

Project Dissertation Report on

“CUSTOMER ATTITUDE & PERCEPTION TOWARDS TOOTHPASTE (CASE STUDY OF DANTKANTI)”

Submitted by:

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Jan–May 2018

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “Customer attitude & perception towards Toothpaste(Case Study of DANTKANTI)” is a bonafide work carried out by Mr. Vaishnav Dutt of MBA 2016-18 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042 in partial fulfillment of the required for the award of the degree of Master of Business Administration.

Signature of Guide

Signature of Head(DSM)

Dr.Rajan YadavDr. Rajan Yadav

Seal of Head

Place:

Date:

DECLARATION

I Vaishnav Dutt, Student of MBA 2016-18 of Delhi School of Management, Delhi Technological University, Bawana Road , Delhi-110042 declare that Major Project Report on **“Customer attitude & perception towards Toothpaste (Case study of DANTKANTI)”** Submitted in fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The Information and data given in the report is the authentic to the best of my knowledge.

This report is not being submitted to any other university for award of any other Degree, Diploma and Fellowship.

Vaishnav Dutt

Place : Delhi

Date:21st/ May/ 2018

ACKNOWLEDGEMENT

It gives me immense pleasure to introduce my project report work entitled on “Customer Attitude & Perception Towards Toothpaste (Case Study of DANTKANTI)”.

I take this opportunity to express my gratitude to all those who helped me in completion of my project report successfully. I am grateful to my project guide (Dr Rajanyadav) in university, for giving me the opportunity and helping me for completion of my project report and giving their valuable time.

EXECUTIVE SUMMARY

OBJECTIVE & SCOPE OF THE STUDY

This study will examine Consumer's attitude and perception towards the toothpaste centered around DANTKANTI by Patanjali Ayurveda. Study the reasons why they buy specific tooth paste. Customer satisfaction is the measurement of the products delivered by the company to the expectations of the customer or the products he expects

The study attempts to understand the decision-making processes of the purchaser / buyer, both individually and in groups. And the product attributes that influence consumer shopping behavior. The characteristics of the individual, such as demography, psychography and behavioral variables in an attempt to understand people's desires. The level of satisfaction can also vary depending on the other options that the customer can have and other products with respect to which the customer can compare the products of the organization.

- 1.To study the factors influencing the purchase decision of customers with respect to DANTKANTI
2. Comparative study of customer perceptions regarding DANTKANTI with other toothpaste companies.
3. Analyze the general level of customer satisfaction of DANTKANTI.
4. Analyze the customer's opinion on DANTKANTI.

The studies will be restricted to check the client's solution and understanding of the dentistry. Consumers' solution is a suspicious and intangible concept, and a possible transformation of a satisfied state can change from person to person and product.

METHODOLOGY ADOPTED

The research design will be used in this study is both 'Descriptive' and 'exploratory'.

The data will be collected using both by primary data collection methods as well as secondary sources.

Primary Data: Most of the information will be gathered through primary sources. The methods that will be used to collect primary data are:

1. Questionnaire
2. Interview

Secondary Data: The secondary data will be collected through:

- Text Books
- Journals
- Websites

METHOD OF SAMPLING

The technique used for conducting the study will convenience sampling technique as sample of respondents will be chosen according to convenience.

LIMITATIONS OF THE STUDY

1. Sample bias - Sample size is limited to 50-100 only.
2. Respondent bias – One of the serious limitation of research study that individuals Differ so personal bias cannot be avoided.

SOFTWARE TOOLS

1. MS-Word
2. MS-Excel
3. Google Form

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CHAPTER-1

INTRODUCTION

Initially in India, oral hygiene was the domain of homemade Ayurvedic powders or natural herbs. In terms of dental hygiene, India is still a nascent country, with the majority of the population still without access to modern dental care and still dependent on substances such as coal ash and neem Sticks. Traditional materials like neem and tobacco are popular for cleaning teeth in rural areas. The history of toothpaste in India dates back to 1975. Now, the awareness about oral hygiene in Indian society has increased with different brands of toothpaste.

The oral care market in India has shown great growth in recent years. The market was driven mainly by the change in lifestyle of Indian consumers, by the demand for premium products, by the increase in disposable income and by awareness of hygiene. Increasing awareness of oral hygiene has created a huge demand for premium and innovative products in metropolitan areas and urban cities. The oral care industry in India is Rs. 5400 Cr. Annually and consists of: toothpastes: 60%: Rs. 3240 Cr., Tooth powder: 23%: Rs. 1,242 Cr. And Toothbrushes: 17%: Rs. 918 Cr.

The level of penetration of oral hygiene products in the urban area is high as compared to that of the rural area. The low level of penetration in rural areas offers a latent opportunity for both national and international actors to increase the presence of their oral hygiene products in India. As a result, players are now focusing more on cities and rural cities to increase penetration and sales of their products. Rural consumers in India have started switching to toothpaste and toothbrushes. Premium products such as mouthwash have gained popularity among rich and middle-upper class consumers. Although the market is growing at an accelerated rate, per capita consumption of oral hygiene products in India is very low compared to countries such as the United States, China, etc.

According to "India Oral Care Market Overview, 2016-2022", the oral care market is classified into five main categories. toothpaste, toothbrush, toothpaste, mouthwash and others.



Figure 1

The toothpaste dominates the space, as it is a primary product for Indians in the daily care of oral hygiene and has a large presence in urban and rural India. The toothpaste has a national penetration level of 55%, with only 15% of them washing twice a day. Per capita consumption in India is 127 g / year; one of the lowest in the world. In addition, India's per capita consumption is less than half that of other emerging markets and nearly a quarter of US consumption. Given the low per capita consumption and penetration rates, the demand for toothpaste is driven primarily by the overall market growth of 8-10. % The penetration levels of toothpaste in the country have had an upward trend in recent years, driven by strong improvements in the penetration of toothpaste. The toothpaste market is further segmented into Three types of products: whites, regular gels and herbal/ayurvedic. Regarding the benefits, the toothpaste is also segmented into Standard / General, herbal / natural, sensitivity and beauty and whitening.

Among all, the demand for herbal toothpaste is increasing in the country and is currently a favorite trend among consumers and companies, who are trying to release as many varieties of herbs as possible.

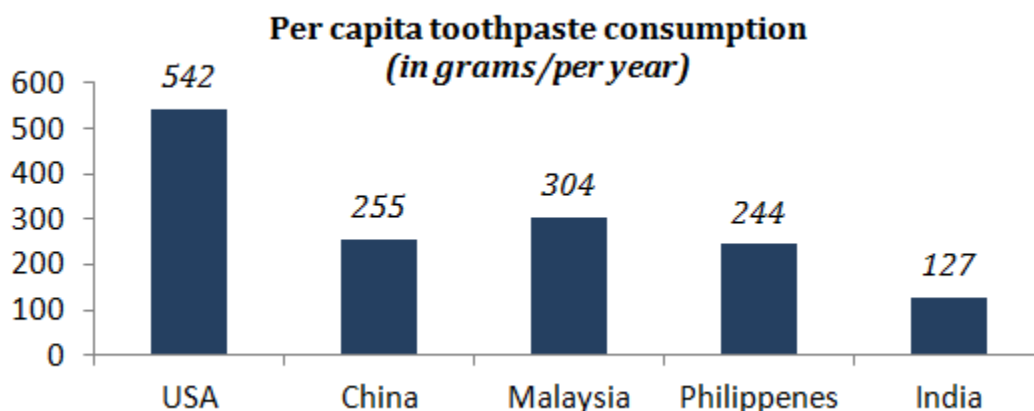


Figure 2

Toothbrushes are the second largest category in the oral care market. They have two types of products, one is manual and the other is electric and battery. Manual toothbrushes have enormous potential in the Indian oral care market, while the electric toothbrush is a type of niche product with a limited number of wealthy people experiencing it.

