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# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	<b>DELINQUENCY MANAGEMENT: SPECIAL REFERENCE OF BANK OF CEYLON NORTHERN PROVINCE</b> <i>SENTHEESWARY SENTHURAN &amp; T. VELNAMBI</i>	1
2.	<b>HRD ISSUES IN INDIAN PSUs: AN EMPIRICAL STUDY OF HUTTI GOLD MINES COMPANY LIMITED</b> <i>RAJNALKAR LAXMAN &amp; ANIL KUMAR HAGARGI</i>	7
3.	<b>WORKFORCE DIVERSITY AND ITS IMPACT ON EMPLOYEE PERFORMANCE: A STUDY OF IT COMPANIES IN TAMILNADU</b> <i>R. SASIKALA &amp; DR. N. THANGAVEL</i>	14
4.	<b>DIRECT AGRICULTURAL MARKETING: A STUDY OF UZHAVAR SANDHAI (FARMERS' MARKET) IN SALEM DISTRICT</b> <i>DR. A. ELANGOVAN &amp; S. YAZHINI</i>	22
5.	<b>CONSUMER PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS (OFPS) IN INDIA: WITH SPECIAL REFERENCE TO UDAIPUR CITY</b> <i>PRIYA SONI &amp; RENU JATANA</i>	26
6.	<b>INDIAN RURAL MARKET: AN OPPORTUNITY FOR PRIVATE LIFE INSURANCE COMPANIES</b> <i>YOGESH ARVIND PATIL &amp; DR. YOGESH D. MAHAJAN</i>	30
7.	<b>TRANSMISSION OF INFORMATION BETWEEN INDIAN FUTURES AND CASH MARKETS</b> <i>DR. BABU JOSE &amp; DR. DANIEL LAZAR</i>	34
8.	<b>GREEN ICT SERVICES AND ISSUES: NANO, GRID AND CLOUD COMPUTING</b> <i>A.PAPPU RAJAN, DR. ROSARIOVASANTHAKUMAR.P. &amp; A.JOTHI KUMAR</i>	41
9.	<b>A REVIEW OF SPORTS GOODS CLUSTERS BY SWOT ANALYSIS: MEERUT CLUSTER IN PARTICULAR</b> <i>DR. ALPNA GARG &amp; RAJUL GARG</i>	44
10.	<b>EMPLOYEE COST ON PRODUCTIVITY AND PROFITABILITY IN SELECT PRIVATE SECTOR ORGANISATIONS: A STUDY</b> <i>MOIRANTHEM MOMOCHA SINGH</i>	50
11.	<b>IMPACT OF LOAN UTILIZATION IN RURAL AREA OF HIMACHAL PRADESH: A CASE STUDY OF DISTRICT MANDI</b> <i>GAGAN DEEP</i>	53
12.	<b>IMAGE RETRIEVAL USING SHOT BOUNDARY DETECTION AND KEY FRAME EXTRACTION BASED TECHNIQUE FOR VIDEO SUMMARIZATION</b> <i>ASHWINI P</i>	59
13.	<b>IMPACT OF WORK LIFE BALANCE ON MORALE, SATISFACTION AND PERFORMANCE OF THE DOCTORS IN URBAN COMMUNITY</b> <i>RASHMI FARKIYA</i>	67
14.	<b>A SHOPPER'S STUDY OF TOOTHPASTE CONSUMPTION AND BUYING BEHAVIOR WITH SPECIAL REFERENCE TO COLGATE TOOTHPASTE</b> <i>ANUPAMA SUNDAR D</i>	71
15.	<b>TECHNOLOGY BANKING IN INDIA: ANALYSIS OF PERFORMANCE</b> <i>DR. M. C. MINIMOL &amp; PRADEESH.N.M</i>	75
16.	<b>A CRITICAL EVALUATION OF PORT PRICING AND TARIFF STRUCTURE IN NIGERIAN PORTS</b> <i>DR. OBED NDIKOM &amp; BUHARI SODIQ</i>	81
17.	<b>CORPORATE SOCIAL RESPONSIBILITY AND THE CREATION OF COMPETITIVE ADVANTAGE IN TELECOMMUNICATIONS INDUSTRY IN KENYA: THE CASE OF SAFARICOM LTD AND AIRTEL KENYA</b> <i>MARGARET J. CHEPTUMO &amp; DR. DANIEL O. AUKA</i>	89
18.	<b>TO STUDY THE FACTORS THAT INFLUENCE MOMENTARY DECISION MAKING BY MANAGEMENT STUDENTS OF SOUTHERN BANGALORE CONCENTRATING ON THEIR TIME ALLOCATION AND HABITUAL ACTIVITIES</b> <i>MOHANASUNDARAM.K, BEN PHILIP GEORGE, DEBBY PERPETUAL FERNANDES &amp; SHIBIN TOM VARGHESE</i>	100
19.	<b>ACCEPTANCE OF ONLINE BUYING IN HIMACHAL PRADESH</b> <i>PANKAJ YADAV</i>	106
20.	<b>SERVICE QUALITY AND CUSTOMER SATISFACTION IN DTH SERVICES IN KANGRA, HIMACHAL PRADESH</b> <i>LEKH RAJ</i>	111
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	116

