

MAJOR RESEARCH PROJECT

**Factors Affecting Consumer Purchasing Decision: A Study On
Tooth Paste Industry**

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CERTIFICATE

This is to certify that **Mr. vikas Sagar, 2k21/DMBA/138, have completed the project** titled **Factors Affecting Consumer Purchasing Decision: A Study On Tooth Paste Industry** under the guidance of Dr. Rajan Yadav as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. This is an original piece of work and has not been submitted elsewhere.

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DECLARATION

I, **Vikas Sagar** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on **Factors Affecting Consumer Purchasing Decision: A Study On Tooth Paste Industry**” submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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Before we get into the crux of the matter, I would want to express my gratitude to those who have been a part of this project since its start. This project's writing has been one of the most major academic obstacles I have faced, and it would not have been accomplished without the help, patience, and advice of the people involved.

It gives me immense pleasure in presenting this project report on “**Factors Affecting Consumer Purchasing Decision: A Study On Tooth Paste Industry.**” I want to express my gratitude to Dr. Rajan Sir, Professor, Delhi School of Management who have aided me since the beginning of this project and for his invaluable advice and timely ideas.

Finally, I would like to thank our department’s head, Dr. Archana Singh Delhi School of Management DTU for her recommendations regarding the structure of the report which led to the creation of this report. The success of this project is the product of my hard work and perseverance, as well as the assistance of my mentors and HOD.

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INTRODUCTION

- Consumer behavior is stated as the behaviour the consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs.
- The study of consumer behaviour is not only concerned with what consumers buy, but with why they buy it, when and how they buy it, and how often they buy it. It is concerned with learning the specific meaning that product holds for consumers. Consumer research takes place at every phase of consumption process, before the purchase, during the purchase and after the purchase.
- According to Philip Kotler defined consumer behavior as, "*all psychological, physical and social behaviour of potential customers as they become aware of evaluate, purchase, consume and tell others about the product and services.*"
- A decision is the selection of an action from two or more alternative choices. Consumer decision to purchase the goods from the available alternatives is known as "consumer purchase decision". The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer, and users.
- The scope of consumer behaviour includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert on the final purchase decision.
- Individual consumer behaviour is influenced by economic, social, cultural, psychological and personal factors. The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer, and users. Consumer preferences are changing and becoming highly diversified. Hence there is a need to identify those factors that are influencing their purchase decision.

INDIAN ORAL CARE INDUSTRY

- Many people in India still clean their teeth with traditional products like Neem twigs, salt, ash, tobacco and other herbal ingredients. Average all India per capita consumption of tooth paste is a dismal 8.2gms. Earlier the consumers were negligent towards oral hygiene and even did not care to see a dentist for their oral health problems. However, the trend is changing, and nowadays dental advice is also considered an important factor while making a purchase decision of the toothpaste brand, at least in urban markets. The dentist to population ratio is critically low 1:35000 in the country. This results in low oral hygiene consciousness and widespread dental diseases. Less than 15% of the Indian toothpaste users brush twice a day.
- India's oral hygiene market is one of the most dynamic, fastest growing, and competitive sectors of the FMCG industry. Today's consumer has a wide variety of choice in terms of toothpaste brands. Toothpastes from paste form, to gel and powder form are present in the market catering to needs of all the segments. Also, a lot of herbal and medicated toothpastes having natural and anti –sensitivity properties are being offered to the consumers in the market space.
- Colgate and Hindustan lever together account for over 85% of the organized toothpaste market. Red and black tooth powder still account for the 35% of the toothpowder market.

In toothpaste Colgate and Dabur are the leading players sharing between 75% of the market.

Oral care market is fragmented into the 5 broad categories:

- Toothpaste Pastes Gels Powders
- Toothbrushes & accessories Manual Toothbrushes Electric Toothbrushes Battery-powered Toothbrushes
- Mouthwashes/Rinses Non-medicated Mouthwashes Medicated Mouthwashes
- Dental Accessories Dental Flosses Breath Fresheners Cosmetic Dental Whitening Products
- Denture Products Fixatives Dental Prosthesis Cleaning Solution



TOOTHPASTE

The toothpaste market is characterized by the presence of few large multinational companies like Colgate Palmolive India Ltd, Hindustan Unilever Ltd, Procter & Gamble, Smithkline Beecham. Consumer healthcare and handful of Indian companies such as Dabur, Anchor health and Beauty products, Vicco laboratories, etc.