The category of dental powders is in a phase of decline due to the changing tastes and preferences of the consumer. Before some years, tooth powder had a great presence in rural India, but now they are moving towards toothpaste.

Mouthwash is in the premium category and is presented as a secondary product for oral hygiene. Consumers are inclined to wash teeth for better oral hygiene. Other products such as tongue and wire cleaners are gradually expanding into the Indian market. Many global players such as Colgate Palmolive India, Hindustan Unilever, Gillette India Limited (P & G), GSK Consumer Healthcare and Johnson & Johnson have a strong presence in India. Dabur India and Patanjali Ayurved are the only two strong national players on the market.

Toothpaste Market Share

Colgate and HUL have lost market share in recent years, as Patanjali has reformed the demand with its cheaper ayurvedic products and its nationalist rhetoric. Patanjali's rapid range of consumer products (FMCG) has boosted revenues by over Rs 10,000 crore.

As a result, Ayurveda or herbal products now make up about 20% of the total oral care market, compared to zero even 10 years ago, the HDFC Securities report said, citing market data. And although established actors like Colgate and HUL have adapted to evolving tastes, Patanjali and Dabur still sell four out of five herbal and ayurvedic products on the oral care market.

Changing tastes, prices can be a crucial factor in an almost saturated oral care market in urban India, where more than 90% of homes use toothpaste or a tooth powder.

The successful brand of Patanjali toothpaste, DANTKANTI, costs 40 rupees for a 100 gram tube, while similar products from Colgate and HUL cost between 55 and 100 rupees. While Colgate remains the market leader in many miles, its market share has been reduced to 53% from 57.4% in 2015.

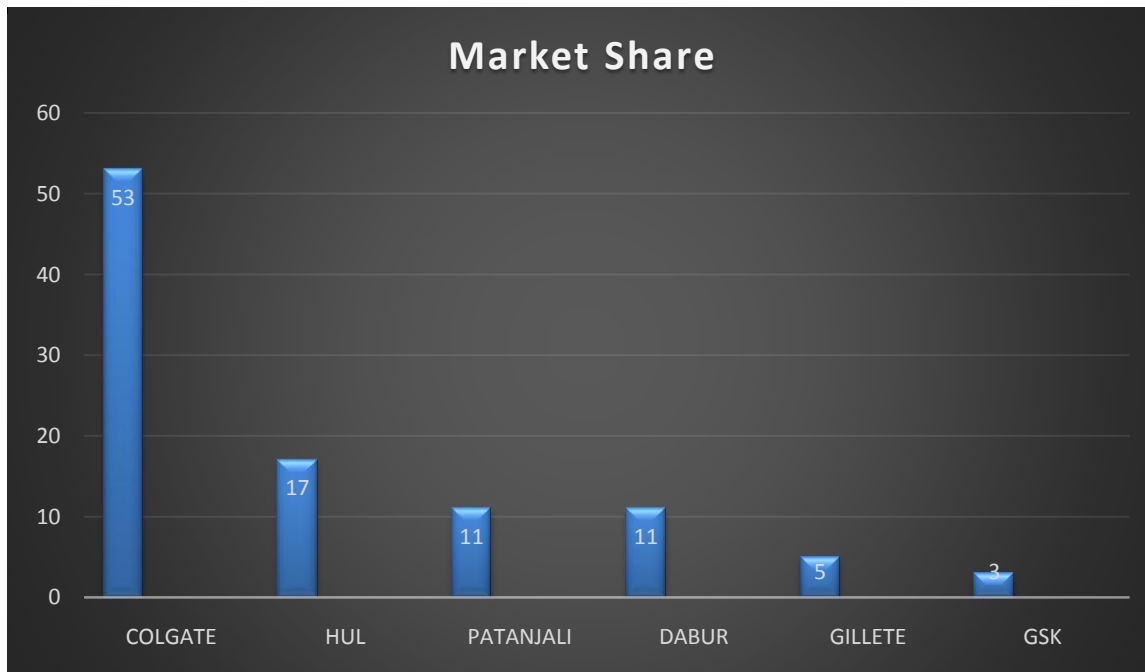


Figure 3

Source :- HDFC-Securities(Data as of first half of FY18)

CHAPTER-2

PATANJALI AYURVED AND DANTKANTI

PATANJALI

Patanjali Ayurved Limited is the main ayurvedic company in India, which was incorporated in 2006. Patanjali Ayurved Limited produces a wide range of Ayurvedic products, that include home care, supermarket, personal care, health care, medicine, nutritional products, etc.

The company has grown rapidly to become a leader Ayurvedic company and will invest Rs. 1,000 crores for expansion. The company has a production unit in Uttarakhand, which produces high quality Ayurvedic products.

Patanjali Ayurvedic and Herbal Products

Patanjali Ayurved Limited is an Indian company of FMCG. Located in the industrial area of Haridwar, the company produces mineral and herbal products. It also has production units in Nepal under the Nepal Gramudhyog brand and imports most of the herbs in India from the Nepal Himalayas. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It has a value of 3,000 million rupees (450 million dollars) and some predict an income of 5,000 crores (740 million dollars) for the fiscal year 2015-16.

Patanjali operates through 3 commercial segments, namely food (food, supplements, digestives, dairy products, juices, etc.), FMCG (cosmetics (shampoo, soaps, face wash), home care (cleaning cakes, powder, liquid) , etc.) and Ayurvedic products (health products for blood pressure, skin diseases, joint pains, etc.). In the fiscal year 2015, of the total sales of INR 20.3 billion, food and cosmetics contributed \$1.88 billion each, while health products accounted for the rest. The company has the capacity to meet the revenue target.

Patanjali Ayurved has limited advertising costs, which gives it sufficient margin to transfer savings from lower advertising to lower prices. The company advertises in a limited way: news tickers, regional newspapers, some digital advertising, etc., even if from now on they could start other forms of advertising. Patanjali has adopted unique information-based advertising. For example, the company highlights the positive aspects of cow ghee, which automatically helps the sale of Patanjali Ghee. In the recent past, the company's printed advertising has seen a marked increase.

Many people complain that due to Patanjali's weak distribution network, their products are not available everywhere and they cannot buy them. To respond to this concern, the company has launched an aggressive plan to improve its presence on the online platform.

Currently, it is already selling its products through its website, www.patanjaliayurved.net, from where customers can order products and get free delivery of them if the order value exceeds INR499. Other companies like bigbasket.com, etc., which also sell Patanjali products online, have been banned from doing so. The company is also implementing the ERP for better inventory mapping (SAP has already been implemented). Patanjali will also launch its mobile application, which will allow customers to identify nearby stores selling Patanjali products and will also facilitate online product ordering.

