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## A Study of Customer Awareness and Satisfaction towards Colgate Toothpaste with Special Reference to Islampur City

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### Abstract:

Nowadays the success of a firm depends on the consumer's satisfaction towards the specific product. Hence the organization should be very well aware of the Need, Want and Demand of the customer. For satisfying the consumers, the organization needs to understand the behaviour of the consumers, their choices, tastes and preferences. Because of the market circumstances like: Innovations in the product, change in technology, and change in life style it is a very difficult task to understand the consumer. Many researchers have conducted many studies in this area, but final conclusions are not yet reached. The main objective of this paper is to identify factors influencing consumer behavior to purchase Colgate toothpaste and to analyze satisfaction level of consumer regarding their preferred toothpaste. The research design used in this study is descriptive research design. Data was collected from 200 sample respondents. Data was collected by survey method; the survey was collected in Islampur City, Maharashtra, through structured questionnaire. Secondary data were collected from the available literature sources. For distribution of questionnaire to the respondents random sampling method was used and to collect the respondents opinion, survey was taken among the selected sample respondents.

**Keywords:** Colgate toothpaste, customer satisfaction.

### INTRODUCTION:

A Study on Consumer Behaviour towards Colgate Toothpaste is the title of the research project. Essentially Toothpaste is a glue or gel dentifrice utilized with a toothbrush to clean and keep up the wellbeing of teeth. The historical backdrop of toothpaste in India can be followed back in year 1975. In India oral cleanliness was space of nearby natively constructed ayurvedic powder or regular

spices. The mindfulness with respect to oral cleanliness Indian culture has expanded with various brands of toothpaste.

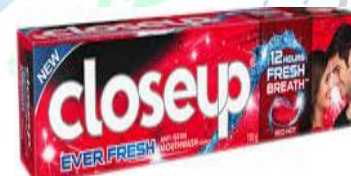
Toothpaste in cylinders is utilized all through world and has been fruitful development, openings for toothpaste industry in India has been expanded. Oral consideration markets offer enormous potential as entrance and per capital utilization of oral consideration items is low. Nonetheless, rising per capital pay and expanding mindfulness is driving interest of oral consideration items. Customers are begun changing to esteem added toothpaste like gel mouth washes, teeth brightening items. In rustic territories, purchasers are changing from toothpowder to toothpaste

In Indian culture the latest progressed in toothpaste have included improvement of brightening toothpaste and toothpaste containing triclosan which gives additional insurance against gum illness; and so on various brands have distinctive advertising methodologies. Some spotlights on the taste and flavor quality and some are centers around the dental consideration. Consumer loyalty alludes to the reaches out to which client are content with the item and administrations given by the business. Toothpaste is derived from a variety of components. The three main components are as follows.

- 1) Abrasives: the abrasives include the insoluble particles are designed to remove the plaque from the teeth.
- 2) Fluorides: Fluorides forms are the most popular active ingredients in toothpaste to prevent cavities.
- 3) Surfactant: It helps to improving cleansing power.

#### Various Brands of Toothpaste are:

- 1) Colgate
- 2) Patanjali
- 3) Dabur Red
- 4) Close up
- 5) Pepsodent



#### OBJECTIVES:

1. To identify customer satisfaction and positive brand perception.
2. Find factors which influence consumer behavior while purchasing toothpaste.
3. To identify the basic awareness about various brands of toothpaste.
4. To identify factors influencing consumer behavior to purchase Colgate toothpaste.

