iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** VI **Month of publication:** June 2024

DOI: https://doi.org/10.22214/ijraset.2024.63051

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue VI June 2024- Available at www.ijraset.com

A Study on Brand Preference and Level of Satisfaction in Consuming Colgate Toothpaste with Reference to Chandrapur City

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Abstract: ***The main purpose of to identify the different factors responsible for customer in purchasing of the colgate toothpaste to know the customer satisfaction level about he colgate toothpaste.***
The research design used in this study is descriptive research design. Data was collected from 99 respondents. Data was collected by survey method, the survey was collected in chandrapur city of Maharastra state, through structured questionnaire with five point rating scale questions. Secondary data were collected from the available literature sources. For distribution of questionnaire to the respondents random sampling method was used and to collect the respondents opinion, survey was taken among the selected sample respondents. After collecting the data from the respondents, The collected data include customer satisfaction towards Colgate toothpaste personal product details. In India toothpaste industry is having a huge market in monthly grocery shopping list toothpaste plays an important role for most of the urban as well as rural households. In earlier days consumers especially in India depends on using the traditional herbs like Neem or Babool twigs for keeping their teeth clean and healthy. But slowly international brands entered into Indian market started replacing the age old techniques of maintaining oral care
Following study is conducted by the researcher to find out the behavior of the consumer to analyze the preference of consumer and consumer awareness.
In today's highly competitive world the success story of any brand is depends on the satisfaction and delighters of consumer Understanding needs, wants and problems of consumer is a very complicated task because of changing technology, innovation and internal and external environmental factors
This study mainly focus on understanding the external factors like demographic, social, cultural, price, quality, product attributes etc. for buying toothpaste.
Majority of Indian people start their day with cleaning their teeth mostly they use toothpaste for cleaning their teeth oral care plays an important role in their life some people still use natural technique to clean their teeth and even for any oral problem they prefer natural techniques. Now a days in urban or rural area people are using toothpaste for cleaning their teeth. They use toothbrush for application for tooth paste toothbrush and toothpaste is complementary to each other. For many of them toothpaste means "Colgate"

I. OBJECTIVES

1) To find out the brand preference for toothpaste in chandrapur city.
2) To study the factors responsible for brand preference for toothpaste in chandrapur city.

II. SAMPLE SIZE

The study was conducted out through positions of the customers the sample size was 100.

III. STUDY AREA

Chandrapur city, Maharastra state India.

IV. BRANDWISE USE OF TOOTHPASTE

SR.NO	BRAND	PRODUCER	NO OF RESPONDENTS	PERCENTAGE

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1	Colgate	Colgate Palmolive	28	28%
2	Dabur Red	Dabur India	14	14%
3	Pepsodent	Hindustan Unilever	21	21%
4	Dantkanti	Patangali	10	10%
5	Close up	Hindustan Unilever	12	12%
6	Babool	Dabur India	03	3%
7	Meswak	Dabur India	04	4%
8	Vicco Vajradanti	Vicco Labs	03	3%
9	Sensodyne	Glaxo smithkline	05	5%
TOTAL			100	100%

V. BRAND PORTFOLIO OF COLGATE

1) Colgate visible white toothpaste
2) Total charcoal deep clean
3) Active salt neem
4) Strong teeth
5) Active salt
6) Herbal
7) Total advanced health
8) Maxfresh
9) Vedshakti
10) Sensitive original

VI. RESEARCH DESIGN

Based upon the different factors a large number of respondents are to be studied due to this reason descriptive research is being used.

VII. DATA COLLECTION

A. Primary Data

For collecting primary data surveys and questionnaire are two tools are used. Survey method is used for collection of primary data. In this method personal interview is used. Questionnaire given to respondents to collect personal details. Reason behind for using this technique that we could get much more different information about toothpaste.

B. Secondary Data

To collect secondary data various journals, websites, reports, media data and books are used to get the desired result the final data will be analyzed properly.