Patanjali Ayurveda Business growth driven by increasing demand for herbal products, brand image and new product pipeline

Patanjali, which began as a small pharmacy specializing in Ayurvedic medicines, expanded to sell the full range of consumer categories, from edible oils, crackers and noodles to toothpaste, hair, skin care products and foodstuffs. According to Ramdev, the company is expected to cross Colgate this year, in terms of revenue, and will surpass HUL in the next three or four years. Ramdev also states that the company does not require glamorous advertising and marketing of its products, since the product has the ability to sell itself unlike other consumer goods companies.

Patanjali has about 30 products in its line that include a healthy drink, energy bar, cow's milk powder, digestive biscuits and anti-aging and moisturizing cream. In addition to this, they will also try to aggressively market their products through their e-commerce site, which has not been adopted by major consumer goods giants. Colgate-Palmolive India recorded the worst sales growth in the last 44 quarters. Even Hindustan Unilever has seen its revenues grow at a weak pace over the past six years. This trend is likely to continue in the future and estimates indicate that by 2020 consumer goods giants could lose between 3% and 8% of their market share in Patanjali. In the toothpaste market, Colgate remains the market leader, but its market share has declined over the past two years. Directed by Ramdev Patanjali has been linked to the Future group to increase the penetration of its products and this company translates into intense competition between the two companies.

While Patanjali makes its way into the consumer goods segment, other consumer goods companies have not kept silent during the process. HUL has restructured its herbal brand "Ayush" by launching it online. In addition to this, a variety of products ranging from balms to hair care, skin care and pain have been launched on their e-commerce platform under Paraserius therapy. Emami acquired the Kesh King hair oil brand last year to increase its presence in the herbal market. Godrej has launched an anti-mosquito coil based on neem, hair dye with coconut oil and several natural soaps. Colgate also responded to Patanjali's entry with his aggressive marketing of the company's active neem toothpaste. Himalaya has launched its new range of wellness products whose goal is to provide therapeutic solutions to end consumers.

This indicates that both herbal and non-herbal companies go back to the beginning to find out how to integrate natural ingredients into existing products and new products.

According to research analyst Ken Research, "In addition to this, Patanjali must invest resources to improve its distribution network and effectively penetrate the rural and urban market through the presentation of new product lines and the use of packaging and design. FMCG giants should take note of the growing trend towards demand for herbal products and should establish their presence in the herb segment. The consumer market is a low-margin activity with companies paying acquisition costs of raw materials.

Therefore, consumer goods companies must grow their own raw materials or obtain them directly from farmers, thus abolishing the intermediaries in the acquisition process. Beyond that, consumer giants can also adopt the launch of consecutive products in the herb segment to capture the growing potential of this market. "

The report titled "Patanjali Ayurved Limited Company Profile - New Product Portfolio and Brand Image to Drive Market Growth" provides a comprehensive analysis of the company's performance and its FMCG in India and will help readers identify Current industry trends and anticipated growth for the future depend on the changing dynamics of the industry in the coming years. This report will help industry consultants, consumer goods manufacturers, distributors, retail chains, potential participants in the FMCG segment and other stakeholders to align their market-oriented strategies based on current and anticipated trends future.

PATANJALI IN ORAL CARE : DANTKANTI

DANT KANTI is herbal toothpaste launched by Patanjali ayurved group under dental care products. It is made from herbs and provides solutions for dental problems like sensitivity, swollen gums, Yellowish teeth, and fights gingivitis and pyorrhea.

Baba Ramdev DantKanti Toothpaste Ingredients

Composition: Each 10 g contains extract of-

Akarkara (अकरकर)	Anacycluspyretheum	20 mg
Neem (नीम)	Azadirachta indica	10 mg
Babool (बबूल)	Acacia Arabica	20 mg
Tomar (तोमर)	Xanthoxylumalumatum	20 mg
Pudina (पुदीना)	Mentha spicata	10 mg
Laung (लौंग)	Syzygiumaromaticum	10 mg
Pippli (पीपलीछोटी)	Piper sylvaticum	10 mg
Vajradanti (वज्रदंती)	Barleriaprionitis	10 mg
Bakul (बकुल)	Mimusopselengi	10 mg
Vidang (विडंग)	Embeliaribes	10 mg
Haldi (हल्दी)	Curcuma longa	10 mg

Patanjali Dantkantibenefits:-

- It gives protection & healthy life to teeth and gums by making them healthy and strong. It tightens your gums also.
- It forms protective shield around teeth and gums.
- Cures tooth sensation and removes sensitivity from mouth.
- Cures swollen gums
- Clean yellowish teeth and plaque.
- Controls bad breath / halitosis and periodontal diseases.

Tagline “Tighten gums fights germs”.

Price of Patanjali DANT KANTI toothpaste

100gm for 40 INR.

Needs Served

- Stronger and healthy teeth
- Fights germs
- Protection from cavities
- Protection from bleeding and swollen gums
- Prevents bad breath.
- Protection from toothache, sensitivity.

Packaging of Patanjali DantKanti Dental Cream

Patanjali DantKanti dental cream is contained in a white plastic tube with white round cap to close the opening. A tube is soft squeezable which helps the paste to come out easily on applying the little pressure. Also, the tube retains its shape after each squeeze.

Variants of DANT KANTI Toothpaste

- Dantkanti Junior
- Dantkanti Red
- Dantkanti Naturals

- DantkantiAleovera
- Dantkanti Advance
- Dantkanti

SWOT ANALYSIS OF DANT KANTI TOOTHPASTE

STRENGTHS

- **BABA RAMDEV**

The exponential growth of Patanjali can be attributed to Baba Ramdev and his popularity. For a newly formed FMCG in India, it would have been impossible to show the kind of growth that Patanjali has demonstrated in such a short time. But the follow-up of the followers and the good will of Baba Ramdev ensured that Patanjali grows rapidly and becomes a routine name in the families of India.

- **STRONG PATRIOTISM**

Patanjali has used Indian paper to his advantage and has always marketed it as a brand made in India for the Indians. Most brands in India are international brands. Patanjali actively asks the Indians to buy products made in India to help the country's economy. Beyond that, the quality of the products contributed to Patanjali's fantastic growth.

- **AYURVEDA AND HERBAL**

The products offered by Patanjali are made with natural herbal components and ayurveda. Swadeshi's products also played an important role in the success of Patanjali. India has never lacked plants or vegetation and in our dense forests we receive many natural medicines. As a result, India is one of the leaders in Ayurveda.

- **PENETRATION PRIING**

Patanjali products are generally priced 20-30% lower than competitive brands and, therefore, it is impossible for competing brands to compete with Patanjali on the price. The company procures the products directly from the farmers and, therefore, reduces the intermediaries. Therefore, they are capable of producing at a lower cost.

- **STRONG DISTRIBUTION CHANNELS**

Patanjali products are sold through medical centers like Patanjali Chikitsalayas and Patanjali Arogya Kendras, non-medical centers like Swadeshi Kendras. Patanjali already has 15,000 points of sale throughout India. Patanjali has previously been criticized for its distribution strategy, but has now improved it through distribution through general outlets and has recently been linked to the Future group for distribution through modern retail. Now they have turned their weakness into a force.

- **WORD-OF-MOUTH PROMOTION**

For a new company, particularly in the category of consumer goods, a large proportion of its expenses are allocated to advertising and promotions. Patanjali initially followed a word of mouth promotion strategy and did not spend much on promotions and advertising. Patanjali depended on the brand loyalty of his clients.

