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        REVIEW OF LITERATURE

        NEED/IMPORTANCE OF THE STUDY

        STATEMENT OF THE PROBLEM

        OBJECTIVES

        HYPOTHESES

        RESEARCH METHODOLOGY

        RESULTS & DISCUSSION

        FINDINGS

        RECOMMENDATIONS/SUGGESTIONS

        CONCLUSIONS

        SCOPE FOR FURTHER RESEARCH

        ACKNOWLEDGMENTS

        REFERENCES

        APPENDIX/ANNEXURE

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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

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

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A STUDY OF SOCIO - ECONOMIC VARIABLES FOR TOOTHPASTE BRANDS IN INDORE CITY

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ABSTRACT

India is still a nascent country in dental hygiene, with the majority of the population still not having access to modern dental care but relying on substances like coal ash and neem sticks. In India, per capita toothpaste consumption stood at 120g in 2011, which is amongst the lowest in the world, compared to 450g and 500g in Malaysia and Vietnam respectively. Toothpaste enjoys a country wide penetration level of 50%. The penetration levels of dentifrice in the country have been on an upward trend over the last few years driven by strong improvements in toothpaste penetration. Thus it becomes imperative to explore the socio-economic variables for different toothpaste brands, so as to decide on the STP decision.

KEYWORDS

Socio-economic Variables, Brand Loyalty, Buying Behavior.

1. INTRODUCTION

Every company intends to develop and pursue loyal customers. Loyal customer tends to purchase consistently over a period of time, generally at regular prices and commonly ignoring the pleas and platitudes of competitors. For every company loyal customers are pathways to success in long run. Researches in past reveled that it's not easy to have loyal customer, as the customer's mind-set is dynamic and complex to analyze. It is mix of conscious and unconscious, rational and emotional perceptions, thus it becomes imperative to understand, how customer's mind set will perceive during purchase of any goods/services? A customer's mind may undergo following criteria: - Will the goods/services meet my desired expectation? How much does the product will cost? Will this brand offer value for money? What will be the advantages of purchasing goods/services from a particular company? How will this company serve me as customer? Such thought are present in the customer's mind-set which in turn makes the decision related to purchasing the goods/services more complex. Customer acts as their mind asks them to do. If company focuses on the customer mind-set then the brand can leverage the desired result. This is very true in various cases, whether it is small or big business, customers develops certain ideas about the company's product/service, this is called as perception, which is difficult to change in short-run. Successful goods/services wins the hearts and minds of customers, as loyalty towards a company is the sum total of customer's experiences, thus a strong presence in the minds of target customers is precious for companies.

As the battle for customer's mindset intensifying day by day in Fast Moving Consumer Goods (FMCG), it becomes important for companies to spend time in researching and finding newer ways to keep the customer loyal. Here in the present research, we will study the Socio Economic Variables in FMCG product category wherein, the selected product is toothpaste, which has low involvement level and is less price sensitive too.

1.1 TOOTHPASTE MARKET SHARE

The toothpaste market share at the global level shows that Europe accounts for 37.5%, America accounts for a further 35.3% and Asia Pacific accounts for 27.20 % of the global market's value. Further there is stiff competition between the two global giants i.e. Colgate-Palmolive and Proctor and Gamble, former accounts for 21.3% of global market share (Ref. fig 1.1).

