

A Project Report On

# Buying Behaviour of Toothpaste in Urban Area: A Study on Pune City

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In the subject of

“RESEARCH PAPER WRITING”

Under the guidance of

Dr, Rashmi Mahajan (Research Guide)Dr. Nitesh Behare (Research Mentor)

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Roll no: IB1917212 Date: 31 August 2020

**DECLARATION**

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I, hereby declare that the Research Paper Report entitled “Buying Behaviour of Toothpaste in Urban Area: A Study on Pune City”, submitted by me is based on original research conducted by me during the period from 01/04/20 to 31/08/20 under the guidance of Dr. Rashmi Mahajan (Research Guide) and Dr. Nitesh Behare (Research Mentor).

I further declare there is no falsification of data material to the best of my knowledge.

I further declare that the material obtained from other sources has been duly acknowledged in the Report.

Date: 31 August 2020 Place: Pune

(Signature of the candidate)

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**CERTIFICATE OF THE GUIDE**

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I certify that the work incorporated in the Research Report titled “Buying Behaviour of Toothpaste in Urban Area :A Study on Pune City” submitted by Ms. Shruti Vyawahare is her original work which was carried out by the candidate under my supervision and guidance. I further certify that the above work was duly approved by me and this work is the result of candidate’s independent study and effort. Such material has been obtained from other sources has been duly acknowledged in the thesis.

Date:

(Signature of the Faculty Mentor)

Place: Pune

(Signature of the Research Guide)

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### ACKNOWLEDGMENT

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I would like to extend my sincere appreciation to and others for sharing their wisdom and experience during research work. My sincere thanks to the for their unconditional, proactive support and timely permissions for research work. Finally, I thank God for making this journey an enriching experience for me.

Date:

Place: Pune

(Signature of the candidate)

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**Buying Behaviour of toothpaste in Urban Area:A Study on Pune city.**

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(SRI BALAJI SOCIETY ,PUNE 2020-2021)

**ABSTRACT**

Toothpaste industry is a major market in India. Toothpastes structure a significant thing in the month to month staple shopping of the greater part of the urban family units. In prior occasions, buyers particularly in India depended on utilising the customary substances like Neem twigs or Mishri (Tobacco containing powder) for keeping their teeth spotless and solid. Be that as it may, gradually universal brands began supplanting the more seasoned techniques for looking after oral cleanliness. Prior customers were careless of their oral cleanliness and even couldn't have cared less to see a dental specialist for their oral medical issues. Be that as it may, the pattern is changing and now daily's dental counsel is likewise viewed as a significant factor while settling on a buy choice of the toothpaste brand, in any event in urban markets. The present shopper has a wide assortment of decision as far as toothpaste brands. Toothpastes from glue structure, to gel and powder structure are present in the market taking into account needs of the considerable number of portions.

Likewise a great deal of natural and cured toothpastes having regular and hostile to – affectability properties are making specialties for themselves in the market space. This distinct concentrate mostly centres around understanding the outer components like segment, social, item qualities and other outer influencers which sway buyer dynamic procedure for purchasing toothpaste. The strategy received for directing study is survey; utilising non likelihood accommodation examining strategy for gathering data from buyers.

*Keywords:- Toothpaste , Consumer , Oral , Purchase, Demographic.*

## CHAPTER ONE INTRODUCTION

Advertisers had long back noticed that shopper didn't generally act or respond, as advertising hypothesis would recommend. Buyer conduct developed as a flood of the board which managed the manner in which a purchaser approaches settling on a choice to buy different items. Choice of an activity from at least two elective decisions is named as a choice. "Purchaser buy choice" includes choice to buy the merchandise from the accessible elective decision. The different accessible alternatives to the customer can be ordered into five fundamental sorts of choices. They are what to purchase, the amount to purchase, where to purchase, when to purchase, how to purchase. The individuals who sway the purchasing choices might be delegated the initiator, influencer, decider, purchaser and clients. The necessities of the buyer which must be satisfied, the options existing, the item and brand decisions they have and the post purchasing conduct of the buyers should be read for a viable promoting strategy.

