

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	BRAND MANAGEMENT OF SCHOOLS <i>ANJALI TRIVEDI & DR. SHRADHA M. BANGA</i>	1
2.	FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR OF REFRIGERATOR: AN EMPIRICAL STUDY <i>SUNITA RATH, D. P. MISRA & U. C. PATNAIK</i>	5
3.	KNOWLEDGE MANAGEMENT AND INTELLECTUAL PROPERTY MANAGEMENT AS STRATEGIC BUSINESS TOOLS: AN ANALYSIS <i>ARUNIMA K. V. & DR. P. PAKEERAPPA</i>	9
4.	DENTAL CARE HABITS OF RURAL CONSUMERS IN TELANGANA <i>G RAVIKUMAR & P. BHEEMAI AH</i>	13
5.	A STUDY ON CUSTOMERS' PERCEPTION TOWARDS MARKETING MIX STRATEGIES ADOPTED BY RURAL RETAILERS IN COIMBATORE DISTRICT <i>A. MARTIN JAYARAJ & DR. A. DHARMARAJ</i>	16
6.	IMPACT OF CAPITAL STRUCTURE ON COST OF CAPITAL AND VALUE OF FIRM: AN EMPIRICAL STUDY OF CEMENT INDUSTRY IN INDIA <i>MOHAN KUMAR M.S., DR. T. ASWATHA NARAYANA & SURAJ M.</i>	20
7.	APPLICATION OF MULTIMEDIA DATA MINING TECHNOLOGY IN DIGITAL LIBRARY SYSTEM <i>DR. RAKESH KUMAR MISHRA</i>	24
8.	FORMAL REALIZATION OF CASE RELATIONSHIPS IN ODISA <i>DR. RANJAN KUMAR DAS & DR. GOVINDA CHANDRA PENTHOI</i>	26
9.	STUDY OF ACADEMIC ACHIEVEMENT OF ADOLESCENT STUDENTS IN RELATION TO THEIR FAMILY CLIMATE AND AGGRESSION <i>GURKIRAN KAUR</i>	30
10.	IMPACT OF ONLINE SERVICES & SCHEMES OFFERED BY ING VYSYA BANK MERGED WITH KOTAK MAHINDRA ON CUSTOMERS <i>DR. ARCHANA DADHE</i>	34
11.	MERGERS AND ACQUISITIONS IN INDIA AND ITS SHORT TERM IMPACT ON SHAREHOLDERS WEALTH <i>AMISH BHARATKUMAR SONI</i>	41
12.	RELATIONSHIP BETWEEN GOVERNMENT REVENUE GROWTH AND ECONOMIC GROWTH IN ETHIOPIA <i>BIRUK BIRHANU, WONDAFERAHU MULUGETA & TEMESGEN YAEKOB</i>	47
13.	NON PERFORMING ASSETS MANAGEMENT OF KERALA FINANCIAL CORPORATION (KFC) <i>DR. C. SANKAR & VINOD K.RAJU</i>	55
14.	INFLUENCE OF TELEVISION ADVERTISING ON PURCHASE DECISION MAKING OF FMCG PRODUCTS <i>NANDAKUMAR.P, MANNIL JAMES JANSON & G. GOPIKA</i>	62
15.	A STUDY ON CONSUMER'S ATTITUDE TOWARDS EMERGING TREND OF MOBILE ADVERTISING IN KERALA <i>AKHILA VENUGOPAL, CHAITHRA M & GIRISH S</i>	66
16.	IMPACT OF BRAND AWARENESS ON CONSUMER/BRAND LOYALTY: A STUDY OF PACKAGED MILK BRANDS IN SURAT CITY, GUJARAT <i>DR. REENA CHHAJED</i>	70
17.	FACTORS AFFECTING EMPLOYEE RETENTION: A CASE STUDY OF SOFTWARE COMPANIES IN BANGALORE CITY <i>K. PAVAN & DR. T. L. NARASIMHA REDDY</i>	76
18.	CORPORATE SOCIAL RESPONSIBILITY: ITS IMPACT ON THE DEPOSIT MONEY BANKS IN NIGERIA – A CASE STUDY OF GUARANTY TRUST BANK NIGERIA <i>IBRAHIM MOHAMMED GADDAFI</i>	82
19.	CORPORATE REPORTING THROUGH XBRL <i>BHAVNA DABHI</i>	86
20.	INTELLECTUAL PROPERTY AND MORAL RIGHTS <i>ARPITA NARAYAN</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	93

