

THE EFFECTIVENESS OF INFORMATION TECHNOLOGY FOR PROMOTING TOOTH PASTE (WITH SPECIAL REFERENCE TO COLGATE)

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ABSTRACT

THE EFFECTIVENESS OF INFORMATION TECHNOLOGY FOR PROMOTING TOOTH PASTE (WITH SPECIAL REFERENCE TO COLGATE)

The IT plays a vital role in business in all level of business information technology takes an active part for the success of business. Through this study. I try to find out the effectiveness of information technology for promoting tooth paste for this study. I choose the brand of Colgate. Because it is a most popular brand in tooth paste that strengthens enamel protects against tartar build up and sp much more.

I collect the data through primary and secondary data. I adopted the method of interviews, printed documents, from annual report

INTRODUCTION

The IT function of an organisation is involved in the development, implementation and maintenance of numerous information technologies/systems. These systems aim to meet needs at all level within the organisation. In evaluating to success or effectiveness of the IT department it is necessary to evaluate the performance of the individual systems, and then use the aggregate of the performance on the individual systems as an overall measure of the success or effectiveness of the IT department, In organisations where there is high degree of decentralisation of the IT function, the evaluation is not focused so much on the IT department but rather on the user of the information systems

HISTORY OF COLGATE

William Colgate, in the city of new York, founded Colgate, an international brand, in the year 1806. Although the company started its products range with candles, starch and soaps, but presently the brand is associated with products relating to oral care like tooth paste and mouth wash. The establishment has the distinction of offering products in more than two hundred countries around the world and at present ,the brand occupies the number one position in India.

PROMOTIONAL STRATEGIES

A promotional strategy is an activity that is designed to help boost the marketing of a product or service. Promotion strategies differ depending on the individual business or product. But all strive to increase product demand and awareness promotion is one of the marketing mix elements among a system of five in a promotional plan (often know as the five p's).these element are personal selling advertising, sales promotion .direct marketing and publicity. There is a basic objective of promotion:

- ❖ To present information to consumer as well as other
- ❖ To increase demand
- ❖ To differentiate a product from other in the market place

The information technology helps to the promotion of products and service. It great influence to consumers for choosing better product

PROMOTION MIX IN COLGATE

In order to meet the wants and needs of all its consumers successfully the brand Colgate has opted for innovative schemes and attractive packing strategies. The standard colour red is now being associated with Colgate and hence the brand capitalizes on this easy familiarity with its products. They have also benefitted hugely from successful in- store arrangement.

For promoting the sales of its products, the company has encouraged various advertising policies showcased through the digital media like television, radio and print media like the magazines, newspapers and through numerous billboards and hoarding. Internet has also become a favourites marketing tool for both the buyer and seller, thus helping in earning revenues.

The company has its own dynamic websites titled "Colgate world of care" that helps in providing all the product related information to the interest parties . the details also include the various offers and discounts currently offered by the company.

In order to maintain a personal one to one relation with the consumers the brand has a social networking media page on my space, twitter and facebook where the consumers are encouraged to share their experience.

Various discounted coupons are available in different newspapers and at the official Colgate website to increase its sale figures. the brand has roped in numerous celebrities' at various intervals to make its products more visible. Its brand ambassadors include film stars like Lara dutta, Kareena Kapoor, Sonam Kapoor and Priyanka Chopra

OBJECTIVES OF THE STUDY

The objectives of the study, effectiveness of information technology in promotion.

- ⌘ Effectiveness of IT used in Colgate ltd.
- ⌘ To know about influence of IT in those promotional strategies
- ⌘ To find impact on IT in sales of Colgate

METHODOLOGY

The nature of the study is descriptive. it has been conducted by using primary data as well as secondary data collected for this study. The work is attempted to study effectiveness of IT for promoting tooth paste. The data need for the study has been collected from the employees through interviews, printed documents, and questionnaire.