VIII. RATING FOR EFFECTIVENESS OF COLGATE ATTRIBUTES

SR. NO	ATTRIBUTES	1	2	3	4	5	MEAN	STANDARD DEVIATION
1	Value for money/Economical	25	32.14	21.42	14.28	7.14	2.46	9.64
2	Taste/Flavor	14.28	21.42	17.85	25	21.42	3.17	4.07
3	Freshness	28.57	21.42	25	17.85	7.14	2.53	5.51

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4	Whitening property	17.85	32.14	21.42	17.85	10.71	2.71	7.84
5	Prevention of decay/gum problems	32.14	25	21.42	14.28	7.14	2.39	19.32

IX. RATING FOR FACTORSAFFECTING COLGATE TOOTHPASTE

SR.NO	FACTORS	1	2	3	4	5	Mean	Standard deviation
1	Availability	32.14	25	21.42	14.28	7.14	2.39	9.64
2	Advertisement	28.57	25	17.85	10.71	17.85	2.64	6.96
3	Price	14.28	21.42	17.85	25	21.42	3.17	4.07
4	Quality	21.42	28.57	25	17.85	7.14	2.60	8.22
5	Brand image	39.2	25	17.85	14.25	3.57	2.24	13.23

Market of oral care in India
Income in the Oral Consideration Market is projected to arrive at US$288.00m in 2024.
Income is supposed to show a yearly development rate (CAGR 2024-2029) of 10.83%, bringing about a projected market volume of US$481.60m by 2029.
In the Oral Consideration Market, the quantity of clients is supposed to add up to 87.3m clients by 2029.
Client entrance will be 4.0% in 2024 and is supposed to hit 5.9% by 2029.
The typical income per client (ARPU) is supposed to add up to US$5.14

1) Majority of people in India still clean their mouth and teeth with traditional products like neem or babool twigs, coal ash and other natural ingredients.
2) Not more than 20% of the Indians brush their teeth twice a day.
3) Colgate palmolive and Hindustan unilever together hold more than 80% of the organized market.
4) Compared with toothbrush toothpaste brand loyalty is too high.
5) Due to advertisement and propaganda many people are diverted towards herbal and natural products toothpaste like Dabur red and Patanjalis Dantkanti.
6) Now a day's especially young generation is very much aware of their oral hygiene whitening issue, odor and freshness are their major preferences.

X. LEVEL OF SATISFACTION

SR NO	LEVEL OF SATISFACTION	%
1	High	39.2
2	Slight	25
3	Neutral	21.42
4	Slight dissatisfaction	14.28
5	High dissatisfaction	0

XI. CONCLUSION

After thorough analysis and study of data collection in chandrapur city the result came to know that colgate , pepsodent, close up, dabur red and sensodyne are the brands of toothpaste hich are largely preferred by the consumer the value of attributes in the toothpaste they want they get in their favorite brand.
From the analysis it was found that customers who prefer colgate, close up, pepsodent and dabur red toothpaste are highly satisfied with the brand preference..
The reason behind consumer preference of specific brand of toothpaste is foam, ingredient, flavor, availability and freshness and other minor reasons.

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From above study it was came to know factors which affect consumers in their buying decision are brand image and quality for preferred brands.

Majority of consumers get the information about brands and products from electronic, social, print and through outdoor advertisement.

XII. SUGGESTIONS

The discoveries in view of the information gathered give a genuinely smart thought about the different perspectives o some Significant famous brands such as pepsodent, dabur red, babool, colgate, close up, vicco vajradanti, patanjali dantkanti etc people are regularly using these brands and they are familiar with this brands but they have their own choices and likes in this matter.

In the wake of thinking about this large number of realities of the market and the working of the market, it has been suggested that in toothpaste Industry there is a vicious contest is happening between key part.