The Indian Fast Moving Consumer Goods (FMCG) industry started to shape during the last fifty odd years. The FMCG division is a foundation of the Indian economy. This division contacts each part of human life. Indian FMCG showcase has been isolated for quite a while between the sorted out part and the sloppy segment. Not at all like the US showcase for FMCG which is ruled by a bunch of worldwide players, India's FMCG showcase remains exceptionally divided with generally a large portion of the market going to unbranded, unpackaged homemade items. This presents a colossal chance for creators of marked items who can change over customers to purchase marked products. Toothpaste structures a normal thing in the shopping for food list for month to month or every other month buys; the value frames and significant factor. A ton of choices are accessible to the customers today as far as the toothpastes brands running from various variations of Colgate which is intended to take into account the necessities of the considerable number of sections from young people to the more seasoned age, Pepsodent, Close-up which arrives in a gel structure utilized by adolescents to give a durable freshness, Dabur which arrives in a powder structure.

Sensodyne and other fluoridated toothpastes which are fundamentally utilized for against affectability purposes. Urban India is, in itself, while in transit to turning into a significant world advertise. Numerous organisations are centering their exercises in India explicitly on urban regions as a result of the more noteworthy openness of those business sectors. In this manner urban utilisation development as opposed to in general development is, for some organisations, the most critical proportion of things to come Indian shopper opportunity.

Over the past decade total urban utilisation has developed by 6.2 percent, outpacing GDP development. As indicated by McKinsey report of 2007, it is normal that urban utilisation would quicken and keep on becoming quicker than the generally speaking economy, and estimate a compound yearly development of 9.4 percent throughout the following 20 years. Apart from emotional salary development, one of the principle drivers of the rising urban market is the fast development in urban populace. About 66% of the all increment in populace in India throughout the following two decades will happen in urban India. What's more, proceeded with inside relocation into urban regions will imply that the portion of the nation's populace in urban regions will ascend from 29 percent today to 37 percent in 2025. Today 60 percent of urban global households live in the top eight cities of the country (Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmadabad and Pune), making them a relatively more visible and easily targeted segment than the other income bands. Consumers in India are set to drive growth, thanks to rising awareness of the importance of oral hygiene and improving income levels. Consumers are switching from traditional, homemade solutions such as datum, mishri and neem leaves to using toothbrushes and toothpaste.

Urban consumers are changing their toothbrushes more regularly than before, in line with dentists' recommendations, due to rising oral hygiene awareness. Consumers became increasingly willing to spend money on ensuring dental health, with many seeking toothpaste that, in addition to cleansing and freshening, offers health benefits.

### RESEARCH PROBLEM

As Buying Behaviour plays an important role while buying a product. There are many toothpaste brands available in market with various variants present in it. So this study mainly focuses on factors that affect buying pattern of customer and by what factors the consumer buys that specific product or switches to other.

### RESEARCH OBJECTIVE

- 1) To study the factors that influence the buyers to buy different toothpaste.
- 2) Affect of Demographic Factors while buying toothpaste.

### RESEARCH HYPOTHESIS

H1: Educational Background impacts usage rate of buying toothpaste. H2: There is a relationship between gender and buying toothpaste brand.

## CHAPTER TWO LITERATURE REVIEW

### Consumer Personality Factors:-

There are two factors for the most part impacting the buyers for dynamic: Risk revolution and inventiveness. Hazard repugnance is a proportion of how much buyers should be certain and certain about what they are purchasing. Highly chance antagonistic customers should be very sure about what they are purchasing. While less hazard unfavourable customers can endure some hazard and vulnerability in their buys. The subsequent variable, ingenuity, is a worldwide measure which catches how much customers are ready to take risks and trial with better approaches for doing things. The shopping inspiration writing is teem with different proportions of person attributes (e.g., imaginative, bold, cosmopolitan, assortment chasing), in this way, imaginativeness and hazard avoidance were remembered for this examination to catch a few of these attributes.

### Product Type :-

Past exploration shows that customers buy and channel choices may be impacted by the kind of item being examined. certain items may be increasingly proper for channel, which eventually impacts shoppers channel inclination and decision.

### Quality :-

It is our aim to provide the best product for the consumer and we believe that if the products have quality the consumer will pay the price.