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

DENTAL CARE HABITS OF RURAL CONSUMERS IN TELANGANA

G RAVIKUMAR
ASST. PROFESSOR

EINSTEIN COLLEGE OF BUSINESS MANAGEMENT
NADERGUL

P. BHEEMAI AH
ASSOCIATE PROFESSOR

EINSTEIN COLLEGE OF BUSINESS MANAGEMENT
NADERGUL

ABSTRACT

An important and recent development in India's consumerism is the emergence of the rural market for several basic consumer goods. Three-fourths of India's population lives in rural areas, and contribute one-third of the national income. The mouth is a mirror that can reflect the health of the rest of your body. Numerous recent studies investigating the mouth-body connection have suggested an association between oral health and general health. Research has shown that dental diseases can best be prevented through early detection and primary prevention. Which means people need to, at least get the basics right – brush twice daily and visit a dentist twice a year. The benefit of doing so is not only less painful, but also significantly less expensive. Children, right from the age of three should be made aware of basics like the importance of brushing teeth twice a day, cleaning teeth and gums properly and other oral care information. Starting early will make oral hygiene not a practice but a habit with them. In this context the present study has been conducted to know the basic dental care habits of rural consumers in Telangana area. It was conducted in Karimnagar and Ranga Reddy districts of Telangana State. A Pre-structured questionnaire was used to collect the primary data from a sample of 150, 75 from each district. The study has shown that still some traditional methods are used in rural areas to clean their teeth and visiting a dentist is not a regular activity among them. The study suggests business people to encourage good habits of dental care which will increase their business too.

KEYWORDS

consumer habits, dental care, dental hygiene, rural consumer.

INTRODUCTION

Mouth is the gateway and place of disease for microbial infections that affect the health of a human being. It reflects the health of the whole body as a mirror. Studies have shown that there is a relationship between oral health and general health. For instance, there is a growing body of evidence indicating that chronic gum disease may contribute to the development of heart disease, said Dr. Ashok Dhoble, Secretary General, Indian Dental Association, Head Office. So we can say one cannot be healthy without good oral health. It is proven that dental diseases can be prevented can best be prevented if they are identified in the early stages and with primary prevention. The prevention can be done if people make basic habits like brushing twice a day, visiting a dentist every six months etc., which are painless and less expensive. Children below three years, if habituated to brushing twice, knowing the importance of cleaning teeth and gums, and oral care information, it is easy to prevent dental problems as well as many body related problems. (Dr. Bhagwant Singh, National President, Indian Dental association).

NEED AND IMPORTANCE OF THE STUDY

In this regard the present study was conducted to know the awareness of basic dental habits of rural consumers of Telangana.

MAJOR OBJECTIVES

1. To know the measures to be taken by rural consumers of Telangana for oral and dental hygiene
2. To study the accessories used for dental care by these rural people.
3. To find out the measures taking for dental care and to what extent these rural consumers are visiting a dentist
4. To know the consumer attitudes towards their dental care.
5. To find which is the leading oral care brand in rural areas of Telangana

RESEARCH METHODOLOGY

SCOPE OF THE STUDY: The study was conducted in rural areas of Ranga Reddy and Karimnagar districts. The scope is restricted to the dental care habits of consumers.

RESEARCH DESIGN: The study was aimed to know dental care habits of rural people, so *descriptive research design* was used, as descriptive research design aims to know the market characteristics like what, where, when, who, why and how.

SAMPLING DESIGN: Convenience sampling method was used to collect the data from the respondents, with a view that the sample has to cover all age groups, gender and social status. The respondents were caught at different places like their homes, farms, bust stops etc. The sample size was chosen as 150, 75 from each district. The sample covered 5 villages from each district, chosen randomly.

NATURE AND SOURCES OF DATA: The detailed information required for the study was collected from both primary and secondary sources in order to accomplish objectives of the study. Primary data were collected with the help of a pre-structured questionnaire and direct interview method. The secondary data were collected from Journals, Newspapers, Magazines and Websites. The questionnaire was prepared based on the secondary data and was validated with the help of a pilot study conducted in Nadergul village of Ranga Reddy district with a sample size of 30. The questionnaire was translated in to Telugu before administering it to respondents.

DATA ANALYSIS: The data was analyzed using simple tabulation and percentages.

LIMITATION: The study aimed to know the basic dental care habits of rural people and does not cover all the areas of dental care. The study was conducted in only two districts of Telangana, which may not represent the whole.

LITERATURE REVIEW

Dental care has been a part of Human health from the ancient times. Oral diseases continue to be a major health problem world-wide. Oral health is integral to general well-being and relates to the quality-of-life that extends beyond the functions of the craniofacial complex. India is a rapidly developing nation and is making great progress in IT, finance and living standard. In spite of these, it is very sad to know that very few people believe in regular dental care¹. Dental diseases restrict the activities in School, Work and Home and significantly diminish the quality of life in children and adults, especially in low-income groups². Tooth brushing may

help prevent some oral health diseases considered to be public health problems--in particular, certain presentations of chronic periodontal diseases and dental caries³.

