Consumer Buying Behaviour towards Toothpaste

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Abstract— "Shopper is dealt with as the ruler of market", since items are made, outlined and permitted to come in showcase as per the need and inclinations of the customers. In this way, accomplishment of any association dependably relies upon having the capacity to pull in, fulfill and hold clients. This requires a comprehension of what factors influence shoppers' fulfillment with an item or benefit and what decides their choice to buy an item. In light of the different investigation of logical writing, brand is a key factor and it produces consumer loyalty. For pulling in and holding clients, branding is one of the critical variables which impact on buyer purchasing conduct. This paper analyses upon mindfulness and client ship of various toothpaste brand Buyers. It additionally centers around understanding the demographic factors of purchasers which eventually impacts on purchasing toothpaste. Other than that the study has directed by the researcher to discover different reasons which are impacted by factors of brand switching towards toothpaste.

Keywords— Consumer Satisfaction; Consumer Behavior; Toothpaste Awareness; Brand Switching.

I. INTRODUCTION

Wilkie (1986:8) characterizes shopper conduct as "the activities that individuals participate in when choosing, obtaining and utilizing items and administrations so to fulfil needs and wants. Such activities include mental and enthusiastic procedures, notwithstanding physical activities." Consumer conduct as of late has turned out to be a standout amongst the most intriguing parts of promoting. Essentially all showcasing choices associated with an item, value, place and advancement depend on the level of learning about the shopper.

In this way understanding the conduct of shoppers has an immediate connect to how the showcasing blend (boosts) of the item are set. A critical piece of the advertising procedure is to comprehend why a customer makes a specific buy. Without such understanding organizations think that it's difficult to react to the customers' needs and needs.

As per Schiffman and Kanuk (1997:6) as of late organizations are contributing extensive measure of time and cash in attempting to comprehend and answer the accompanying inquiries like who, why, where when and how do the customers buy? Consequently the test for organizations has been to see how shoppers may react to the diverse components of the showcasing blend. Kotler (2000:160) clarifies this by saying "contemplating clients gives intimations to growing new items, item includes, costs, channels, messages, and other promoting blend components." In this manner understanding the shopper reaction or conduct superior to anything contenders fills in as a noteworthy upper hand.

There are numerous elements that impact the decision customers make when making a buy. Albeit a considerable lot of the elements probably won't be specifically controlled, comprehension of their impact and effect enables organizations to focus on their particular specialty showcase for their items. Fruitful organizations are consistently engaged with the investigation of customer needs and natural patterns. "Advertisers have come to understand that their viability in addressing shopper needs straightforwardly impacts their productivity. The better they comprehend the components fundamental purchaser conduct, the better capable they are to create successful advertising methodologies to address shopper issues." (Assasl, 1998:3)

The greatest test advertisers' face is to inspire customers to carry on the manner in which they anticipate that they will act. Kotler (2000:160) fortifies this by expressing that "understanding buyer conduct and 'knowing clients' are never basic and clients may state a certain something and do another." The truth for the most part is customers don't generally carry on the manner in which advertisers anticipate that they will act. This is the reason an investigation of customers' dispositions, convictions, and the way buy choices are made is increasing more acknowledgment in the present aggressive world. (Assael, 1998:4)

Marketers and associations in general will at that point utilize this data acquired from examining purchaser conduct so as to plan successful showcasing methodologies for an item. Assael notices two wide impacts that decide the purchaser's decisions. One of the impacts is the shopper whose requirements, view of brand qualities, and demeanors

towards options together with the buyer's socioeconomics, ways of life and identity can impact mark decision. The second impact is the earth in which the customer exists. The shopper's condition is encompassed by culture (the standards and estimations of society), by subcultures (a piece of society with particular standards and qualities in specific viewpoints), and vis-à-vis gatherings (companions, relatives, and reference gatherings) (Assael, 1998:23)

In this way with the expanding interest for more altered items by shoppers combined with the present enormous measure of data accessible to buyers and furthermore the propensity of ending up more esteem cognizant with respect to purchasers have demonstrated the should be exceptionally delicate to customer needs and needs more today than any other time in recent memory before."Companies that neglect to perceive buyer needs will probably commit exorbitant errors." (Assael, 1998:7)

It at that point ends up critical to ceaselessly contemplate purchaser purchasing conduct due to the intricacy and desires for the present buyer. It is inside this setting this investigation was completed on why shoppers in Indore pick one brand of toothpaste from that of another brand and what demographical factors and qualities could impact the buy of specific toothpaste.