5. To analyze satisfaction level of consumer regarding their preferred toothpaste.

#### LITERATURE REVIEW:

- 1) **Buying behavior of Toothpaste in Urban India:** A Study on Pune city Dr. Vinit Dani (May 2013) Toothpaste industry is a major market in India. Toothpaste from a significant thing in the month to month shopping for food of the vast majority of the metropolitan families. In prior occasions, buyers particularly in India depended on utilizing the customary substances like Neem twig or Mishri for keeping their teeth spotless and sound. However, gradually global brands began supplanting the more seasoned strategies for keeping up oral cleanliness. Prior purchasers were careless of their oral cleanliness and even didn't want to see a dental specialist for their oral medical condition. The pattern is changing and now daily's dental guidance is additionally thought of and significant factor while settling on a buy choice of the toothpaste brands.
- 2) **Title:** A Study On Customer Satisfaction Towards Colgate Toothpaste With Reference To Omalur Town By- M . Saranya : An investigation on consumer loyalty towards toothpaste with extraordinary reference to Colgate. The primary object of to recognize the different variables Impacting client in acquisition of the toothpaste, to realize the clients gathered from 100 example of respondents. Information was gathered by overview technique; the review was gathered Omalur town in Salem through organized poll with five-point rating scale questions. Optional information is gathered from the accessible writing sources.
- 3) **Toothpaste Brands:** A study of consumer behavior in Bangalore city (Dec 2010) By- G. Vani, Today the achievement of any firm relies on the fulfillment of shoppers. For fulfilling the customers, the firm should think about the conduct of the buyers. In these conditions understanding buyer is an extremely troublesome undertaking in view of the evolving innovation, advancement and changes in way of life. Scientists directed many examinations here, and they give just barely any proposal
- 4) **Comparative Evaluation Of Experimental Toothpaste Formulation And Three Popular Commercial Toothpastes :**7, April, 2015) By- Satish Kumar: In this investigation, business toothpaste, for example, Colgate, close up and pepsodent have been utilized and furthermore can be assessment reads were performed for their quality. All the advertised toothpaste and trial toothpaste which had been assessed the agreed with the standard determined by the Bureau of Indian Standards.
- 5) A Survey on the various factors that influence a customer's choice of toothpaste in mogappair population. 11, March, 2019)By- Dr. Uma Sudhakar: The client's choice of toothpaste may appear to be a light theme to be examined. This overview examines the variables that impact the client's decision just as the most well-known brand liked among different age gatherings. This

data can help comprehend the kind of oral cleanliness techniques that patients feel good to approach and utilize it can likewise comprehend the information level of patients with respect to dental cleanliness.

- 6) A Study on Brand Preference of toothpaste among different age groups of consumers in Udumalpet Town By- R. Ganapathi: The shoppers now days are very mindful of the distinctive attributes among the various brands of specific products. It is incredibly uncovered that Indian toothpaste businesses are being divided not just based on costs and advantages, yet in addition it is portrayed by heterogeneity in purchaser's responses to the promoting blend in to more homogeneous submarkets.
- 7) Marketing Research on Toothpaste (6, June 2017) By- Ms. Harshleen Kaur Sethi: Various item dispatches in the oral consideration market when all is said in done, are development of perceived brands. Advertisers understand that there is more interest for item that give brightening and smell battling benefits. Taking advantages of perceived brand names is one technique through which oral consideration advertisers can carry creative and novel items into the market. The venture spins around the broad use of showcasing research strategy to comprehend the utilization, demeanor and inclination of Indian shoppers towards toothpaste

#### **RESEARCH DESIGN:**

The research Design is a model that states how entire research project would conducted. A research Design is a blueprint for conducting the marketing research project

#### **RESEARCH METHODOLOGY:**

##### **1) Primary Data :-**

- It refers to Data that is collected a fresh and recorded for the first time.
- The primary data is collected using questionnaires from students, businessman, employee, and housewife.
- Sample size: 200 respondents.

##### **2) Secondary data :-**

- The secondary data are those which are already published.
- These data is collected from journals, website, previous research paper etc.

#### **SAMPLE AND METHOD OF SAMPLING:**

Basically, sampling is a group of people or object that is taken from a larger population for measurement. Sampling method is used in this research is random sampling. In this technique a sample is chosen randomly. Under the random sampling each member of the subset carries an equal opportunity.

- **Sampling size** –Sampling is taken in the Islampur city. 200 samples are taken. Statistical

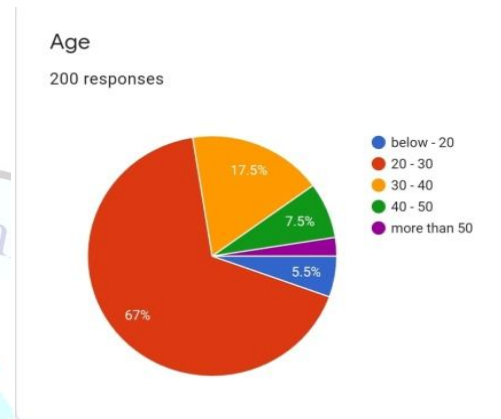
Tool's used for the analysis

**DATA PRESENTATION, ANALYSIS AND INTERPRETATION:**

The survey is conducted in islampur city. 200 responses are collected from student, employee, housewife, and businessman.