Oral hygiene includes the following:

Teeth Cleaning: Teeth cleaning involve removal of dental plaque and tartar from teeth to prevent cavities, gingivitis, and gum disease. Dentists recommend that teeth be cleaned professionally at least twice every year.

Tongue Cleaning: it is a part of oral care as it removes bacterial coating on tongue that generates bad breath and problems to teeth and gums.

Gum care: Massaging gums is generally recommended for good oral health. It is recommended to brush and floss at least two times everyday to maintain a healthy dentition.

Toothbrush: The toothbrush is a fundamental tool used for accomplishing the goals of plaque control. It is the most common device used for maintaining good oral hygiene. "An ideal toothbrush may be defined as the one which removes plaque effectively."

Frequency of changing toothbrush: It is suggested that the toothbrush be changed every three months or even before if the bristles appear frayed or "flowered". The correct brushing technique includes following steps:

Toothpaste: Toothpaste is a paste or gel dentifrice used to clean and improve the aesthetic appearance and health of teeth. It is almost always used in conjunction with a toothbrush. Toothpaste use can promote good oral hygiene. It can aid in the removal of dental plaque and food from the teeth, it can aid in the elimination and /or masking of halitosis, and it can deliver active ingredients such as fluoride to prevent tooth and gum disease.

Mouthwash: Mouthwash or mouth rinse is a product used for oral hygiene. Antiseptic and anti-plaque mouth rinse claims to kill the germs that cause plaque, gingivitis, and bad breath. Anti-cavity mouth rinse uses fluoride to protect against tooth decay.

Dental floss: Dental floss is either a bundle of thin nylon filaments or a plastic (teflon or polyethylene) ribbon used to remove food and dental plaque from teeth.

Vibration: Some flossing wands utilize vibration which transfers through the floss, originating from the ends. The movement would also help in temporarily separating tooth and gum for floss to get through.

There were different ways of brushing and caring methods mentioned in Indian culture. People used to chew the twigs of neem, Miswak (*Salvadora persica*), and Babool to clean their teeth. In southern India, mango leaf is widely used for cleaning teeth⁴. Tobacco, ash, and salt are also used by many people in rural areas even today. Dental care is a part of primary health care in India; dental care services are available in very few states at the primary health care level. Various factors like demographic behavioral, socio-economic, cultural factors have impact on professional help seeking for dental problems⁵. Utilization of oral health care has been used as an indicator of oral health-care behavior. Regular home oral care and dental checkups are important⁶. For most of the Indians, a visit to a dental office is considered as an extraordinary and an unexpected event. Utilization of healthcare is measured as the number of visits per year or number of people with at least one visit during previous year⁷. The per capita consumption of oral care products in India is around 127grams, which is very low when compared to China (225 grams), Malaysia (304 grams) and Europe (300 grams). The penetration of oral care products in rural areas is just one third of that in urban areas¹. The dentist to population ratio is a critically low 1:35000 in the country. This results in low oral hygiene consciousness and widespread dental diseases. In India less than 15% of the people who use toothpaste brush twice a day. Indian rural oral care market offers huge potential as penetration and per capita consumption of oral care products is very low. However, rising per capita income and increasing awareness is driving demand of oral care products. Consumers have started switching to value-added toothpastes like gels, mouth washes, and teeth whitening products and in rural areas consumers are switching from toothpastes to toothpastes. Colgate and Hindustan Lever together account for over 85% of the organized toothpaste market. Red and Black toothpowder still accounts for 35% of the toothpowder market. In toothpastes Colgate and Dabur are the leading players sharing between them 75% of the market⁸.

ANALYSIS AND INTERPRETATION

SAMPLE REPRESENTATION

The sample consists of 63% male and 37% female. The sample consists of 17% below 18 years, 35% youth (between 18 and 35), 30% middle aged (between 36 and 50), and 18% old age people (above 50 years of age). There are 18% of the respondents whose monthly income is below Rs. 3000, 43% between Rs. 3000 and 6000, 27% between Rs. 6000 and 12,000, 7% with an income between 12,000 and 30,000 and rest are with a monthly income above Rs. 30,000. The sample comprises of 11% students, 38% farmers, 7 % small traders, 7% private employees, 5% Govt. employees, 20% housewives and 12% with other occupations. In the sample 18% are illiterates, 25% are with only primary education, 21% are with high school education, 15% are with Intermediate education, rest are graduates, post graduates and above.