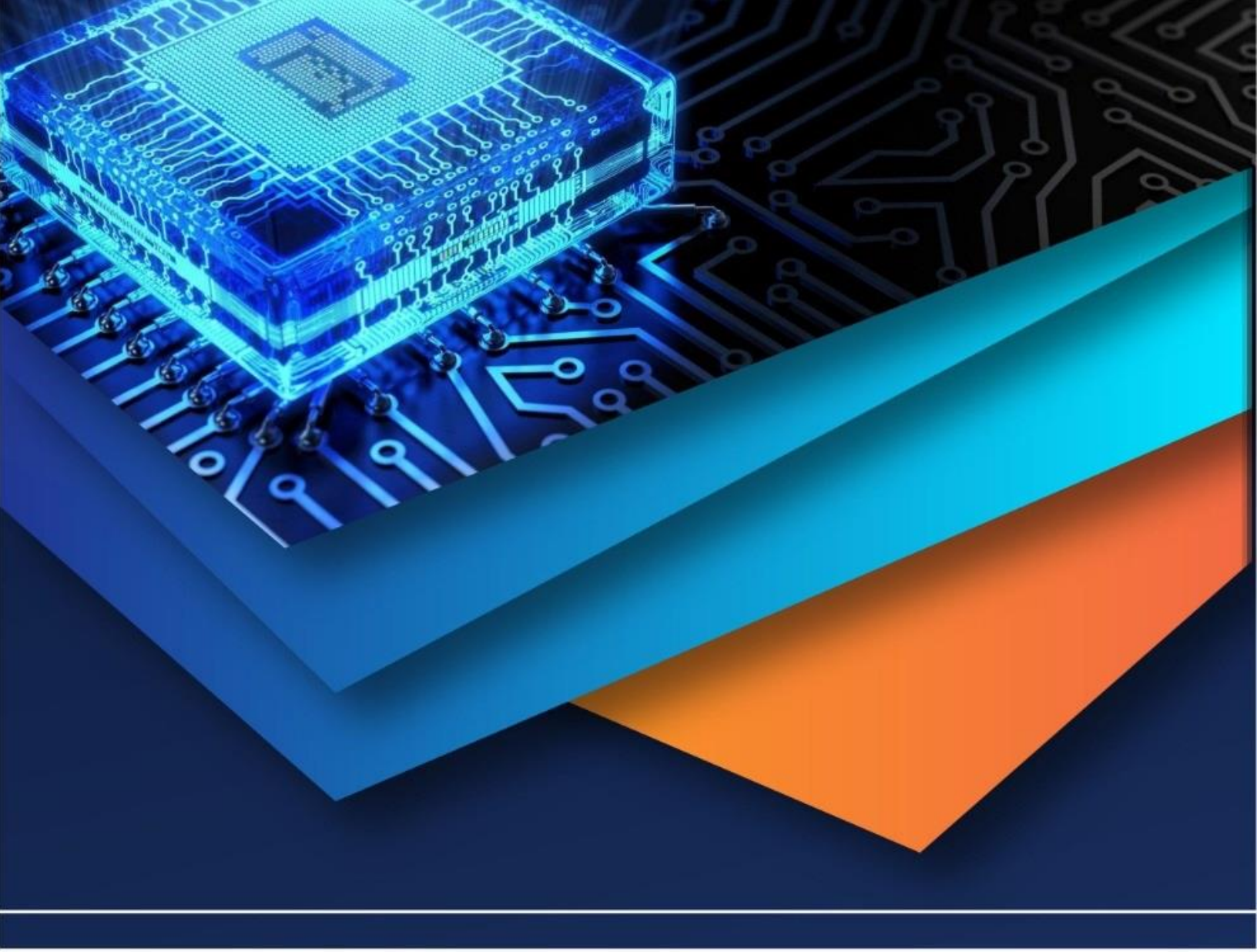
So for the new passage it is hard to catch the portion of the overall industry yet for the current organization the separation won't turns into that much challenging to catch the market. In this way, toothpaste Industry is an industry where all players needs to focus on client's changing interest and inclinations to get by on the lookout and to catch the piece of the pie.

Colgate must launch a toothpaste which is specially for gum related problems in the Indian market there no such toothpaste is available only sensodyne brand is in the market colgate must pick this opportunity colgate is having highest brand loyal customers in the market. Colgate is best in every angle but gum related issue colgate don’t have any product in this segment.

Quality, natural and herbal ingredients and taste of the item ought to be kept best consistently to hold the inclinations of the buyer.

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