WEAKNESSES

- **Over dependency on Ramdev**

For many of its consumers, Patanjali remains synonymous with Baba Ramdev and therefore any action by Baba Ramdev will have repercussions on the brand itself. Even the political affiliations of Baba Ramdev are well known and, therefore, even if he is the target of any political vendetta, Patanjali will suffer.

- **A low number of manufacturing units**

Patanjali has set an ambitious target of INR 10,000 crores for fiscal year 2016-17. For this to happen, Patanjali would need to create manufacturing units in different parts of the country that would require large investments. You must also move from word of mouth to promotional campaigns nationwide.

- **Penetration [pricing](#) is not long term**

Patanjali may have to compromise on his pricing strategies if he wants to expand and, therefore, is a great challenge for Patanjali. It can not be sold at such low costs for a very long time. Any company needs profits to generate more sales and thus get more profits. It is a cycle. But if Patanjali does not make much money, then he can not spend much and can not expand.

- **Product Dependence**

While Patanjali has many products in her portfolio, but much of her income depends on 5-6 of her main products, like her toothpaste and shampoo. They have to push the other products further to achieve their ambitious goal.

Low margin to distributors

Patanjali offers much lower margins to distributors and resellers than other consumer goods companies, since it is playing a volume game and not margins. That is why it is a company that operates directly.

Opportunities

- Growing organic sector

Patanjali has managed to raise awareness on the benefits of using natural products and herbs that have created a market for themselves. The conscience has spread and the demand grows more and more.

- Expand Rural

With the product portfolio that Patanjali has, it has great potential in the rural market and should try to expand its operations in the vast rural market of India.

- Going Global

Patanjali has a great opportunity to expand globally and can look to the Middle East and the African nation at the beginning. Several other companies such as Dabur have already expanded all over the world and have been successful.

- **DIVERSIFY**

While Patanjali is now present in retail products, it has not entered the apparel sector, another area in which competitors such as Reliance and Aditya birla have successfully expanded. So Patanjali plans to further diversify its portfolio of products for toothpaste, making it a herbal statement and true to the roots of Patanjali as an Indian brand.

Threats

- Increasing Competition

Big FMCG like HUL, Marico, etc. and newcomers such as Sri Ayurveda are entering the organic market after the consciousness created by Patanjali that increases competition in the market.

- Negative Word-of-Mouth

Any negative word of mouth created on social media platforms can affect your position in the market.

- Poor reape can affect business

Patanjali relies heavily on natural ingredients and products and, therefore, poor agricultural production can influence your sales.

- Price war

A price war is good for consumers, but it is bad for business. The longer the price war, the greater the effect on the brand. Companies like HUL, Colgate and others have been at the top for a long time. They have deep pockets and will respond naturally to Patanjali. This price war will have a drastic effect on the profitability of Patanjali, above all because the brand is already selling at very low margins.

COMPETITION INFORMATION

COLGATE BY COLGATE-PALMOLIVE

Colgate is an umbrella brand that is used primarily to sell oral care products such as toothpastes, toothbrushes, mouthwashes and dental floss. Produced by the American conglomerate of consumer goods Colgate-Palmolive, Colgate's oral hygiene products were sold for the first time by the company in 1873, sixteen years after the death of the founder, William Colgate. The company originally sold soap.

According to a 2015 report by the Kantar Worldpanel market research firm, Colgate is the only brand in the world bought by more than half of households. Colgate has a global market penetration of 67.7% and a 45% global market share. Despite this, it has maintained the highest growth rate of all the brands in the survey, with 40 million new families buying products from the Colgate brand in 2014. [3] Its penetration in the global market is almost 50% ; higher than the secondary brand in the study, Coca-Cola with 43.3%.

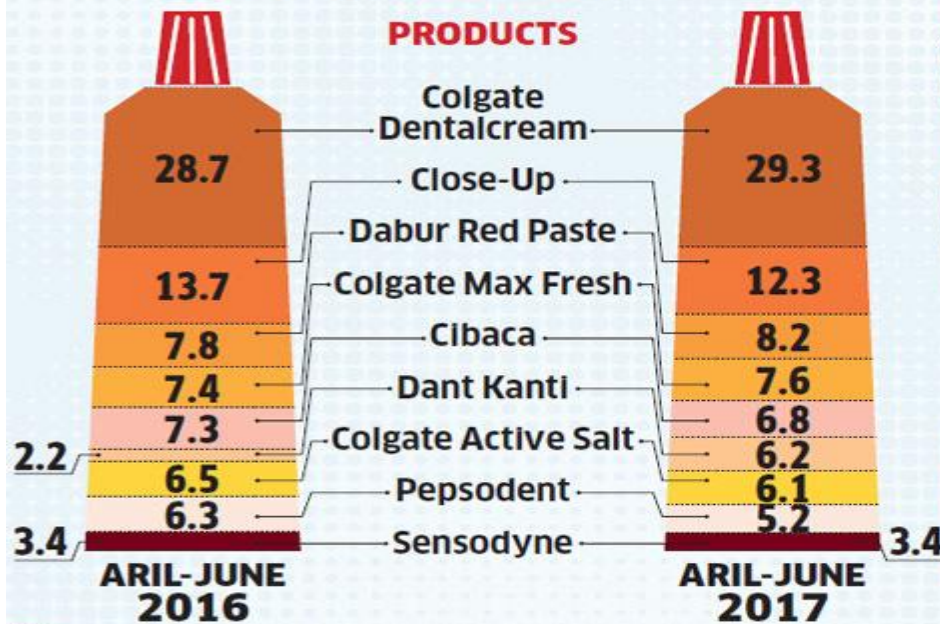
MARKET INSIGHTS.

Patanjali DantKanti outperformed Colgate's Pepsodent of Hindustan Unilever, Active Salt and GlaxoSmithKline's Sensodyne after almost tripling his participation in the oral hygiene segment during the past year.

The brand led by Baba Ramdev had a 6.2% share during the quarter ended in June, compared to 2.2% a year ago, making it the fourth toothpaste company in the world. country. Colgate, which still controls half of the market with 52.7%, lost 120 basis points, while the share of Hindustan Unilever fell by 240 basis points to 17.6%.

Climbing to the Top

Patanjali Dant Kanti has outpaced Pepsodent, Colgate Active Salt and Sensodyne in the past year



We plan to launch new variants within Dant Kanti. We have followed every principle of ayurveda for our new products but multinationals have been just copying it without understanding the science behind it

SK TIJARAWALA
Spokesperson
at Patanjali Ayurved

Figure 4

THE AIM AND OBJECTIVE OF THE STUDY

The main objective of the study to examine Consumer's attitude and perception towards the toothpaste, centered around DANTKANTI by Patanjali Ayurveda. How do people buy toothpaste, use it, and study on why they buy specific tooth paste. Customer satisfaction is the measurement of the products delivered by the company to the expectations of the customer or the products he expects

The study attempts to understand the decision-making processes of the purchaser / buyer, both individually and in groups. And the product attributes that influence consumer shopping behavior. The characteristics of the individual, such as demography, psychography and behavioral variables in an attempt to understand people's desires. The level of satisfaction can also vary depending on the other options that the customer can have and other products with respect to which the customer can compare the products of the organization.

