A STUDY ON CUSTOMER ATTITUDE TOWARDS COLGATE TOOTHPASTE WITH REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Consumer is king' –the statement carries 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 circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. Researchers conducted many research in this area, and they given only few suggestion, but there is no final conclusion. As per the ideas given by the researchers, there are two factors influencing the consumers such as intrinsic and extrinsic factors.

KEYWORDS: *CONSUMER, INNOVATION, TECHNOLOGY, LIFE STYLE*

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction

Consumer attitude is stated as the behaviour that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy 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 often they buy it. It is concerned with learning the specific meanings that products hold for consumers

1.1.1 Consumer purchase decision

A decision is the selection of an action from two or more alternative choices. Consumer decision to purchase the goods from the available alternative choice is known as "consumer purchase decision". The various options of the consumer may be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, how to buy.

1.2 Industry Profile:

- In 1937, when hand-carts were used to distribute Colgate dental cream, Colgate – Palmolive (India) today has one of the widest distribution networks in India.
- Colgate available in almost 4.3 million retail outlets across the country.
- The company dominates the Rs.3100 crore Indian toothpaste market by commanding more than 50% of the market share.
- In 2004, as an additional effort to create for good oral hygiene 'Oral Health Month' (OHM), was introduced.

1.3 Statement of the Problem:

Sales Promotion as a Marketing tool is gaining prominence over other Elements in Promotion Mix viz., Advertisement, Publicity or Public Relations, Personal Selling and Direct Marketing in recent years.

1.4 Need for the Study:

- The study on customer attitude towards Colgate toothpaste is of vital importance to marketers in shaping the fortunes of their organizations.

- It is significant for regulating consumption of goods and thereby maintaining economic stability.
- It is useful in developing ways for the more efficient utilization of resources of marketing. It also helps in solving marketing management problems in more effective manner.

1.5 Objectives of the Study:
Primary Objectives:

- The Primary objective is to study about the customer attitude towards Colgate toothpaste.

Secondary Objectives:

- To study the differential effects of Sales Promotions, viz., Price Promotion and Premium Promotion on Consumer Based Brand Equity.
- To explore the differential effects of Sales Promotion on these dimension of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty and Overall Brand Equity among Convenience, Shopping and Specialty product categories.
- To examine the effects of Sales Promotions, Price and Premium Promotions, on different categories of products, viz., Convenience, Shopping and Specialty Products on Consumer Based Brand Equity.

CHAPTER-II
LITERATURE REVIEW

2.1 Theoretical Concept

In any study, the review of previous studies are considered as an important source for getting a better understanding of the problem, methodology followed and to identify the unexplored part of the field of study. In this regard a review of some of the studies in the field of present study has been presented in the following.

2.2 Review of Literature

Product Class knowledge Product class knowledge is a measure of consumers perceptions of how much they know about a specific class of products (eg.,cars)This type of measure is consistent with what Brucks(1985) called subjective knowledge, that is, consumers self-perceptions of knowledge levels. This is often contrasted with objective knowledge, which is what consumers actually know. Park and Lessing (1981) proposed that subjective knowledge provides 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 influencing the consumers for decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing (Donthu and Gilliland, 1996).Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donthu and Gilliand, 1996).The shopping motivation literature is abound with various measures of individual 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 (1996) were used to measure innovativeness and risk avers

<div align="center">**CHAPTER III**</div>

RESEARCH METHODOLOGY

The word research is derived from the French word. Researcher meaning to search back. The research /hypothesis established for the present study clearly brings out the present state of hospitality industry by stating various arguments opinion based on investigation and statement put across here. Which are subject to verification throughout the dissertation .hence, the conclusion drawn at last either seeks to support or reject the hypothesis.

Further this study gave a sound framework for this research. These relations were tested in the lights of opinion, given by people belonging to this industry.

3.1 Research Design

Research design is a detailed blue print used to guide the research study towards its objectives. In this study the researchers used descriptive design.

