



AN EMPIRICAL STUDY ON CUSTOMERS PERCETPTION REGARDING PATANJALI TOOTH PASTE IN ANAND CITY

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ABSTRACT:

Consumer (who uses a product or service) is center point in the market, or we can say they are the king of Market. The success of any market is depend on the happiness or satisfaction of the customers towards the brand offered by the company, and for that every marketer needs to study the behavior of a customer. Because of changes in the way of living, technology and invention of new things it is difficult to understand the attitude of customers about the toothpaste product. Understanding customer is a very challenging job. Today Patanjali provides wide varieties of choice in terms of toothpaste. Toothpastes from paste form, to gel and powder form are present in the market serving/being controlled by needs of all the pieces/parts. Also, a lot of herbal and medicated toothpastes having natural and anti -sensitivity properties are creating special places/good jobs for themselves in the market space. The descriptive study mainly focusing to know the customer's preference towards Patanjali brand, positioning of Patanjali brands in minds of people (who use a product or service) and products attributes influencing the consumer in terms of toothpaste. In this research structured list of questions used to collect data and convenience sampling method has been adopted to complete the study.

Key Words: Perception, Tooth paste buying pattern, Awareness about Toothpaste Brand.

1 INTRODUCTION:

Customer perception plays a vital role in a company's ability to attract new customers and to retain existing customers. The good news is that companies have the ability to control many of the factors that build an individual's perception of the company/brand.

The formal definition of customer perception is, "A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a

company or its offerings.”

To put it simply, customer perception is what your customers and potential customers think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers.

Consumer Purchase Decision:

A decision is an outcome of two or more possible alternatives for the decision and consumer having mainly five types of decision like what to buy, how much to buy, where to buy, when to buy, how to buy. The customers buying decision classified as initiator, influencer, decider, buyer and users. The marketer being used various strategies to convince or to attract customers to buy or rebuy the product. As we know that customers taste and preferences are constantly changing that is why every marketer needs to check or to study the behavior or perception of the consumer.

Today Patanjali is the fastest growing FMCG Company in India. It is valued at 30 billion (US\$470 million) and some predict revenues of 5,000 crore (US\$780 million) for the fiscal 2015–16. Patanjali declared its annual turnover of the year 2016-17 to be estimated 10,216 crore (US\$1.6 billion). Baba Ramdev has stated in his interview with CNN-News18 that profit from Patanjali Products goes to charity.

1.2 Patanjali Ayurveda- Entry in to toothpastes:

The first rumbles in the toothpaste market are being felt with a well-known oral care brand, Colgate deciding to come out with a herbal version. The Money-based Times reported that huge company giant Colgate Palmolive is ready with a herbal version, Cibaca Vedshakti, "a native (to) brand", to fight against Baba Ramdev's (ancient medicine)toothpaste,DanKanti.

Patanjali toothpaste Dant Kanti sales are guessed (number) at Rs 450 crore, the Money-based Times report stated, and has been able to brush off 1.5 percent of Colgate share in the teeth-related care market. Harish Bijoor, Person (who started a company), Harish Bijoor Consults Inc., says that when the MNCs rode into the country with their teeth-related care products, they were chemical creations which helped form habits in people. When the people (who use a product or service) got bored of the products, then the difficult to notice/skillful differences/different versions kicked .But they all were in the world of chemicals. Some came in later with Indian versions like neem, tooth powder, etc. but they did not catch the attention of people (who use a product or service) like Baba Ramdev's products did. It was only a matter of time that the saturation in the Indian market led people (who use a product or service) to accept a different player. When that player was known through TV channels in their homes, the offerings became believable. Also, word-of-mouth (being talked about a lot on TV, online, etc.) after using the products has also helped. Colgate may be the first mover now in the (ancient medicine) turf among the

MNCs. Soon there might be others who will paint themselves with Indian colors. Or someone will come with fruit flavor versions of toothpastes.

So within very short span of time Patanjali has gained good toothpaste market share coverage in India and still it is growing.

2 Review of literature:

Park and Lessing (1981) proposed that subjective knowledge provide a better understanding of consumers decision making processes because consumers level of confidence in their search and decision making behavior, independent of their objective knowledge

Amo and Kolvereid, (2005) concluded in their study that employees' intrpreneural personality has significant impact on the innovative behavior. They measured the personality through the Pinchot (1985)'s scale of personality. Hsieh, et al. (2011) used the big five personality model to measure personality. They concluded three traits extraversion, agreeableness and conscientiousness is significantly positively related with technological innovation while conscientiousness, openness to experience, extraversion, emotional stability is positively related with the innovative performance of employees. Another study found three personality traits; agreeableness, extraversion and openness to experience positively correlated with idea generation and idea promotion stages of innovative behavior (**Chen , 2010**).