**1. Age –**

Sr	Particulars	Respondents	Percent age
1	Below 20	11	5.5%
2	20 - 30	134	67%
3	30 - 40	35	17.5%
4	40 - 50	15	7.5 %
5	More than 50	5	2.5%
6	Total	200	100%

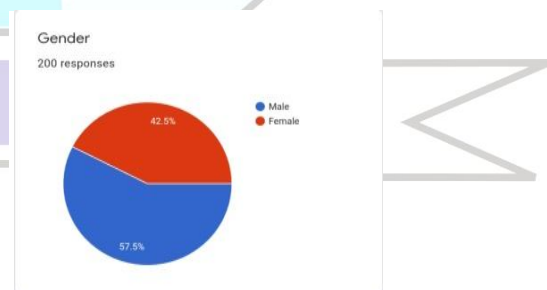


**Interpretation:**

From the above graph & table it is observed that 5.5% of respondents are from the age group of below 20 years age group. While 67% of respondents are from the age group of 20- 30 years age group. While 17.5% of respondents are from the age group of 30-40 years age group. While 7.5% of respondents are from the age group of 40-50 years age group. While 2.5% of respondents are from the age group of more than 50 years age group. Suggestion, the age group of more than 50 years are old age need to aware about the various brands of toothpaste .so the company needs a more marketing of their product.

**2. Gender –**

Sr.	Particulars	Respondents	Percentage
1	Male	115	57.5%
2	Female	85	42.5%
3	Total	200	100%

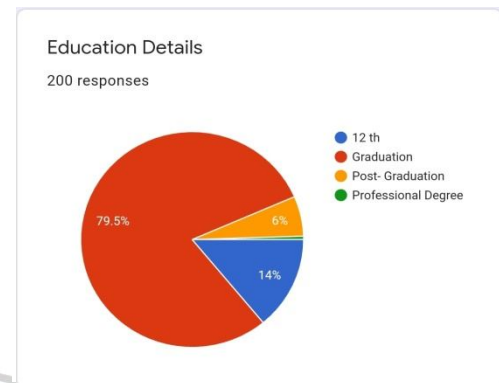


**Interpretation:**

From the above graph and table, it is observed that 57.5% of the respondents are male. While 45.5% of the respondents are female. So researcher observe that majority of the respondents are male.

### 3. Education Details –

Sr. No	Particulars	Respondents	Percentage
1	12 <sup>th</sup>	28	14%
2	Graduation	159	79.5%
3	Post Graduation	12	6%
4	Professional Degree	1	0.5%
5	Total	200	100%

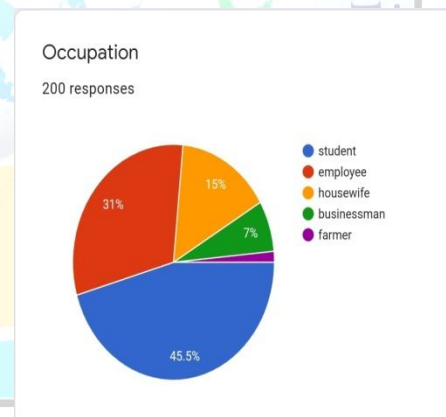


#### Interpretation:

From the above graph and table, it is observed that 79.5% respondents are graduates while 14% respondents are 12<sup>th</sup> pass out and the 6% of respondents are post graduate. Hence researcher observe that majority of the respondent's qualification is graduates.

### 4. Occupation –

Sr. No	Particulars	Respondents	Percentage
1	Student	91	45.5%
2	Employee	62	31%
3	Housewife	30	15%
4	Businessman	14	7%
5	Farmer	3	1.5%
6	Total	200	100%

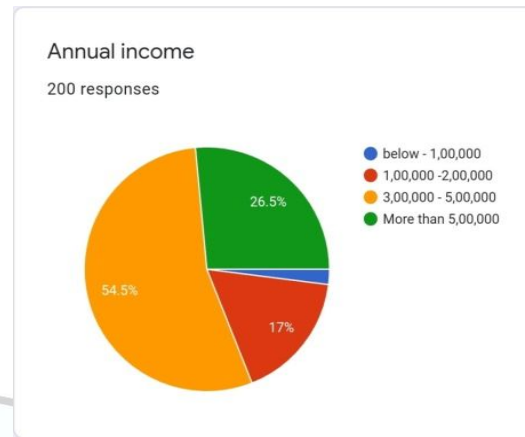


#### Interpretation:

From the above table and graph it is observed that 45.5% respondents are students. While 31% respondents are employee. While 15% respondents are housewife's. While 7% respondents are business man and the 1.5% respondents are farmers. Suggestion, company needs the more marketing in rural areas because the less no of farmers are respondents for this survey.