Descriptive research design

Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on a test or the number of times a person chooses to use a-certain feature of a multimedia program, or it can describe categories of information such as gender or patterns of interaction when using technology in a group situation. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution. Because the human mind cannot extract the full import of a large mass of raw data, descriptive statistics are very important in reducing the data to manageable form. When in-depth, narrative descriptions of small numbers of cases are involved, the research uses description as a tool to organize data into patterns that emerge during analysis. Those patterns aid the mind in comprehending a qualitative study and its implications.

3.2 Source of Data:
- Primary Data
- Secondary Data

Primary data:

The primary data is to a fresh information collected for analysing, A study about the customer attitude towards Colgate toothpastes. The primary data can be gathered by observation, experimentation and survey method.

Secondary data:

The secondary data refers to data, which is already exists. The   secondary data collect from internal records, business magazines, company websites and newspapers.

3.3 Sample design

Convience sampling method, it is assumed that each and every unit in the population has equal chance of occurrence or equal probability of occurrence. In other words the sampling units are selected randomly. An unbiased random selection of individuals is important so that in the long run, the sample represents the population. However, this does not guarantee that a particular sample is a perfect representation of the population. Simple random sampling merely allows one to draw externally valid conclusions about the entire population based on the sample. Conceptually, simple random sampling is the simplest of the probability sampling techniques. It requires a complete sampling frame, which may not be available or feasible to construct for large populations. Even if a complete frame is available, more efficient approaches may be possible if other useful information is available about the units in the population. The researchers have taken 110 samples

randomly from the total population. Primary sources of data collected through questionnaire, magazines, journals and website are referred as a secondary source.

3.3.1 Population : The population consist of customers in Coimbatore.

3.3.2 Sample size : The sample size is 110 respondents.

3.4 Methods of Data Collection:

Method adopted for communication

        Personal interview is the method of contact used with the respondents. Personal interviewing method is used because sample size is relatively small and interviewer can ask more questions.

 Structure of the instrument

        For collecting primary data, method used is questionnaire. It is the most popular method used when the population and sample size are large. A questionnaire includes a number of questions, printed in proper sequence, for presenting to respondents for their answers. Each question is contributing to research objectives. Questionnaire was designed with most of closed ended questions and only few open ended question. It was designed to cater to all areas and aspects of the study.

Data analysis and Interpretation

        The data has been collected with the help of questionnaire. And it has been analyzed and interpreted with the help of tables along with relevant descriptions. Appropriate treatment has been done to the raw data and logical conclusions are drawn based on the findings.

 3.5 Tools of Analysis:

- Simple Percentage Method.
- Chi Square Method.

CHAPTER-IV

ANALYSIS AND PRESENTATION

        This chapter deals with the analysis and interpretation of the study on the topic "A Study on consumer attitude towards Colgate toothpaste" is presented based on a sample of 100 respondents. The collected data are classified and tabulated. The data are analysed using the following statistical tools:

1. Simple percentage analysis
2. Chi-square analysis

4.1 SIMPLE PERCENTAGE ANALYSIS

        The percentage method is used for comparing certain feature. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made.

$$SIMPLE\ PERCENTAGE = \frac{NO.OF\ RESPONDENTS}{TOTAL\ RESPONDENTS} * 100$$

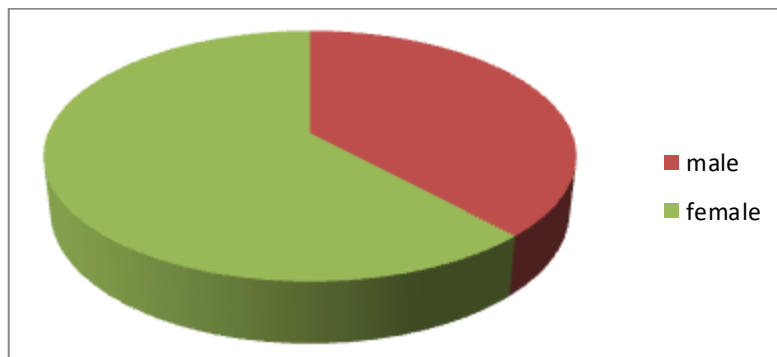**1.1 Table Showing the Gender of the Respondents**
Using Colgate Toothpaste

Gender	No. of Respondents	Percentage
Male	42	38.2
Female	68	61.8
Total	110	100

Interpretation:

From the above table it is noted that among 110 respondents of Colgate toothpaste 38.2% of respondents were male and 61.8% were female.

