store Image</td>
<td>FDV-Frequency of Dentist Visit</td>
</tr>
<tr>
<td>V10-Risk Taking</td>
<td>BP-Brand Preference</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>V11-Consumer satisfaction &amp; Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>V12-information seeking</td>
</tr>
<tr>
<td>V13-Influencer</td>
</tr>
<tr>
<td>V14-Purchase spending time</td>
</tr>
</tbody>
</table>