SAMPLING DESIGN

Sampling is a process of collecting information from a representative part of the population. a sample frame was constructed by compiling the data base of Colgate and consumers

❖ **SAMPLING METHOD**

The study was made in accordance with the convenience of the employees, so the sample type is convenient sampling

❖ **SAMPLE UNIT**

Sample area is Colgate

❖ **SAMPLING SIZE**

The sample size is 30 consumers in Colgate

❖ **SAMPLE ELEMENTS**

Employees, consumers,

❖ **TOOL UESD**

Primary data was collected through the questionnaire, graphs table and charts.

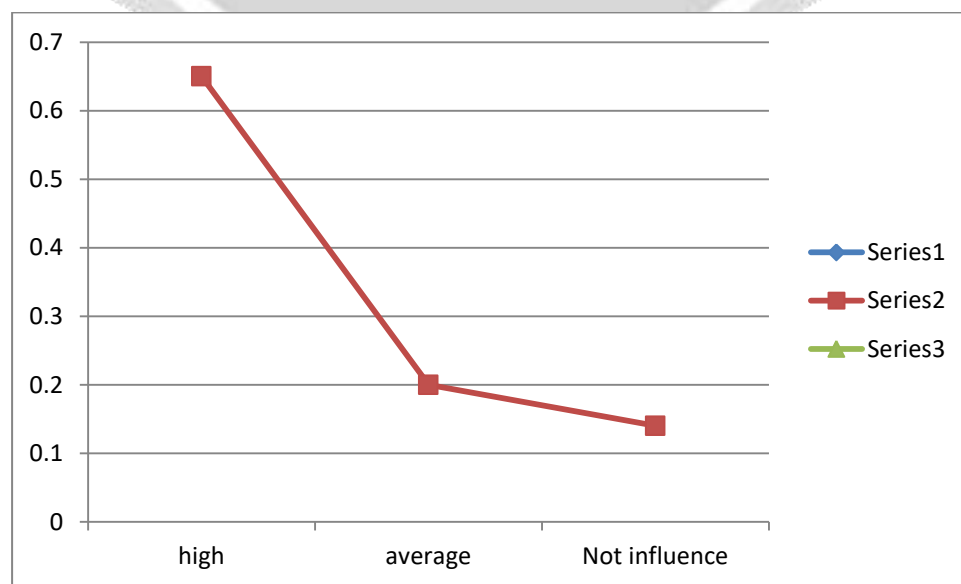
ANALYSIS AND INTERPRETATION OF DATA

The major area which can be used for studying the effectiveness of information technology for promotion of toothpaste, are

