CHAPTER - VII

CONCLUSION
AND
SUGGESTIONS
## CHAPTER VII

### CONCLUSIONS AND SUGGESTIONS

<table>
<thead>
<tr>
<th>TOPIC NO</th>
<th>DESCRIPTION</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>CONCLUSIONS</td>
<td>338</td>
</tr>
<tr>
<td>7.1.1</td>
<td>BRAND USERSHIP OF TOOTHPASTE</td>
<td>338</td>
</tr>
<tr>
<td>7.1.2</td>
<td>FACTORS INFLUENCING PURCHASE DECISION</td>
<td>342</td>
</tr>
<tr>
<td>7.1.3</td>
<td>REASONS FOR THE USE OF TOOTHPASTE</td>
<td>346</td>
</tr>
<tr>
<td>7.1.4</td>
<td>ADVERTISING MEDIA</td>
<td>349</td>
</tr>
<tr>
<td>7.1.5</td>
<td>MESSAGE RECOLLECTION</td>
<td>352</td>
</tr>
<tr>
<td>7.1.6</td>
<td>PREFERENCE OF ADVERTISEMENTS</td>
<td>356</td>
</tr>
<tr>
<td>7.1.7</td>
<td>ADVERTISEMENT OF TOOTHPASTE SEEN, READ, OR HEARD</td>
<td>359</td>
</tr>
<tr>
<td>7.1.8</td>
<td>MOST APPEALING MEDIA</td>
<td>361</td>
</tr>
<tr>
<td>7.2</td>
<td>SUGGESTIONS</td>
<td>364</td>
</tr>
<tr>
<td>7.3</td>
<td>RECOMMENDATION FOR FUTURE STUDIES</td>
<td>368</td>
</tr>
</tbody>
</table>
7.1 (A) CONCLUSION

Advertising today has become a buzzword. Since every company had realized that brand sustainability depends upon advertising, marketing personnel expect their company to stress more on advertising. Advertising is a large and highly competitive industry occupying a very important position in most developing and developed economies. With a plethora of brands on offer, the need to inform, persuade and convince the customer is becoming increasingly important. After comprehensive study of advertising and consumer reaction, the researcher has derived at the following conclusions:

The various conclusions of this study and the inferences drawn are as follows:

7.1.1 BRAND USERSHIP OF TOOTHPASTE

The survey reveals that:

1. Colgate is the most popular brand of toothpaste. The next popular brand is Close-up. Pepsodent is next to Close-up, as very few of the people use it. Promise and Babool are not very popular brand among the respondents.
2. Colgate is being widely used by the respondents of both the genders. However, the percentage of female respondents using Colgate is comparatively more than that of the male respondents. The brand usership of Close-up and Pepsodent is more among the males than the females. Promise and Babool are least used by both the genders.

3. The brand usership of Colgate is more among the respondent of all the age group. Those respondents between 30 years to 40 years of age use more of Close-up as compared to any other age group. Greater percentage of those above 60 years of age use Babool, while none of them use Promise. Majority of the respondents below 20 years of age use Pepsodent, while those between 20 years to 30 years of age comparatively less use it.

4. Colgate is more popular among respondents irrespective of the educational status of the respondents. Greater percentages of the ‘SSC’ group use Colgate and Close-up as compared to other respondents, while none of them use Babool. Pepsodent is more used among the postgraduates than by any other educational class. A greater percentage of the professionals use Promise as compared to others. Majority of the respondents least use Promise and Babool.

5. Among the respondents of the entire income group, Colgate is the most popular brand. However, greater percentage of respondents earning
between Rs. 4,000 to Rs 8,000 use Colgate and Close-up as compared to any other income group. In comparison to others, Promise is more used by respondents earning between Rs. 8,000 to Rs 12,000, while those earning less than Rs 4,000 less use it. The respondents earning between Rs. 12,000 to Rs 20,000 least use Close-up.

6. Colgate is being widely used by respondents of all groups according to the occupation but it is more popular among the housewives, while they least use Promise. Pepsodent is being widely used by the teachers, while the use of Promise is comparatively more among the students. In comparison to other occupants, greater percentage of employees use Close-up, while the professionals least use it. The employees very nominally use Babool.

