A PERCEPTION STUDY ON CONSUMER ATTITUDE TOWARDS HERBAL ORAL HYGIENE PRODUCTS

TEJAS BHARAT JOSHI

ABSTRACT

Herbal oral hygiene products play a vital role in the people’s life as it protects from various oral diseases. The study aims to identify the perception of consumer attitude towards herbal oral hygiene products. One of the primary reasons is that people consider it safe as compare to the chemical products. For this study, responses were collected which represents different age groups, family income, and occupation, family type and gender. Popular herbal oral product companies were selected for easy identification of products. As the herbalism is trending, more and more people becoming health conscious throughout the gender and age groups.

KEYWORDS

Herbal Oral Hygiene products, Herbal oral product companies, Attitude of consumers towards oral health.

INTRODUCTION

In the past the consumer was focused on shifting from traditional herbal products to chemical products as Indian market got into the revolutionary change during the late 70’s and early 80’s. Nowadays herbal oral products are used in wider range, those days are gone where people only rely on the chemical based toothpastes and prescribed oral hygiene products as they had their side effects on the human body observed, not only in India but also all over the world. The trend of herbalism is back because of availability of technology, so the research done by various researchers all over the world came into the picture, also the accessibility of the research material becomes an easy task. It is not only limited to the researcher or companies, almost anyone can access it. As this gets tougher for companies to make their promotions and advertisement, campaigns with correct information and more meaningful way. The competition is becoming so intense in market that companies are trying to attract more and more consumer to increase their market share as well as their goodwill by making a positive impact on the consumers and to prove their product herbal as compare to the competitors. Sudden emergence of yoga has inspired young as well as old generation to shift towards herbal revolution, which enables bundles of opportunities and competence in the market.

One of the primary reasons for this is that Ayurveda and any other herbal oral hygiene products which are not allopathic are considered 'safe' by a large number of people. The market leaders in the oral hygiene category lost their shine when home-grown Ayurveda companies found favor with consumers forcing some companies to come out with herbal variants. The popularity of Dabur as well as the emergence of companies like Patanjali and Himalaya made things tougher for
existing market giants like Colgate-Palmolive, P&G to rethink about to launching the herbal oral care as consumer base shifting against them. Inception of new Indian companies in market make forceful shift of consumer base from chemical oral care products to herbal oral care again.

**RESEARCH OBJECTIVE**

The objective of the study to understand a perception study on consumer attitude towards herbal oral hygiene products.

Proposed Hypothesis

H1: Less than 30% female prefer to use Dabur Red Toothpaste product.

H2: Average age of user of Patanjali Dantkanti is more than 33 years.

H3: Use of Meswak Toothpaste is not independent of gender.

**LITERATURE REVIEW**

As per the study carried out by Logaranjani et al (2015) consumer attitude is shaped by their belief. The major factors were influenced by the celebrity advertisement and easy availability of internet are the primary sources to obtain the information before proceeding to the dentist. It concludes by saying that Dental professionals should spare time to educate and motivate the patients about the oral hygiene and use of the available oral hygiene products, also proper oral care and proper usage of oral health products will go a long way in reducing the incidence of dental diseases.

As per research conducted by Suleiman (2014) in Riyadh, Saudi Arabia reveals that herbal products are popular as a result of a widespread belief that the preparations are natural and therefore safe. The study found that only 8.9% of participants had consulted a pharmacist or physician prior to the simultaneous use of herbal products and conventional drugs. This study demonstrate the need for increased public awareness regarding the usage of HMs (Homeopathic Medicines) and HDS (Herbal Dietary Supplements).

As per the study conducted by Morris et al (2003) consumers are often misled by vendor’s claim that Herbal products can treat, prevent and diagnose or cure specific diseases despite regulations prohibits such remarks in USA. Physicians and expert medical practitioners should be aware of this easy availability of information and more regulations should be made.

As per research carried out by Kavitha and Fathima (2017) herbal medicines are thought to be normal but it can cause adverse effects and interaction with other drugs and supplements.

**RESEARCH METHODOLOGY**

The initial phase of the study consisted of secondary data search and literature review of information collected through internet based sources. Most popular herbal oral product companies like Dabur, Patanjali were selected so as to easy identification of the product. Hypothesis were developed and a primary survey was planned to collect data for hypothesis testing. The
questionnaire was a Google forms and the link was shared on various Social Media platforms like LinkedIn, Whatsapp and through Email with the sample. The sample were selected through the random sampling techniques in order to get a fair representation of the population across all demographic profiles. In all 529 responses were collected representing different age groups, family income, and occupation, family type and gender. Analytical software used was Microsoft Excel and data was analyzed using statistical test such as P-test, Chi-Squared test and T-test.

