A STUDY ON THE FACTORS INFLUENCING BRAND SELECTION IN THE TOOTHPASTE CATEGORY

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Abstract:
The report consists of ‘A study on factors affecting brand selection in the toothpaste category’. It throws light on the market share and other information about the brands of toothpastes. The study tells us about how brand image influences the consumers to purchase the brand, how digital ads are independent of income & lastly also the average age of users who prefer to buy a particular brand of toothpastes. For conducting this research three hypothesis test were done i.e. P test, T – test and Chi - square test using the collected empirical data with the help of Google Forms.

Introduction:
Toothpaste is an integrated part in our daily life. It is a product by which we start our day. Different people prefer a different brand of toothpaste to use. The importance of product can be seen by consumer’s choice and loyalty towards their brand, the benefits that the consumer seeks from buying a toothpaste i.e. whitening quality, germs protection and freshness.

Marketers are coming up with herbal and natural flavours of toothpaste which has greater demand in today’s time, as consumer perception is changing towards the traditional, herbal methods of health care. Certain herbal toothpaste are gaining market share and thus marketing managers of oral health care. MNCs are struggling to maintain their brand loyalty, due to immense competition from such traditional ayurvedic firms.

Factors from different sources may affect the choice of a toothpaste brand. Some factors may be product specific whereas some factors may be the emotional outcome of the consumers. This study is planned to analyze the element that could influence the brand selection decision of toothpaste.

Literature review:
Brand is defined as a name, design, symbol, sign, a company’s identity in the market or a combination of them intended to identify good or services of one company or group of sellers. Brand differentiates a normal product sold in the market from the branded one. A brand offers
assurity to its customers and also acts as a protective medium to distinguish products from its competitors that appear to be identical. (Low and Lamb, 2000)

Dabur red has overtaken Colgate Max Fresh, Cibaca and Hindustan Unilever Pepsodent. Dabur red came up with its Dabur red toothpaste which climbed onto 3rd slot from 6th. Dabur’s market share value went up from 6.4% to 7.8% in the year 2016 which had a bad effect on the market share of Colgate and HUL, the market share of HUL Pepsodent went down from 6.8% from 7.9% (Economics times of India, 2016)

Patanjali is the brand which is started by Baba Ramdev. His products gave importance to the herbal and traditional way of living. As consumers are becoming aware of harmful effects of chemical products in long run they are shifting towards herbal products. Patanjali’s oral care products has gained a market share of 2%. Also Colgate is coming up with an herbal variant known as Vedshakti to tackle the herbal revolution of Patanjali. (Economic times of India, 2016)

Digital advertising has a great scope in today’s market. The FMCG companies are spending close to 625 crores on digital advertising. Expenditure on video ads such as Youtube, Instagram and Facebook i.e. digital ads is more than any other advertising for promotion of toothpaste product. (Economic times of India, 2015-16)

In the US by the year 2017 spending on digital advertising is going to overtake television advertising. The spending on television advertising was 36% of total spent on advertising in FY 2015-2016 which will now fall to 35%. Digital advertising budget which was 30% of the total advertising budget in FY 2015-2016 is expected to go upto 36% in FY 2016-2017. (HT mint 2016)

By understanding the customers and their roles in purchasing a brand differs according to their perception and behavior towards that brand. Business can be appreciated or can be looked upon their brand value and brand equity of the business or company over a retailers and manufacturers with their competitive advantage of having a brand name. Brand plays an important role while purchasing a product such as customer choices, factors which lead to competitive advantage, where a company lacks in developing a brand image and also working towards converting their weaknesses into strengths. Consumers are the king in the service industry i.e. brand works for the consumers, by the consumers, to the consumers. Success of the brand largely depends on a satisfied consumers.

**Research objectives:**

This research is done with the following major objective:

- To examine the demographic factors of influencing brand selection.
- To examine the awareness of various toothpaste brands.
- To find out how promotional schemes of various brands influence the consumer.
- To study the reason why consumer switch their brands.

**Research methodology:**

The research methodology used to make inferences was primary as well as secondary data.
**Primary data:**

Primary data was collected through sampling on the basis of demographics such as age, gender, occupation and income groups. Most of the respondents were from the age group of 15-26 i.e. the youth. The data was collected on basis of questionnaire which was circulated in the form of e-mails, social networking sites such as Whatsapp. All the data was collected on the free will of the respondents.

**Secondary data:**

Secondary data was derived from internet based sources and a few from the journals, also from the newspaper sites available on the internet. We also went through some research papers on the internet. We visited different websites for data and use similar survey as a point of reference.

**Sample design and sample size:**

Sample design: Quantitative data was collected by means of questionnaire based on
- Difference in age
- Difference in income
- Differences in educational levels
- Differences in gender
- Difference in preferences
- Difference in occupation

**Sample size:**

The sample size is 84. All the data was collected from urban population so as to understand their psychological perception and purchasing behavior.

**Descriptive statistics:**

![Gender Distribution](image)

Major purchasing of FMCG product is done by females. So they are the main decision makers in the family when it comes to such products.
Education is one of the factors deciding the brand. If a person is educated the chances for him going for a branded toothpaste is greater as compared to non-branded ones. Also he would be influenced by modern forms of advertising such as digital ads.