FIG 1.1: GLOBAL MARKET SHARE OF ORAL CARE
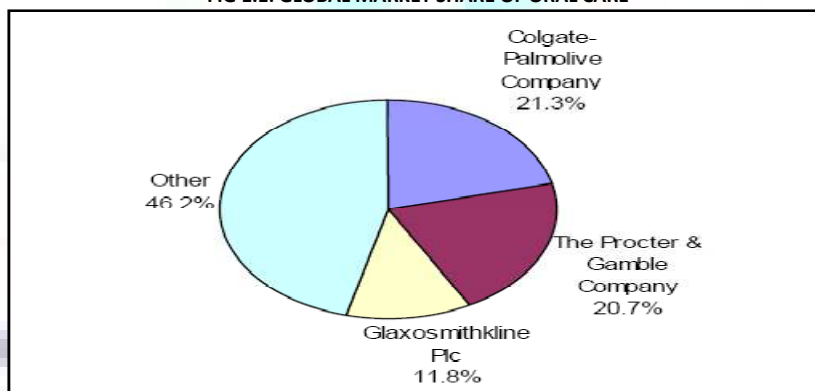
1.2 THE FORECAST FOR INDIAN ORAL CARE

As per the forecast, the toothpaste sales will account for Rs 44,874.1 million by 2013 in comparisons to sales of Rs 42,448.8 million in 2012. The oral hygiene market (Ref Table 1.1) exhibited that by the year 2013, sales will touch Rs 52,255.2 million. This will give birth to fierce competition among leading players. Companies now need to find ways, to keep their toothpaste market share intact. To succeed in effective branding, companies must understand the needs and wants of the customers and prospective customers.

TABLE 1.1: FORECASTED SALES OF ORAL HYGIENE FROM YEAR 20012-2013 IN INDIA

Oral Hygiene	Years	
	2012 (Rs Million)	2013 (Rs Million)
Toothpaste	42,448.8	44,874.1
Mouthwash	167.2	179.9
Toothbrush	6,823.7	7,201.3
Total	49,439.7	52,255.2

2. REVIEW OF LITERATURE

2.1 TECHNICAL DEVELOPMENT OF TOOTHPASTE

In the year 1947 Richard S. Manly a former student of Harold C. Hodge, University of Rochester and assignor to the Procter and Gamble Company filed patent "Improvements in and relating to preparations for use in contact with the teeth"; (Ref.British Patent GB 644,339) application in U.S.A. (March 12, 1947; filed March 11, 1948; pat. Oct. 11, 1950).

In the year 1950 Philip Zutavern and Kurt Kraft, both of Heidelberg, Germany, assignors to Knoll A. G., Ludwigshafen: "*Verfahren zur Herstellung von organischen Salzen der Fluorwasserstoffsäure*", German Patent DE 855,118; filed Dec. 5, 1950; pat. Nov. 10, 1952. Specified the preparation of mono-di-tri-ethanolamine hydrofluoride, the first amine fluorides to be used for toothpaste.

In the year 1951 Oskar Eichler and Kurt Kraft, both of Heidelberg, Germany assignors to Knoll A. G., Ludwigshafen filed patent "*Verfahren zur Herstellung einer alkalischen, seifenfreien, reagibles Fluor neben Calciumcarbonat enthaltenden Zahnpasta*", German Patent DE 971,375; filed August 26, stated that amount of an NSAID sufficient to inhibit the production of prostaglandins induced by the fluoride." NSAID (Non steroidal aniti-inflammatory drug)

In the year 2006 In Europe first toothpaste containing biomimetic synthetic hydroxylapatite as an effective alternative to fluoride for the remineralization and reparation of tooth enamel was introduced. The function of the biomimetic hydroxylapatite was to protect teeth by creating a new layer of synthetic enamel around the tooth instead of hardening the existing layer with fluoride that chemically changed it into Fluorapatite.

In June, 2007, the US food drug administration authority and similar agencies in Panama, Puerto Rico and Australia advised customers to avoid certain brands of toothpaste manufactured in China, after some were found to contain the poisonous diethylene glycol, also called diglycol or labeled as "DEG" on the tube. The chemical was used in antifreeze as a solvent and was potentially fatal.

Toothpastes today typically contain fluoride, color, flavor, sweetener, as well as an ingredient that makes the toothpaste smooth, foamed and moist. Some toothpaste also contains special ingredients, such as triclosan as in Colgate Total. Toothpaste in tubes was used throughout the world and has been a very successful invention.