### Perception:-

Perception is a psychological procedure, whereby an individual chooses information or data from nature, sorts out it and at that point draws noteworthiness or significance from it. Seen fit is an attitudinal proportion of how proper a specific channel off conveyance is for a particular item.

Morrison and Roberts (1998) found that buyer's view of the fit between a administration/item and a direct is powerful in deciding if they will consider utilising that channel for a particular help. Truth be told, seen fit was seen as additional significant than shopper's inclinations for the conveyance technique or administration.

### Packaging:-

Packaging sets up an immediate connection with the customers at the purpose of procurement as it can change the discernments they have for a specific brand. An item needs to draw the consideration of the purchasers through an extraordinary bundling plan. Prior bundling was viewed as just a holder to put an item in, however today, research in to the correct bundling is starting at the item improvement stage itself. Bundling advancement has been at the core of Dabur's endeavor to rap with the urban buyers. It spends enormous entireties every year on bundling research.

### Brand Awareness:-

A brand demeanour can't be performed, except if a customer knows about the brand. brand mindfulness is situated as an essential first step in building the heap of affiliations.

### Family Influence:-

A family applies a perplexing impact on the practices of its individuals. Earlier family impact research has concentrated on intergenerational as opposed to intergenerational impact in shopper gene rationalisation.

RESEARCH PAPER NAME : Marketing Research: Toothpaste Industry AUTHOR (Ms. Harshleen Kaur Sethi)

PUBLISHED ON : 2017

Toothpaste is one of the fastest growing segment in FMCG. There is though competition among toothpaste industry. HUL has introduced campaign for Colgate to show its superiority.

Colgate has introduced new variants depending on taste to increase its market share. And through different surveys concluded that Colgate is market leader having share of 43.4% nearly . Toothpaste usage pattern indicates medium brand loyalty.

### LINK:

[https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwj6wL\\_zzflpAhXW73MBHSH0B28QFjACegQlAxAB&url=https%3A%2F%2Fwww.ijert.org%2Fresearch%2Fmarketing-research-toothpaste-industry-IJERTV6IS060373.pdf&usg=AOvVaw2QzZP8OGuFxFxK9plEBhNcd-](https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwj6wL_zzflpAhXW73MBHSH0B28QFjACegQlAxAB&url=https%3A%2F%2Fwww.ijert.org%2Fresearch%2Fmarketing-research-toothpaste-industry-IJERTV6IS060373.pdf&usg=AOvVaw2QzZP8OGuFxFxK9plEBhNcd-)

RESEARCH PAPER NAME: A study on customer satisfaction towards toothpaste with special reference to Colgate .

AUTHOR ( DR. T. N. R. Kavitha , A. Vanitha) PUBLISHED ON : 2012

Objective here is to identify various factor influencing customer in purchase of toothpaste . And saidthat colgate has number of variants in toothpaste which later the needs of children as well as adult

LINK :

[https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwj6wI\\_zzfLpAhXW73MBHSH0B28QFjAlegQICRAB&url=http%3A%2F%2Fiosrjournals.org%2Fiosr-jbm%2Fpapers%2Fncibppte-volume-5%2F51.pdf&usg=AOvVaw11vGpCb15inNObgfYU5J-4](https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwj6wI_zzfLpAhXW73MBHSH0B28QFjAlegQICRAB&url=http%3A%2F%2Fiosrjournals.org%2Fiosr-jbm%2Fpapers%2Fncibppte-volume-5%2F51.pdf&usg=AOvVaw11vGpCb15inNObgfYU5J-4)



### **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

The study was carried out by interviewing 96 consumers across various parts of Pune city. Quantitative approach is used to collect data related to this research. It was based on non-probability convenience sampling method using online survey instrument over period of two months. The main objective of the study was to understand the buying behaviour in choosing toothpaste and demographic factors which influence these behaviour. Respondents were selected on the basis of factors such as age, gender, education. Data is collected by using structured questionnaire which has been circulated using social media platforms like WhatsApp, email etc. in month of June. It consisted of multiple choice questions. Secondary data related to this research was collected from various published Articles in Newspaper's like Economics times, Company website of various toothpaste brands and also from some already published research papers in last 5 years.

