THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Customer Brand Preference and Satisfaction with Special Reference to Toothpaste in Thiruthuraipoondi

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Abstract:
"Customer is king –the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of customer. For satisfaction of customer the firm should know about the behaviour of the consumer. In this circumstance understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. As per the ideas given by the teachers, there are two factors influencing the consumer such as intrinsic and extrinsic. This study mainly focusses on understanding the external factors like demographic, social, cultural, price, quality product attributes etc for buying toothpaste. The market share of any product is highly determined by the purchasing behaviour of the consumer.

Keywords: Consumer, Behavior, Understanding, Products, Factors.

1. Introduction

Today market has charged from the "Sellers" market to buyer's markets. In the yearly days, sellers enjoyed monopoly and therefore the buyers had to accept the goods as it is the market was sellers directed. The sellers determined the price. The market has with used a paradigm shift in the recent days. Now the market is directed by the buyers. They commended the suppliers regarding product specification and price

1.1. Consumer Satisfaction

Consumer is very often referred to as a "King". Consumer is value maxi mixers. Consumer satisfaction defined by Webster's dictionary as "Fulfillment of need or want". Satisfaction is a person's feeling of pleasure or disappointment. Resulting from comparison of a products perceived and actual performance in relation to his or her expectations.

1.2. Consumer Factors Influencing Behaviour

It is important for a marketer to understand these entire variable so as to know why consumer behaves in manners he/she does and how he is influenced. One of the best way to get an explanation of this behaviour is to study the various factors influencing consumer behaviour.

1.3. Product Profile

India is still a nascent country in dental hygiene, with the majority of population still not having access to modern dental care but relying on substances like coal asks and sticks.
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 tooth paste penetration.
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 tooth paste penetration. The current brands offer distinct proposition; close up addresses the youth with new benefits and value- driven propositions, whereas Pepsodent whereas Pepsodent is firmly entrenched on the family health platform with variants catering to oral health.
Other popular brands are promise cabaña, Anchor, Aqua fresh, forehands, vice verdant, Mesa, Glister.

2. Objectives of the Study
1. To study the socio – demographic characteristics of the respondents.
2. To know the source available for brand selection.
3. To analyze the factor influencing the choice brand.
4. To know the consumption pattern of toothpaste.

3. Research Methodology
Survey method is followed in the study this study is concerned with brand preference of toothpaste in different brand at Thiruthuraipoodi town. The whole the help of both primary data, secondary data. For field work, the township having a population of nearly 20000 is taken in to consideration. The town consists of towards. The researcher could not study the whole of the total population due to time constraints. The information was collected through Questionnaire from 75 sample respondents in Thiruthuraipoondi.

S. No	Age	No. of Respondents	Percentage
1	Below-20	25	33
2	21-30	11	15
3	31-40	15	20
4	Above 40	24	32
	Total	75	100

Table 1: Classification of Respondents on the basis of Age
Source: Primary Data

3.1. Inference
The above table 1 shows that 33% respondents in the age group of below 20, 15% respondents are the age group of 21– 30, 20% of respondents in the age group of 31 – 40 and 32% of respondents in the age group of above 40. It concludes that majority of the respondents belong to the age group of below 20 years' people.
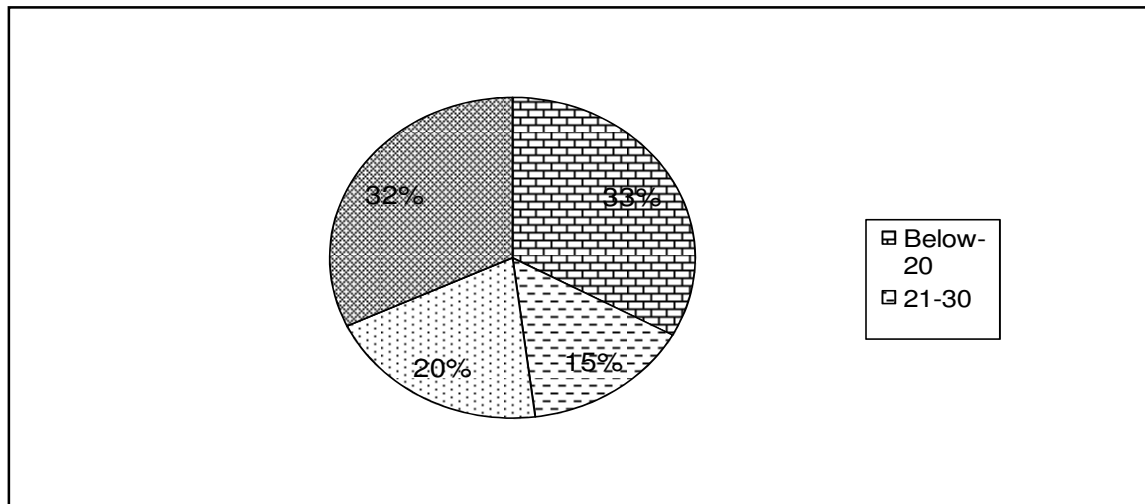