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# A SHOPPER'S STUDY OF TOOTHPASTE CONSUMPTION AND BUYING BEHAVIOR WITH SPECIAL REFERENCE TO COLGATE TOOTHPASTE

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## ABSTRACT

*"The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." In this report, we will discuss about the marketing mix of Colgate's toothpaste. Colgate Company is a top global maker and marketer of toothpaste and other soap of cleaning products. Nowadays, it is a truly global company serving hundreds of millions of consumers worldwide. McDaniel, Lamb and Hair (2007) explain the term of marketing mix as to a unique blend of product, distribution (place), promotion and pricing strategies (4P) designed to produce mutually satisfying exchanges with target market product. The Colgate product can be found at "personal care corner" in the supermarket. The products are categories in eight different types to target difference ages of consumer which the latest product offering in 2010 is Colgate® Sensitive Pro-Relief. The different size of packaging do attract consumer to purchase on the product. For example, a consumer who is going for a one week vacation can purchase traveler toothpaste (100gram) for RM 3.50 instead of buying the large one. The kid's toothpaste which come with attractive colour and design attract the kid to grab it as the other competitor such as Darlie toothpaste do not produce toothpaste for kid. In the case, Colgate is directly gaining competitive advantage in the industry.*

## KEYWORDS

Frequently, Price, Quality, Packaging, Freshness, Advertisement, Flavor, Opinion leader.

## INTRODUCTION

Indian consumers are becoming (almost) as global in their thinking, preferences and orientation as their western counterparts. The ability to travel abroad for business and recreation, the exposure to the internet and other information and communication tools, lifestyle influences from print, TV and film media, among others drivers, are shaping Indian consumers' shopping behaviors and mindsets towards consumption. Indians, who typically followed a savings oriented approach, are enjoying the benefits of higher incomes and are often splurging on lifestyle-oriented goods. The increased spending power and the desire to acquire global, trendy and current products are incentivizing consumers to purchase products across categories, in the mass, premium and luxury segments.

## OBJECTIVES OF THE STUDY

Is to know the buying behavior of costumers of Colgate toothpaste in large retail stores by giving young men the questionnaires.

- To know the buying behavior of Colgate toothpaste in large retail stores.
- To investigate the extent young men and business men's buying pattern of Colgate toothpaste in large retail stores.

Purpose: the purpose of the research is to investigate the extent of premature affluence among young men and business men's as well as factors associated prematurely affluent behavior.

## SCOPE OF THE STUDY

Is to know the consumer behavior buying process in large retail outlets of Colgate toothpaste.

## LITERATURE REVIEW

1) Author name : Neilson	Title name: Modern outgrowing Kirana stores in India.	Objectives: Objective is to study the consumer behavior in large retail stores of Colgate toothpaste.	Findings: Study of consumer in buying premium products, as consumers love to buy premium products in Indian market.
2) Author name: David deloit	Title name: The benefits of modern trade to transitional economies.	Objective: Is to study the Indian retail outlets and behavior of consumers.	Findings: 1) Consumers to benefit from widely available choice. 2) Detailed survey and conclusion on consumer buying behavior of Colgate toothpaste in large retail outlets.