7. Brand usership of Colgate is more among the respondents who are married and having children below 20 years of age, while they least use Babool. Promise is more used by the singles than by any other age group. Greater percentage of respondents who are married and having children below 10 years of age use Close-up, while they least use Promise. However, Babool and Pepsodent are almost equally used the elderly married couples.

From the above analysis it was found that:

- Colgate is the most widely used brand irrespective of gender, age, income, occupation, education and family size of the respondents.
• Colgate is the leading oral care brand.

• One out of every two persons using toothpaste in Mumbai use Colgate toothpaste. It has become an essential part of daily oral hygiene and therapeutic oral care.

• Close-up is the next popular brand to Colgate.

• Promise and Babool are not very popular among the consumers.
7.1.2 FACTORS INFLUENCING PURCHASE DECISION

It is said that, consumer is the king in today’s market. He does not make a blind purchase. Every advertiser is keenly interested in knowing what affects the purchase decision of the consumer.

The present study revealed the following facts:

1. Most of the users of toothpaste buy a particular brand largely because of advertisements. It is significant to note that, 55% of the respondents made their purchases on the basis of advertisements. Users of Babool and Colgate are more influenced by advertisements than the users of Promise, Close-up and Pepsodent. The users of Babool are largely induced by Doctor’s advice to buy this brand. However, users of Promise are more influenced by habit than the users of Babool, Colgate, Pepsodent and Close-up. Cheap price and sales promotion techniques not at all induce users to buy Babool, Promise and Colgate.

2. Advertisement has a significant impact on the consumers to buy a particular brand of product. About 55% of the male and female respondents are influenced by advertisement while purchasing a particular brand. Advertisement influenced more of the females than the males to buy the brand. Doctor’s advice and sales promotion influences more of the males, while cheap price and habits influences more of the females. Sales promotion techniques and habit do not induce users of both the genders to buy a particular brand.
3. Age-wise, those respondents between 40 years to 60 years of age are influenced more by advertisements to buy a particular brand, while Sales promotion influences none of them. Similarly respondents between 20 years to 30 years are more influenced by Doctors' advice, while cheap price induces none of them. Respondents between 30 years to 40 years of age are influenced more by habits as compared to any other age group. Sales promotion and cheap price do not influence respondents who are below 20 years of age, and those above 60 years of age.

4. Most of the respondents, irrespective of educational qualifications are primarily influenced by Advertisements but it has maximum influence on the professionals. Sales promotion and cheap price influence none of the respondent of the ‘SSC’, higher secondary group and professionals in the purchase of a particular brand under use. The respondents of the ‘SSC’ group are more influenced by Doctor’s advice than other respondents. However, cheap price, habit and sales promotion do not have a significant impact on users in purchase of brand under use.

5. Advertisement is the most important factor that induces users to buy a particular brand. In comparison to other respondents, greater percentage of the respondents earning more than Rs 20,000 are influenced by advertisements, while none of them are influenced by cheap price. Respondents earning between Rs 12,000 to Rs 20,000 are more influenced
by habits than respondents of any other income group. Greater percentage of respondents earning less than Rs 4,000 is influenced by Doctor’s advice, while sales promotion and cheap price do not have any impact on their buying behavior. With the increase in income of the respondents, the impact of advertisements on purchase decision increases. Cheap price and sales promotion inducements are not at all significant in influencing respondents of any income group for making their purchase decisions.

6. Most of the respondents irrespective of occupational status are primarily influenced by advertisements, however it influences more of the professionals in comparison to other respondents. Doctor’s advice influences a more of the students than any other groups, while very few of them are influenced by habit. More employees are influenced by habit in comparison to other occupants. Sales promotion techniques do not have any significant impact on students, teachers, professional, and housewives in purchase of any brand.

7. Most of the respondents are primarily influenced by advertisements. In comparison to others greater percentage of the respondents who are married and having children below 20 years of age are influenced by advertisements, while sales promotion influences none of them. Majority of the singles are influenced by Doctor’s advice as compared to other respondents, while sales promotion influences none of them. Habit
influences greater percentage of the elderly married couples more than any other group, while sales promotion and cheap price influences none of them. Cheap price and habit do not have any significant impact on users at the time of purchase.