SAMPLE PROFILE
DATA ANALYSIS

Hypothesis 1: Z Test of Proportions

Ho: More than 30% female prefer to use Dabur red toothpaste product.
Ha: Less than 30% female prefer to use Dabur red toothpaste product.

N: P>30%
A: P<30%
T: Left Tailed Test

Test: p-test
Alpha: 10%
Probability: 10%

Critical Value: -1.28
Observed Value:

p: 0.30
p': 0.17
N: 260
p'-p: -0.13
Q: 0.70
p*q: 0.21
sqrt((p*q)/n): 0.0284
Z Observed: -4.47

P-Value: 0.00
Alpha: 10%

P<Alpha and Zo>Zc we reject the null hypothesis

Observation: We reject the null hypothesis. Hence we accept less than 30% female prefer to use Dabur Red Toothpaste Product.

Insights: We have got equal responses from male and female. According to data received around 20% of the responses where female prefer to use Dabur Red toothpaste. Here around 2% of female are married and they are home maker that could be a reason they more think about family than individual.
Hypothesis 2: Test of Means

Ho: Average age of user of Patanjali Dantkanti is less than 33 years.

Ha: Average age of user of Patanjali Dantkanti is more than 33 years.

N: \( \mu < 33 \)
A: \( \mu > 33 \)
T: Right Tailed Test

Test: T Test
Alpha: 10%
Probability: 10%

Critical Value: 1.28
Observed Value:


\[ x' = 35 \]
\[ \mu = 33 \]
\[ x' - \mu = 2 \]
\[ s = 10.63 \]
\[ n = 119 \]
\[ \text{Sqrt (n)} = 10.91 \]
\[ s/\text{Sqrt (n)} = 0.97 \]

To 2.05

Alpha 10%

To>Tc we reject the null hypothesis.

Observation: We reject the null hypothesis and we accept that average age of user of Patanjali Dantkanti is more than 33 years.

Insights: On the basis of sample received around 26% responses of age group 30 years and above. This is the age group where people finds alternatives for the chemical products and also it is well known brand of yoga guru Baba Ramdev this are may be the factors where mature people turn towards herbal oral hygiene product.
Hypothesis 3: Test of Independence (Chi-squared Test)

\[ H_0: \text{Use of Meswak Toothpaste is independent of gender.} \]
\[ H_a: \text{Use of Meswak Toothpaste is not independent of gender.} \]

<table>
<thead>
<tr>
<th>Gender</th>
<th>Observed</th>
<th>Expected</th>
<th>fo-fe</th>
<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>30</td>
<td>33</td>
<td>-3</td>
<td>9</td>
<td>0.27</td>
</tr>
<tr>
<td>Male</td>
<td>36</td>
<td>33</td>
<td>3</td>
<td>9</td>
<td>0.27</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>0.55</td>
<td>0.55</td>
</tr>
</tbody>
</table>

N: Use of Meswak Toothpaste is independent of gender.
A: Use of Meswak Toothpaste is not independent of gender.
T: Right Tailed Test
Test: Chi-Squared Test
Alpha: 10%
Probability: 10%
Critical Value: 2.71 Degree of Freedom: 1

**Observed Value:** 0.55

p-Value: 0.46
Alpha: 10%
Critical Value > Observed Value Failed to reject the null

**Observation:** We failed to reject the null hypothesis. i.e Use of Meswak toothpaste is independent of gender.

**Insights:** Since we observed that the usage of Meswak toothpaste is independent of gender because nowadays people are becoming health conscious throughout the age groups and gender and hence the usage is not limited to a specific gender.
CONCLUSION

This study conducted to highlight the consumer attitude towards herbal oral hygiene products. Whole survey carried out it in the online fashion with different demographic factors. This study also helped to understand the acceptance of various brands present in the Indian market. We have got equal responses from male and female and according to the received data around 20% of the responses where female prefer to use Dabur Red toothpaste. Another factor could be, around 2% of female are married and they are home maker so they may more think about the family than individual. As per the sample received around 26% of the respondents are of the age group 30 years and above. This is the age group where people finds alternatives for the chemical products. Presence of yoga guru Baba Ramdev may influence people to use Patanjali Dant Kanti. As per the herbalism trend people are becoming more and more health conscious throughout the age groups and gender and hence the usage is not limited to a specific gender.

LIMITATION

The study was limited to the city of Mumbai and suburban area, so it may not be applicable to the other parts of the world. Since the survey was took place online, people without internet access unable to take part in to this study.

REFERENCES