## METHODOLOGY

Adult subjects were randomly assigned to a test group using Colgate Total plus Whitening toothpaste with triclosan, and a control group using Colgate sodium fluoride toothpaste without triclosan. By the end of the study, following three years of product use, an evaluation was performed to compare baseline data to the three-year data for root caries and dental crown survival. Clinical root caries was evaluated by the Katz RCI- Root Caries Index. Within-treatment analysis for each dentifrice was conducted using a paired t-test. Between-treatment analysis was performed using Analysis of Covariance (ANCOVA). For fixed dental prosthetic treatment evaluation, dental crowns were dichotomized for success and failure at the end of the study. Within-treatment analysis for each dentifrice was conducted using a paired t-test.

## SAMPLING PLAN

In order to study premature affluence among the young men and business men's I had originally planned to obtain a sample to obtain a sample to young men and business men' From Mysore city, area using a connivance sampling strategy. The sample of the study consisted of business mans and young people with 50 samples. And it both included both male and female respondents the study was conducted to investigate the significance level of the variables which I have taken and to know the correlation between the variables. Usually the investigator seeks to ascertain the casual effect of one variable upon another.

## RESEARCH DESIGN

### Questionnaire design

The questionnaire was contained several instruments measuring the variables at one point of time. The variables are measured at point 5 scale.

### Primary design

Data was collected through the survey conducted and the structured questionnaire given 50 respondents for correlation test. The data was put into the Microsoft excel to 50 respondents and then the reliability was checked and it was within a limit and the variables which I was taken was correct. The additional

variables like age, gender were used to control for differences in the variables due to these demographic characteristics. The questionnaires were handed out to business men's and young people and collected back. No incentives given to students except the knowledge that their opinions would be part of a study on ethics. Data was collected by questionnaires. During the survey the business men's and young people were asked how important various factors were for them. The importance were measured on a 5 point scale, where "1" is "strongly disagree" and "5" is "strongly agree".

#### Instruments

1. Frequently.
2. Price.
3. Quality.
4. Packaging.
5. Freshness.
6. Advertisement.
7. Flavor.
8. Opinion leader.

## DATA ANALYSIS AND INTERPRETATION AND ANALYSIS

TABLE 1: CORRELATIONS

		I_Frequently_visit_large_retail_stores	frequent_use_colgate_improved_freshness
I_Frequently_visit_large_retail_stores	Pearson Correlation	1	.196
	Sig. (2-tailed)		.172
	N	50	50
frequent_use_colgate_improved_freshness	Pearson Correlation	.196	1
	Sig. (2-tailed)	.172	
	N	50	50

**Conclusion:** Here I have taken frequent visit and frequent use of Colgate toothpaste improves freshness, here the more importance is given to the Colgate freshness according to the survey.

TABLE 2: CORRELATIONS

		I_only_purchase_colgate_toothpaste	I_purchase_toothpaste_flavour
I_only_purchase_colgate_toothpaste	Pearson Correlation	1	.152
	Sig. (2-tailed)		.292
	N	50	50
I_purchase_toothpaste_flavour	Pearson Correlation	.152	1
	Sig. (2-tailed)	.292	
	N	50	50

**Conclusion:** Here I have taken purchase as variable, and according to survey purchase of Colgate toothpaste based on flavor.

TABLE 3: CORRELATIONS

		I_aware_colgate_herbal_toothpaste_market	Is_colgate_sensitive_toothpaste_good_sensitive_teeths	colgate_sensitive_toothpaste_works	frequent_use_colgate_improved_freshness	colgate_symbol_freshness
I_aware_colgate_herbal_toothpaste_market	Pearson Correlation	1	.234	.246	.309*	.152
	Sig. (2-tailed)		.101	.085	.029	.291
	N	50	50	50	50	50
Is_colgate_sensitive_toothpaste_good_sensitive_teeths	Pearson Correlation	.234	1	.309*	.375**	.253
	Sig. (2-tailed)	.101		.029	.007	.076
	N	50	50	50	50	50
colgate_sensitive_toothpaste_works	Pearson Correlation	.246	.309*	1	.467**	.259
	Sig. (2-tailed)	.085	.029		.001	.069
	N	50	50	50	50	50
frequent_use_colgate_improved_freshness	Pearson Correlation	.309*	.375**	.467**	1	.417**
	Sig. (2-tailed)	.029	.007	.001		.003
	N	50	50	50	50	50
colgate_symbol_freshness	Pearson Correlation	.152	.253	.259	.417**	1
	Sig. (2-tailed)	.291	.076	.069	.003	
	N	50	50	50	50	50

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Conclusion:** Here according to survey report great importance is given to the Colgate toothpaste freshness and Colgate and the next importance is given to Colgate is a symbol of freshness, next importance is given to I am aware of Colgate toothpaste and is Colgate sensitive toothpaste good for sensitive teethes.



