

A Study on Brand Preference of Tooth Paste among Different Age Groups of Consumers in Udumalpet Town

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ABSTRACT

The consumers now-a-days are quite aware of the distinguishing characteristics among the different brands of a particular product. It is amazingly revealed that Indian toothpaste industries are being segmented not only on the basis of prices and benefits, but also it is characterized by heterogeneity in consumers' response to the marketing mix into more homogeneous submarkets. The results show that majority of consumers prefer Colgate brand of tooth paste and quality is the major reason for choosing tooth paste for most of consumers and majority of consumers are more affordable to purchase Colgate brand. The results indicate that there is a significant association between age group of consumers and their brand preference towards tooth paste and there is a significant association between different age group of consumers and reasons for choosing tooth paste. Meanwhile, the results show that there is no significant association between age group of consumers and more affordability of consumers for tooth paste. Besides, the companies analyze all these reasons and find out the best suitable tools for promoting their toothpastes. Toothpaste advertisers should lay emphasis not only on establishing a stronger brand preference, but also on persuading the millions to become users of the product for the first time to make advertising economically and socially justified.

Key words: Brand Preference, Consumers, Tooth Paste.

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INTRODUCTION

The consumers now-a-days are quite aware of the distinguishing characteristics among the different brands of a particular product. The marketers are making efforts to incline and to stimulate the buyer's motives through advertisements to corner a good share in the market. But with the increase in competition, it becomes very difficult to achieve the sales target without much emphasis upon the actual consumer needs and means to satisfy the need. Thus, for attracting and retaining consumers, many factors like brand name, physical appearance, price promotional aspects all are playing a very important role. Out of that factor, brand plays an important role of creating identification and differentiation within products and services for consumers (Hem et al 2003). It means that brand is reference that consumers recognize considers in their purchase decisions; and it also provides a medium for marketers to target and engage with their customers. Nevertheless, the distinctive brand personality makes the brand alive for the consumer which leads the customer to develop a connection to the brand. However, it is not just important to create a strong brand personality but a personality which fits the specific user as customers tend to choose those brands that have congruency with their self concept.

The toothpaste history in India can be tracked back from 1975. In the last few decades the toothpaste industry in India has shown impressive growth. Now it becomes one of the country's largest consumer markets. Day by day it is becoming very competitive. Also day by day the user of toothpaste is growing at a very rapid pace. Advertising is the only and most important promotional method followed by all toothpaste companies in India. It is amazingly revealed that Indian toothpaste industries are being segmented not only on the basis of prices and benefits, but also it is characterized by heterogeneity in consumers' response to the marketing mix into more homogeneous submarkets (Panigrahi, 2015). Therefore, the present research is attempted to study brand preference of tooth paste among age groups of consumers in Udumalpet.

METHODOLOGY

The Udumalpet town has been purposively selected for the present study. The 150 consumers have been selected by adopting random sampling technique and the data and information pertain to the year 2014-2015. In order to examine socio-economic characteristics of consumers of tooth paste, the frequency and percentage analysis have been worked out. In order to study the association between age group of consumers and brand preference towards tooth paste, age group of consumers and reasons for choosing tooth paste and age group of consumers and more affordability of consumers for tooth paste, the Chi-square test has been employed.

RESULTS AND DISCUSSION

Socio-Economic Characteristics of Consumers

The socio-economic characteristics of consumers of tooth paste were analyzed and the results are presented in Table-1.

The results show that about 52.67 per cent of consumers are females and the rest of 47.33 per cent of them are males. It is clear that about 51.33 per cent of consumers belong to the age group of below 35 years followed by 35 – 50 years (34.67 per cent) and above 50 years (14.00 per cent).

The results indicate that about 67.33 per cent of consumers belong to the monthly income group of Rs.5000 - Rs.10,000 followed by Rs.10,000 - Rs.20,000 (22.00 per cent) and above Rs.20,000 (10.67 per cent). It is observed that about 66.67 per cent of consumers are married, while, the rest of 33.33 per cent of them are unmarried. Besides, it apparent that about 59.33 per cent of consumers belong to the nuclear family, while, the rest of 40.67 per cent of them belongs to the joint family.

