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A STUDY ON CONSUMER PREFERENCE TO TOOTH PASTE WITH REFERENCE TO TIRUVARUR TOWN

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ABSTRACT

Consumer is the deciding factor. It is the consumer who determines what a business is what the consumer is the deciding factor. It is the consumer who determines what a business is what the customer things he is buying. The problem undertaken for study purpose is consumer preferences towards using tooth paste. The present market is the consumer oriented market and how they are treated as the decisive force. The foresaid reason has given a fillip to the researcher to make out a study about the consumer buying behaviour and their position in choosing the particular brand of tooth paste. In the dynamic world, due to development in Science and technology, today's luxuries become the necessities of tomorrow.

KEYWORDS

consumer preferences, toothpaste.

INTRODUCTION

Hygiene plays a vital role in our life. For a healthy life, great care should be given to our teeth. Mouth is one of the most important human organs. Man's main means of communication namely speech comes from it. Its size and shape, especially the outline of its lips, strongly affect one's personal appearance. Thus it is clear that the mouth and its principal components – the teeth, the tongue, and the gums – should receive the best of care. The teeth and gums preservation is important daily for each and every person. In the ancient periods there was no teeth paste; ancestors had the habit of teeth cleaning with the help of natural ingredients. Due to rapid technological innovations this area got a marketable growth. The marketing of number of toothpaste is increasing day by day. The main purpose of the study is to analyze the preferences of the consumers towards toothpaste. Consumer is the deciding factor. It is the consumer who determines what a business is what the consumer is the deciding factor. It is the consumer who determines what a business is what the customer things he is buying. What he considers value is decisive it determines what the business is, what is produced and whether it will purpose.

PROBLEM OF THE STUDY

The problem undertaken for study purpose is consumer preferences towards using tooth paste. Preferential status of consumers on what basis the consumer prefers his brand and which influences him to buy such a brand and also how his buying motive is created are analyses and concluded the exact buying behaviour of the consumer towards using the same brand.

IMPORTANCE OF THE STUDY

Now-a-days the consumer goods are increasing day by day. In the dynamic world so many brands of tooth paste are produced and marketed by a single manufacturer. The decision whether to buy or not depends only on the consumer's motive. The present market is the consumer oriented market and how they are treated as the decisive force. The foresaid reason has given a fillip to the researcher to make out a study about the consumer buying behaviour and their position in choosing the particular brand of tooth paste.

OBJECTIVES OF THE STUDY

1. To analyse the social and economical background of consumer and to find out to what extent the social and cultural set up affect the buying habits of the urban consumers.
2. To find the brand awareness of consumers.
3. To find the exact preferences of the urban consumers.
4. To know the way by which the buying motive of the urban consumer is created.
5. To ascertain the opinion of the urban consumer towards using the same brand to whole family and the opinion regarding frequent change of brand.
6. To find the reasons for preferences and the sources of purchase and also to know the opinion based on the medical consultation.

RESEARCH METHODOLOGY

The methods followed for executing the project are both primary and secondary. For field work, the township having a population of 65000 is taken into consideration. The town consists of 30 wards. The researcher could not study the whole of the total population due to lack of time and financial constraints. So, only 4 samples were taken from each ward comprising a total of 120 samples for the purpose of this study.

LIMITATIONS OF THE STUDY

The researcher had some limitations in his execution which are listed below. The study is confined to Tiruvarur town only. Only the opinion of the consumers, using tooth paste alone was taken in to consideration and the experiences and opinion of the dealers were not considered. The results of the study cannot be generalized to other areas due to demographic differences. The findings of the study are drawn on the basis of information supplied by the respondents.

