A STUDY ON CUSTOMER SATISFACTION TOWARDS COLGATE TOOTHPASTE WITH REFERENCE TO OMALUR TOWN

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Abstract: A study on customer satisfaction towards toothpaste with special reference to Colgate. The main objective of to identify the various factor influencing customer in purchase of the toothpaste, to know the customer collected from 100 sample of respondents. Data was collected by survey method, the survey was collected Omalur town in Salem through structured questionnaire with five point rating scale questions. Secondary data were collected from the available literature sources. For distribution of questionnaire to the respondents random sampling method was used and to collect the respondents opinion, survey was taken among the selected sample respondents. After method the collected data include customer satisfaction towards Colgate tooth paste personal product details.

Key words: Colgate toothpaste, customer satisfaction.

1. Introduction

Earlier in India oral hygiene was the domain of local homemade aurvedic powders or natural herbs. The history of toothpaste in India can be traced back in year 1975. How the awareness regarding oral hygienic Indian society has increased with the different brands of toothpaste. The most recent advanced in toothpaste have included the development of whitening toothpastes, and toothpaste containing Triclosan which provides extra protection against caries, gum disease, plaque, calculus and bad breath.

Toothpaste today typically contain fluoride, coloring, flavoring, sweetener, as well as ingredients that make the toothpaste a smooth paste, foam and stay moist. Individual toothpaste also may contain special ingredients, such as triclosan in Colgate total. Toothpaste in tubes is used throughout the world and has been a very successful invention. Opportunities for toothpaste industry in Indian In India, Oral care market offers huge potential as penetration and per capita consumption of oral care products is very low. However, rising per capita income and increasing awareness is driving demand of oral care product consumers have started switching to value-added toothpaste like gels, mouth washes, and teeth whitening products, in rural areas, consumer area switching from toothpowders to toothpastes.

2. Statement of the problem

Toothpaste is an important one for people to clean their teeth in hygienic manner. In early days there are some alternatives available to the peoples. But today everyone prefers toothpaste for convenient & hygienic. So the toothpaste industry has growth tremendously and there are many competitors are there with many colorful flavors. So there is a need to
find answers to various kind of questions like what, who, where, why and how to know the present response of the customers towards Colgate Toothpaste.

3. Scope of the study

[1] To find how far people are aware and attracted towards the Colgate Tooth paste.
[2] The study also gives an idea about the competitions market share and the action to be taken for improving the market share.
[3] The study will be useful for the company to make necessary changes in the innovative creations of overall quality.

4. Objective of the study

[1] To know the measurement of customer satisfaction of Colgate Tooth paste.
[2] To know the level of awareness of Colgate Tooth paste.
[4] To identify the factors influencing the customer to purchase of Colgate Tooth paste.

5. Research methodology

Research design

Descriptive research design includes survey & fact finding inquires of different kinds. The major purpose of descriptive research is descriptive of state of affairs as it exists at present.

Area of the study

The study covers customer satisfaction towards Colgate toothpaste. This survey was conducted in Omalur town.

Period of the study

The survey to know about the customer satisfaction towards Colgate Toothpaste with special reference to lasted for a period of 6 months.

Data sources

Research is totally based on primary data. Secondary data can be used only of the reference. Research has been done by primary data collection and primary data has been collected by interacting with various people. The secondary data has been collected through various journals and websites and some special publication.

Primary Data:

The primary data was collected by means of a survey. Questionnaires were prepared and customers of the Colgate Toothpaste at were approached to fill up the questionnaires. The questionnaires contains 27 questions which reflection on the type and quality of service provided by the Colgate Toothpaste to customers. The response of the customers is recorded on a grade scale of strongly disagree, disagree. Uncertain agree and strongly agree for some questions. The filled up information was later analysed to obtain the required interpretation and the findings.

Secondary Data
Secondary data are those data which are being already collected by someone else and which have already been passed through the statistical process. The data are collected from Internet, books, magazines and newspaper. Ex: Internet, Magazines etc.

**Sampling design**

**Sampling Size**

The sample size of the project is 100.

**6. Data Analysis**

The data obtained as primary data were arranged tabulated. The tabulated data was analyzed and interpreted.

**Statistical Tools Used**

The data collected were analysed using simple percentage, Chi-Square Test to establish the relationship between level of significance.