Buying behavior is the decision processes and acts of people involved in buying and using products. This conduct isn't same for all individuals. It varies as indicated by various properties of individuals. On the off chance that we see conduct of uncommonly ages, as per their age, we discover a ton of distinction between them in view of the distinction in the time, they had diverse condition which changed their purchasing conduct. The organizations are increasingly focussing on the advancement and they are spending a great deal of cash on this front. Clients are additionally getting to be requesting now-a-days and it is seen that numerous characteristics are critical for the achievement of a specific brand. The organizations are going in for new dispatches. It is discovered that the rebates are imperative factor. Another vital factor is mark picture or brand name.

The investigation gives a chance to think about an aggressive fragment and how customers carry on in that section. It additionally gave knowledge into the toothpaste business state of mind and view of the shopper in that portion.

Oral care market offers huge potential in India with a low per capita consumption of oral care products. In any case, rising per capita income and expanding awareness driving interest of oral care items. Oral care showcase in India which represents around 16% of the general individual care advertise is seeing development with a decent amount of

national and local players. Esteem included products are picking up prominence in urban territories.

Consumers have started switching to value-added toothpastes like gels, mouth washes, and teeth whitening products. In rural areas, consumers are switching from toothpowders to toothpastes. A key industry trend is the move towards natural products comprising of herbs, vitamins and minerals. Specialty dental clinics and pharmacies that care specifically for dental requirements are set to become more popular in the coming years. Value-added oral care products like mouthwash, dental floss, teeth whiteners are accepted to drive the oral care market.

II. OBJECTIVES

1. To think about the elements that impacts the purchasers to purchase different toothpaste(s).
2. To study the impact on consumers of promotions and factors influencing purchase decision as well as switching behavior.

III. RESEARCH METHODOLOGY

Study
Research Area: Indore city
Sample size: 110 consumers.
Sampling Technique: Convenient Random Sampling.

Tools for Data Collection
The information for the present study was gathered with the assistance of self-structured questionnaire. The responses were collected on a five point likert scale.
The Questionnaire is part into two areas. The principal segment manages demographic factors. Second area identified with 110 customer preferences. The items has given five point scales rating strongly disagree to strongly agree and near weight one to five, where five is the most astounding rank. The information collected from buyer of various zones based on demographic factor.

Tools for Data Analysis
Factor Analysis and ANOVA test implemented to limit the factor to discover their adequacy and differences. The package like SPSS (variant 16) utilized, MS-EXCEL additionally utilized for investigation. The level of significance was tired of five percent level (α =.05).

IV. RESULTS AND ANALYSIS

Reliability Statistics
After the testing of questionnaire we have tested reliability of whole data on all factors. Reliability test has been made on all 110 samples for testing the reliability of consumer

preference. Coefficient of reliability greater than .05 shows that data is reliable where as our coefficient is 0.825.

Reliability Statistics	
Cronbach's Alpha	No. of Items
.825	15

KMO and Bartlett's Test

Bartletts test of sphericity and Kaiser-Olkin (KMO) measures are adopted to determine the appropriateness of data set for factor analysis. High Valued (.5 to 1) of KMO indicates that the factor analysis is appropriate, low value below the 0.05 implies that the factor analysis may be appropriate. The KMO of this study came out to be 0.805.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	445.540
	Df	105
	Sig.	.000

Factor Analysis

The normal varimax solution is not obtained directly from a correlation matrix. It is obtained by rotating other types of factor solutions to the varimax form. In the present study it was considered desirable to use the highest factor loading criterion to select consumer preference included in all groups of factors.

This criterion was uniformly used in the factor analysis carried out on the total sample of the study. In this study, factor analysis was carried out in two stages. In stage one; known as factor extraction process, objective was to identify how many factors to be extracted from data. Using principal component analysis, 10 items were extracted for identifying factors. Only the factors having latent roots or Eigen value.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.509	30.057	30.057	4.509	30.057	30.057	2.667	17.779	17.779
2	1.784	11.892	41.949	1.784	11.892	41.949	2.414	16.093	33.872
3	1.293	8.617	50.566	1.293	8.617	50.566	2.012	13.413	47.285
4	1.229	8.191	58.757	1.229	8.191	58.757	1.721	11.473	58.757
5	.877	5.844	64.601						
6	.764	5.094	69.695						
7	.745	4.963	74.658						
8	.638	4.253	78.911						
9	.619	4.125	83.036						
10	.539	3.592	86.627						
11	.485	3.230	89.858						
12	.458	3.050	92.908						
13	.399	2.660	95.568						
14	.395	2.633	98.201						
15	.270	1.799	100.000						
Extraction Method: Principal Component Analysis. Three factors were identified that accounted for 58.757% of total variance.									