3.0 OBJECTIVES OF THE STUDY

3.1   To find the rank of toothpaste brand according to the customer in Indore city.

3.2   To study the socio economic variables for preferred toothpaste brands in Indore city

4.0 RESEARCH METHODOLOGY

4.1 PRIMARY DATA

In the Present study questionnaire was used to collect the data relating to age, gender, occupation, income from the customer of various toothpaste brands as respondents in Indore city. They were also asked to rank their most preferred brand of toothpaste.

4.2 SECONDARY DATA

The secondary data available from various website, datamonitor and other published sources, were also used in this study.

4.3 AREA OF STUDY

The area of study was confined to the city limits of Indore city, Situated in Madhya Pradesh India.

4.4 SAMPLE SIZE

The size of the sample considered for the study was 150 respondents from Indore city.

4.5 SAMPLING METHOD

Respondents were selected by using convenience sampling method under non probability method of sampling.

5.0 HYPOTHESIS FORMULATED

Four null hypotheses were formulated, which are as under:

Ho1   There is no significant relationship between the age of respondent and the preferred brand of toothpaste.

Ho2   There is no significant relationship between the gender of the respondent and the preferred brand of toothpaste.

Ho3   There is no significant relationship between the occupation of the respondent and the preferred brand of toothpaste.

Ho4   There is no significant relationship between the income of the respondent and preferred brand of toothpaste

6.0 ANALYSIS AND INTERPRETATION

The data collected was analyzed, percentage method is used to present the ranking of various toothpaste brands according to customers and further analysis of socio-economic variables for toothpaste brands viz Colgate, Pepsodent, Close-up, Meswak and others (Vicco, Amar, Babool, Dabur Red and Anchor were under other category) was done with the help of chi square test.

6.1 PERCENTAGE METHOD IS USED TO PRESENT THE RANKING OF VARIOUS TOOTHPASTE BRANDS GIVEN BY CUSTOMERS

TABLE 1.2: TOP RANK PERCENTAGES BY CUSTOMERS FOR PREFERRED TOOTHPASTE BRAND

Brands	Frequency	Percent	Valid Percent	Cumulative Percent
Closeup	40	26.7	26.7	26.7
Colgate	71	47.3	47.3	74.0
Meswak	13	8.7	8.7	82.7
Pepsodent	16	10.7	10.7	93.4
Other	10	6.7	6.7	100
Total	150	100.0	100.0	

Interpretation: The study shows that out of 150 respondent 47.3 percent rated Colgate as no. 1 preferred toothpaste brand, followed by   Closeup at 26.7 percents Pepsodent at 10.7 percent, Meswak at 8.7 percent and others at 6.7 percent.

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6.2 RELATIONSHIP BETWEEN AGE AND PREFERRED TOOTHPASTE BRAND.

TABLE - 1.3: BRAND * AGE CROSS TABULATION

Brands	Age			Total
	less then 20	21-30	above31	
Closeup	11	14	13	38
Colgate	12	33	21	66
Meswak	5	7	0	12
Pepsodent	8	6	9	23
Others	2	9	0	11
Total	38	69	43	150

TABLE - 1.4: CHI SQUARE TEST

Test	Value	Df
Pearson Chi-Square	18.302	8

Interpretation: The value of chi square is 18.302 which is greater then the table value of 15.51 at 95 % confidence level (5% significant level) hence we say that there is a significant relationship between age of the respondent and preferred brand of toothpaste. Hence the H01 hypothesis is rejected.

6.3 RELATIONSHIP BETWEEN GENDER AND PREFERRED TOOTHPASTE BRAND

TABLE 1.5 BRAND * GENDER CROSS TABULATION

Brand	Gender		Total
	Male	Female	
Closeup	14	24	38
Colgate	46	20	66
Meswak	8	4	12
Pepsodent	11	12	23
Others	6	5	11
Total	85	65	150

TABLE-1.6 CHI SQUARE TEST

Test	Value	df
Pearson Chi-Square	11.886	4

Interpretation: The value of chi Square test of 11.886 is greater the table value of 9.49 at 95 % confidence level (5 % significant level) thus there is significant relationship between the gender of the respondents and there preferred brand of toothpaste. Hence H02 Hypotheses is rejected.