TABLE 1: BRAND PREFERENCE

Name of Brand	No. of Respondents	Percentage
Colgate	64	53.0
Close up	24	20.0
Pepsodent	10	8.5
Promise	7	5.5
Vicco	4	3.0
Signal	3	2.5
Babool	2	2.0
Thermosel	1	1.0
Sensoform	2	2.0
Cavison	3	2.5
Total	120	100

Source: Primary Data

Table 1 shows that thought more than 20 brands are existing in the market, the majority of respondents, i.e. 53 per cent only Colgate. The second majority of respondents 19.5 per cent prefer Close-up and 8 per cent of respondents prefer Pepsodent.

TABLE 2: REASONS FOR PREFERENCE

Reasons	No. of Respondents	Percentage
For Medical value	25	21.0
For Economy	13	11.0
For Quality	63	52.5
For Rich-in-foam	5	4.0
For Others	14	11.5
Total	120	100

Source: Primary Data

As shown in table 2, it is learnt that 52.5 per cent of respondents prefer their brand for quality, 21 per cent prefer for medical value, 11 per cent prefer for economy, 4 per cent prefer for rich in foam and the rest of 11.5 per cent prefer for various reasons.

TABLE 3: OPINION ABOUT PRICE

Opinion Income	Number of Respondents			Total	Percentage
	<10000	10000 to 20000	> 20000		
Very high	3	2	1	06	05
High	5	10	5	20	17
Moderate	4	66	24	94	78
Total	12	78	30	120	100

Source: Primary Data

As shown in table 3, 94 of the total 120 respondents feel that the price is reasonable. 20 respondents felt it is high and 6 of them felt that the price is very high. No one respondent is of the opinion that the price of the tooth paste is cheap whereas 22 per cent of them opined that it is very high.

FINDINGS

The results of the study are given below;

- ✓ All the respondents in the study area are having the habit of using tooth paste and a number of brands of tooth paste are available in Tiruvurur.
- ✓ The major portion of respondents prefers the Colgate tooth paste. Out of 120 respondents, 53 per cent of respondents prefer Colgate as their favourite tooth paste.
- ✓ 83 per cent of the respondents feel better about the quality of the tooth paste they are using after comparing it with the product they previously used.
- ✓ 91 per cent of the respondents are using their favourite brand for its quality and only 9 per cent of the respondents use it for other reasons like recommendation of the doctors or retailers. The quality of the tooth paste is the prime reason for consumer preference.
- ✓ 83 per cent of the consumers are reluctant to change their brand rather they are intending to purchase only their favourite brand. The satisfactory level of the respondents is very high as they have very strong intention of repurchasing their favourite brand.
- ✓ 94 per cent of the total 120 respondents feel that the price of the tooth paste is reasonable. 20 respondents felt that it is high and 6 of them felt that the price is very high.

SUGGESTIONS

- ❖ To improve the satisfaction level of the consumers, the uses of the product should be developed in such a way to call the tooth paste as a multipurpose one.
- ❖ Highly pleasant perfumes may be added to the product to enhance the satisfaction level of the consumers.
- ❖ Steps may be taken to gain the dealer's patronage to the product.
- ❖ Free gifts should be provided to all the consumers along with the tooth paste tooth brushes, mouth wash liquid, children toys are some of the products which may be thought of as free gifts.
- ❖ Gift coupons may be issued to the consumers to recommend the product to others.
- ❖ The companies shall take necessary steps to educate the rural people about the necessity using quality tooth pastes to guard their teeth and health.
- ❖ The product tooth paste shall be made available more in 100 grams and 50 grams' containers and if possible in sachets. The consumers shall be encouraged to use economy packs more.

CONCLUSION

The study was concentrated only in a small portion of the area, in the field of consumer preference towards to tooth paste. The tooth paste is used for the protection of teeth and it is also used to prevent tooth decay and to stop bad breath, in the month. This survey concluded that the most of the respondents give suggestion to maintain its present quality without raising the price and the remaining respondents reported that the quantity is to be maintained in future. All are using the same tooth paste without difference between low income people and high income people. In the dynamic world, due to development in Science and technology, today's luxuries become the necessities of tomorrow. Therefore, tooth paste will be included in the list of basic necessities in the near future.

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I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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