In the second stage, all the factors were interpreted and labelled.

Rotated Component Matrix				
	Component			
	1	2	3	4
I consider the availability of the toothpaste	.742	.124	.106	-.062
I prefer buying the toothpaste on the basis of advertisements and promotions	.682	.147	.151	.144
I consider the quantity while buying the toothpaste	.671	.355	.070	.200
I consider price for the purchase of toothpaste	.651	-.191	-.021	.240
I prefer the packaging of the toothpaste	.597	.091	.340	-.002
I prefer the quality of the toothpaste while buying	.117	.737	.061	.080
I intend to buy branded toothpaste	.412	.669	.208	.018
I prefer toothpaste that prevent tooth decay	-.014	.668	.356	.220
I prefer long lasting freshness	.136	.610	.013	.515
I believe in switching the brand	.325	-.451	.268	.427
I stick to the brand	.108	.303	.744	-.066
I prefer discounts on price while buying	.204	-.046	.711	-.016
I count on whiting factor of toothpaste while buying	.202	.237	.540	.433
I prefer use of natural herbs	.033	.080	.506	.487
Dentist recommendation for buying toothpaste	.131	.193	-.070	.817
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Factor Analysis Interpretation:

S.no	Factor Name	Item	Factor Load	% Variance Explained
1	**Product Features**	I consider the availability of the toothpaste	.742	**.480**
		I prefer buying the toothpaste on the basis of advertisements and promotions	.682	
		I prefer the packaging of the toothpaste	.597	
		I consider the quantity while buying the toothpaste	.671	
		I consider price for the purchase of toothpaste	.651	
2	**Product Quality**	I prefer the quality of the toothpaste while buying	.737	**.6695**
		I intend to buy branded toothpaste	.669	
		I prefer toothpaste that prevent tooth decay	.668	
		I prefer long lasting freshness	.610	
3	**Nature While buying**	I stick to the brand	.744	**.625**
		I prefer discounts on price while buying	.711	
		I count on whiting factor of toothpaste while buying	.540	
		I prefer use of natural herbs	.506	
4	**Based on recommendations**	I believe in switching the brand	.427	**.311**
		Dentist recommendation for buying toothpaste	.817	

Impact of Demographic Factors on study of consumer perception towards toothpaste as discussed above, different items has been extracted. With the help of factor Analysis and ANOVA / t-test was used to study the variation in the consumer preference across demographic variables.

➢ **Product features**

The product features include the availability, advertisement, quantity and price while buying the toothpaste. The consumers consider the availability of the toothpaste above all the product features and lowest consideration is for the packaging of the product.

1) Based on Age

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	76.116	3	25.372	1.710	.169
Within Groups	1557.627	105	14.835		
Total	1633.743	108			

2) Based on occupation

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	66.962	3	22.321	1.496	.220
Within Groups	1566.782	105	14.922		
Total	1633.743	108			

3) Based on income

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	86.244	3	28.748	1.951	.126
Within Groups	1547.499	105	14.738		
Total	1633.743	108			

4) Based on gender

Independent Samples Test									
Product features		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower	Upper
	Equal variances assumed	6.623	.011	-.642	107	.522	-.480	.749	-1.965	1.004
	Equal variances not assumed			-.654	104.299	.515	-.480	.735	-1.938	.977

Interpretation:

All the significance value is greater than 0.05, and hence there is no impact on buying behavior of consumers toward toothpaste considering product features.

➢ **Product Quality:**

The product quality constitute of quality, brand, tooth decay prevention and lasting freshness. Here the highest preference is given to the quality of product and lowest to the tooth decay prevention by the consumers.

1) Based on age

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.026	3	2.009	.190	.903
Within Groups	1107.295	105	10.546		
Total	1113.321	108			

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2) Based on occupation

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.545	3	3.848	.367	.777
Within Groups	1101.776	105	10.493		
Total	1113.321	108			

3) Based on income

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.369	3	2.790	.265	.850
Within Groups	1104.952	105	10.523		
Total	1113.321	108			

4) Based on Gender

Independent Samples Test									
Product quality	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	3.898	.051	-.315	107	.754	-.195	.619	-1.422	1.032
Equal variances not assumed			-.319	106.265	.750	-.195	.611	-1.405	1.016

Interpretation:

Here the significance value is greater than 0.05 for all demographic factors, hence there is no impact on buying behavior of consumers toward toothpaste considering product Quality.