Traditionally, Colgate and HUL were the main players in the toothpaste market of white and gel form. The Procter & Gamble joined the market. Domestic Indian companies like Balcara and Vicco used to produce the Ayurvedic range of toothpaste along with their other Ayurvedic products. Anchor company that was famous for its switching products made a successful foray in this sector by launching toothpaste and positioning itself as First 100% vegetarian toothpaste companies such as Dabur and Baidyanath operated in the toothpaste market.



BRANDS IN THE INDIAN MARKET & THEIR OFFERINGS

COLGATE

Marketed by Colgate-Palmolive, Colgate deep cleans the teeth, gums, and gives fresher and healthier breath

- Colgate Cibaca Toothpaste
- Colgate Active Salt Toothpaste
- Colgate Active Salt Neem Toothpaste
- Colgate Active Salt Healthy White Toothpaste
- Colgate Barbie Toothpaste
- Colgate Cibaca Vedshakti Toothpaste
- Colgate Herbal Toothpaste
- Colgate MaxFresh Spicy Fresh Toothpaste
- Colgate MaxFresh Peppermint Ice Toothpaste
- Colgate Sensitive Clove
- Colgate Sensitive Original Toothpaste
- Colgate Sensitive Plus Toothpaste
- Colgate Strong Teeth Toothpaste
- Colgate Swarna Vedshakti Toothpaste
- Colgate Total Advanced Health Toothpaste
- Colgate Charcoal Clean Toothpaste
- Colgate Visible White Toothpaste

UNILEVER

Hindustan Unilever Limited (HUL) is India's largest fastmoving Consumer Goods company with a heritage of

over 80 years in India. Almost all Indian households are touched by its products to feel good, look good and get more out of life. Pepsodent and Close up both are part of HUL.

PEPSODENT

Pepsodent is a leading oral care brand with a wide range of products, benefitting from Unilever's long tradition of R&D in this field.

- Pepsodent Whitening
- Pepsodent Super Salt
- Pepsodent Lavang & Salt
- Pepsodent Germicheck
- Pepsodent Germicheck 2 in 1
- Pepsodent Expert Protection Gumcare

CLOSE UP

For years, Closeup has been synonymous with fresh breath and confidence. India's first gel toothpaste (1967)

- Closeup triple fresh formula anti-germ gel toothpaste red hot
- Closeup white attraction natural glow toothpaste
- Closeup white attraction natural smile toothpaste

SENSODYNE

Sensodyne is a popular brand of toothpaste and mouthwash founded in the year 1961. It is owned by GlaxoSmithKline and targets sensitive teeth.

- Sensodyne Herbal Multi Care with extracts of Eucalyptus & Fennel
- Sensodyne Deep Clean Toothpaste
- Sensodyne Whitening Toothpaste
- Sensodyne Fresh Gel
- Sensodyne repair and protect
- Sensodyne rapid relief
- Sensodyne fresh mint

PATANJALI DANT KANTI

An Indian consumer goods company, Patanjali ayurvedic limited manufactures this product.

- Patanjali Dant Kanti
- Patanjali Dant Kanti Advance
- Patanjali Dant Kanti Medicated
- Dant Kanti Fresh active gel

DABUR • Dabur Red & Dabur Red gel

Dabur Red Toothpaste is a unique blend of traditional Indian Medicine and modern pharmaceutical technology. Dabur Red Toothpaste is a combination of 11 ingredients which are described in Ayurveda for their effectiveness against various oral problems

- **Dabur Meswak Dabur**

Meswak is scientifically formulated herbal toothpaste with pure extract of the Miswak plant 'Salvadore Persica', the famous 'Toothbrush Tree' used for centuries. The astringent and anti-bacterial properties of Meswak helps reduce tooth decay, fight plaque, and prevent gum diseases.

- **Dabur Babool**

Toothpaste is natural toothpaste packed with the benefits of Babool extract 'Acacia Arabica'. The Babul herbal extract in Dabur's Babool Toothpaste helps keep your gums healthy and teeth strong. The toothpaste has the Natural T3 Power which has a unique 1-23 action that gives the teeth effective protection. T1, its antibacterial power fights against germs, T2, forms a protective layer over gums and protects it against Germs & T3, its astringent action tightens the gums.