Rajput (2012) analyzed the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vis- a - vis females. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands. Further, the variation in age and income is not significant as consumers preferred brands or outfits irrespective of that. Allen Solly tops the minds of the customers followed by Van Heusen and Raymond which refers to the maximum frequency of recalling the brands. These are the most familiar and favorite brands also among brand aware consumers, specifically in context of India.

Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (**Stokes, 1985**).

3 Objectives of the Study:

- To determine brand preference for toothpaste.
- To examine consumer awareness of toothpastes.
- To examine products attributes influencing the consumer buying toothpastes.
- To determining the positioning of various brands in minds of consumers.

4 Research Design

This research study is concerned with describing the characteristics of a particular individual or of a group. In this study descriptive research design has been used.

5 Sample Techniques:

Convenience sampling is used to justify the research study.

6 Data Collection Method:

Primary data has been collected through structured questionnaire.

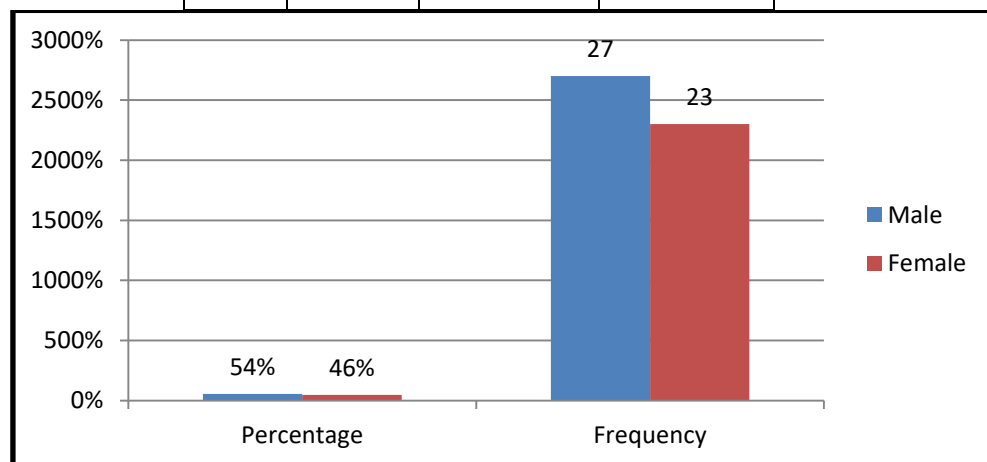
7 Data analysis and Interpretation

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

8 Data Analysis and Interpretation:

1) Gender wise classification of the respondents:

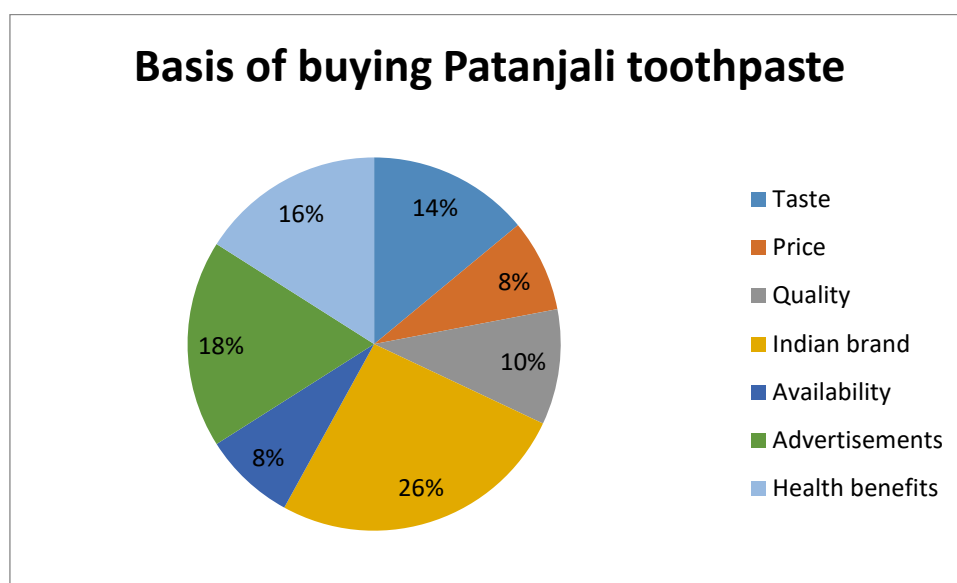
Sr.no	Gender	Percentage	Frequency
1	Male	54%	27
2	Female	46%	23



The above chart represents the gender wise classification of respondents. In this research 54% were male respondents and rest are female respondents.