**7. Limitation of the study**

1. The study was only confined to 100 respondents.
2. The time limit is one of the main factors to conduct the study effectively.
3. The respondent may not be true in filling up the questionnaire.
4. The reliability of the data may not be dependable.

**8. Review of literature**

Kotler (2003) defines all activities in selling goods or services to the final customers for personal use in today’s scenario our retailer does not exist in the brick and mortar form alone. She/he can do it by using the telephone, by direct mails. Richardson et al., (1994) “Marketing is a social and managerial process whereby individual and groups obtain what they used need and want through creating and exchanging products and value with others”. Consumer behaviour is studied so that we can come to know that how perception and attitude of a person decides that what should be buying pattern of the consumers. - Verhallen, (2005). Poiesz (2000) The perception, although seldomly studied, is a phenomenon that has an impact over its consumers, and researchers. Unremitting attention and measures of consumer behavior and perception should be added to the more conventional measures to increase the sales of a product. Richardson et al., (1994) in his study titled "Extrinsic and Intrinsic cue effects on perceptions of store brand quality", revealed that Cues are evoked according to their predictive and confidence values. The predictive value of a cue is the degree to which consumers associate a given cue with product quality. The confidence value of a cue is the degree to which consumers have confidence in their ability to use and judge the cue accurately. Characterized by high confidence value and high predictive value assume the greatest weight in the quality assessment process.

**9. About the company**

Colgate (sub-brand of Colgate-Palmolive) is an oral hygiene product line of toothpastes, toothbrushes, mouthwashes and dental floss. Colgate toothpaste was first sold by the company in 1873, sixteen years after the death of its founder, William Colgate. Colgate was the first toothpaste in a collapsible tube, introduced in 1896 in New York when it had previously been sold in glass jars since 1873. It has been in Singapore since
the 1920s. It is in Nepal and India, with manufacturing units based in India and exported to Nepal.

**Chi-square analysis - 1**

Null hypothesis Ho: There is no association between attribute and level of satisfaction.

Alternative hypothesis H1: There is association between attribute and level of satisfaction.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Level of Satisfaction</th>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavor</td>
<td></td>
<td>36 (42.71)</td>
<td>60 (53.28)</td>
<td>4 (4)</td>
</tr>
<tr>
<td>Taste</td>
<td></td>
<td>30 (42.71)</td>
<td>66 (53.28)</td>
<td>4 (4)</td>
</tr>
<tr>
<td>Long lasting freshness</td>
<td></td>
<td>45 (42.71)</td>
<td>50 (53.28)</td>
<td>5 (4)</td>
</tr>
<tr>
<td>Whitening</td>
<td></td>
<td>54 (42.71)</td>
<td>44 (53.28)</td>
<td>2 (4)</td>
</tr>
<tr>
<td>Health tooth &amp; gums</td>
<td></td>
<td>54 (42.71)</td>
<td>41 (53.28)</td>
<td>5 (4)</td>
</tr>
<tr>
<td>Prevention of tooth decay</td>
<td></td>
<td>44 (42.71)</td>
<td>52 (53.28)</td>
<td>4 (4)</td>
</tr>
<tr>
<td>Use of natural herbs</td>
<td></td>
<td>36 (42.71)</td>
<td>60 (53.28)</td>
<td>4 (4)</td>
</tr>
</tbody>
</table>

Table value: $\chi^2 (C-1) (R-1) (3-1) (7-1) = 12 (21.026)$

**TEST OF SIGNIFICANCE**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>$\chi^2$ value at 5% significant level with 12 degree of freedom</th>
<th>Calculated value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attribute</td>
<td>21.026</td>
<td>25.928</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

**Interpretation**

As the calculated $\chi^2$ value the hypothesis Ho is Rejected. Hence Concluded that there is association between attribute and level of satisfaction.

**Chi-square analysis -2**

Null hypothesis Ho: There is no association between age group and brand in Colgate tooth paste.