**5. Annual Income:**

Sr. No	Particulars	Respondents	Percentage
1	Below 1,00,000	4	2%
2	1,00,000 To 2,00,000	34	17%
3	3,00,000 To 5,00,000	109	54.5%
4	More than 5,00,000	53	26.5%
5	Total	200	100%

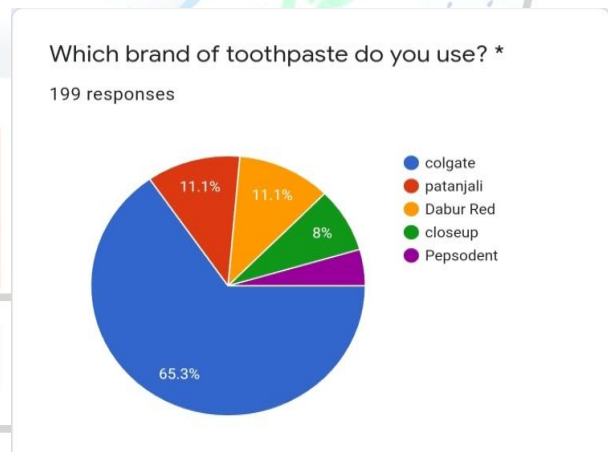


**Interpretation:**

From the above graph and chart, it is observed that 54.5% respondent’s annual income level is between 3,00,000 to 5,00,000. While 26.5% respondents annual income level is more than 5,00,000. While 17% respondents annual income level in between 1,00,000 to 2,00,000 and the 4% respondents annual income is below 1,00,000. So, the majority of respondent’s annual income level is 3 lakh to 5 lakh. Suggestion – company should focus on low income group.

**6. Toothpaste Brand:**

Sr. No	Particulars	Respondents	Percentage
1	Colgate	130.6	65.3 %
2	Patanjali	22.2	11.1%
3	Dabur Red	22.2	11.1%
4	Close Up	16	8%
5	Pepsodent	9	4.5 %
6	Total	200	100%

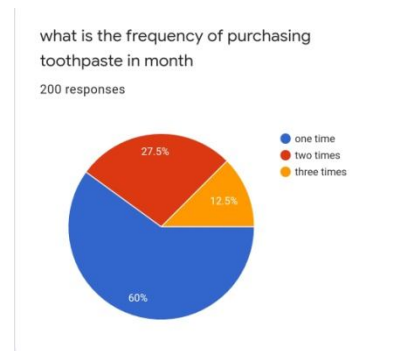


**Interpretation:**

From the above graph & table it is observed that 65.3% respondents are used Colgate toothpaste. While 11.1% respondents are used Patanjali toothpaste and the 11.1% respondents are used dabur red toothpaste and the 8% respondents are used close up toothpaste. While 4.5% respondents are using pepsodent toothpaste. Suggestion, the Colgate company needs to advertise or marketing their toothpaste to increase the respondents.

**7. Frequency of purchasing toothpaste in a month:**

Sr. No	Particulars	Respondents	Percentage
1	One Time	120	60%
2	Two Time	55	27.5%
3	Three Time	25	12.5%
4	Total	200	100%

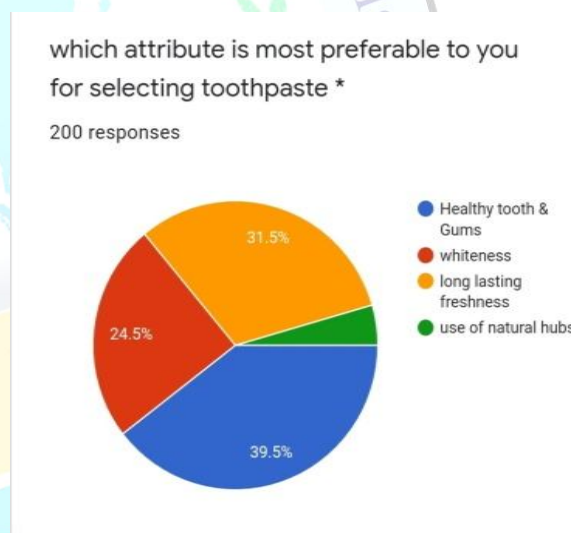


**Interpretation:**

From the above graph and table it is observed that 60% of respondents purchase the toothpaste in one time in a month. While 27.5% of respondents purchase the toothpaste in 2 times in month and the 12.5% respondents are purchase the Colgate toothpaste in three time in a month.

