Consumer Preferences and usage behaviour Towards Himalaya

GEL based Tooth-paste

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Abstract

Customer is king –the report brings profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behaviour of the consumers. In these conditions understanding customer is a very tough task because of the changing technology, innovation, and changes in life style. Researchers conducted many research in this segment, and they give only few proposal, but there is no final assumption. As per the ideas given by the researchers, there are two factors influencing the consumers such as fundamental and extrinsic factors.

KEYWORDS: CONSUMER, INNOVATION, TECHNOLOGY, LIFE STYLE

INTRODUCTION

Consumer behaviour is stated as the behaviour that consumer show in searching for, purchasing, using, evaluating, and ordering of products, services and ideas that they assume will fulfil their needs, The study of consumer behaviour is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and how frequently they buy it. It is worried with learning the exact meanings that products hold for consumers Consumer research takings places at all stage of consumption process, before the purchase, during and after the purchase

According to Philip Kotler defined consumer behaviour as "all psychological, social And physical behaviour of potential customers as they become aware of estimate, purchase, Consume and other about products and services" The scope of consumer behaviour comprises not only the actual buyer and his act of Buying but also various roles played by different individuals and the effect they exert On the final purchase decision Individual consumer behaviour is influenced by economic, Social, cultural, psychological, and personal factors

Indian Oral Care Industry

Many of the population in India still clean their teeth with traditional products like Neem, salt, ash, tobacco or further herbal ingredients

Average all India per capita consumption of toothpaste is a Miserable 82gms. The dentist to population ratio is a judgmentally low 1:35000 in the country. This Outcomes in low oral hygiene awareness and common dental diseases. A lesser amount of Indian toothpaste user’s brush twice a day Colgate and Hindustan Lever organized account for over 85% of the organized toothpaste market. Red & Black toothpowder still accounts for 34% of the toothpowder market. In toothpowders, Colgate and Dauber are the leading players sharing between them 75% of the market.
Toothpaste

The toothpaste market is characterized by the existence of few big international Companies like Colgate Palmolive India Ltd, Hindustan Lever Ltd, Himalaya and Procter & Gamble SmithKline Beecham. Customer health care and a handfu of Indian companies such as Dauber, Anchor Health and Beauty Products .Vicco Laboratories etc. Usually, Colgate and HUL were the main companies in the toothpaste market of white and gel form. Then Procter & Himalaya came in the market. National Indian companies like Balsara and Vicco industries used to produce the ayurvedic range of toothpaste along with their other ayurvedic products. Anchor Company that was additional well-known for its swapping products, made a successful foray in to this sector, by launching toothpaste and putting itself as first 100% vegetarian Toothpaste companies such as Dauber and Baidyanath operated in the toothpowder market.

RESEARCH OBJECTIVE

The objective of this study was to compare the Consumer Preferences and usage behaviour Towards Himalaya GEL based Tooth-paste

Proposed Hypotheses:

H1: Less than or Equal to 45% of Male population use Himalaya Gel based Tooth paste

H2: The average age of woman using Himalaya gel based toothpaste is less than 30 years

H3: Usage of Himalaya gel based toothpaste is not independent of marital status

LITERATURE REVIEW

Speculative Concept In any study, the review of previous studies are measured as an significant basis for getting a better understanding of the problem, practise followed and to identify the unexplored part of the field of study. In this respect a review of some of the studies in the field of present study has been presented in the following Dishonesty.

2.2 Review of Literature Product Class information

Product class information is a measure of consumers insights of how much they know about a exact class of products (eg.,cars)This type of measure is reliable with what Brucks(1985) called subjective information, that is, consumers self-perceptions of knowledge levels. This is often contrasted with objective information, which is what consumers actually know. Park and Lessing (1981) planned that particular knowledge delivers a better understanding of consumers decision making processes because consumers level of confidence in their search and decision making behaviour, independent of their objective knowledge.

Consumer Personality Factors: There are two factors mainly manipulating the consumers for choice making: Risk aversion and innovativeness. Risk aversion is a measure of how much
customers need to be confident and sure of what they are purchasing (Donthu and Gilliland, 1996). Extremely risk adverse consumers need to be very certain about what they are buying. Whereas fewer risk adverse consumers can tolerate some risk and doubt in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which customers are willing to take chances and trial with fresh ways of doing things (Donthu and Gilliland, 1996). The shopping motivation literature is abound with various measures of separate characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland in 1996 used to measure were innovativeness and risk aversion.

PERCEPTION: It is well-defined as the process by which an individual chooses, organizes and understands stimuli into a meaningful and intelligible of the world. It is how we see the world around us’. Two persons subject to the same stimulus under the same circumstances will react differently. A stimulus is any unit of input to any of the senses. The study of perception is largely the study of what we subconsciously add to or subtract from raw sensory to produce our own private picture of the world.

ATTITUDE: In simple vocabulary meaning ‘attitude; means a way of thinking is a learned predisposition to behave in a reliably favourable or unfavourable way with respect to a assumed object. Attitudes are learned may be because of a past experience with the product, information acquired from others, and exposure to mass media. Attitudes are not permanent, they do change over a period of time.