The study has shown that 58% of the people using tooth brush, whereas rest are still dependent on traditional methods of brushing/cleaning their teeth. Neem twig is (23%) used to clean the teeth by majority, but few of them (9%) are using charcoal/ash and others are using tobacco, brick powder and twigs of some plants. Only 6% of those who brush daily, are brushing twice a day though 24% (21 members) them know that it is necessary to brush twice a day. Only 30% of those who use brush are changing their tooth brush once in six months. 17% of the respondents (25 members) said that they know the formal way of brushing. Colgate and Ajay are the major brands of tooth brush in the selected areas. Price of the tooth brush is the major criterion for selecting a tooth brush. 8% of the total users who are not using tooth brush are still using Tooth powder. Though tooth paste is the major conjunction used with tooth brush, 36% of them are using tooth powder at the time of brushing. Colgate is the leading brand in Tooth paste followed by Close-up. Dabur Red is the most preferred tooth powder in Karimnagar district and Farooqui is the leading Tooth powder in Ranga Reddy district. Loyalty is playing a key role in purchasing a tooth paste or tooth powder brand. Strong teeth (42%) and, white teeth (32%) are the major reasons for their loyalty. Only 6% of the total sample are using tongue cleaner and 2% said they use mouthwash some times. Nearby grocery store/ retail shop is the place where majority of the respondents buy their dental care products (nearly 85%).

When it comes to visiting a dentist, 57% of the total sample never visited a dentist, 15% visited only one time, 18% visited few times and only 10% said they visit a dentist regularly. Among them who visit dentist regularly, 6% of the total respondents are only visiting the dentist every six months for regular checkups. 46% of the total respondents said they are suffering from dental problems. Most of those who visited a dentist said it is the tooth ache that made them to visit a dentist. It is interpreted that bad breath, plaque, and gingivitis are not considered as major dental problems by most of the rural people (a physical observation of the interviewer). Even in case of tooth ache majority of the respondents visit a nearby doctor (usually RMP or PMP) first and if it still persists they visit a dentist. Surprisingly 68% of the respondents, at the end, said that their teeth are strong enough.

DISCUSSION

The present study shows the dental care habits of rural consumers in Telangana districts. MNCs like HUL, P&G, Colgate-Palmolive and Dabur have reached major parts of the rural areas but still unable create an impact on the dental care habits of the rural consumers. Oral hygiene is not among the priorities of the people. In this context the study suggests the major players of the oral care that there is a need to create awareness about brushing, tooth paste and toothpastes among the rural consumers as it benefits both the consumers and corporates. Even today Charcoal and tobacco which cause tooth decay and cancer, are used for cleaning the teeth. Though tooth brush and tooth paste are used by majority, they should know how to choose the tooth brush, paste and other accessories. It is necessary for the government to encourage the good habits related to dental care among the children so that they will have oral health that leads to overall body health. This study primarily concentrated on the major oral care habits and players in the rural Telangana, it is further necessary to go for a cross sectional analysis among different sections of the consumers. At the same time there is a huge scope for the researchers to explore how to capture the untapped markets of rural areas.

REFERENCES

1. Shailee Fotedar, KR Sharma, Vinay Bhardwaj, GM Sogi (2013), "Barriers to the Utilization of Dental services in Shimla, India", European Journal of General Dentistry, 2(5) 139-143
2. Gambhir, R. S., Brar, P., Singh, G., Sofat, A., & Kakar, H. (2013). Utilization of dental care: An Indian outlook. Journal of Natural Science, Biology, and Medicine, 4(2), 292– 297.

3. Vallejos-Sanchez AA, Medina-Solis CE, Maupome G, Casanova-Rosado JF, Minaya-Sanchez M, Villalobos-Rodelo JJ. (2008), Sociobehavioural factors influencing tooth-brushing frequency among schoolchildren. *J Am Dent Assoc*; 139:743–749
4. Singh, A., & Purohit, B. (2011). Tooth brushing, oil pulling and tissue regeneration: A review of holistic approaches to oral health. *Journal of Ayurveda and Integrative Medicine*, 2(2), 64–68.
5. Gambhir, R. S., Brar, P., Singh, G., Sofat, A., & Kakar, H. (2013). Utilization of dental care: An Indian outlook. *Journal of Natural Science, Biology, and Medicine*, 4(2), 292–297.
6. Lath Vivek, Singh Sopan, Venkanna Babu G, Chhabra Ranit, Rawlani Sudhir, and Khandewal Punit (2013), "Barriers to Restorative Care among the Rural Indian Population of Rajnandgaon District, Chhattisgarh India, Chhattisgarh Journal of Health, 10(2), pp.12-15
7. Bommireddy, V. S., Pachava, S., Ravoori, S., Sanikomm, S., Talluri, D., & Vinnakota, N. R. (2014). Socio-economic Status, Needs, and Utilization of Dental Services among Rural Adults in a Primary Health Center Area in Southern India. *Journal of International Oral Health: JIOH*, 6(6), 56–60.
8. Vani, G., Babu, M.G., & Panchanatham, N. (2010). Toothpaste Brands – A study of Consumer Behavior in Bangalore City, *Journal of Economics and Behavioral Studies*, Vol. 1, No. 1, pp. 27-39

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

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

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

