



SWITCHING BEHAVIOR OF TOOTH PASTE (A STUDY WITH REFERENCE TO SALEM CITY)

Dr. K. KRISHNAKUMAR, Ph.D.¹ | S. SARANYA²

¹ Assistant Professor, Department of Commerce, School of Business Studies, Periyar University, Salem, Tamil Nadu, India.

² Ph. D., Research Scholar, Department of Commerce, School of Business Studies, Periyar University, Salem, Tamil Nadu, India.

ABSTRACT

Tooth paste is an important product which is part and partial of everybody's life. The customers those who are using toothpaste always prefer a particular brand. In today's competitive market there is a hectic competition in FMCG industry particularly with reference to tooth paste. There are plenty of substitutes and alternative products are available, eventually it will stimulate the customers to switch their brand. Therefore, it is essential to know the switching behavior of toothpaste customers. The study mainly focused on understanding the relationship between demographics and product related factors. The data for the study were collected through questionnaire and study is conducted in Salem city. The study identified that there is a relationship between demographic factor and brand switching.

KEY WORDS: Toothpaste, FMCG, Demographic factor, Brand Switching, product attributes.

Introduction

Brand switching is the process of choosing to switch from routine use of one product or brand to different but similar product. When consumers switch from one brand to another, there switching behavior occurs. Buying behavior focuses how individual decision process varies during spend of their resources on consumption related items. It is also influenced by personality, socio-demographic characteristics. It helps to understand the internal variables like personality, motivation, perception, learning and attitude moreover external variables like reference groups, culture, social class which influences the consumer decision making process.

Fast moving consumer goods industry in India is one of the fastest developing sectors in the Indian economy. At present the FMCG Industry is 4th largest sector in Indian economy and the market share worth is US\$ 13.1 billion. Oral care is one of the fast growing industry in Fast Moving Consumer Goods sector in India. The oral care industry is segmented into toothpaste, tooth powder, and mouth wash. This industry in India is largely dominated by the toothpaste segment.

Toothpaste Industry: An Overview

The toothpaste history in India can be tracked back from 1975 with 1200 tons of toothpaste produced by the toothpaste industry. Prior to the toothpaste oral Hygiene was the domain of local homemade powders and ayurvedic practitioners. In recent years the toothpaste industry has shown impressive growth rate of 13% in 2014.

Toothpaste market is categorized by the presence of few large international companies like Colgate Palmolive India Ltd, Hindustan Lever Ltd, SmithKline Beecham. Consumer health care has a handful of Indian companies such as Dabur, Anchor Health and Beauty Products, Vicco Laboratories etc.

Presently Colgate Palmolive India Ltd holds 56.7% of market share in 2014. HLL's share to 21.5% of the market share volume in 2014. Dabur also gained volume market share in 2014 to 13.4 percent.

Statement of the problem

In India, oral care market offers huge potential as penetration and per capita consumption of oral care products is very low. However, rising per capita income and increasing awareness is driving demand of oral care products. Tooth paste is an important item, which is part and partial of everybody's life. In earlier times, consumers especially in India relied on using the traditional substances like Neem twigs, ash, and salt for keeping their teeth clean. Nowadays Consumers have started switching to value-added toothpastes like gels, mouth washes, and teeth whitening products. In rural areas, consumers are switching from toothpowders to toothpastes. A key industry trend is the move towards natural products comprising of herbs, vitamins and minerals. This descriptive study mainly focuses on understanding the external factors like demographic, social, product attributes and other external influencers which impact consumer decision making process for buying toothpaste.

Objectives of the Study

- To study the Consumer's preference Toothpastes.
- To know the various factor influencing customer brand choice behavior.
- To identifying the reason for switching toothpaste brand.

Methodology

The study mainly based on Primary and Secondary Data. Sample size of the study is 144 respondents in the Salem District. Samples are drawn through purposive sampling technique. The data were collected through questionnaire from the consumers those who changed their brand of tooth paste recently. Simple Percentage, Chi-Square test for goodness of fit, one sample t test, Friedman Rank Correlation are used for data analysis.