From the above analysis it was found that:

- Advertisement is the most important factor that induces users irrespective of gender, age, income, education, occupation and family size to buy a particular brand.
- The next factor that induces users to buy a particular brand is Doctor’s Advice.
- Cheap price, habit and sales promotion do not have any significant impact on users in purchase of any brand.
7.1.3 REASONS FOR THE USE OF TOOTHPASTE

It is widely acknowledged that, regular tooth brushing with Toothpaste is assuredly the most widely employed method of dental care at home. The primary aim of tooth brushing is to obtain a high standard of oral hygiene by the mechanical removal of plaque from accessible sites. The potential of toothpastes as a vehicle for a therapeutic or preventive agent has been exploited with varying degrees of success. This includes formulation of conditions such as dental hypersensitivity.

The survey revealed the following: -

1. Preference given by both the male and female respondents to the reasons of use of toothpaste is to avoid tooth decay. The reasons of use of toothpaste to the respondents of both the genders mentioned therein have a similar trend. Notably 41% of males and females gave preference to this reason. The reason of use of toothpaste to avoid bad smell is also responsible in making 25% of the consumer’s toothpaste conscious.

2. The most important reason of the use of toothpaste given by the entire age group is to avoid tooth decay, 41% of the respondents gave preference to this reason. No difference has been noted in the order of preferences assigned to various reasons for the use of toothpaste according to age.
3. Respondents of all the five categories, viz., SSC, higher secondary, graduates, post-graduates, and professionals all gave maximum preference to the reasons for the use of toothpaste is to avoid tooth decay. No differences in the reasons for the use of toothpaste were noted in respondents on the basis of educational qualifications and in all cases the reason of use of toothpaste in order are:

1. To avoid tooth decay.
2. To avoid bad smell.
3. To keep teeth shine and
4. On Doctor’s advice

4. All the respondents irrespective of income earned, gave maximum 1st preferences to the reason of use of toothpaste is to avoid tooth decay, 2nd preferences to avoid bad smell, 3rd preferences to keep teeth shining and the last preferences is given to Doctor’s advice.

Thus, the reasons in order of preference, irrespective of income are:

1. To avoid tooth decay.
2. To avoid bad smell.
3. To keep teeth shine and
4. On Doctor’s advice

5. Students, teachers, employees, housewives and professionals gave maximum preferences to the reasons for making them toothpaste conscious is to avoid
tooth decay. Most of the respondents had given least preference to Doctor’s advice.

6. Most of the respondents in all the categories gave maximum preference to the reason of use of toothpaste is to avoid tooth decay. The elderly married couples give more importance to Doctor’s advice.

From the above analysis it is clear that:

- The most important reason of the use of toothpaste given by the entire category is to ‘avoid tooth decay’, 41% of the respondents gave preference to this reason.
- No difference has been noted in order of preferences assigned to various reasons of the use of toothpaste.
- Least preference to the reasons of use of toothpaste is given to Doctor’s advice.
- The reasons of use of toothpaste, in majority of the categories in order of preference are:
  1. To avoid tooth decay.
  2. To avoid bad smell.
  3. To keep teeth shine and
  4. On Doctor’s advice
7.1.4 ADVERTISING MEDIA

The survey also revealed the following: -

1. Television is the most important media on which advertisements of toothpaste are seen. Next to it is the Print media. Very few of the respondents see advertisements in Cinema/Films and hear them on Radio.

2. Television is the most important media on which respondents of both the genders see advertisements of toothpaste. In comparison to the females majority of the males see advertisements of toothpaste on Television and Cinema/Films and read them in Magazines. However, comparatively majority of the females read and hear advertisements of toothpaste in Newspapers and Radio. Both the male and female respondents seldom see and hear advertisements of toothpaste in Cinema/Films and on Radio as compared to other media.

3. Majority of the respondents, irrespective of their age see toothpaste advertisements on Television. Majority of the respondents below 20 years of age opined that toothpaste advertisements are mostly seen on Television, while they least see such advertisements in Cinema/Films. Most of the respondents between 30 years to 40 years of age read the advertisements in Newspapers as compared to respondents of any other age group, while none of them see such advertisements in Cinema/Films. In comparison to others most of the respondents above 60 years of age read such advertisements in
Magazines, while none of them see such advertisements in Cinema/Films. Very few of the respondents between 40 years to 60 years of age least hear advertisements on Radio.

4. Greater percentage of respondents of the ‘SSC’ group see toothpaste advertisements on Television in comparison to others, while none of them read or see such advertisements in Newspapers and Cinema/Films. In comparison to others, most of the graduates read toothpaste advertisements in Newspapers, while most of the postgraduates read them in Magazines. Very few of the respondents see and hear advertisements in Cinema/Films and Radio.