Figure 1: Classification of Respondents on the basis of Age

S. No	Income	No. of Respondents	Percentage
1	Below 5,000	35	47
2	5001- 10,000	24	32
3	Above 10,000	16	21
	Total	75	100

Table 2: Classification of respondents on the basis of monthly income
Source: Primary Data

3.2. Inference
 It could be seen table 2 shows that monthly income pays an important role in buying habits out of 75 respondents. 47% of respondents earn below Rs. 5,000 and 32% of the respondents earn 5001 to 10,000, 21% of the respondents earn above 10,000 have the earning capacity**.**
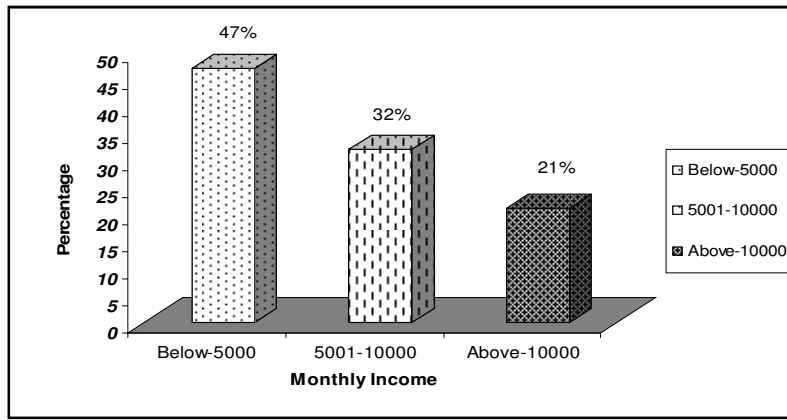
Figure 2: Classification of respondents on the basis of monthly income

S. No	Choosing Toothpaste Brand	No. of Respondents	Percentage
1	Colgate	30	40
2	Pepsodent	21	28
3	Close – up	14	19
4	Dauber Red Tooth Paste	10	13
	Total	75	100

Table 3: Choosing tooth paste brand
Source: Primary Data

3.3. Inference
From the above table 3 shows that 40% of the respondents prefer Colgate, 28% of the respondents prefer Pepsodent, 19% of the respondents prefer Close-up, and remaining the 13% prefer dauber red toothpaste.
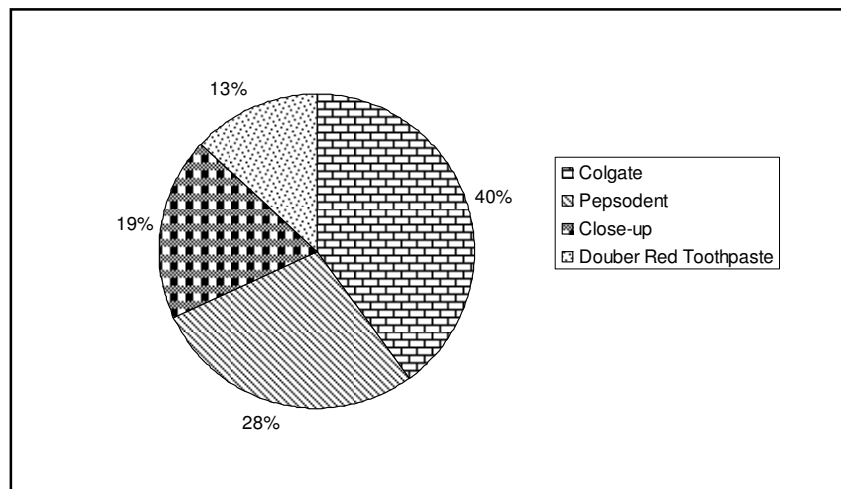

Figure 3: Choosing tooth paste brand

S. No	Purchasing in Month	No. of Respondents	Percentage
1	Monthly once	40	53
2	Once in two months	20	27
3	Above two months once	15	20
	Total	75	100