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CHAPTER 3

LITERATURE REVIEW

This chapter provides the relevant literature and theoretical framework for the present study

Attitudes are an expression of internal feelings that reflect whether a person is favorable or unfavorable predisposed to some object. It is a result of psychological process, and therefore are not observable, but must be deduced from what people say and what they do. Attitude has been one of the most important topics of study in the consumer behavior field. The attitude research is the basis for the development of a repositioning of new products existing products, creating advertising campaigns and predicting brand preferences such as good as general buying behavior. Understand how attitudes affect those of a consumer purchasing behavior is a vital ingredient in the success of any marketing program. Commercial activity often manages to alter behavior by changing the attitude toward a product, a service or activity

DEFINITION OF ATTITUDE

Cognitive-oriented social psychologists have defined a "lasting" attitude as organization of motivational, emotional, perceptive and cognitive processes with respect to some aspects of an individual's world. "In simple terms, an attitude is the way we think, feeling and acting towards some aspects of our environment, such as a retail store, television program or product."

A recent definition of behavioral theorists explicitly addresses attitude's multidimensional nature. Here, the general attitude of a person towards an object is seen as a function of the strength of each of a series of beliefs that the person has several aspects of the object and the evaluation that it gives to each conviction in relation to the object.

An attitude is positive or negative, favorable or unfavorable, or pro or against, a person feels towards an object. On the other hand, attitudes can be defined as a lasting organization of motivational, emotional, perceptual and cognitive processes with respect to some aspects of the individual's world. Another point of view is that attitudes are seen as predispositions learned to respond to an object or class of objects in a constantly favorable or unfavorable way.

This view of attitudes is composed of three components: (i) the cognitive or cognitive component, (ii) the emotional or emotional component, and (iii) the conative or behavioral trend component.

A consumer can firmly believe that Listerine mouthwash kills germs, helps prevent colds, provides people with clean, refreshing breathing and prevents sore throats. If this consumer evaluates these five attributes as favorable qualities, according to the definition of aptitude, he may have very favorable general attitudes towards the brand.

Characteristics of Attitudes:

Attitudes have an object : By definition, the attitude must have an object. That is, they must have a focal point: whether it is an abstract concept, an ethical behavior or a tangible element, such as a motorcycle. The object can be a physical thing, like a product or an action, like buying a personal computer. In addition, the object can be an element such as a person or a collection of elements as a social group.

Attitudes have direction, degree, and intensity : An attitude expresses how a person feels towards an object. Express (i) an address: the person is favorable or unfavorable towards or against or against the object, (ii) degree: how much the person loves or dislikes the object, and (iii) intensity: the level of security or Confidence of expression on the object, or how strongly a person feels about his belief. It has been said that the direction, degree and intensity of a person's attitude towards a product provides marketing professionals with an appreciation of their willingness to act.

Attitudes have structure : The attitudes show an organization, which means that they have an internal coherence and have an intertinal centrality. Attitudes are not isolated; they tend to associate with each other to form a complex whole. Because attitudes are grouped into a structure, they tend to show stability over time. The attitude of a person towards a specific object tends to generalize towards a class of objects.

Attitudes are learned : In the same way you learn a golf swing, a tennis shot and the like, as well as attitudes. They are developed from our personal experience with reality, as well as information from friends, sellers and media. Therefore, attitudes change.

Functions of Attitudes

Attitudes serve four main functions for the individual. These functions serve the need of people to protect and improve the image they have of themselves. In more general terms, these

functions are the motivational bases that shape and reinforce positive attitudes towards the objective object perceived as an attitude that satisfies the need and / or negative attitude of other objects perceived as punishments or threats.

(i) Adjustment function: the adjustment function directs people to pleasing or rewarding objects and away from unpleasant and unwanted objects. We need the utilitarian concept of maximizing reward and minimizing punishment. Therefore, consumer attitudes largely depend on their perception of what needs to be satisfied and what is to be punished.

(ii) ego defense function: attitudes formed to protect the ego or self image from threats help to serve the ego defense function. In reality, many external expressions of such attitudes reflect the opposite of what the person perceives to be. A consumer who has made a bad buying decision or a bad investment can firmly defend the decision as correct at that time or as a result of another person's bad advice. These self-defense attitudes help us protect our self-image and often we are not aware of it.

(iii) Function of expressive value: the value of expressive attitudes allows the expression of the values of central retention of the person. Therefore, consumers adopt certain attitudes in an attempt to translate their values into something more tangible and easy to express. Therefore, a conservative person may develop an unfavorable attitude towards bright clothes and, instead, be attracted to the dark t-shirt with pink stripes. Marketing professionals need to understand what values consumers want to express about themselves and must design products and promotional campaigns to enable these self-expressions.

(iv) Knowledge function: human beings need a structured and ordered world, and therefore seek consistency, stability, definition and understanding. From our need to know, attitudes arise about what we think we need or that we do not need to understand. Attitudes allow consumers to simplify the complexity of the real world. Attitudes allow us to categorize or group objects as a way to know them. Therefore, when a new object is tested, we try to categorize it in a group, of which we know something.

Sources of Attitude Development

Attitudes are developed based on the needs and human values that people place on objects that meet their needs.

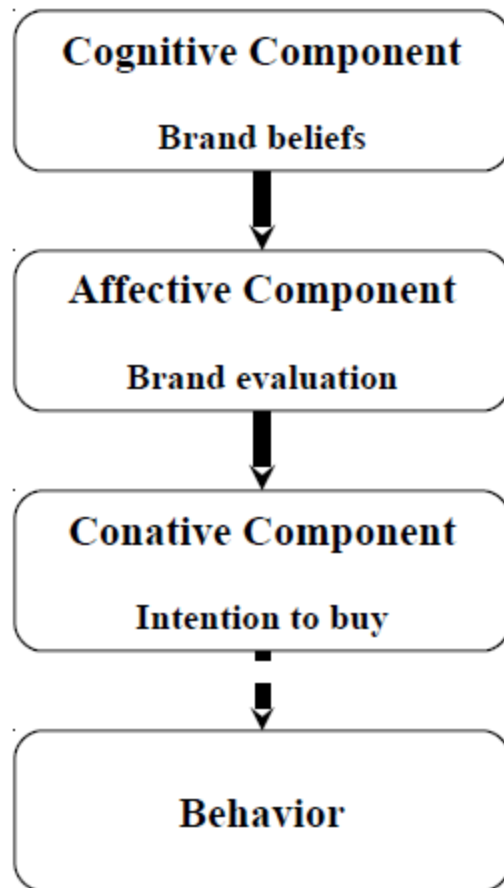
(i) Personal experience: people receive an object in their daily environment. Some are familiar, while others are new. We evaluate the new and re-evaluate the old, and this evaluation process helps to develop attitudes towards the object.

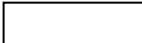
Several factors, such as needs: because needs differ and even change over time, people can develop different attitudes towards the same object at different times in their lives; selective perception: we have seen that people operate according to their personal interpretation of reality. Therefore, the way in which people interpret information about products, shops, etc., influences their attitude towards them: and the influence of personality: how aggressive-passive, the interpretation of how we will evaluate it.