5. Most of the respondents irrespective of the income group see advertisements of toothpaste on Television. In comparison to others, greater number of respondents earning between Rs 4,000 to Rs 8,000 are attracted by Television advertisements. Consumers earning less than Rs 4,000 and those earning between Rs 4,000 to Rs 8,000 do not see toothpaste advertisements in Cinemas/Films. In comparison to other respondents greater percentages of respondents earning above Rs 20,000 see toothpaste advertisements in Newspapers.
6. Majority of the respondents irrespective of different occupational level see advertisements of toothpaste on Television. Greater percentages of Students in comparison to other occupants see advertisements on Television. In comparison to others, most of the teachers see advertisements in Newspapers and Magazines, while they hear less advertisement on Radio. None of the housewives see toothpaste advertisement in Cinema/Films.

7. Most of the respondents viewed advertisements of toothpaste on Television. Greater percentage of the singles see toothpaste advertisements on Television, while in comparison to others greater percentage of respondents who are married and having no children see advertisements in Newspapers. Respondents who are married and having children below 10 years of age and the elderly married couples do not see advertisements in Cinema/Films. Those respondents who are married and having children below 20 years of age least hear Radio advertisements. In comparison to other respondents majority of the elderly married couples see such advertisements in Magazines.

From the above analysis it was found that

- Television is the most widely seen media for toothpaste advertising.
- Print media is next to Television.
- Toothpaste advertisements are least seen and heard in Cinema/films and on Radio.
Memory refers to retention of ideas, percepts or events. Mc Dougall, an authority on Psychology, says that memory implies imagining of events as experienced in the past, that is to say, the subject, in the act of imagining the event, knows it or recognizes it as a belonging to his own past experience. The advertising copy must have memorizing value. It means its form and content should be such that the readers and viewers can remember it.

Regarding the memorizing value of toothpaste advertisements, the survey unveiled the following:

The survey also revealed the following:

1. Advertisements help consumers in recalling and recognizing the brand name at the time of purchase. Most of the consumers could recollect and recognize the brand name of Close-up followed by Colgate and Pepsodent. 59% of the respondents agreed that advertisement helps in recalling and recognizing the brand name or advertising message. 40% of the respondents agreed that they could recall and recognize sometimes and only 1% felt that advertisement do not help them in recalling and recognizing the brand name at the time of purchase.

2. Respondents of both the genders agree that advertisements help to recollect and recognize the brand name and advertising message at the time of purchase. Greater number of males as compared to females could recollect
the brand name and advertising message at the time of purchase. Few of them could recollect the message sometimes and only a negligible number of the respondents of both the genders failed to recollect the brand name and advertising message at the time of purchase.

3. Respondents of the entire age group agree that advertisements help to recollect and recognize the brand name and the advertising message at the time of purchase. In comparison to others greater percentage of the respondents between 20 years to 30 years of age could recollect the brand name at the time of purchase. Few of them could sometimes recall and recollect the brand name. While very few of the respondents between 20 years to 30 years of age and those between 40 years to 60 years of age could not recall and recollect the brand name at the time of purchase.

4. Majority of the respondents of the entire educational class could recollect and recognize the brand name at the time of purchase. Greater percentage of the respondents of the ‘SSC’ group could recollect the brand name as compared to others. While few of the respondents could recollect and recognize the brand name sometimes and only a negligible percentage of the graduates, post-graduates’ and the professionals failed to recollect and recognize the brand name and the advertising message at the time of purchase.
5. Majority of the respondents of the entire income group could recollect and recognize the brand name at the time of purchase. Greater percentage of the respondents earning less than Rs 4,000 could recollect and recognize the brand name and message given in the advertisement as compared to respondents of the other income group, while few of the respondents could recollect and recognize the brand name sometimes and very few of those earning between Rs 8,000 to Rs 12,000 and Rs 12000 to Rs 20000 and those earning above Rs 20,000 failed to remember the brand name at the time of purchase.

6. Majority of the respondents of the entire occupational level could recollect and recognize the brand name at the time of purchase. In comparison to others greater percentage of the housewives could recollect and recognize the brand name, while few of the respondents could recollect and recognize the brand name sometimes and only a negligible percentage of the students, teachers, professionals and the housewives could not recollect and recognize the message at the time of purchase.