1. Attracting packaging
2. Advertising
3. Sales
4. Consumer services
5. Value added service

❖ **Effectiveness of IT in attracting packaging**

<u>high</u>	<u>average</u>	<u>Not influence</u>
65%	20%	14%

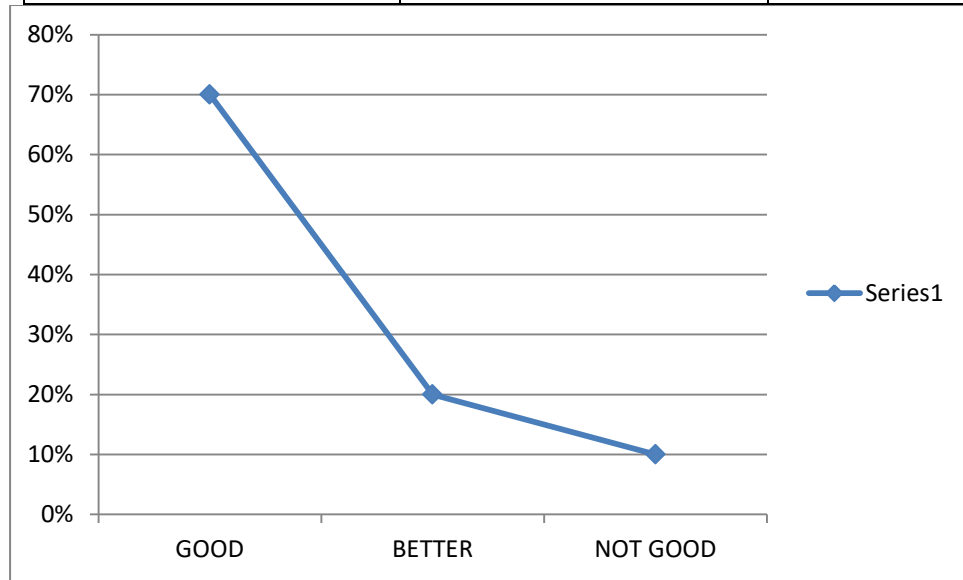


Interpretation

65% of the consumer highly agrees with the effectiveness of IT in promotion of Colgate, and average person are agree with 20% only.

❖ **Advertising**

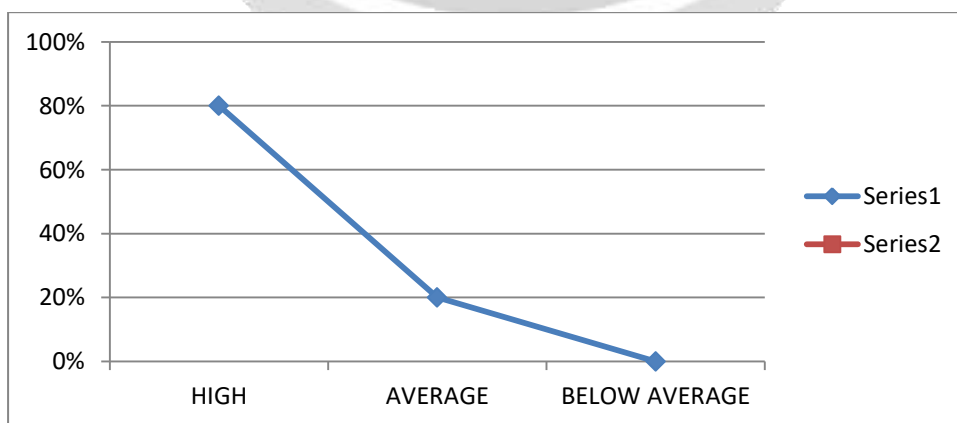
<u>GOOD</u>	<u>BETTER</u>	<u>NOT GOOD</u>
70%	20%	10%

**Interpretation**

In advertising the IT great influence.70% of consumer agrees to the Colgate advertising promotion influence the consumers.20% of consumers agrees to better advertising strategies in Colgate.