6.4 RELATIONSHIP BETWEEN OCCUPATION AND PREFERRED TOOTHPASTE BRAND

TABLE – 1.7: BRAND * OCCUPATION CROSS TABULATION

Brands	Occupation				Total
	Student	Business Professional	Service	Others	
Closeup	10	4	20	4	38
Colgate	30	20	12	4	66
Meswak	7	2	2	1	12
Pepsodent	6	5	10	2	23
Others	2	2	3	4	11
Total	55	33	47	15	150

TABLE – 1.8: CHI-SQUARE TESTS

Test	Value	df
Pearson Chi-Square	30.196	12

Interpretation: Here the value of chi square is 30.196 which is greater then the table value of 21.06, thus there is significant relationship between the occupation of the respondents and preferred brand of toothpaste. Hence H03 Hypothesis is rejected.

6.4 RELATIONSHIP BETWEEN INCOME AND PREFERRED TOOTHPASTE BRAND.

TABLE – 1.9: BRAND * INCOME CROSS TABULATION

Brand	Income				Total
	Below Rs 5000	Rs 5000 - 15000	Rs 15000 - 25000	Above Rs 25000	
Closeup	20	14	3	1	38
Colgate	20	30	12	4	66
Meswak	1	9	2	0	12
Pepsodent	10	6	5	2	23
Others	7	2	2	0	11
Total	58	61	24	7	150

TABLE - 1.10: CHI-SQUARE TESTS

Test	Value	df
Pearson Chi-Square	19.186	12

Interpretation: Here, the value of chi square test is 19.186 which is less the table value of 21.03, thus there is no significant relationship between the income of the respondent and the preferred brand of toothpaste. Hence the H04 hypothesis is not rejected.

TABLE 1.11: RESULT OF CHI SQUARE TEST

Sr. No	Summary Result of Chi Square Test Hypothesis	Chi Square Value	DF	Chi Square Table Value at 5 % Significance	Result
1	H01: There is no significant relationship between the age of respondent and the preferred brand of toothpaste	18.302	8	15.51	**Hypothesis Rejected**
2	H02: There is no significant relationship between the gender of the respondent and the preferred brand of toothpaste	11.886	4	9.49	**Hypothesis Rejected**
3	H03: There is no significant relationship between the occupation of the respondent and the preferred brand of toothpaste.	30.196	12	21.03	**Hypothesis Rejected**
4	H04: There is no significant relationship between the income of the respondent and preferred brand of toothpaste	19.1858	12	21.03	**Hypothesis Not Rejected**

7.0 MARKETING IMPLICATIONS
7.1 PREFERRED TOOTHPASTE BRAND
The competition is fierce and the margin for error shrinks day by day with advance technology and innovation. When the goods/services offered are alike, with same benefits, this results into complex customer choices. Being merely reactive is not an option for the company. In order to maintain good market position, company's goods/services has to be preferred by the customer over other brands.

Brand preference is a measure of brand loyalty, in which a customer will choose a particular brand over other competing brands in the same product category. One challenge for the companies is to monitor changes in customer's brand preferences over a period of time. The issue is of great interest to managers, they need to find which is the most preferred brand in a product category by customers?

Here in the present study Colgate enjoys higher level of brand preference with 47.3 % followed by Closeup and Pepsodent with 26.7% and 10.7% respectively. This implies that **high brand preference** is distinctly related to the success of the leader. In the year 2010, Colgate reached out to almost 3.4 million consumers to be the most preferred toothpaste brand in India.