7. The table reveals that, majority of the respondents could spontaneously recollect and recognize the brand name at the time of purchase. Greater percentage of the singles could easily recollect and recognize the brand name at the time of purchase as compared to other respondents. Few of the respondents could recollect and recognize the brand name sometimes and
only a negligible percentage of respondents who are married and having children below 10 years of age and those married and having children below 20 years of age and the singles failed to recollect and recognize the brand name at the time of purchase.

From the above analysis it was found that:

- Advertisements help respondents of all the age, income, gender, occupation, education and family size in recollecting and recognizing the brand name and the advertising message at the time of purchase.
- Majority of the respondents could spontaneously recollect and recognize the brand name at the time of purchase.
- Few of the respondents could recollect and recognize the brand name sometimes.
- Only a negligible percentage of respondents failed to recollect and recognize the brand name at the time of purchase.
7.16 APPEALING ADVERTISEMENTS

Some important revelations of the survey are as under:

1. Respondents who like the advertisement of Colgate give maximum preference to Colgate at the time of purchase. Those respondents who like the advertisement of Close-up give maximum preference to Close-up. Similarly, consumers who prefer the advertisement of Promise toothpaste prefer Promise. Likewise respondents who are attracted by the advertisement of Babool and Pepsodent advertisements prefer to purchase them respectively. Thus, Advertisements have a significant impact on consumer buying behavior. In fine, the Consumers tend to purchase a particular brand of toothpaste whose advertisement they prefer.

2. Respondents of both the genders prefer Colgate advertisement. Greater percentages of the females are attracted by advertisements of Colgate and Babool as compared to the males. In comparison to the females, greater percentages of males are attracted towards Close-up, Promise and Pepsodent advertisements.

3. Most of the consumers of the entire age group prefer Colgate advertisement. However, greater percentage of the consumers between 30 years to 40 years of age like the advertisement of Colgate toothpaste, while they least prefer the advertisement of Babool and Promise. In comparison to other respondents, those who are below 20 years of age prefer the advertisement of
Promise. The respondents between 20 years to 30 years of age least prefer the advertisement of Babool and Promise toothpastes. The consumers who are above 60 years of age like the advertisement of Close-up as compared to any other age group, while they do not like the advertisement of Promise.

4. The advertisement of Colgate is preferred by most of the respondents of the entire educational class. However, those who are postgraduates like more the advertisement of Colgate and Pepsodent. Most of the ‘SSC’ groups like the advertisements of Close-up as compared to other respondents, while they do not prefer the advertisement of Promise toothpaste. In comparison to other respondents most ‘Graduates’ like the advertisement of Babool toothpaste. The respondents of the entire educational class least prefer the advertisement of Promise and Babool.

5. Respondents of the entire income group prefer advertisement of Colgate. However, greater percentage of the respondents earning between Rs 8,000 to Rs 12,000 like the advertisement of Colgate more than the advertisements of other brands. Those earning less than Rs 4,000 like the advertisement of Pepsodent more than the respondents of other income group, while they do not like the advertisement of Babool. In comparison to others, greater percentage of the consumers earning between Rs. 4,000 to Rs 8,000 like the advertisement of Close-up and Babool, however they least prefer the advertisement of Promise.
6. Respondents of the entire occupational group prefer advertisement of Colgate. Majority of the employees like the advertisement of Colgate more than any other occupant. In comparison to other respondents greater percentage of teachers prefer the advertisement of Pepsodent, while none of them like the advertisement of Promise. The respondents of all the occupational groups least prefer the advertisements of Babool and Promise toothpastes.

7. Advertisement of Colgate is preferred by all the respondents, majority of those married and having children below 20 years of age prefer the advertisement of Colgate, while they least prefer the advertisement of Close-up. Those who are married and having children below 10 years of age like the advertisement of Close-up more than any other group. Those who are married and having no children do not like the advertisement of Promise. Greater percentage of the elderly married couples liked the advertisement of Babool and Pepsodent more than any other respondents. All the respondents least prefer promise.

From the above analysis it is found that:

• Advertisement of Colgate appeals to the respondents of the entire group.

• The advertisement of Close-up is preferred next to Colgate.