Alternative hypothesis H1: There is association between age group and brand in Colgate tooth paste.
<table>
<thead>
<tr>
<th>Age group</th>
<th>Band in Colgate tooth paste</th>
<th>Colgate Sensitive</th>
<th>Colgate total</th>
<th>Colgate Herbal</th>
<th>Colgate Active salt</th>
<th>Colgate Mash fresh</th>
<th>Colgate Dental cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td></td>
<td>3 (6.63)</td>
<td>2 (5.07)</td>
<td>7 (3.9)</td>
<td>10 (7.8)</td>
<td>10 (7.4)</td>
<td>7 (8.19)</td>
</tr>
<tr>
<td>20 – 30</td>
<td></td>
<td>5 (3.57)</td>
<td>3 (2.73)</td>
<td>1 (4.2)</td>
<td>7 (4.2)</td>
<td>3 (3.99)</td>
<td>2 (4.41)</td>
</tr>
<tr>
<td>30 – 40</td>
<td></td>
<td>4 (3.4)</td>
<td>5 (2.6)</td>
<td>1 (4)</td>
<td>2 (4)</td>
<td>4 (3.8)</td>
<td>4 (4.2)</td>
</tr>
<tr>
<td>40 and above</td>
<td></td>
<td>5 (3.4)</td>
<td>3 (2.6)</td>
<td>1 (4)</td>
<td>2 (4)</td>
<td>2 (3.8)</td>
<td>8 (4.2)</td>
</tr>
</tbody>
</table>

Table Value: $\chi^2 (C-1) (R-1) (6-1) (4-1) = 15 (24.996)$

**TEST OF SIGNIFICANCE**

<table>
<thead>
<tr>
<th>Factor</th>
<th>$\chi^2$ value at 5% significant level with 15 degree of freedom</th>
<th>Calculated value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factor</td>
<td>24.996</td>
<td>24.312</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

As the calculated $\chi^2$ value the hypothesis Ho is Accepted. Hence Concluded that there is no significance different between age and Brand in Colgate Tooth paste.

**10. Findings**

1. The most 60% of the respondents are Male.
2. 39% of the respondents are below 20 years.
3. 28% of the respondents are Graduate.
4. 30% of the respondents are Private Employees.
5. 30% of the respondents are earns below Rs. 10,000.
6. The most 60% of the respondents are Unmarried.
7. 31% of the respondents have 5-7 Family Members.
8. 36% of the respondents use Colgate for below 5 years.
9. 30% of them came to know the product through Parents.
10. 45% of respondents are attracted because of Advertisement.
11. 38% of the respondents purchase for Quality.
12. 40% of the respondents are purchase with in Rs. 10 to 50.
13. 36% of the respondents are purchase 100 gms.
14. 36% of the respondents purchase only Once in a month.
15. 21% of the respondents are use Colgate Dental Cream.
16. 34% of the respondents use for Whitening.
17. 36% of the respondents are buy at Supermarket.
18. The maximum 70% respondents use Colgate tooth paste with Colgate tooth brush & the rest are not using Colgate tooth brush.
19. 30% of respondents are feels in an Entertaining one.
20. The majority 85% of respondents are induced by Colgate tooth paste advertisement and others not induced by the advertisement.
21. 30% of respondent are use Dabur red.
The majority 81% of the respondents are use only Colgate toothpaste and the remaining.
Factors & level of satisfaction of are dependent 50% of respondents are highly satisfied.
There is a significance difference between factor and level of satisfaction.
There is a significance difference between attribute and level of satisfaction.
There is no significance difference between age and brands in Colgate tooth paste.
There is significance difference between Size of family and quantity preference in Colgate tooth paste.

11. Suggestions

[1] In Colgate toothpaste they may introduce new varieties and flavors for kids.
[2] It may innovative a new cartoon shape toothpaste in order to attract the children’s.
[3] The company should give free gift like small toys to attract children’s.
[4] The company may produce the combo offer Colgate toothpaste with Colgate toothbrush.
[5] The company should create the awareness about usage volume per time in order to protect the health of the consumer.

12. Conclusion

The customer satisfaction is important factor to forecast the sales of any product in a particular area. Most of the people use tooth paste product for improves their teeth protection. It is evident that Colgate toothpaste have a good brand image among the customer fewer side effects are the most important motivating factor to buy the product. The availability of the product is frequent. But the price of the product is high. The manufacturer should concentrate to reduce the price of the product and concentrate to introduce more attractive pack in order to increase the values. The consumer are both quality conscious and price conscious therefore any brand which is of good quality and reasonable price ensures the safety is mostly preferred by the consumers. Every customer wants a quality product, good services, and easy availability of product and better performance of the product of affordable price. Maximum number of respondents in our study accept that Colgate tooth paste, salt, max fresh are provided in a good quality, good package system good price and they are reachable one. So that toothpaste company brand image is grown in a minds of consumer this will help in maintain the market share and won in the competition of that field.

13. Bibliography

[8] www.yahoo.com