Analysis and Interpretation

Table :1
Demographic Factors of the Respondents

Area	No. of Respondents	Percentage
Rural	108	75
Semi urban	16	11
Urban	20	14
Total	144	100
Gender		
Male	56	39
Female	88	61
Total	144	100
Age		
16-20 years	4	3
21-25 years	72	50
above 25 years	68	47
Total	144	100
Educational Qualification		
Preliminary Study	16	11
Higher Secondary	16	11
Professional	36	25
Graduate	72	50
Engineering	4	3
Total	144	100
Occupation		
Government employee	4	3
Private employee	56	39
Home Maker	36	25
Others	48	33
Total	144	100

Monthly Income(₹.)		
below ₹.10,000	52	36
₹.10,000 - ₹.15,000	44	30
₹.15,001 - ₹.20,000	24	17
₹.20,001 - ₹.25,000	8	6
Above ₹.30,000	16	11
Total	144	100
Family Type		
Joint Family	48	33
Nuclear Family	96	67
Total	144	100
Family Members		
3 Members	16	11
4 Members	56	39
5 Members	28	19
Above 5 Members	44	31
Total	144	100

The above table shows that the demographic details of the respondents. Out of 144 respondents, 75 percent of the respondents are belongs to rural area, 61.1 percent of the respondents are female, 50 percent of the respondents are under the age group of 21-25 years, 50 percent of the respondents are Graduates, 38.9 percent of the respondents are private employees, 36.1 percent of the respondents are earning below ₹.10, 000 per month, 66.7 percent of the respondents are in nuclear family set up and 38.9 percent of the respondents are having 4 members in their family.

Factors Influencing choice of Tooth paste

H₀: The choice of Buying of tooth paste are equally distributed

Table: 2
Chi-Square test for Goodness of Fit

Factors	Frequency	Percent	Chi-square	P value
Low	36	25.0	2.457	0.293
Moderate	68	47.2		
High	40	27.8		
Total	144	100		

Since P value is more than 0.05 the null hypothesis accepted at 5% level of significance. Hence, the choice of buying of tooth paste is not equally distributed based on percentage. Majority of the respondent belongs to moderate level (47.2%).

Opinion Regarding Influence of Choice of Tooth Paste

H₀: The influence of choice of tooth paste of all statements is equal to average level

Table: 3
One Sample t test

Factors	Mean	Std. Deviation	t	Sig. (2-tailed)
Prevent Tartar	4.00	0.796	14.871	<0.001**
Whitens teeth by removing surface stains	4.17	0.777	17.842	<0.001**
Prevent Gum Problems	4.12	1.032	8.614	<0.001**
Strengthens Enamel	4.43	0.643	17.571	<0.001**
Freshens Breath	4.40	0.586	18.867	<0.001**
Prevent Cavities	4.22	0.584	16.514	<0.001**
Price offers	4.03	0.849	9.577	<0.001**
Availability	4.48	0.620	18.831	<0.001**
Packaging	4.27	0.631	15.884	<0.001**
Herbal formulation	4.20	0.771	12.352	<0.001**
Quantity	4.15	0.764	11.788	<0.001**
Flavor	4.11	0.704	12.452	<0.001**
Fight Sensitivity	4.19	0.644	14.485	<0.001**

** denotes that significant at 1% level.

Since P value is less than 0.01 the null hypothesis is rejected at 1% level of significance with regard to the influence of choice tooth paste. Hence, the opinion regarding all the influence of choice of tooth paste is no equal to average level.

Based on mean score the opinion regarding buying factors is above average level.

Rank Correlation for Attributes of Selecting Tooth Paste

Table: 4
Ranking of Selecting Tooth Paste

Attributes	Mean Rank	Chi-Square	P Value
Healthy tooth & gum	3.20	378.57	<0.001**
Long lasting freshness	4.37		
Whiteness	3.89		
Use of natural hubs	5.40		
Flavor	4.26		
Color	6.26		
Prevention of tooth decay	5.63		
Good foam	6.31		
Anti-bacterial	6.89		
Fluoride	8.80		

** denotes that significant at 1% level.

Since P value less than 0.01 than null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between mean ranks towards attributes of selecting a tooth paste. Based on mean rank healthy tooth & Gums (3.20) is a most preferable factor on selecting tooth paste followed by whiteness (3.89), flavor (4.26), long lasting freshness (4.37), use of natural hubs (5.40), Prevention of tooth decay (5.63), color (6.26), good foam (6.31), anti-bacterial (6.89) and fluoride (8.80).

Conclusion

Many peoples in India still clean their teeth with traditional products like neem, ash, twigs, salt and other traditional product. Consumers are switching one brand to other brand based on brand name, advertisement, packaging, product attribute, flavor, color, price, quantity, brand image, product design and sales promotions etc. Nowadays there are plenty of herbal oriented and mediated substitutes are available in the market. The consumers are also very well known about organic and inorganic nature of the commodities which they are using. In this article the researcher suggested that the manufacturer and marketers have to concentrate more on fulfilling the requirements of the consumers based on their requirements according to their demographic influences.

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