### CHAPTER FOUR DATA REPRESENTATION AND ANALYSIS

GENDER

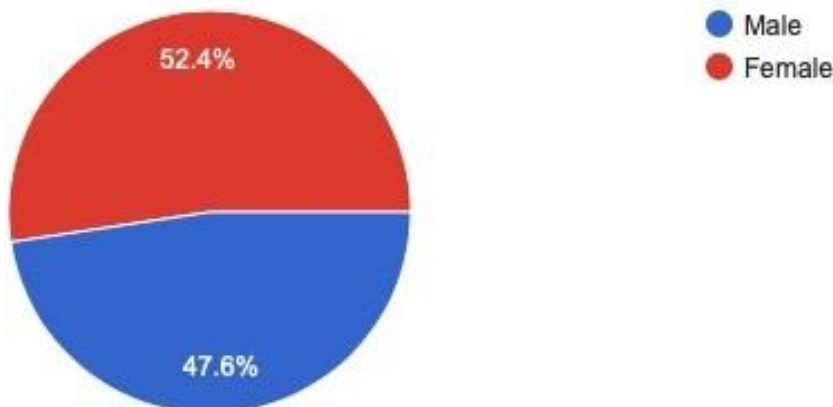


FIG : 01

From the above pie-chart it can be interpreted that from our total respondents 52.4% are Female respondents and 47.6% are Male respondents.

CONSUMER USING TOOTHPASTE



FIG:02

From the chart it can be concluded that around 95.8% uses toothpaste while 4.2% does not use toothpaste. There were total 96 respondents chosen for this.

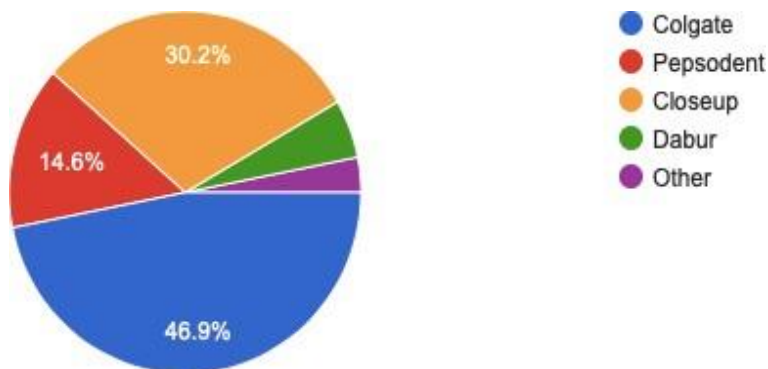


FIG:03

The brand which is consumer mostly aware of is Colgate as it has around 46.9% share. Then next is closeup having 30.2% of share in brand awareness. These are all been analysed through the respondents chosen.

**TOOLS THAT IMPACT BUYING TOOTHPASTE**

**ELEMENTS THAT AFFECT**

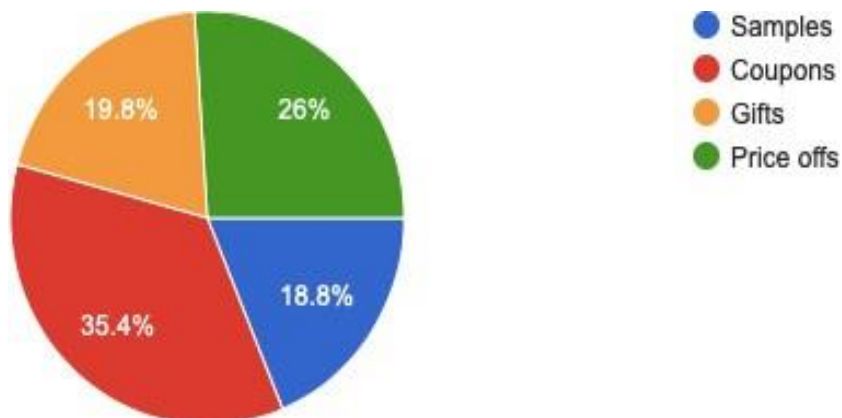


FIG:04

The above pie-charts depicts that from the total number of respondents chosen around 35.4% consumer buys that specific brand because the coupons given on that while, 19.8% of consumers tend to buy specific brand because that provides you certain gifts.