(ii) Group associations: all people are influenced in one way or another by other members in the groups to which they belong. Our attitudes towards products, ethics, war and a multitude of other issues are strongly influenced by the groups we value and do or wish to associate with. Several groups, including family, work and peer groups, and cultural and subcultural groups, are important for influencing the development of a person's attitude.

(iii) Other influences: consumer attitudes can be formed and modified through personal contact with influential people, such as friends, relatives and respected experts. Opinion leaders are examples of people who are respected by their followers and who can strongly influence the buying attitude and behavior of followers.

To capitalize on this type of influence, advertisers often use actors and actresses who resemble or act similarly to their target audience. People tend to please others who are similar to them, because they believe they share the same problem, the same judgments, and use the same criteria to evaluate the products.



 **Three components of attitude**

Source: Henry Assael (2001)

Attitudes are relatively consistent with the behavior they reflect. However, despite its consistency, Attitudes are not necessarily permanent, they change. One method for changing motivation is known as a functional approach. According to this approach, attitudes can be classified in terms of four functions: the utilitarian function, the defensive function of the self, the expressive function of value and the knowledge function.

The utilitarian function

When a product has been helpful or has helped us, our attitude towards this tends to be favorable. One way to change attitudes for a product is to show people as you can serve for utilitarian purposes that you may not have considered.

The defensive function of the ego Most people want to protect their images from inner feelings of doubt. They want to replace this uncertainty with a sense of security and personal trust.

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The value expressive function Attitudes are an expression or a reflection of the general values, lifestyle and consumer perspectives.

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The knowledge function People generally have a great need to know and understand people and things I find. The "need to know" of the consumer, a cognitive need, is important for interested marketing specialists with product positioning. In fact, many products and brand positioning are attempts to meet the need to know and improve the attitude of consumers towards the brand, emphasizing its own advantages compared to competitive brands.

An attitude can be used for more than one function, but in many cases one will be dominant. Identifying the dominant function that a product serves to consumers (that is, what benefits they derive from it provides); Marketing professionals can emphasize these benefits in their communications and packaging. Ads relevant to the function, generate more favorable opinions on what is marketed and results in a greater preference for both the ad and the product. (Michael Solomon et al. : 2006)

The Fishbein model

The most influential multi-attribute attitude model is the so-called Fishbein model main developer. The model measures three components of the attitude:

1. Extroverted beliefs: people have an attitudinal object (those beliefs about the object they are considered during the evaluation).
2. Object attribute links: o the probability that a particular object has an important attribute.
3. Evaluation: of each of the important attributes.

Keep in mind, however, that the model formulates some assumptions that are not always justified. That assumes that we were able to correctly specify all relevant attributes that, for example, a student will use when he will evaluate his choice on which university to attend. Also the model presumes that he or she will go through the process (formal or informal) to identify a set of relevant attributes, weigh them and add them.

Although this particular decision can be strongly involved, it is still possible that it is the attitude will be formed by a global affective response (a process known as a reference of affection).

The extended model of Fishbein

The original Fishbein model, which focused on measuring the consumer's attitude towards a product, it has been expanded in several ways to improve its predictive ability.

The revised version is called reasoned action theory. The model is not yet perfect, but it is the ability to predict the relevant behavior has been improved. Some of the changes to this model are considered here.

Intentions vs. behavior

Many factors can interfere with real behavior, even if consumer intentions are sincere.

He or she could save money with the intention of buying a stereo system. In the meantime, any number of things: if it becomes redundant or if you discover that the desired model is out of stock, you can do it occur. It is not surprising, therefore, that in some cases it has been found that the previous purchasing behavior be a better predictor of future behavior than the intent of consumer behavior. The theory of the reasoned action aims to measure the intentions of behavior, recognizing that some uncontrollable factors inhibit the prediction of real behavior.

Social pressure

Theory recognizes the power of other people to influence behavior. Many of our behaviors are not determined in isolation. As much as we hate to admit it, what we think others would like us to do may be more relevant than our own individual preferences.

PERCEPTION

One of the key elements of a successful marketing strategy is product development and promotional incentives that consumers will perceive as relevant to their needs. (Henry Assael: 2001)

Perception is the process of identifying, selecting and interpreting stimuli from the external world in an internal (mental) world. In other words, perception is the process by which the brain

attempts to describe objects and events in the external world based on sensory information and knowledge. (Schiffman and Kanuk: 2000)

Kotler (2005) states that the process of forming the perception goes through four phases: in the first step, the consumer receives information from abroad; In the second phase select him information; in the third phase the information is organized and in the last passage the information is to interpret. Perception is considered to be the cornerstone of the construction of knowledge, not just of products but above all else in the world. People have their perception of products and everything more. The way people select and interpret products will be very different from the way someone otherwise he selects them and interprets them.

Perception plays an important role in the purchasing decision-making phase where the alternatives are identified. What we perceive depends on the object and our experiences. Every day we enter contact with a huge amount of marketing stimulation. The product and its components (package, contents and physical properties) are primary (intrinsic) stimuli. Communications designed for influencing consumer behavior are secondary (extrinsic) stimuli that represent the product, either through words, images and symbolisms or through other stimuli associated with the product (price, shop where you bought, effect of the salesperson).

Two key factors determine which stimuli consumers will perceive and how they will interpret them: the characteristics of the stimulus and the ability of the consumer to perceive the stimulus. These two influences interact to determine consumer perceptions. Characteristics of the stimulus that influence perception can be divided into sensory elements and structural elements. Both have implications for product development and advertising. The sensory elements are composed of color, smell, taste, sound and sensation. Structural elements mainly applied to advertising printing, such as dimensions, position, contrast, news of the advertisement.

The characteristics of the consumer that influence perception are the ability to discriminate between stimuli and propensity to generalize from one stimulus to another.

One of the fundamental questions about the effect of marketing stimuli on perceptions is if consumers can discriminate between differences in stimuli. Do consumers perceive the differences? between the brands in taste, the feeling, the price and the shape of the package?

The ability to discriminate between stimuli is learned. In general, frequent users of a product are more able to notice small differences in product characteristics between brands. However, in many cases, the ability of consumers to discriminate between sensory characteristics, such as taste and sensation, is small. As a result, marketing operators rely on advertising to convey brand differences in relation to physical characteristics. They try to create a brand image that can convince consumers one brand is better than another.

Consumers develop not only the ability to discriminate between stimuli but also the ability to generalize from one similar stimulus to another. The process of generalization of the stimulus occurs when two stimuli are seen as similar (contiguous) and therefore their effects can be replaced by the effect of another.

Brand loyalty is a form of generalization of the stimulus. The consumer assumes that positive past experiences with the brand will be repeated. Therefore, a consumer does not need to make a separate test with each purchase.

Perceptual categorization is also a form of generalization of stimuli. How new products are introduced, consumers generalize from past experience to categorize them.

When the individual constructs a perception, he or she gathers the information to map what is happening in the outside world. This mapping will be influenced by the following factors (Blythe: 2008)

Subjectivity: this is the vision of the world that exists within the individual and is unique individual. For example, information is subjective as the consumer will be based decisions on the selected information. Each one of us chooses in a different way the environment and Each of us has different points of view.

Categorization: this is the "box" of information and the prejudice of events and products.

Selectivity: this is the degree to which the brain selects from the environment. Is a function of what is happening around the individual, and also of what is selective (concentrated) the individual is in the current task. It will depend on the interest of the individual and motivation regarding the thematic area.