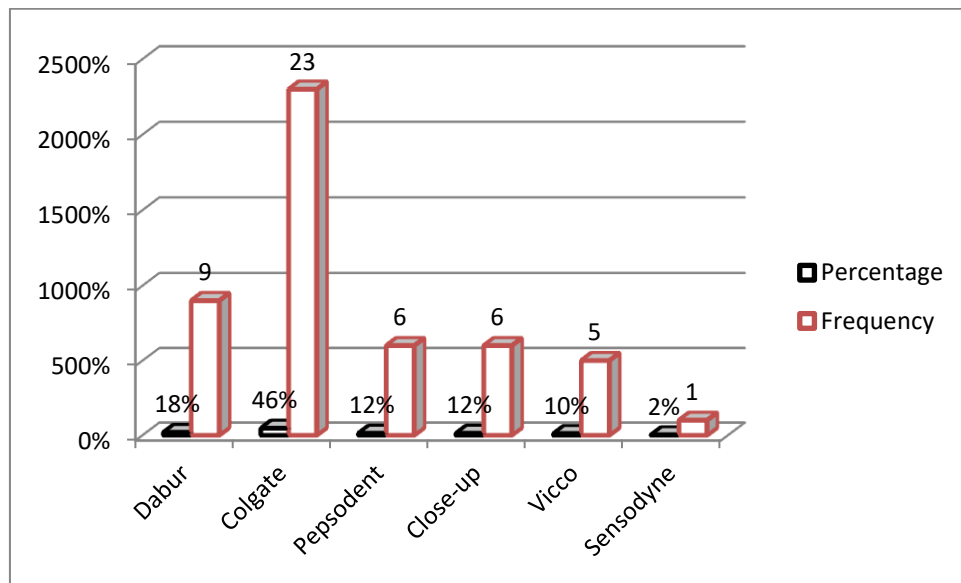
1 On what basis do you buy Patanjali toothpaste?

Sr. no	Basis of buying Patanjali toothpaste	Percentage	Frequency
1	Taste	14%	7
2	Price	8%	4
3	Quality	10%	5
4	Indian brand	26%	13
5	Availability	8%	4
6	Advertisements	18%	9
7	Health benefits	16%	8
Total		100%	50



The above graph clearly indicate that 26% respondents purchased Patanjali tooth paste only because that it is Indian brand but 18% of respondents are buying this product because by seeing advertisement. 16% respondents are buy on the basis of health benefits. From the above data find that majority of the respondents purchased Patanjali tooth paste only because that it is Indian brand. Price and availability should be improved.

2 Which of the following brands of toothpastes that have you used in past?



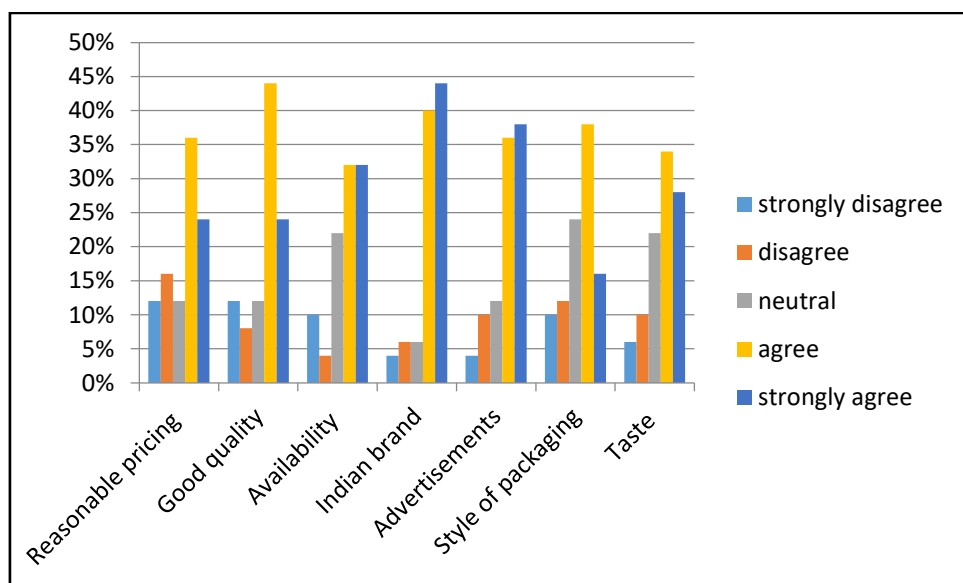
The above chart shows the toothpastes used in the past by the respondents. The majority 46% respondents were used Colgate toothpaste, 18% respondents were used Dabur toothpaste in past. Close-up and pepsodent were same 12% of respondents. Vicco and sensodyne were used by respondents are 10% and 2% respectively. From the above chart found that Colgate users are turn towards to the Patanjali toothpastes. Similarly most of dabur, pepsodent, close- up user also turn towards to Patanjali toothpastes.