7.2 SOCIO ECONOMIC VARIABLES
The marketing implications of relationship between **preferred toothpaste brand** and **socio economic variable (Age, Gender, Occupation, and Income)** is presented below:

7.2.1 AGE
In the present study, age is studied with respect to preferred toothpaste brand. The study reveals significant relationship between the age of the respondent and **preferred toothpaste brand** (Ref. table 1.3 and Ref. table 1.4). Here in the present study this **implies** that the **"age below 20 years", "age between 21 to 30 years," and "age above 31 years" is** not **homogeneous.** The needs and wants differ according to age group for the preferred toothpaste brands.

7.2.2 GENDER
In the present study, gender is studied with respect to **preferred toothpaste brand**. The study reveals significant relationship between the gender of the respondent and **preferred toothpaste brand** (Ref. table 1.5) and (Ref. table 1.6). The present study **implies** that **"Male" and "Female"** is not **homogeneous.** The needs and wants are different for male and female for the preferred toothpaste brands.

7.2.3 OCCUPATION
In the present study, occupation is studied with respect to **preferred toothpaste brand**. The study reveals significant relationship between the occupation of the respondent and **preferred toothpaste brand** (Ref. Table 1.7) and (Ref. table 1.8). Here the study **implies** that **"Students", "Business persons", "Service" and "Others" is not homogeneous** for **preferred toothpaste brand** The needs and wants are different for the preferred toothpaste brands for different occupation levels.

7.2.4 INCOME
In the present study, income is studied with respect to **preferred toothpaste brand**. The study reveals no significant relationship between the income of the respondent and **preferred toothpaste brand** (Ref. table 1.9) and (Ref. table 1.10).

The present study **implies** that **income "upto Rs 5000 pm", "Rs 5001 to Rs 15000 pm,", "Rs 15001 to Rs 25000 pm and "above Rs 25000" is insignificant in relation to preferred toothpaste brand,** as needs and wants are same at different income levels. The customers are less price sensitive towards toothpaste, as toothpaste being a low involvement product.

8.0 CONCLUSION
Researchers in the past have identified demographic variables such as age and education as key forces that affected brand loyalty; while others found no relationship between demographics variables and brand loyalty. Some studies suggested that demographic variables do explain behavioral loyalty (Homburg and Giering, 2001), although the relationship of demographic factors and brand loyalty is not so clear (Coner and Gungor, 2002; Enis and Paul, 1970). The present study reveled significant relationship between demographic variables (age, gender, and occupation) and no significant relationship with Income and the preferred toothpaste brand.

8.1 RANKS OF TOOTHPASTE BRAND ACCORDING TO THE CUSTOMER IN INDORE CITY
The study revels that the market leader is Colgate, in comparison to others toothpaste brand in Indore city. Out of 150 respondent 47.3 percent rated Colgate as no. 1 preferred brand, followed by Close up at 26.7 percent Pepsodent at 10.7 percent, Meswak at 8.7 percent and others at 6.7 percent. Although Dabur India Limited has emerged as a potential competitor because of Meswak and Dabur Red brand.

8.2 THE RELATIONSHIP BETWEEN SOCIO ECONOMIC VARIABLE AND PREFERRED TOOTHPASTE BRANDS IN INDORE CITY
The study revels that the is a significant association of Age, Gender and Occupation of the customer for preferred brand of toothpaste for Indore city, but there is no significant association of Income of the customer and the preferred brand of toothpaste for Indore city, Thus companies should focus on to **increase liking & preferences. C**ompanies should catch customer **early at early age** and focus on **habit formation**. Companies should target the age group below 20 years. This will give the company an opportunity to develop linking and retaining the customer across different age groups as he/she will remain homogeneous across different age groups for toothpaste. Companies may have the target audience as age below 20 years. They may have specifically children in the TV commercials of toothpaste, so as to get the advantage of catching them young. Toothpaste being a low involvement product, variation in price will not make significant impact on the consumption pattern of customer further the study reveled that is no significant association of Income of the customer and the preferred brand of toothpaste. Thus the company should focus on its pricing strategy, price should be competitive with respect to other companies and going concern pricing method may be a preferred method in deciding the pricing strategy for the company.

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