VICCO

Vicco Group of Companies (Vishnu Industrial Chemical Company) was founded by late Shri K.V. Pendharkar in 1952. Under the umbrella of Vicco Group, it has a range of products from Ayurvedic herbal hygiene, healthcare and other products like herbal toothpastes, herbal tooth powders, natural turmeric, and sandalwood oil-based skin cream etc

- Vicco Vajradanti Sugar free Paste
- Vicco Vajradanti Paste
- Vicco Vajradanti Dalchini Flavour
- Vicco Vajradanti Saunf Flavour

HIMALAYA

Himalaya is a global herbal health and personal care organization

- **Complete Care Toothpaste:** Himalaya Complete Care Toothpaste is an advanced herbal formulation that not only protects from germs but also has antioxidants that help protect teeth against free radicals and help maintain gums in good health.
- **Sparkling White Toothpaste:** Himalaya's Sparkling White Toothpaste is a breakthrough herbal formulation based on

plant enzyme technology that gently removes surface stains on your teeth

- **Active Fresh Gel:** Himalaya's Active Fresh Gel is packed with the goodness of herbal ingredients that ensure long-lasting fresh breath.
- Stain Removal Toothpaste
- Sensitive Toothpaste
- Sparkling White Fresh Gel

MARKET SHARE

Increasing dental problems among children and adults, due to poor eating habits, and the rise in popularity for herbal oral care products are the factors primarily driving the toothpaste market. Moreover, rising premiumization and consumers seeking more targeted solutions are accelerating the growth of the market studied. The data shown below is given by Nielsen India that brings insight to the business. It is a leading global and measurement company that provides market research, insights, and data.

Toothpaste Makers' Volume Market Share

NAME OF COMPANY	MS%18	MS%17
Colgate India	53.4	55.1
HUL	19.0	17.3
Dabur India	15.4	15.0
Patanjali Ayurved	7.4	3.7

Some other makers accounted for 7% market share

Bloomberg | Quint

Oral care accounted for about 16 percent of the fastmoving consumer goods market in India. Colgate Palmolive's volume share fell from 55.1 percent to 53.4 percent during the period whereas Patanjali's share doubled to 7.4 percent.

PROBLEM DEFINITION

The purpose of the study is:

- To examine the external factors influencing purchased decision.
- To examine the consumer awareness of toothpaste
- To find out how potential schemes are influencing the customers
- To examine how the product attributes influencing the consumer buying toothpaste.

LITERATURE REVIEW

Consumer Behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behaviour of the consumers. In this study, the researcher emphasizes the importance of lifestyle and its impact on the buyer behaviour.

There are two factors mainly influencing the consumers for decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing (Donthu and Gilliland, 1996). Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donthu and Gilliland, 1996). The shopping motivation literature is abound with various

measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland (1996) were used to measure innovativeness and risk aversion.

Dr. Vinit Dani (2013)

Toothpaste industry is a big market in India. Toothpastes form an important item in the monthly grocery shopping of most of the urban households. Dr. Vinit Dani (2013) performed a study to analyse the buying behaviour of toothpaste in Urban India -Pune city. According to the survey conducted the most important factors that the buyers considered while purchasing a particular brand was the brand image, advertising, and the sales promotion. The study also mentions about the drastic changes happened, the moment from traditional products like Neem twigs, salt, ash, tobacco or other traditional substances to branded toothpastes which was the result of increasing oral hygiene concern and awareness among the public.

Consumers switched from one toothpaste brand to another product based on advertisement, brand name, packaging availability, and price changes, etc. Moreover, Indian consumers have high degree of family orientation, which extends to even extended family and friends. Brands with identities which support family values tend to be popular and accepted easily in Indian market.

Dr. S. Sriram & Dr. S. Pugalanthi (2013)

The study on Purchasing Behaviour of Consumers towards Toothpaste with Special Reference to Madurai District, Tamil Nadu (Dr. S. Sriram & Dr. S. Pugalanthi (2013) was addressed by correlational analysis to spot the important factors considered by the consumers for taking decision towards purchasing of Toothpaste and therefore the study concluded that the merchandise Related factors like Colour, Ingredients, name , taste, flavour etc, plays a crucial role in purchasing toothpaste. So, the businesses should analyse of these factors and determine the simplest suitable tools for promoting their toothpastes in India.

QUESTIONNAIRE

<https://forms.gle/Y6XSPfeGQy8Nfs2K7>

RESPONSES:

<https://drive.google.com/file/d/131tuqG9SWEbQbxCb1yK5zPzaaSw1d1A/view?usp=sharing>

HYPOTHESES:

H0: Null Hypotheses

H1: Alternate Hypotheses

H0: A significant relationship does not exist between age and brand switching decision

H1: A significant relationship exists between age and brand switching decision

H0: A significant relationship does not exist between gender and type of product they will prefer

H1: A significant relationship exists between gender and type of product they will prefer

RESEARCH METHODOLOGY

Research methodology is the process of solving the problem systematically by research. The objective of the study is to solve the problem by using available data.