➢ **Nature while buying**

The nature while buying toothpaste included the loyalty of the consumer towards toothpaste, the discount offers, the whiting factor and use of natural herbs. Here the highest preference is given to loyalty by the consumers and the lowest to the use of natural herbs.

1) Based on age

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	96.425	3	32.142	4.233	.07
Within Groups	797.373	105	7.594		
Total	893.798	108			

2) Based on occupation

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	44.337	3	14.779	1.827	.147
Within Groups	849.461	105	8.090		
Total	893.798	108			

3) Based on income

	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA			
Between Groups	29.641	3	9.880	1.201	.313
Within Groups	864.157	105	8.230		
Total	893.798	108			

4) Based on gender

		Independent Samples Test								
Nature while buying		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances assumed	1.647	.202	.011	107	.991	.006	.555	-1.094	1.106
	Equal variances not assumed			.011	106.993	.991	.006	.550	-1.084	1.096

Interpretation:

The significance values are greater than 0.05 indicate there are no effects of various demographic variables on consumer buying behavior in accordance to toothpaste considering nature while buying.

➢ **Based on recommendations**

The recommendation factor counts for the dentist recommendation and believe in switching from the brand. Here the highest preference is given to the recommendations by dentist and lowest to the switching of brand.

1) Based on age

	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA			
Between Groups	11.777	3	3.926	1.342	.265
Within Groups	307.232	105	2.926		
Total	319.009	108			

2) Based on occupation

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Descriptive Statistics			
					Lower Bound	Upper Bound		
Student	36	6.94	1.706	.284	6.37	7.52	3	10
Service	39	7.62	1.600	.256	7.10	8.13	2	10
housewife	20	8.10	1.294	.289	7.49	8.71	5	10
Business	14	6.21	1.968	.526	5.08	7.35	3	9
Total	109	7.30	1.719	.165	6.98	7.63	2	10

	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA			
Between Groups	37.732	3	12.577	4.695	.004
Within Groups	281.277	105	2.679		
Total	319.009	108			

3)   Based on income

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.019	3	1.006	.334	.801
Within Groups	315.991	105	3.009		
Total	319.009	108			

4)   Based on gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Based on recommendations	Male	58	6.84	1.862	.244
	Female	51	7.82	1.381	.193

Independent Samples Test									
Based on recommendations	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	3.614	.060	-3.081	107	.003	-.979	.318	-1.608	-.349
Equal variances not assumed			-3.139	104.16	.002	-.979	.312	-1.597	-.361

All the significance value is greater than 0.05 expect the significance value based on occupation and gender hence there is an impact on behavior of consumers while buying toothpaste in consideration to housewives under occupation and that of females in gender category.

V.   CONCLUSION

At the point when customers purchase an item they ordinarily consider diverse kinds of traits, which we saw the same in the event that compose i.e. mark. This paper concentrated on customer's inclination towards purchasing of toothpaste. Customers had a general more inspirational mentality and inclination towards their individual favored choices. The effect was just when it came to ladies as they incline toward purchasing toothpaste on specialist's proposals and furthermore they don't mean to change the alluded toothpaste. Distinctive things are removed and factor examination and ANOVA was utilized to ponder the variety in the customer inclination crosswise over statistic factors. Advertisers can focus on more cost and amount of the item. For special offers, organizations can go for unconditional presents as opposed to going for different ways.

It is proposed that trader can focus more on commercial and can keep up nature of the items as contrast with the contenders. The organizations like Colgate allude it as

dental specialist suggested, same ways different organizations ought to likewise Endeavour to consolidate thoughts like this as most extreme housewives liked to have a dental specialist proposal for the brand of toothpaste to be utilized.

In spite of the fact that for the investigation we gather and amass the best solid and shifted information, still there are a few impediments that be represented. Right off the bat, the example estimate is just 110 respondents from Indore city just, so no intercity information has been included.

It tends to be that if information would have been gathered at tremendous topographical zone there would have an alternate outcome. The example estimate is likewise little. With more examples information would have been more solid and as per outskirt general visibility. The day and age of this investigation was constrained. It was finished in the time of 2/3 months. Concentrates like these must gather information after some time for precise and ideal outcomes.

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