Expectations: makes people interpret the information in a specific way later.

Past experience: sometimes the points of view, smells or sounds of our past will be activated properly answer. If the consumer has had bad experiences buying products, this could lead to a general perception that these products are of poor quality.

RESEARCH METHODOLOGY

The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study. This includes the type of the research, target population, the sampling techniques, the data collection and data analysis procedures.

The current study is based on primary data and the necessary data were collected from the websites, a convenient sampling was used in the study. A sample of 65 respondents was selected for the study and the study was conducted in the city of Delhi alone. Secondary sources were used to gather information on the "Patanjali DANTKANTI brand. Magazines, articles, research reports and government documents have been examined to obtain information on previous actions that stakeholders and legislators have already implemented. We have also researched websites of companies that produce natural products and online documents to carry out this research.

Self-administered questionnaires are distributed to 65 consumers in order to find out the Toothpaste consumers' perception and attitude towards Patanjali DANTKANTI and the factors that positively contributed for the formation, change and maintenance of these attitudes.

To analyze the tools of the results of the simple percentage analysis questionnaire, the ranking models ,classification technique, the regression were used and the pilot survey was performed.

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

This section deals with the analysis of customer attitude and purchase preferences during the study period.

The following table explains the demographic and socioeconomic characteristics of the respondents. Customer knowledge and satisfaction level of Ayurvedic and herbal products from Patanjali. The simple percentages analysis and Garrett's positioning technique were applied to examine the data.

Demographic Characteristics of Respondents

	Frequency	percentage
Gender		
• Male	57	87.7
• Female	8	12.3
Marital Status		
• Single	38	58.5
• Married	25	38.5
• Divorced	2	3.1
Age		
• Below 20	7	10.8
• 20-30	27	41.5
• 30-50	18	27.7
• Above 50	13	20.0
Occupation		
• Government employee	19	29.2
• Private person	40	61.5\
• Business person	5	7.7
	1	1.5

<ul style="list-style-type: none"> • Other 		
Educational Background		
<ul style="list-style-type: none"> • Primary School complete 	2	3.1
<ul style="list-style-type: none"> • Secondary school complete 	18	27.7
<ul style="list-style-type: none"> • College Diploma 	17	26.2
<ul style="list-style-type: none"> • Bachelor Degree 	25	38.5
<ul style="list-style-type: none"> • Above Bachelor Degree 	3	4.6
Monthly Income		
<ul style="list-style-type: none"> • Below Rs 10000 	18	27.69
<ul style="list-style-type: none"> • Rs 10,000-20,000 	13	20.0
<ul style="list-style-type: none"> • Rs 20,000-30,000 	15	23.0
<ul style="list-style-type: none"> • Rs 30,000-40,000 	10	16.66
<ul style="list-style-type: none"> • Above 40,000 	9	13.84

The Demographic characteristics of the respondents shown in the above table. The gender distribution of the interviewees was not proportional, with 12.3% of the women interviewed and 87.7% of the men interviewed. As for the marital state, 58.5% were single, 38.5% were married and 3.1% divorced. The dominant age group of respondents was 20-30 years (41.5%), followed by 30-50 years (27.7%), 50 years and over (20%) and below 20 years (10.8%) even the smallest group of respondents.

In terms of education level, 38.5% of the interviewees received a degree; 27.7% of the respondents had secondary education and 26.2% of the respondents had one University diploma 4.6% of respondents were above the Bachelor level and 3.1% were complete primary school. The result shows the relatively high level of education of the respondents.

Consuming habits of Respondents

	Frequency	Percent
Frequency of using Toothbrush		
<ul style="list-style-type: none"> • Once a day 	47	72.3
<ul style="list-style-type: none"> • Twice a day 	18	27.69
Toothpaste Brand Choice		

• COLGATE	22	33.84
• PEPSODENT	9	13.84
• VICO	6	9.23
• DANTKANTI	18	27.69
• Close up	10	15.38

In terms of frequency of using toothpaste in a day, nearly 70% uses toothpaste once a day,i.e in the morning, rest near 30% people use twice a day.

Colgate is the highest preferred toothpaste, with around 27% consumer share.

Attitude towards DANTKANTI : TASTE		N
DANTKANTI TASTE		
• Very bad		5
• Bad		4
• Fair		5
• Good		9
• Very Good		42
Attitude towards DANTKANTI : Packaging		
DANTKANTI PACKAGING		
• Very bad		5
• Bad		2
• Fair		6
• Good		20
• Very Good		32
Attitude Towards DANTKANTI : PRICE		
DANTKANTI PRICING		
• Very Costly		-
• Costly		-
• Neutral		12
• Cheap		40
• Very Cheap		3

Attitude towards DANTKANTI: NEED Satisfaction.	
DANTKANTI Performance	
• Not Effective	3
• Slightly Effective	14
• Neutral	8
• Effective	30
• Very Effective	10

Marketing stimuli for choosing DANTKANTI.

	Frequency	Percentage
Taste	9	13.84
Promotion	8	13.30
Price	25	38.46
Avalilability	18	27.69
Influence of others	5	7.6

In order to identify the other components of attitude which is affective; respondents were asked to evaluate DANKANTI in general by their attitude towards DANTKANTI using a semantic Scale. As per results 60% have very good attitude towards the toothpaste, where 13.8% have good and 12.3% have average attitude . 6 respsondants have very bad attitude and 3 carry bad attitude towards DANTKANTI.

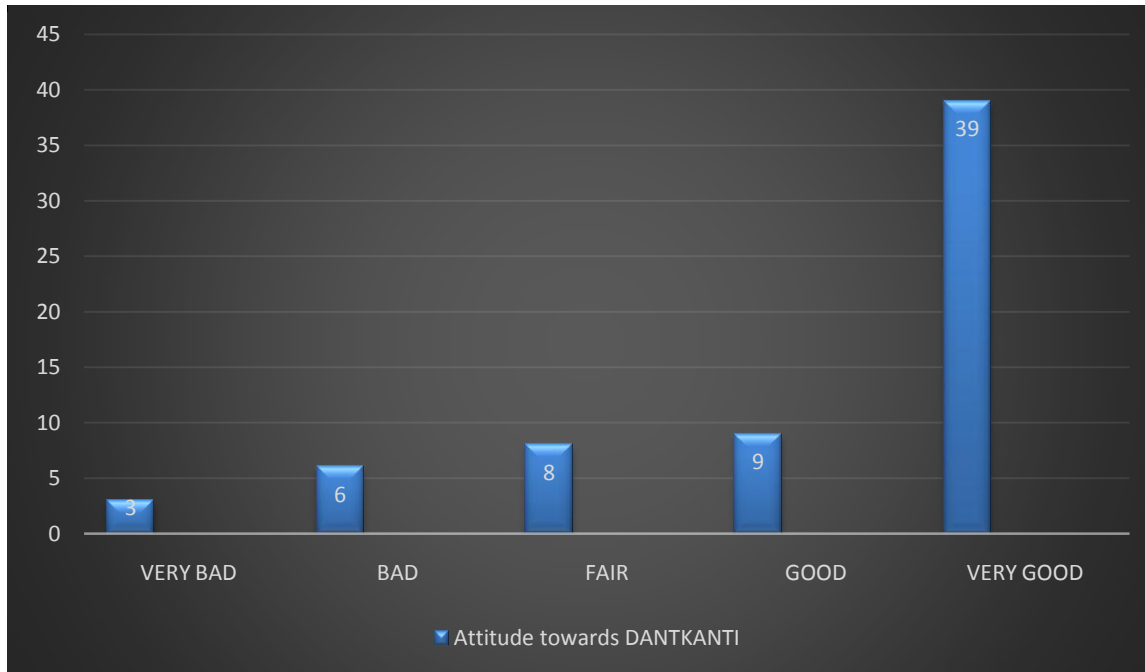


Figure 5

For the conation component of attitude, the respondents were asked about their plan to purchase or choose DANTKANTI for which 50.8% of respondents answered definitively will buy, 24.6% will probably buy, and 10.8% said they could buy. While 9 respondents said they Do not buy of which 6 (9.2%) stated that they definitely will not buy and the rest 4.6% said probably will not buy