RESEARCH DESIGN

Research design is a detailed blue print used to guide the research study towards its objectives.

Marketing research can be classified in one of three categories:

- Exploratory research
- Descriptive research
- Casual research

The classifications are made according to the objective of the research. In some cases the research will fall into one of the following categories:

EXPLORATORY RESEARCH- has the goal of formulating the problems more precisely, clarifying concepts, and gathering explanations, gaining insights, eliminating impractical ideas, and forming hypothesis.

DESCRIPTIVE RESEARCH- is more rigid than exploratory research and seeks to describe users of a product, determine the proportion of the population that uses a product, or predict future demand of the product.

Descriptive research can be either qualitative or Quantitative. It can involve collection of quantitative information that can be tabulated along a continuum in numeric form, such as scores on the test or the numbers of times a person choose to use a certain feature of a multimedia program, or it can describe categories of information such as genders or pattern of interaction when using technology in a group situation. It organizes, tabulates, depicts and describes the data collection. It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution because the human mind cannot extract the full import of a large mass of raw data, descriptive statistics are very important in reducing the data into managerial form.

IN THIS STUDY WE USED DESCRIPTIVE RESEARCH DESIGN WHICH IS APPROPRIATE FOR MY STUDY

CASUAL RESEARCH:

It seeks to find cause and affects relationship between variables. It accomplishes this goal through laboratory and field experiments.

SAMPLE TECHNIQUE:

Sample is the fraction of the population; sampling is a method or a technique of selection of samples. Simple random technique is used for carrying out this research.

SIMPLE RANDOM SAMPLING:

Simple random sampling method, it is assumed that each and every unit in the population has equal chance of occurrence or the probability of occurrence. In other words, the sampling units are selected randomly. An unbiased selection of individuals is important so that in the long run, the sample represents population. However, this does not guarantee that a particular sample is the perfect representation of the population. Simple random sampling simply allows one to draw externally valid conclusions about the entire population based on the sample.

We have taken 50 samples randomly from the total population.

Primary source of data is collected through Questionnaire.

Secondary source of data is collected through magazines, journals and websites.

SAMPLING PLAN:

Sample size- 50

Sampling unit- Buyers of toothpaste

Extent- Delhi

DATA ANALYSIS AND INTERPRETATION

The data has been collected with the help of e-questionnaire. A total of 50 responses have been recorded over the period of 10 days starting from 17th April 2021 to 27th April 2021. The prime objective of the study is to understand the Purchase Decision in choosing toothpaste. It has been analysed and interpreted with the help of tables along with relevant descriptions.

Gender
50 responses



Occupation
50 responses

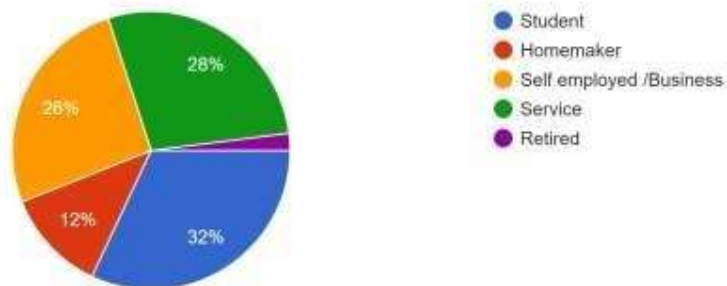


TABLE 1:**DEMOGRAPHIC VARIABLE**

Demographic Variable	No. Of Respondents	Percentage
Gender		
Male	25	50%
Female	23	46%
Prefer not to say	2	4%
Age		
<20 Years	13	26%
21-30 Years	16	32%
31-40 Years	12	24%
>40 Years	9	18%
Occupation		
Student	16	32%
Homemaker	6	12%
Selfemployed/business	13	26%
Service	14	28%
Retired	1	2%