• Similarly the advertisement of Babool and Promise least appealed to the respondents of the entire category.
Some important revelations of the survey are as under:

1. Majority of the male respondents see, read and hear about toothpaste advertisement and only a negligible percentage of them do not see, read and hear these advertisements. Likewise, among the female respondents all of them see, read and hear these advertisements.

2. Respondents of the entire age groups see, read and hear about toothpaste advertisement and only a negligible percentage of those between 40 years to 60 years do not see, read and hear these advertisements.

3. Most of the respondents of the entire educational level see, read and hear toothpaste advertisements and only a negligible percentage of professionals do not see, read and hear these advertisements.

4. Majority of the respondents of the entire income groups see, read and hear about toothpaste advertisement and only a negligible percentage of the respondents earning between Rs 12,000 –Rs 20,000 do not see, read and hear these advertisements.
5. Most of the occupants read, see and hear toothpaste advertisement and only a negligible percentage of professionals do not see, read and hear these advertisements.

6. Majority of the respondents see, read and hear about toothpaste advertisement and only a negligible percentage of the respondents who are married and having child below 20 years of age do not see, read and hear these advertisements.

From the above analysis it is found that:

- Most of the respondents, irrespective of their sex, age, education, occupation, income and family size, see read and hear toothpaste advertisements.
7.1.8 MOST APPEALING MEDIA

Some important revelations of the survey are as under:

1. Television is the most appealing media through which toothpaste advertisements are viewed. Print media is next to it. The popularity of Cinema/Films is next to print media. Radio is less effective than audio-visual media.

2. Television is the most appealing media to both the male and female respondents, however it appeals to a greater percentage of females than the males. Magazines, Newspapers and Cinema/Films appeal more males as compared to the females.

3. Television is the most appealing media to the respondents of different age groups. However, it appeals more to those between 20 years to 30 years of age, and Newspapers appeals only to a few of them. In comparison to other respondents those who are between 40 years to 60 years of age like Magazines and Newspapers, while they least prefer Cinema/Films. Similarly, those below 20 years of age like Cinema/Films as compared to other respondents, while they least prefer Magazines. The respondents of the entire age group gives less prefer Radio.
4. Television is the most appealing advertising media for the respondents of the entire educational class but it is more popular among the respondents of the ‘SSC’ group, while Newspaper appeals to few of them. Most of the professionals like Newspapers and Magazines more than any other groups, whereas very few of them are attracted by Cinema/Films. In comparison to others, most of the higher secondary groups are attracted by Cinema/Films, while Radio is more popular among the graduates. Further, as the level of education increases the impact of Newspapers increases.

5. Most of the respondents of the entire income group are attracted by Television, however it attracts greater percentage of respondents who earn less than Rs 4,000, while Newspapers do not appeal to them. Greater percentage of the respondents earning more than Rs 20,000 agree that Newspapers and Magazines are the most appealing media in comparison to respondents of the other income group. Radio and Cinema/Films appealed greater percentage of the respondents earning between Rs. 4,000 to Rs. 8,000 as compared to any other respondents, while they least prefer Magazines. Radio and Magazines equally attract respondents earning between Rs. 12,000 to Rs. 20,000.

6. Television appeals to majority of the respondents of the entire occupational group. Cinema/Films appeals to higher percentage of students in comparison to other respondents. Newspaper appeals to greater percentage of the
Professionals, while it least appeals to the Housewives. Radio and Cinema/Films do not attract few of the teachers.

7. More number of respondents who are married and having children less than 10 years of age are attracted by Television. Cinema/Films and magazines appeal more to those who are married and having no children. Newspapers, Cinema/Films and Magazines appeal equally to the elderly married couples.

From the above analysis it is found that:

- Most of the respondents, irrespective of their sex, age, education, occupation, income and family size, see read and hear advertisements on Television.
- Television is the most popular and appealing media for advertisements.
- Newspaper is next to Television.
- Magazines and Radio least appeal to the respondents.
7. 2 (B) SUGGESTIONS

It is of crucial importance that, the toothpaste manufacturers take into account the above findings while framing their marketing strategies. The following suggestions are offered to make toothpaste advertising more effective and purposeful.

1. Intensive survey should be conducted to unearth as to why very few people use, Close-up, Babool, Pepsodent and Promise in comparison to Colgate.