RESEARCH METHODOLOGY

The methodology used Survey method for the research in line with the objectives. Based on this, the researcher prepared questionnaires for comparison of consumer usage behaviour Towards Himalaya GEL based Tooth-paste our research is based on 51 respondents which represents the entire population. Selection of sample units is based on every convenience and accessibility, thus it is Non-probabilistic suitability sampling. The research contains responses from different age groups, gender, occupation, annual income and family type, type of organization and usage behaviour of natural products. Measurement Technique used is: Excel based technique is used to come up with the solutions .P-test, T-test and Chi- squared test are used to test the hypothesis.
DEMOGRAPHICS
[Total Numbers of Responses – 51]

GENDER

AGE GROUP

OCCUPATION
HYPOTHESES TESTING

Hypothesis 1  P-Test

Ho - More than 45% of Male population use Himalaya Gel based Tooth paste

Ha - less than or Equal to 45% of Male population use Himalaya Gel based Tooth paste

<table>
<thead>
<tr>
<th>GENDER</th>
<th>USING HIMALAYA GEL BASED TOOTH PASTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5</td>
</tr>
<tr>
<td>Male</td>
<td>11</td>
</tr>
<tr>
<td>Grand total</td>
<td>16</td>
</tr>
</tbody>
</table>

N  Ho  p> 45%
A  Ha  p≤ 45%
T  Left Tail

T  P-Test
A  10%
P  10%
C -1.282
O x 16
n 51
p' 31%
p 45%
q 55%
p*q 25%
p'-p -14%

Z-Observed -1.96
P 0.025
A 10%
D Fail to Reject the Null

Observation - More than 45% of Male population use Himalaya Gel based Tooth paste

Insight - Now a days almost all using toothpaste regularly daily for oral care for Himalaya gel based toothpastes are little costlier than the normal toothpaste so they prefer cheap toothpastes

May be that’s why the selling of Himalaya gel based toothpaste is less compare to Colgate
Hypothesis 2  T-Test

Ho - The average age of women using Himalaya gel based toothpaste is more than 30 years
Ha - The average age of woman using Himalaya gel based toothpaste is less than 30 years

<table>
<thead>
<tr>
<th>AGE</th>
<th>Female</th>
<th>F</th>
<th>M</th>
<th>F*M</th>
<th>M-X'</th>
<th>(M-X')^2</th>
<th>F*(M-X')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20 yrs</td>
<td>0</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>-11.25</td>
<td>126.56</td>
<td>0</td>
</tr>
<tr>
<td>20 - 30 yrs</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>-6.25</td>
<td>39.06</td>
<td>117.1875</td>
</tr>
<tr>
<td>30 - 40 yrs</td>
<td>2</td>
<td>2</td>
<td>35</td>
<td>70</td>
<td>3.75</td>
<td>14.06</td>
<td>28.125</td>
</tr>
<tr>
<td>40 - 50 yrs</td>
<td>0</td>
<td>45</td>
<td>0</td>
<td>0</td>
<td>13.75</td>
<td>189.06</td>
<td>0</td>
</tr>
<tr>
<td>Grand Total</td>
<td>5</td>
<td>5</td>
<td>125</td>
<td>625</td>
<td>0</td>
<td>368.75</td>
<td>145.3125</td>
</tr>
</tbody>
</table>

C: t-critical 1.638
O: t-observed 1.656

P
A 10%
D REJECT THE NULL

Observation – The average age of women using Himalaya gel based toothpaste is more than 30 years

Insight – generally young Jun ration and a children’s are purchase Toothpaste bases on their taste and flavour and a Colgate provides a huge range of products with different flavours and give a huge competition to Himalaya
Hypothesis 3 Chi Test

Ho - usage of Himalaya gel based toothpaste is independent of marital status

Ha - usage of Himalaya gel based toothpaste is not independent of marital status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Using himalaya gel based toothpaste</th>
<th>fo</th>
<th>fe</th>
<th>fo-fe</th>
<th>fo-fe^2</th>
<th>fo-fe^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>0.125</td>
</tr>
<tr>
<td>Single</td>
<td>7</td>
<td>7</td>
<td>8</td>
<td>-1</td>
<td>1</td>
<td>0.125</td>
</tr>
<tr>
<td>Grand Total</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>0</td>
<td>2</td>
<td>0.25</td>
</tr>
</tbody>
</table>

N  Ho : usage of himalaya gel based toothpaste is independent of marital status
A  Ha : usage of himalaya gel based toothpaste is not independent of marital status
T  Right Tail

Chi-Squared
A  10%
P  10%
C  2.706
O  0.25
P  62%
A  10%
D fail to reject null

Conclusion: usage of himalaya gel based toothpaste is independent of marital status

Observation – usage of Himalaya gel based toothpaste is independent of marital status

Insight – Himalaya is very well known brand but for different categories product not for dental care products Himalaya need to advertise their products and have to do promotions for better sales and to aware peoples about their products Himalaya Gel based toothpaste
CONCLUSION

The aim of this study was to survey of the Consumer Preferences and usage behaviour Towards Himalaya GEL based Tooth-paste the behaviour of consumer once selecting a toothpaste, and gain knowledge of the decision-making process. These included the overview factors and steps of the decision-making process. The experimental research focused on finding these social, personal and spiritual factors behind consumer behaviour and the effect of those in the decision-making process.

LIMITATION

1. Survey is done by E-Form, so it is not done by physical way
2. To do Research we have not done any interview or fill any form by Physical way
3. Survey is limited in area, because we have done research only in Mumbai
4. we are dependent on internet for the survey and sometimes due to poor internet connectivity we suffers
5. Dishonesty. Due to online survey sometimes face to face survey will not happen .if people don’t understand question they write or select any random option

REFERENCES


http://www.ijariie.com/AdminUploadPdf/A_STUDY_ON_CUSTOMER_ATTITUDE_TOWARDS_COLGATE_TOOTHPASTE_WITH_REFERENCE_TO_COIMBATORE_DISTRICT_ijariie7308.pdf