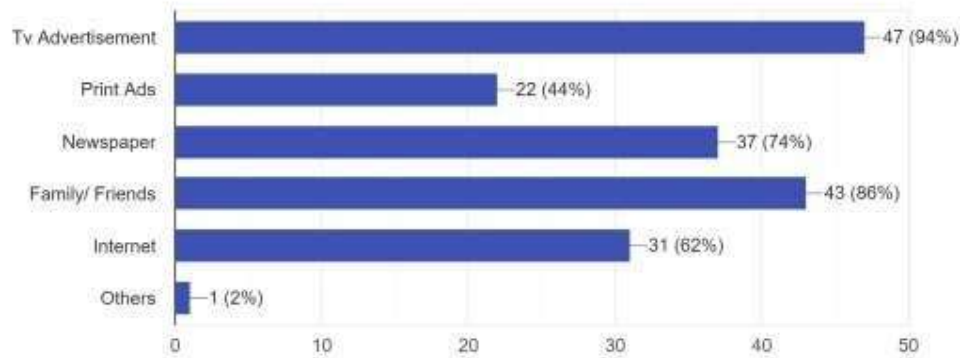
The responses were collected as per convenience sampling (randomly). The main reason for choosing these variables was to get overall representation of the population.

Table 1

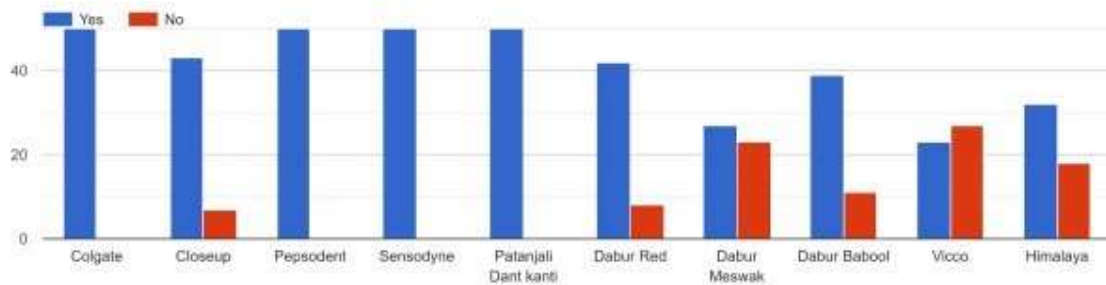
Indicates that out the 50 respondents, 50% were Male, 46% were female, and the rest 4% preferred not to say. The age level of 32% respondents is between 21-30 years, and there was a total of 26% who were below 20 Years of age. 32% respondents were students, 28% were service, 26% belonged to self-employed/Business, 2.9% were homemaker and the rest 2% were retired.

How do you know about toothpaste brands?

50 responses



Have you heard about the following toothpaste brands?



Do you prefer 2 in 1 or individual function product?

50 responses

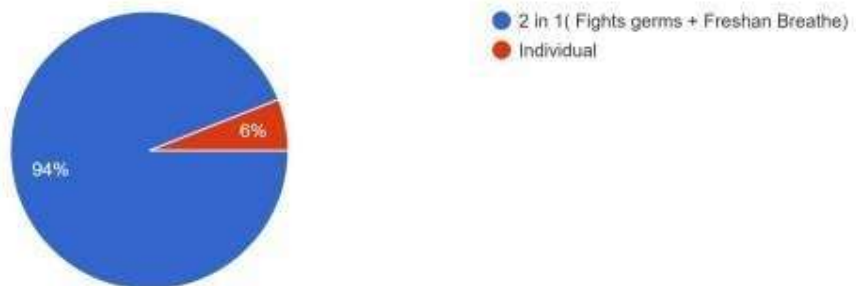


TABLE 2:**BRAND AWARENESS**

Brand	No. of Respondents	Percentage
Colgate	50	100% 86%
Closeup	43	100%
Pepsodent	50	100%
Sensodyne	50	100%
Patanjali Dant Kanti	50	84%
Dabur Red	42	54%
Dabur Meswak	27	78%
Dabur Babool	39	46%
Vicco	23	64%
Himalaya	32	
Medium		
TV Advertisement	47	94%
Print Ads	22	44%
Newspaper	37	74%
Family/Friends	43	86%
Internet	31	62%
Others	NIL	NIL
Function		
2 in 1 product	47	94%
Individual Function	3	6%

With a view to find that awareness of toothpaste brand, the data pertaining to this is presented in Table 2.