Brand image plays a vital role in the age group between 15-25 as they are more likely to explore new brands. It is obvious if they are using branded products in this age they will prefer the same in the old age as well.

Income is the factor which would influence the purchasing of brand. The lower income group would opt for cheaper brand such as Patanjali & Cibaca etc whereas the higher income group would be more attractive towards Colgate dental white and close-up diamond attraction.

**Data Analysis:**
Active salt has created a good brand image for itself in the market through digital advertising. People aren’t much aware of Peppermint so it could not create a demand for itself whereas the Herbal and Neem toothpaste is slowly and steadily capturing the market share.

Colgate has created a goodwill for itself in the market as it has been used since years. It has a good brand image and also has 55% market share. It has many variants such as germ fighting, herbal, gum protection, whitening, sensitivity etc.

Hardly there are people who would not choose the herbal toothpaste over the ones which they currently use. Majority people are shifting towards the traditional way of living thinking about the harmful effects of the chemical based on the longer run.
Hypothesis testing:

H1: AVERAGE AGE OF CLOSE UP USERS IS LESS THAN 35 AGE

Ho:

<table>
<thead>
<tr>
<th>Average age of close up users is less than 35 age</th>
<th>t-Test: Paired Two Sample for Means</th>
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<tbody>
<tr>
<td>N Ho : μ &gt; 35</td>
<td>t Test: Paired Two Sample for Means</td>
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<tr>
<td>A Ha : μ &lt; 35 left tailed</td>
<td>Variable 1</td>
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<tr>
<td>T t test</td>
<td>Mean</td>
</tr>
<tr>
<td>A 95%</td>
<td>Variance</td>
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<tr>
<td>P Observations</td>
<td>80.00</td>
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<tr>
<td>C 1.66 Pearson Correlation</td>
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<tr>
<td>O -9 x' - μ Hypothesized Mean Difference</td>
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<tr>
<td>s/sqrt(n) df</td>
<td>0.77</td>
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<tr>
<td>t observed</td>
<td>11.65</td>
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<tr>
<td>x' 26 P(T&lt;=t) one-tail</td>
<td>0.00</td>
</tr>
<tr>
<td>μ 35 t Critical one-tail</td>
<td>1.66</td>
</tr>
</tbody>
</table>

TV is the medium through which people recall the ads. TV advertising is leading amongst the others. Digital advertising is gaining the market space slowly. In US digital advertising is soon going to replace the TV ads by 2017-18 completely.

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More than 40% or the population should be influenced by the brand image to purchase the product.

<table>
<thead>
<tr>
<th>Observed Value</th>
<th>Hypothesis</th>
<th>Test</th>
<th>p</th>
<th>C</th>
<th>O</th>
<th>p'-p</th>
<th>sqrt(p*q/n)</th>
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<tbody>
<tr>
<td>-11.65</td>
<td>Ho : μ &lt; 40%</td>
<td>right tailed test</td>
<td>0.95</td>
<td>1.64</td>
<td>11.90%</td>
<td>0.054772</td>
<td>0.0054772</td>
</tr>
</tbody>
</table>

Remarks: According to the hypothesis close up users is less than 35 years.

Business suggestions: Close-up focuses on youth as its tagline itself says “pass Aao” to attract two opposite sex. As they come up with innovative ads targeting the youth hence they should also come up with ads convincing to the 35+ age group.

Remarks: More than 40% of the population is influenced by the brand image to purchase the product.

Business suggestions:

Business should enhance its brand image by coming up with innovative advertisements, good marketing strategies and good positioning of their brand to its target audience. Brand image plays an important role to generate sales as consumers get influenced by innovative ads and good brand image will create a better perception in the minds of the customers.
D  REJECT THE NULL

N  Ho : influence of digital ad is independent of education
A  Ha : influence of digital ad is not independent of education
T  right tailed test
T  chi square test
A  0.05
P  0.05
C  36.42  \( \text{df} = (r-1)(c-1) \)
O  28.06  24
P  0.26
A  0.05
D  Failed to reject the null

Remarks:
According to the hypothesis the influence of digital ad is dependent on education.

Business suggestion:
As the people are educated they would be more on social networking sites such as Facebook, Youtube, Instagram so digital advertisement would have a greater impact.
CONCLUSION:

This research was done to understand the buying behavior of the customers for toothpaste. As per the findings we found that TV ads play a vital role in advertising amongst majority of urban population. Colgate and Close – up have a good brand image in the market. Colgate active salt users have been found to be more preferred brand, whereas close-up is mostly preferred by the youth below the age of 35 years. Because the companies are moreover a youth based brand they should come up with innovative ads. Their attractive taglines such as “Kya Aap close up Karte hai”, “stay closer for longer”, “long lasting freshness”, and “Pass Aao” influences and attracts the youth the buy the product.

If the Companies wishes to target the youth they should come with ingredients such as mint and freshness which targets youth and should advertise through TV ads but should also have appropriate budget for digital ads where people have maximum foot fall i.e. Facebook, Instagram, YouTube, twitter etc.

Limitations:
The scope of the study is limited to branded products.
The statistical value may differ with respect to brands.
There is a vast scope of human error which is hard to be eradicated.
The sample is very small which may or may not represent the whole population.

Reference:
- http://www.ecoti.in/yVapua71
- http://www.ecoti.in/XKRhsb
- http://toi.in/uITSLb/a18ag