Table 4: Purchasing of the brand
Source: Primary Data

3.4. Inference
From the above table 4 shows that 53% of respondents are buying the product monthly once, 27% of the respondents are buying the product once in two months. Again 20% of respondents are using above two months once.
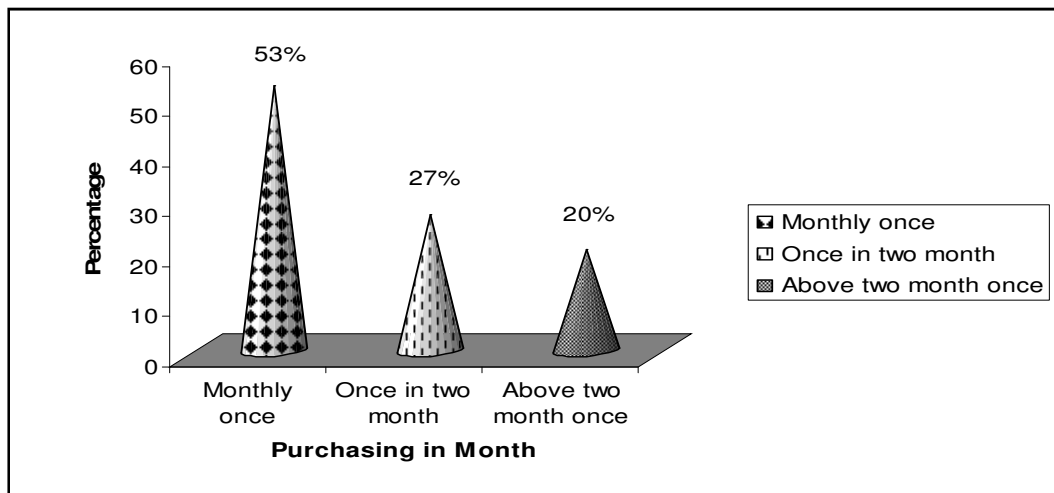
Figure 4: Purchasing of the brand

S. No	Brand Loyalty	No. of Respondents	Percentage
1	Will change the brand	35	47
2	Will not change	40	53
	Total	75	100

Table 5 Classification of respondents on the basis of brand loyalty
Source: Primary Data

3.5. Inference

From the above table-5 shows that 47% of respondents are to change the brand for future, 53% of respondents are will not change for the brand.
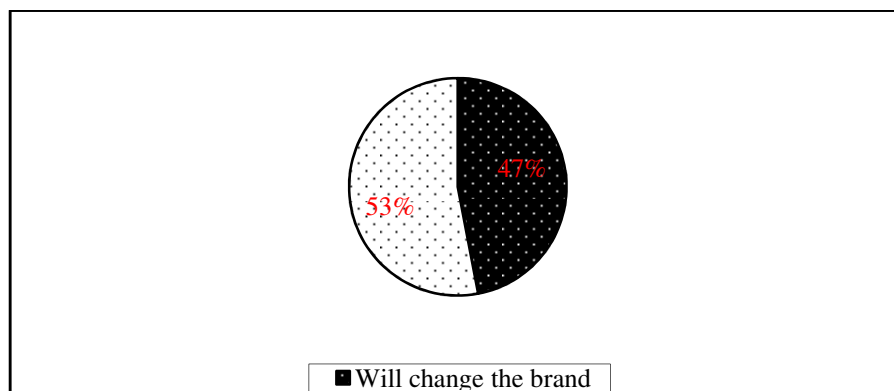

Figure 5: Classification of respondents on the basis of brand loyalty

4. Findings, Suggestions and Conclusion

4.1. Findings
- Majority of the respondents are male (77%).
- Majority of the respondent's users are in the age group of below 20 years.
- Majority (80%) of the respondents are Married
- Most of the respondents (27%) have studied Hr.sec.
- 31% of the respondent's toothpaste user are students.
- 47% of the respondents are falls in the income group of below 5000.
- 40% of the respondents are speed for Colgate is above Rs.47. Several brands of toothpaste available in the market but majority of the consumers prefer Colgate as their first choice.
- Most of the respondents like Freshness users (43%)
- Most of the respondent's users came to know about the brand by advertisement (32%).
- 32% of the respondents are influenced prefer by television.
- 53% of the respondent users suggest quality to improve the brand image.

4.2. Suggestions

- The maximum respondents of Colgate to suggest that it give freshness and also wish to don't change the quality.
- The respondents of Pepsodent are suggest that it gives freshness of teeth.
- The respondents of Close –up to suggest that it gives freshness and beneficial measure such as contains salt.
- The respondents of Douber Red Toothpaste to suggest that give freshness healthy care measure and strong teeth.

4.3. Conclusion

This project work mainly aims to find out the brand preference of toothpaste and usage of toothpaste by the consumers are increased in recent years. This may be due to more and more improving scientific research on toothpaste and its features. Toothpaste are emerging as an integral part of a day to day life style, now a day's most attention has been paid to beneficial effect of toothpaste. The market is flooded with many brands of toothpaste each trying to become the leading company.

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