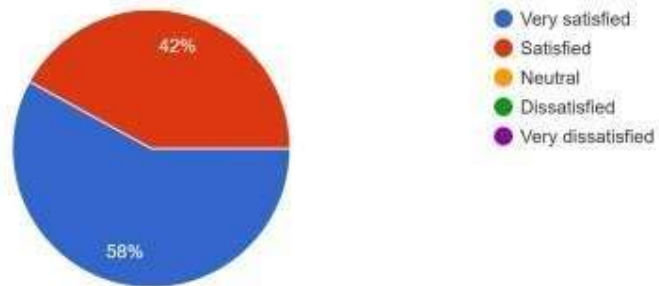
An examination of the table reveals that most of the people are aware of Colgate, Pepsodent, Patanjali D ant kanti and Sensodyne (100%) followed by Closeup which was 86% and Dabur red (84%). An examination of the table reveals that, the people are influenced more by TV advertisements- 94% followed by Family/friends- 86%. Advertisement creates attention and stimulates the consumer to buy a particular brand.

In recent circumstances technology plays an important role in decision making. Television advertisement can induce the consumer mind for decision making. Other kinds of advertisement (Print Ads) in magazine, newspaper also influence the people. Advertising is a strong base for consumer to select toothpaste.

Advertising may directly influence a consumer's brand evaluation through such cues as celebrity endorsements and music, even without providing any explicit information. Also, advertising can influence how consumers experience and evaluate the quality of the product from subsequent consumption.

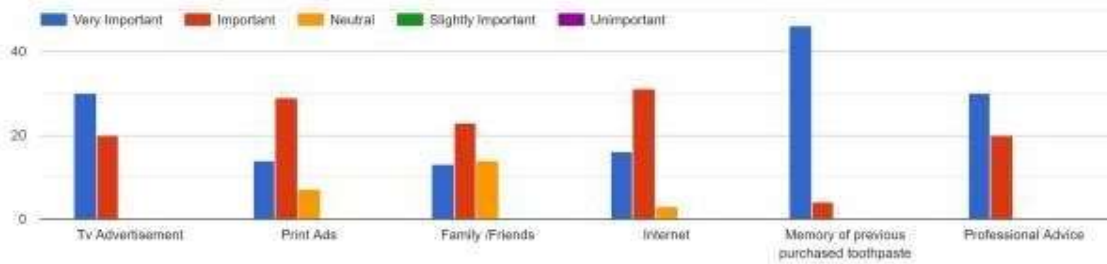
Most of the respondents preferred 2 in 1 product (94%) rather than individual function product.

How satisfied are you with your current brand?
50 responses



The survey shows that people are very satisfied with their current toothpaste brand (58%). This accounts slightly more than 50% of the total responses, which means that there is a scope for improvement in current usage brand.

Please rate the following sources of information in terms of importance when purchasing toothpaste.



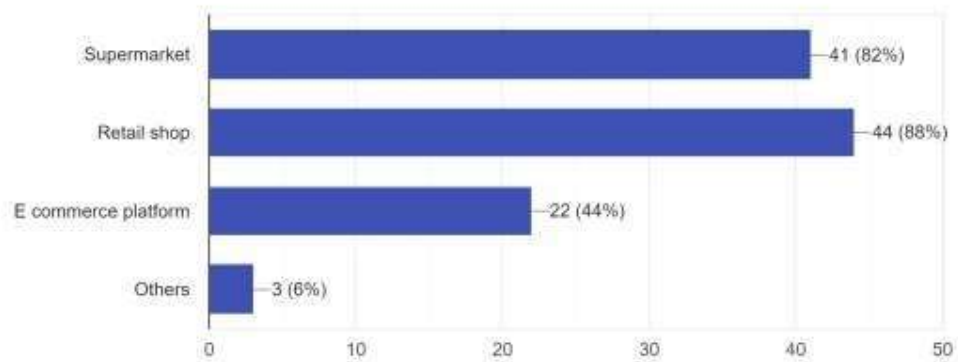
With a view to find the extent to which the source of information influences the purchase decision, it can be concluded that when it comes to TV advertisement, 30 respondents find it extremely important and none finds it unimportant when making a purchase decision.

When it comes to print ads, 29 respondents felt important about it and 7 respondents find it neutral when making a purchase decision.

Now, coming to the Memory of previous purchased toothpaste, it was observed that 46 respondents felt extremely important to consider the memory of previous bought toothpaste. And from the professional recommendation point of view for purchasing the toothpaste it was revealed that 20 respondents find it extremely important. Respondents may be accepting the advice of professionals to avoid dental problem.

Where do you usually shop toothpaste from?

50 responses



What do you look for when buying toothpaste?