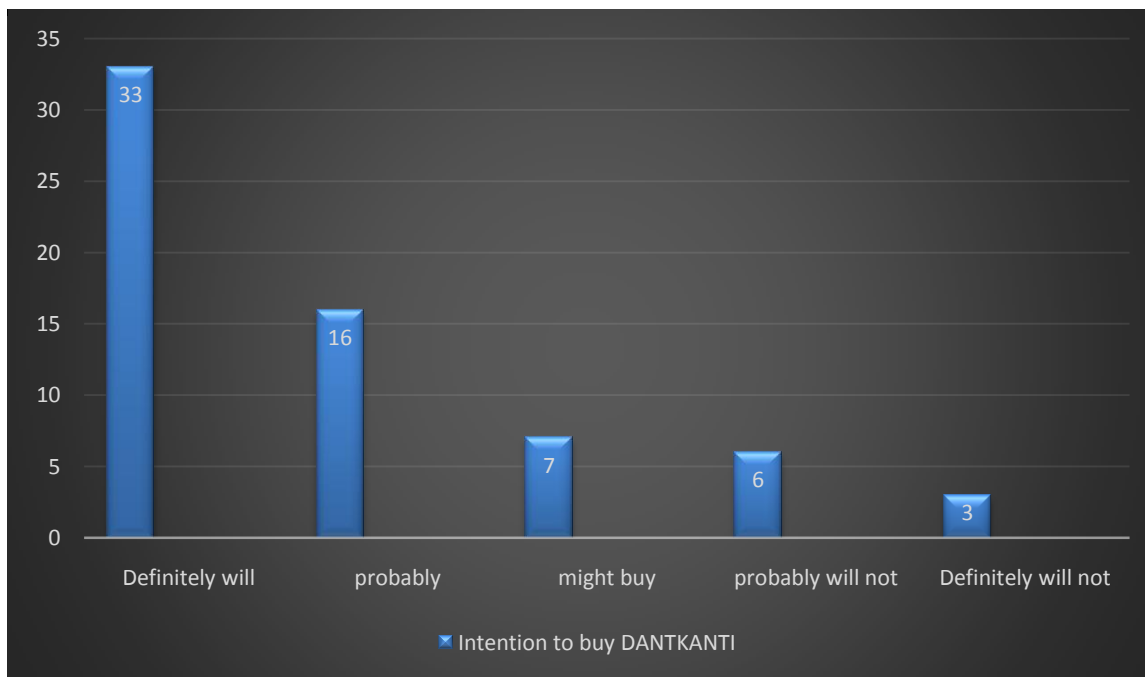


Figure 6

Ranking Technique

Ranking of the Factor of greatest influence. This technique was used to find the majority of the client in order of preference and is presented in the following table.

S.no.	Particulars	Rank
1	Herbal/chemical Free	1
2	No. Adulteration	2
3	Eco- Friendly	3
4	More effective	4
5	Competitive Price	5
6	Traditional Based	6
7	Healthy Factors	7
8	Any other	8
	Total	

Clearly it is the Herbal/chemical free image with effectiveness and competitive pricing strategy that is making DANTKANTI capturing such a huge market share at a rapid pace.

CONCLUSIONS AND RECOMMENDATIONS

Ayurvedic and herbal oralcare products are available at all organic and Patanjali stores. Ayurvedic products are reasonably profitable and well accepted by customers. They are readily available and do not have any side effects. With its rich biodiversity and the rich heritage of the Indian medicinal system, India would call the attention of the world as home to ecological medicinal systems that are in harmony with nature, it is concluded that all customers know the product, and customers are satisfied with the quality and price of DANTKANTI.

The results in the document show that there are many important factors that together make up the decision to buy the product. The customer's perception of a brand is mainly based on the satisfactory value that the user receives after paying the product and the benefits that the user seeks. In the previous study, most users are satisfied with the Patanjali toothpaste i.e DANTKANTI. It could be due to the reasonable price of the product. It may be due to the ability of the product to cure the problem. Satisfaction brings with it customer loyalty. Patanjali is enjoying the advantageous position in the market through the element of spirituality involved in its products. However, you should not ignore competitors like Colgate vedshakti, Dabur red and meswak. Patanjali to keep more customers and satisfy them, must meet the demands of the company before any other brand can prosper and take away the benefits of marketing through spirituality and Herbal ingredients.

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ANNEXURE

Questionnaire

Q. Name of the respondent?

Q. Gender

- Male
- Female

Q. Marital Status

- Single
- Married
- Divorced

Q. Age of the respondent?

- Below 20
- 20-30
- 30-50
- Above 50

Q. Occupation of the respondent?

- Government Employee
- Private Employee
- Business
- Other

Q. Educational background of the respondent?

- Primary School
- Secondary School
- College Diploma
- Bachelor Degree
- Above Bachelor Degree

Q. Monthly Income of the respondent?

- <10,000 INR
- 10,000-20,000 INR
- 20,000 -30,000 INR
- 30,000-40,000 INR
- >40,000 INR

Q. How frequent do you use toothpaste in a day?

- Once a day
- Twice a day

Q. Which toothpaste do you prefer to use?

- Colgate
- Pepsodent
- Closeup
- Dantkanti
- Meswak
- Dabur Red

Q. How do you find the taste of DANTKANTI?

- Very Bad
- Bad
- Fair
- Good
- Very Good

Q. How do you find the Packaging of DANTKANTI?

- Very Bad
- Bad
- Fair
- Good
- Very Good

Q. How do you find DANTKANTI on the terms of pricing?

- Very Costly
- Costly

- Neutral
- Cheap
- Very Cheap

Q. How do you Grade the performance of DANTKANTI?

- Not Effective
- Slightly Effective
- Neutral
- Effective
- Very Effective

Q. What according to you influence your buying decision for DANTKANTI?

- Taste
- Promotion
- Price
- Availability
- Influence of others

Q. How do you find DANTKANTI overall as a toothpaste brand?

- Very Good
- Good
- Fair
- Bad
- Very bad

Q. Would you like you buy DANKANTI ?

- Definitely will
- Probably
- Might Buy
- Probably not
- Definitely Not

Q. Rank each influencing factor on the scale of 1to10.

- Eco Friendly
- No. Adulteration

- More Effective
- Healthy factors
- Competitive Price
- Traditional base
- Herbal/Chemical Free
- Any other