❖ **SALES**

<u>HIGH</u>	<u>AVERAGE</u>	<u>BELOW AVERAGE</u>
80%	20%	0%

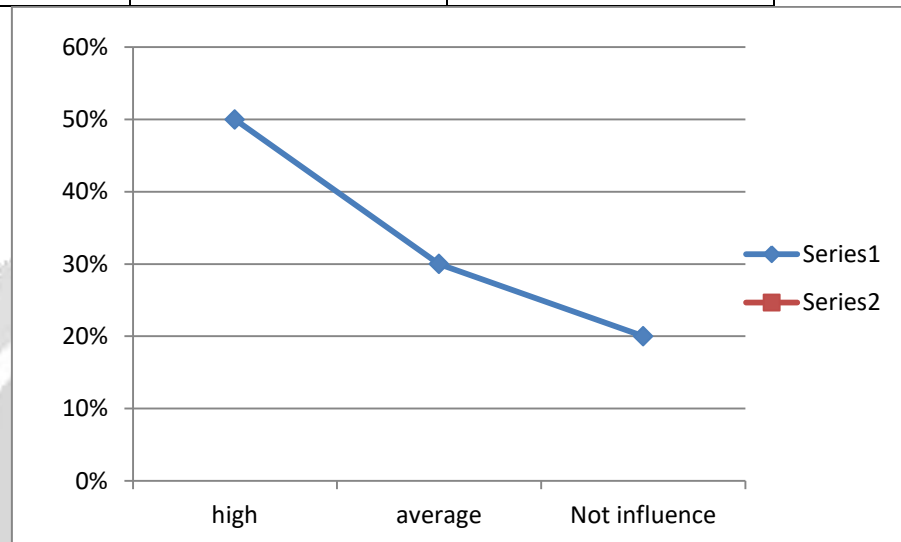


Interpretation

The IT help to promote the sale of Colgate in 80% sale in colgate.20% sale average. It means that IT vital role in sale.

❖ **Consumer service**

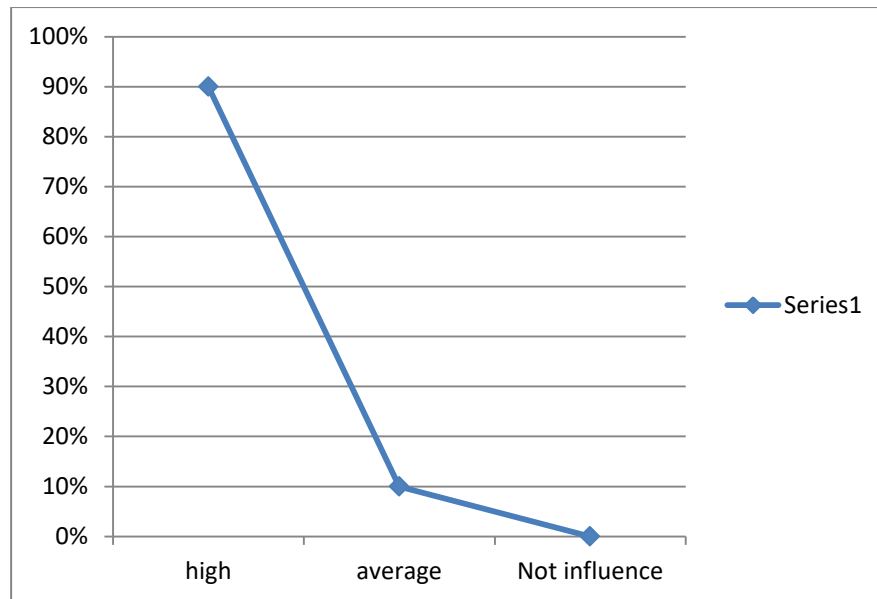
high	average	Not influence
50%	30%	20%

**Interpretation**

Consumer service 50% is high. And the average is 30% the IT influence the promotion of Colgate. It makes the various changes in consumer

❖ **Value added service**

high	average	Not influence
90%	10%	0%



Interpretation

The value added service high 90%. Because the Colgate main focus on value added service. Average 10% only.

FINDINGS

- ❖ The information technology great impact on sales of Colgate. Sales are increase all consumers are satisfied
In the products
- ❖ Information technology used in the promotion of Colgate .its affect the all level of business
- ❖ Now a day the information technology highly influence the Promotion strategies

SUGGESTION

- ❖ If well be nice if you try to introduce any flavour which the children prefer more.
- ❖ The packaging more attractive for children and parents.
- ❖ The company should adopt new and improved ways for collections of raw materials. This will helps to increase its sales.
- ❖ . Listen to online health discourse.
Monitor the reception of campaign materials, and react to
Gaps, contradictory information or satirical responses to campaign materials. Both manual and automated infoveillance tools are available. Most platforms have freely available analytic tools, news aggregators and fee-for-service infoveillance monitoring is available.

CONCLUSION

In this modern world there are wide techniques used by the business world to survive in this modern marketing world. Consumer tastes and preferences were change day by day. So each firm uses different type of techniques to improve their goodwill with in the marketing world. Toothpastes are the consumer products which are very essential in our day to day life. And information technology has a wide role in it. And without the influence of information technology the business is nothing.

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