50 responses

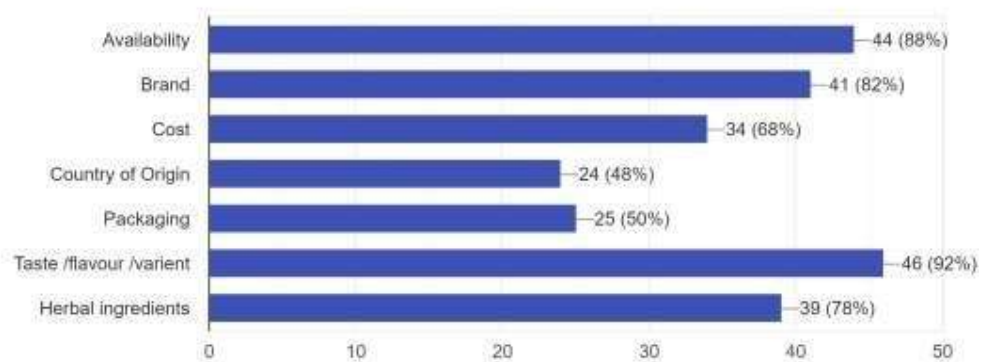


TABLE 3:**PURCHASE DECISION**

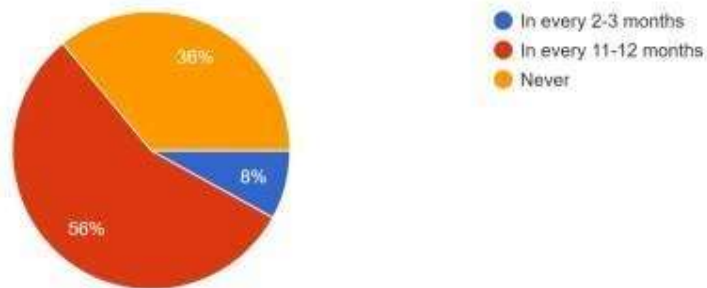
Brand	No. of respondents	Percentage
Attribute		
Availability	44	88%
Brand	41	82%
Cost	34	68%
Country of origin	24	48%
Packaging	25	50%
Taste/Variant/Flavour	46	92%
Herbal ingredients	39	78%
Other	NIL	NIL
Mode		
Supermarkets	41	82%
Retail Shop	44	88%
Ecommerce platform	22	44%
Others	3	6%

Retail Shops (88%) are the most preferred place to buy toothpaste by the respondents followed by supermarkets (82%). With a view to find the factor respondents consider the most when buying a toothpaste, the data pertaining to this is presented in table 3.

An examination of the table reveals that, 46 respondents are influenced by the Taste/variant/flavour (92%), followed by availability and Brand which amounts to 88% & 82% respectively. Thus, it can be said that Taste/variant/flavour played a vital role in selection of toothpaste.

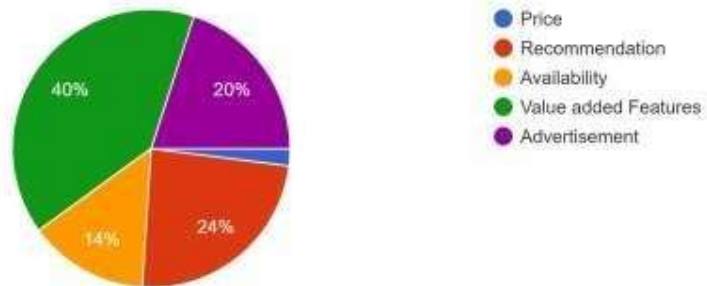
How often do you change your brand?

50 responses



What is the main motivation behind changing your brand?

50 responses



Based on this study switching of one brand to other brand is not a practice that is often adopted by respondents. They usually switch within a span of 11-12 months. With a view to find the reasons for switching to other brand, the data pertaining to this is presented in graph above. An examination of the graph reveals that, most of the consumers switch to other brand due to value added features (40%); next factor was recommendation of the product (24%).