2. It is of paramount importance that, every copy of toothpaste advertisement is attractive, suggestive, memorable, educative, instinctive, and believable and goes with the sentiments of the people.

3. While greater emphasis may be laid on Television advertising, the importance of Newspapers and Magazines cannot be underestimated.

4. Advertisements should be relayed or shown mostly on Television, Companies may increase their advertisement expenses on Television but may reduce or do not increase such expenses on Radio and Cinema/Films.

5. Toothpaste advertisers must ensure that, reasons of use of toothpaste incorporated in their advertisements corroborates with the opinion of consumers. This will give vitality to their advertisements.

6. Toothpaste advertisers should lay emphasis not only on establishing a stronger brand preference but also on persuading the millions to become users of the product for the first time to make advertising economically and socially justified.
7. The toothpaste advertisers must lay emphasis on Research and Development. They must endeavor to study the psychology of the consumers.

8. Messages in advertisement should be clear and often repeated so that consumers may recollect and recall the brand name at the time of purchase.

9. The toothpaste advertisers should see that they make the advertising simple and memorable. They should also make the advertising inviting to look at and make it fun to read.

10. Advertisements of Promise, Close-up and Pepsodont should be made more attractive.

11. It is suggested that, the toothpaste manufacturers must show in their advertisements that, tooth decay is a real and frightening thing which calls for a fear building message to create tension and anxiety about one's teeth. The tension generated by the fear appeal will lead the individual to pay more attention to tooth brushing and buying a proper brand.

12. The primary aim of advertiser in advertising should be the expansion of the infant market rather than intensification of demand.

13. It cannot be denied that, the toothpaste advertisers adopt different strategies to make their advertisement impressive and distinguishable from others so as to divert the attention of the readers and viewers.
14. The advertising should create interest and desire in the consumers to purchase a product and ensure that the viewer/reader actually purchases it. Hence, the viewpoint of consumer cannot be overlooked.

15. Toothpaste advertisers should think carefully about their target audience. Who are they and what do they want? Then they should craft their advertisement headline to appeal to the specific audience.

16. The headline is the most important element of an advertisement. Write attention-grabbing headlines. This is very important. People are overloaded with information, so they skim read -- particularly in the Newspapers. If the headline doesn't get their attention everything else may go unread. The headline will often highlight the advertiser's principle selling position.

17. The advertisement must offer a promise to the reader of a believable benefit and it must be phrased in a way to give it a "memory value".

18. While selecting an advertising media, advertiser should not think that simply putting in a lot of money would do the trick but the content of the advertisement is more important than how much money he spends on it. Repeating advertisements is also a very effective way of getting advertising message across.

19. Sales promotion is not the only way to encourage consumers to purchase a product but it should be accomplished by using any combination of advertising, sales, publicity and personal selling. Companies can offer
samples of new products as a way of promoting or they can offer bonus packs where you “buy one and get one free” product.

20. Business of any kind depends a lot on advertising, since you need to get the word across to potential customers. Choosing the right advertising media is very important. Here are some things to keep in mind when selecting an advertising media:-

a) What are the features of your products that you want to emphasize?
b) How much are you ready to spend on advertising?
c) What is the profile of the targeted customers?
d) At what time do you want to display the Ads? People have different moods at different times, so advertisements have differing psychological impacts based at the time of display of Ads.
7.3 RECOMMENDATIONS FOR FUTURE STUDIES

No research can be an end in itself. There is always a scope for further research. The researcher also does not make a tall claim that her work is the ultimate. On the basis of the findings and conclusions drawn from the study, the researcher had developed the following areas where further research on the subject can be made on the following lines:

Sales effectiveness of advertising
Cumulative effect of advertising results in sales. The study of past advertising and as effects on present sales would be a challenge, as some manufacturers believe that advertising should give immediate results. The concept of brand awareness and brand building functions of advertising needs more serious studies.

Brand loyalty and Consumer Behaviour
The respondents had collected the data regarding the brand preference and the brand in possession. The behavior and attitude of a consumer towards a brand depends upon his past experience with the exciting brand. It would be worthwhile to study the brand loyal and the brand switchers' behavior toward brand advertisement.

Product Life Cycle and advertising:
The advertising at the launching of the product needs to have different attributes. The growth and maturity a stage needs to be sustained for a longer time by using a different advertising and marketing strategy. Thus it would be worthwhile to study the advertising at different stages of Product Life Cycle.