**8. Attribute is preferable for selecting the toothpaste:**

Sr. No	Particulars	Respondents	Percentage
1	Healthy tooth & gums	79	39.5%
2	Whiteness	49	24.5%
3	Long lasting freshness	63	31.5%
4	Use of natural hubs	9	4.5%
5	Total	200	100%



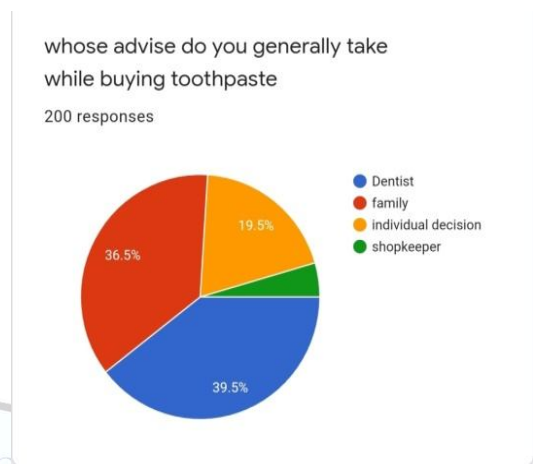
**Interpretation:**

From the above graph and table, it is observed that 39.5% respondents prefer the attribute healthy tooth and gums and the 31.5% respondents prefer the whitiness. While the 24.5% respondents are go with the long-lasting freshness and the 4.5% respondents go with the natural hubs. So majority of respondents prefer the healthy tooth and gums.



**9. Whose advice take when buying toothpaste:**

Sr. No	Particulars	Respondents	Percentage
1	Dentist	79	39.5%
2	Family	73	36.5%
3	Individual decision	39	19.5%
4	Shopkeeper	9	4.5%
5	Total	200	100%

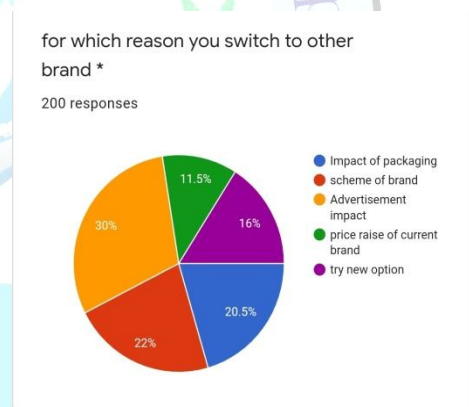


**Interpretation:**

From the above graph and table it is observed that 39.5% respondents are take the dentist advice while buying the toothpaste and the 36.5% respondents are take the advice from the family members. While 19.5% respondents buy the toothpaste in own choice and the 4.5 % respondents go with the shopkeeper advice.

**10. Reason to switch another brand:**

Sr.	Particulars	Respondents	Percentage
1	Impact of packaging	41	20.5%
2	Scheme of brand	44	22%
3	Advertisement impact	60	30%
4	Price raise of current brand	23	11.5%
5	Try new option	32	16%
6	Total	200	100%



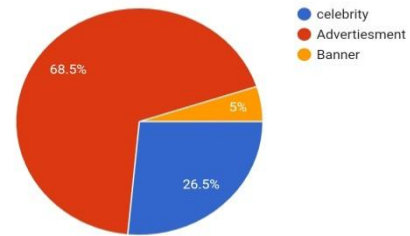
**Interpretation:**

From the above graph and table, it is observed that 20.5% respondents switch their brand because of impact of packaging and the 22% respondents switch their brand because of the particular brand. While 30% respondents switch the brand because of advertisement impact and 11.5% respondents switch the brand because of the raising the price of current brand and the 16% respondents try a new brand. So, the researcher observed that majority of respondents switch their brand because of advertisement impact. Suggestion, so they can work on the advertisement so the customer tries the Colgate toothpaste.