HYPOTHESIS 1:

H0: A significant relationship does not exist between age and brand switching decision

H1: A significant relationship exists between age and brand switching decision

Count of How often do you change your brand? Column Labels ▾				
Row Labels	▾ In every 11-12 months	In every 2-3 months	Never	Grand Total
< 20 Years	6	1	6	13
>40 Years	6	1	2	9
21- 30 Years	10	1	5	16
31 - 40 Years	6	1	5	12
Grand Total	28	4	18	50

CHI SQUARE TEST				
observed (fo)	In every 11-12 months	In every 2-3 months	Never	Grand Total
<20 Years	6	1	6	13
>40 years	6	1	2	9
21-30 Years	10	1	5	16
31-40 Years	6	1	5	12
Grand Total	28	4	18	50
Expected (fe)	In every 11-12 months	In every 2-3 months	Never	Grand Total
<20 Years	7.28	1.04	5.76	14.08
>40 years	5.04	0.72	3.24	9
21-30 Years	8.96	1.28	5.76	16
31-40 Years	6.72	0.96	4.32	12
Grand Total	28	4	19.08	51.08

Chi square	In every 11-12 months	In every 2-3 months	Never	Grand Total
<20 Years	1.6384	0.0016	0.058	1.6976
>40 years	0.9216	0.0784	1.538	2.5376
21-30 Years	1.0816	0.0784	0.578	1.7376
31-40 Years	0.5184	0.0016	0.462	0.9824
Grand Total	4.16	0.16	2.635	6.9552

P VALUE

0.854456066

INTERPRETATION:

If P value is less than alpha then reject null hypothesis, i.e.(p value< 0.05) reject null, which means difference is significant [0.05= 5%], Otherwise do not reject the null.

Here the Exact Sig. (2-sided) value is 0.854 i.e. 85.4% 85.4%>5%, therefore Do not reject the null. Hence, we can conclude a significant relationship does not exist between age and brand switching decision

HYPOTHESIS 2:

H0: A significant relationship does not exist between gender and type of product (individual/ 2 in 1)

H1: A significant relationship exists between gender and type of product (individual / 2 in 1)

Count of Do you prefer 2 in 1 or individual function product?		Column Labels	
Row Labels	2 in 1(Fights germs + Freshan Breathe)	Individual	
Grand Total			
Female	22	1	23
Male	23	2	25
Prefer not to say	2		2
Grand Total	47	3	50
Observed (fo)	2 in 1	individual	Grand Total
Female	22	1	23
Male	23	2	25
Prefer not to say	2	0	2
Grand Total	47	3	50
Expected (fe)	2 in 1	individual	Grand Total
Female	21.62	1.38	23
Male	23.5	1.5	25
Prefer not to say	1.88	0.12	2
Grand Total	47	3	50
CHI SQUARE	2 in 1	individual	Grand Total
Female	0.1444	0.1444	0.2888
Male	0.25	0.25	0.5
Prefer not to say	0.0144	0.0144	0.0288
Grand Total	0.4088	0.4088	0.8176

P value

0.81209284

INTERPRETATION:

If P value is less than alpha then reject the null hypothesis, i.e (p value < 0.05) reject null, which means difference is significant [0.05= 5%], Otherwise do not reject the null.

Here the Exact Sig. (2-sided) value is 0.812 i.e. 81.2% $81.2\% > 5\%$, therefore, Do not reject the null. Hence, we can conclude a significant relationship does not exist between gender and the type of product (either individual or 2 in 1), the customer will prefer.

CONCLUSION

- Consumer behaviour is not exactly predicted one; somewhat it is predicted with the help of research studies only. Starting and ending of the survey conveys only one statement i.e. 'consumer is king'. The study was conducted to find out the factors that affect the purchase decision particularly with respect to toothpaste industry. Normally, companies concentrate on only analysing the requirements of consumers and also strategies to retain them. This study was conducted to understand purchase decision of consumers in India for buying toothpaste.

- In today's time customers are very deeply connected to the brands. Customers when, they purchase any product, believe that brand name is a symbol of quality. Toothpaste is one of the consumer goods that we purchase on a regular basis. The results of this study illustrated that brand name plays a significant role and influences the purchase decision largely, followed by availability and flavour. Brand name played a vital role in selection of toothpaste. People are preferring Colgate, Pepsodent, Patanjali Dant kanti and Sensodyne (100%) followed by Closeup which was 86% and Dabur red (84%).

- With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively.

LIMITATIONS

Our study suffers from some limitations, which could be avenues for further research. This study failed to talk about about the psychographics of the consumer. Understanding psychographics of the consumer is an important tool to understand the inner feelings, and attitude of the consumer.

The changing demographic profile of the population in terms of education, income, size of family and so on, are important by what will be more substantive in days to come will be the Psychographics of customers that is how they feel, think or behave. Marketers will have to constantly monitor and understand the underlying Psychographics to map their respective industries are moving and decide what needs to be done, by way of adding value that motivates customers to buy the company's products and influence the future industry structure. One more problem in this study was questionnaire. Most of the questions are closed ended it limits the respondents answer.

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