Table 1: Socio-Economic Characteristics of Consumers of Tooth Paste

Socio-Economic Profile	Number of Consumers	Percentage
Gender		
Male	71	47.33
Female	79	52.67
Age Group		
Below 35 years	77	51.33
35 – 50 years	52	34.67
Above 50 years	21	14.00
Monthly Income		
Rs.5000 - Rs.10,000	101	67.33
Rs.10,000 - Rs.20,000	33	22.00
Above Rs.20,000	16	10.67
Socio-Economic Profile	Number of Consumers	Percentage
Marital Status		
Married	100	66.67
Unmarried	50	33.33
Type of Family		
Nuclear Family	89	59.33
Joint Family	61	40.67

Consumer's Brand Preference towards Tooth Paste

The consumer's brand preference towards tooth paste was analyzed and the results are presented in Table-2.

Table 2: Consumer's Brand Preference towards Tooth Paste

Tooth Paste Brands	Number of Consumers	Percentage
Colgate	105	70.00
Pepsodent	33	22.00
Others	12	8.00
Total	150	100.00

The results show that about 70.00 per cent of consumers prefer Colgate brand of tooth paste followed by Pepsodent (22.00 per cent) and other brands (8.00 per cent).

Reasons for Choosing Tooth Paste

The reasons for choosing tooth paste by consumers were analyzed and the results are presented in Table-3.

Table – 3: Reasons for Choosing Tooth Paste

Reasons	Number of Consumers	Percentage
Brand Name	20	13.33
Quality	126	84.00
Price	4	2.67
Total	150	100.00

The results indicate that about 84.00 per cent of consumers opine that quality is the major reason for choosing tooth paste followed by brand name (13.33 per cent) and price (2.67 per cent).

More Affordability of Consumers for Tooth Paste

The more affordability of consumers for tooth paste was analyzed and the results are presented in Table-4.

Table 4: More Affordability of Consumers

More Affordability	Number of Consumers	Percentage
Colgate	107	71.33
Pepsodent	33	22.00
Others	10	6.67
Total	150	100.00

The results reveal that about 71.33 per cent of consumers are more affordable to purchase Colgate brand, while, about 22.00 per cent of consumers are more affordable to purchase Pepsodent brand. Meanwhile, about 6.67 per cent of consumers are more affordable to purchase other brands.

Association between Age Group and Brand Preference towards Tooth Paste

The association between age group of consumers and brand preference towards tooth paste was analyzed and the results are presented in Table-5.

Table – 5: Age Group and Brand Preference towards Tooth Paste

Age Group	Brand Preference towards Tooth Paste			Total	Chi-square Value	Sig.
	Colgate	Pepsodent	Others			
Below 35 years	52 (67.53)	17 (22.08)	8 (10.39)	77 (51.33)	14.632	.000
35 – 50 years	39 (75.00)	11 (21.15)	2 (3.85)	52 (34.67)		
Above 50 years	14 (66.67)	5 (23.81)	2 (9.52)	21 (14.00)		
Total	105 (70.00)	33 (22.00)	12 (8.00)	150 (100.00)	-	-

(The figures in the parentheses are per cent to total)

The results show that out of 77 consumers who belong to the age group of below 35 years, about 67.53 per cent of consumers prefer Colgate brand of tooth paste followed by Pepsodent brand (22.08 per cent) and other brands (10.39 per cent). The results indicate that out of 52 consumers who belong to the age group of 35 – 50 years, about 75.00 per cent of consumers prefer Colgate brand of tooth paste followed by Pepsodent brand (21.15 per cent) and other brands (3.85 per cent). It is observed that out of 21 consumers who belong to the age group of above 50 years, about 66.67 per cent of consumers prefer Colgate brand of tooth paste followed by Pepsodent brand (23.81 per cent) and other brands (9.52 per cent). The Chi-square value of 14.632 is significant at one per cent level indicating that there is a significant association between age group of consumers and their brand preference towards tooth paste. Hence, the null hypothesis of there is no significant association between age group of consumers and their brand preference towards tooth paste is rejected.

Association between Age Group and Reasons for Choosing Tooth Paste

The association between age group of consumers and reasons for choosing tooth paste was analyzed and the results are presented in Table-6.