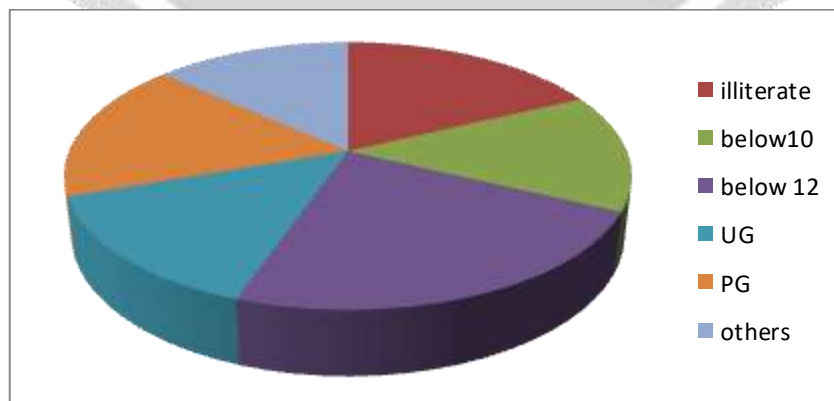**Chart Showing the Gender of the Respondents Using Colgate Toothpaste**

2.1 Table Showing the Educational Qualification of the Respondents Using Colgate Toothpaste

Educational Qualification	No. Of Respondents	Percentage
Illiterate	20	18.2
Below 10	16	14.5
Below 12	26	23.6
Ug	16	14.5
Pg	19	17.3
Others	15	13.6

Interpretation:

Table 2.1 indicates that 18.2% respondents were illiterate,14.5% were below 10th,23.6% were below 12th,14.5% were ug,17.3% were pg and 13.6% were others.

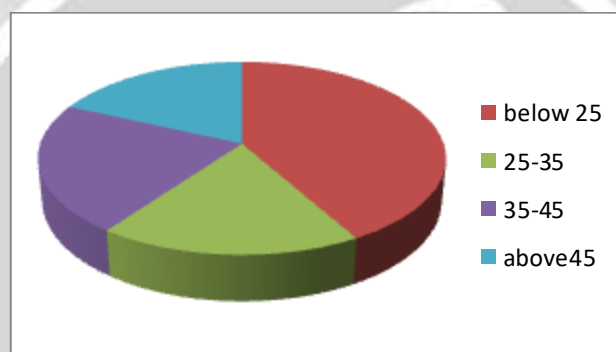**Chart Showing the Educational Qualification of the Respondents Using Colgate Toothpaste**

3.1 Table Showing the Age of the Respondents Using

Colgate Toothpaste

Age	No. of Respondents	Percentage
Below 25	46	41.8
26 – 35	20	18.2
36 – 45	24	21.8
Above 46	20	18.2
Total	**110**	**100**

Interpretation:

The above table shows that 41.8% of respondents were below 25 ,18.2% were 26 – 35 ,21.8 were 36 – 45 and 18.2 were above 46 in their age group.

Chart Showing the Age of the Respondents Using Colgate Toothpaste

4.1 Table Showing the Martial Status of the Respondents Using

Colgate Toothpaste

Marital Status	No. of Respondents	Percentage
Married	26	23.6
Unmarried	84	76.4
Total	**110**	**100**

Interpretation:

The above table shows that 23.6% of respondents are male and 76.4% of respondents are female using Colgate toothpaste.

Chart showing the marital status of the respondents using Colgate toothpaste