**ATTRACTS CONSUMER**

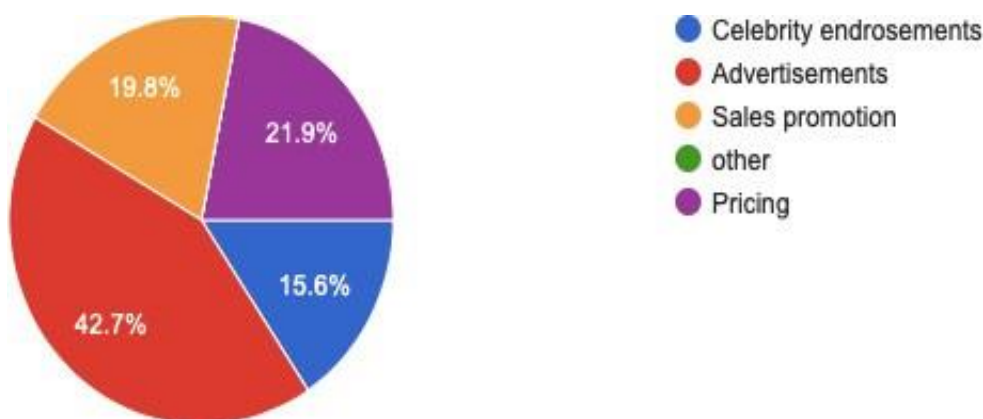


FIG:05

It can be said that 42.7% of consumer gets attracted because of the advertisements being made by them. While the other second element that attracts consumer while buying is the pricing strategy i.e. 21.9% share.

**HYPOTHESIS TESTING**

A)

**ANOVA**

How frequently do you buy toothpaste in a month?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.032	3	.344	.802	.496
Within Groups	36.058	84	.429		
Total	37.091	87			

TABLE NO.:01

Interpretation: P-value is 0.496 Here the  $p > 0.05$ . Therefore, we fail to reject the null hypothesis . Hence it can be concluded that there is no significant relationship between educational qualification and buying toothpaste .

B)

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.694 <sup>a</sup>	4	.610
Likelihood Ratio	3.432	4	.488
Linear-by-Linear Association	.019	1	.890
N of Valid Cases	88		

TABLE NO.: 02 a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .86.

Interpretation: Type to enter text P-value is 0.610 Here the  $p > 0.05$ . Therefore, we fail to reject the null hypothesis. Hence it can be concluded that there is no relationship between gender and buying toothpaste.

## CHAPTER FIVE FINDINGS

Around 95.8% customer uses toothpaste.

Around 59.4% users brushes twice a day and 53.1% prefer to buy 100grams of toothpaste. With 46.9% consumers uses Colgate while 30.2% people uses closeup and so on.

Majority of the consumers i.e. 47.9% buys toothpaste twice a month. While 35.4% of consumers prefer brand while buying toothpaste.

With 31.3% users are influenced by friends while buying which is highest. Coupons is the most preferable while buying toothpaste which is around 35.4% share. The elements that attract the buyers is advertisement having 42.7% share which is highest.

### ❖ RECOMMENDATIONS

Companies should also focus on providing different offers so that customer does not switch to others brands.

Companies should also focus on ingredients and flavours so that there is variety in choosing type of toothpaste (gel type , powder, mix type, etc.)

Some more promotional activities should be formulated so that more awareness about the product can be created.

It is recommended that user should acknowledge about the product that is consumed by them.

It is also suggested that toothpaste should be free of chemicals so that there are no side effects.

### ❖ LIMITATIONS

More time would have been given to individual respondents so that more outcomes would have come from them .

This research is geographical restricted to Pune city only hence result cannot be extrapolated to other places .Result may vary for different location.

There may be biasness within the respondents .

It has been totally based on personal efforts of individual.

## **CHAPTER SIX CONCLUSION**

Companies concentrate on only analysing the requirements of consumers and also strategies to retain them.

People in India still clean their teeth with traditional products like Neem twigs, salt, ash, tobacco or other traditional substances.

Brands with identities which support family values tend to be popular and accepted easily in Indian market.

Companies must learn not only to identify the sources, timing and direction of the changes likely to affect them, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively.

## REFERENCES

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