**11. Promotion tool used to buy a toothpaste:**

Sr. No	Particulars	Respondents	Percentage
1	Celebrity	53	26.5%
2	Advertisement	137	68.5%
3	Banner	10	5 %
4	Total	200	100%

Which promotion tools make to buy toothpaste  
 200 responses

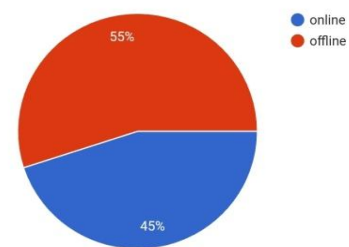


**Interpretation:**

From the above graph and table it is observed that 26.5% respondents are used the celebrity promotion tool when buying the toothpaste and the 68.5% respondents are go with the advertisement promotion tool when buying the toothpaste. While the 5% respondents go with the banner promotion tool. So, the researcher observed that majority of respondents prefer the advertisement promotion tool when purchasing the toothpaste. Suggestion, Colgate Toothpaste Company works more on the advertisement impact so the customer buys their toothpaste.

**12. Buying mode:**

Sr. No	Particulars	Respondents	Percentage
1	Online	90	45%
2	Offline	110	55%
3	Total	200	100%

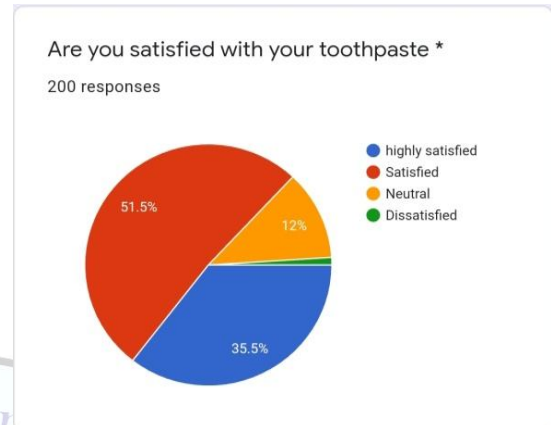


**Interpretation:**

From the above table and graph it is observed that 45% respondents are purchase the toothpaste in online mode and the 55% respondents are purchase the toothpaste in offline mode. So the majority of respondents buy the toothpaste in offline mode. Suggestion, company needs to wear the customer regarding the online buying the toothpaste.

**13. Satisfied with toothpaste brand:**

Sr. No	Particulars	Respondents	Percentage
1	Highly satisfied	71	35.5%
2	Satisfied	103	51.5%
3	Neutral	24	12%
4	Dissatisfied	2	1%
5	Total	200	100%



**Interpretation:**

From the above table and graph it is observed that 35.5% respondents are highly satisfied and 51.5% respondents are satisfied with their toothpaste. While only 12% respondents are neutral and remaining 1% respondents are dissatisfied with their toothpaste. Suggestion, it is necessary to analyse the neutral and dissatisfied reason of respondents and solve their query.

**FINDING:**

1. It is observed that most of the buyer occupation is student that is 91 respondents.
2. It is observed that annual income level of the buyer is between 3,00,000 to 5,00,000.
3. It is observed that majority of respondents using the Colgate toothpaste that is 65.3%.
4. It is observed that most of the respondents purchase the toothpaste in once in the month.
5. It is observed that most of the respondents prefer the healthy tooth and gums.
6. It is observed that most of the respondents take the dentist advice for purchasing the toothpaste.
7. It is observed that the respondents switch their brand because of the particular brand.
8. It is observed that the advertisement impact on the respondents is more.
9. It is observed that most of respondents buy their toothpaste in offline mode.
10. It is observed that 51.5% of respondents are satisfied with their toothpaste.

**SUGGESTIONS:**

1. The Colgate Company needs to aware the customer about their products and they can buy their product online also.
2. They also assure the customer these brand is advised by the dentist, so the customer can attract towards its.
3. In Colgate toothpaste they may introduce new varieties and flavors for kids.
4. It may innovative a new cartoon shape toothpaste in order to attract the children's.

5. The company should give free gift to attract the customer.
6. The company may produce the combo offer Colgate toothpaste with Colgate brush.

### CONCLUSION:

The customer satisfaction is important factor to forecast the sales of any product in a particular area. Most of the people use toothpaste product for improving their teeth protection. It is also observed that Colgate toothpaste have a good brand image.

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