TABLE 4: CORRELATIONS

		colgate_favourite_brand_toothpaste	satisfied_colgate_toothpaste
colgate_favourite_brand_toothpaste	Pearson Correlation	1	.615**
	Sig. (2-tailed)		.000
	N	50	50
satisfied_colgate_toothpaste	Pearson Correlation	.615**	1
	Sig. (2-tailed)	.000	
	N	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Conclusion:** Here, Colgate is my favorite brand of toothpaste and are you satisfied by Colgate toothpaste is highly significant they both got high rank in survey.

TABLE 5: CORRELATIONS

		consider_price_important_factor_purchasing_toothpaste	purchase_toothpaste_flavour
consider_price_important_factor_purchasing_toothpaste	Pearson Correlation	1	-.004
	Sig. (2-tailed)		.977
	N	50	50
I_purchase_toothpaste_flavour	Pearson Correlation	-.004	1
	Sig. (2-tailed)	.977	
	N	50	50

**Conclusion:** Here, consider price as an important factor for purchasing Colgate toothpaste and I purchase toothpaste based on flavor.

TABLE 6: CORRELATIONS

		I_prefer_ingredients_present_colgate_toothpaste	toothpaste_serves_abbreviated_oral_hygiene
I_prefer_ingredients_present_colgate_toothpaste	Pearson Correlation	1	.189
	Sig. (2-tailed)		.190
	N	50	50
toothpaste_serves_abbreviated_oral_hygiene	Pearson Correlation	.189	1
	Sig. (2-tailed)	.190	
	N	50	50

**Conclusion:** Here, great importance is given to toothpaste serves as an abrasive for oral hygiene compared to I prefer ingredients present in Colgate toothpaste.

TABLE 6: CORRELATIONS

Correlations				
		I_consider_quality_important_factor_purchasing_toothpaste	I_like_use_toothpaste_morethan_mouthwash	I_agree_opinion_leaders_message_colgate_advertisement
I_consider_quality_important_factor_purchasing_toothpaste	Pearson Correlation	1	-.053	.078
	Sig. (2-tailed)		.716	.588
	N	50	50	50
I_like_use_toothpaste_morethan_mouthwash	Pearson Correlation	-.053	1	-.014
	Sig. (2-tailed)	.716		.923
	N	50	50	50
I_agree_opinion_leaders_message_colgate_advertisement	Pearson Correlation	.078	-.014	1
	Sig. (2-tailed)	.588	.923	
	N	50	50	50

**Conclusion:** Here, I agree up on opinion leader's message in Colgate advertisement ranks 1<sup>st</sup> in survey and the 2<sup>nd</sup> importance is given for I consider quality as an important factor while purchasing Colgate toothpaste and the 3<sup>rd</sup> importance is given for I like toothpaste more than mouth wash.

TABLE 7: CORRELATIONS

		advertisement_strong_impact_buying_colgate_toothpaste	toothpaste_advertisement_program_provide_promise
advertisement_strong_impact_buying_colgate_toothpaste	Pearson Correlation	1	.135
	Sig. (2-tailed)		.349
	N	50	50
toothpaste_advertisement_program_provide_promise	Pearson Correlation	.135	1
	Sig. (2-tailed)	.349	
	N	50	50

**Conclusion:** Here, toothpaste advertisement program promises makes a strong impact on buying Colgate toothpaste correlates strongly.

## SUGGESTION

- ❖ The product must create awareness for Colgate tooth paste.
- ❖ Respondents expect only the related product along with the product as a discount/free gifts.
- ❖ Advertisement in every possible media would increase the market share.
- ❖ Any increase in the price must be justified by giving extra benefits to the customers.

## CONCLUSION

Toothpaste helps in grinding the food while necessitates the caring of teeth. Teeth can be cared by keeping them clean by using toothpaste. Hence a study has been under taken to know the customer satisfaction and preference of toothpaste among public. It is learnt that the Colgate brand is the fast moving brand which has a number of product which caters to the needs of children as well as adults. They are influenced by advertisement mostly.

**REFERENCES**

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