Table – 6: Age Group and Reasons for Choosing Tooth Paste

Age Group	Reasons for Choosing Tooth Paste			Total	Chi-square Value	Sig.
	Brand Name	Quality	Price			
Below 35 years	14 (18.18)	63 (81.82)	0 (0.00)	77 (51.33)	15.824	.000
35 – 50 years	6 (11.54)	42 (80.77)	4 (7.69)	52 (34.67)		
Above 50 years	0 (0.00)	21 (100.00)	0 (0.00)	21 (14.00)		
Total	20 (13.33)	126 (84.00)	4 (2.67)	150 (100.00)	-	-

(The figures in the parentheses are per cent to total)

The results show that out of 77 consumers who belong to the age group of below 35 years, about 81.82 per cent of consumers opine that quality is the main reason for choosing tooth paste followed by brand name (18.18 per cent). The results indicate that out of 52 consumers who belong to the age group of 35 – 50 years, about 80.77 per cent of consumers opine that quality is the main reason for choosing tooth paste followed by brand name (11.54 per cent) and price (7.69 per cent). It is clear that out of 21 consumers who belong to the age group of above 50 years, cent per cent of consumers opine that quality is the main reason for choosing tooth paste. The Chi-square value of 15.824 is significant at one per cent level indicating that there is a significant association between age group of consumers and reasons for choosing tooth paste. Hence, the null hypothesis of there is no significant association between age group of consumers and reasons for choosing tooth paste is rejected.

Association between Age Group and More Affordability of Consumers for Tooth Paste

The association between age group of consumers and more affordability of consumers for tooth paste was analyzed and the results are presented in Table-7.

Table 7: Age Group and More Affordability of Consumers for Tooth Paste

Age Group	More Affordability of Consumers for Tooth Paste			Total	Chi-square Value	Sig.
	Colgate	Pepsodent	Others			
Below 35 years	53 (68.83)	18 (23.38)	6 (7.79)	77 (51.33)	6.075	.493
35 – 50 years	40 (76.92)	10 (19.23)	2 (3.85)	52 (34.67)		
Above 50 years	14 (66.67)	5 (23.81)	2 (9.52)	21 (14.00)		
Total	107 (71.33)	33 (22.00)	10 (6.67)	150 (100.00)	-	-

(The figures in the parentheses are per cent to total)

The results show that out of 77 consumers who belong to the age group of below 35 years, about 68.83 per cent of consumers opine that Colgate brand is more affordable followed by Pepsodent (23.38 per cent) and other brands (7.79 per cent). The results indicate that out of 52 consumers who belong to the age group of 35 – 50 years, about 76.92 per cent of consumers opine that Colgate brand is more affordable followed by Pepsodent (19.23 per cent) and other brands (3.85 per cent). It is apparent that out of 21 consumers who belong to the age group of above 50 years, about 66.67 per cent of consumers opine that Colgate brand is more affordable followed by Pepsodent (23.81 per cent) and other brands (9.52 per cent). The Chi-square value of 6.075 is not statistically significant indicating that there is no significant association between age group of consumers and more affordability of consumers for tooth paste. Hence, the null hypothesis of there is no significant association between age group of consumers and more affordability of consumers for tooth paste is accepted.

CONCLUSION

Majority of consumers of tooth paste are females and most of them belong to the age group of below 35 years. Majority of consumers of tooth paste belong to the monthly income group of Rs. 5,000 – Rs.10,000 and most of them are married. Besides, majority of consumers of tooth paste belong to the nuclear family.

The results show that majority of consumers prefer Colgate brand of tooth paste and quality is the major reason for choosing tooth paste for most of consumers and majority of consumers are more affordable to purchase Colgate brand.

The results indicate that there is a significant association between age group of consumers and their brand preference towards tooth paste and there is a significant association between age group of consumers and reasons for choosing tooth paste. Meanwhile, the results show that there is no significant association between age group of consumers and more affordability of consumers for tooth paste.

Manufactures have used advertising campaigns to promote higher consumption of toothpaste. Creating the awareness is a part of social responsibility of the company. Most of the consumers are ready to accept the suggestion of dentist, so the government is also responsible for appointing more dentists to create the awareness. Besides, the companies analyze all these reasons and find out the best suitable tools for promoting their toothpastes. Toothpaste advertisers should lay emphasis not only on establishing a stronger brand preference, but also on persuading the millions to become users of the product for the first time to make advertising economically and socially justified.

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