3 Please express how much do you agree or disagree with respect to reasons for purchasing Patanjali toothpastes?

(Where 1 =strongly disagree, 2= disagree, 3= neutral, 4=agree and 5=strongly agree)

Sr. no	Reasons for purchasing	strongly disagree	disagree	neutral	agree	strongly agree	Total
1	Reasonable pricing	12%	16%	12%	36%	24%	100%
2	Good quality	12%	8%	12%	44%	24%	100%
3	Availability	10%	4%	22%	32%	32%	100%

4	Indian brand	4%	6%	6%	40%	44%	100%
5	Advertisements	4%	10%	12%	36%	38%	100%
6	Style of packaging	10%	12%	24%	38%	16%	100%
7	Taste	6%	10%	22%	34%	28%	100%

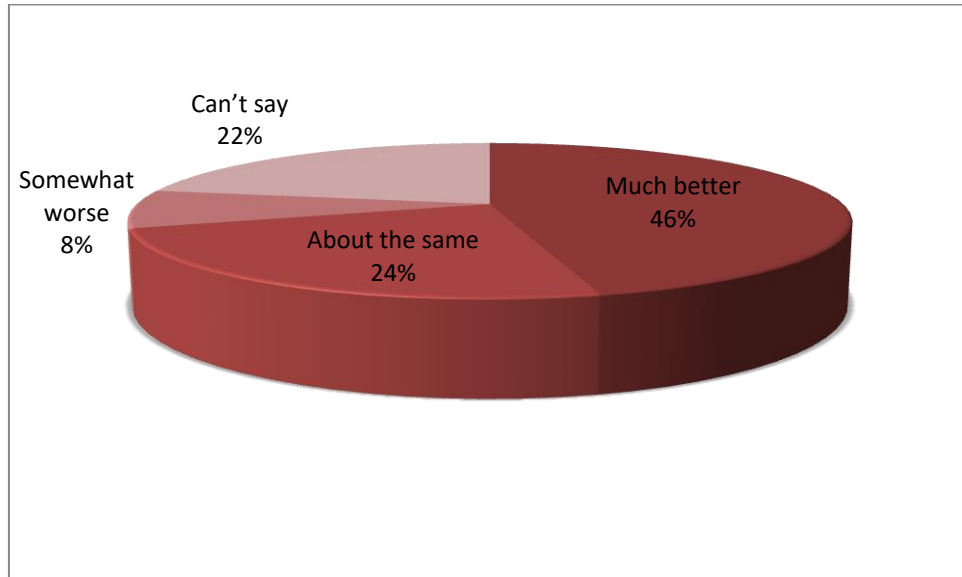


The above chart indicates the reasons of purchasing Patanjali Toothpaste. Here in above chart it clearly indicates that 36% of respondents believed that the price of the product is reasonable but 16% were disagree. Furthermore 44% were agreeing that the quality is good but still 12 % were dissatisfied. 44% of respondents were strongly believed that they are purchasing Patanjali toothpaste because it is an Indian Brand. 38% of respondents like the style of packaging and 34% like the taste of toothpaste.

5 How would you compare Patanjali toothpaste with other toothpastes?

Comparison with other toothpastes	Percentage	Frequency
Much better	46%	23
About the same	24%	12

Somewhat worse	8%	4
Can't say	22%	11
Total	100%	50



The above chart shows that majority of the respondents(46%) believe that Patanjali tooth paste is much better than any other toothpaste in the market, only 8% were told that it is somewhat worst.

Findings:

- The research study explores some interesting findings and it represents that 66% of respondents were ready to purchase Patanjali toothpaste again and again.
- The 46% of respondents believed that Patanjali toothpaste is much better than any other toothpaste available in the market.
- Majority of the responds believed that Patanjali toothpaste is best because 74% are satisfied with the feature of long lasting freshness 52% of respondents are satisfied with the feature of protect against cavities and decay.48% are satisfied with the feature of fight germs.56% are satisfied with feature of maintain oral hygiene.
- Majority 36% of respondents were agree that the Patanjali toothpaste's price is reasonable and 32% were said that it is widely available in the market whenever needed. 44% of respondents told that Patanjali is a swadeshi brand and having good taste that is why they are purchasing the product
- 46% respondents were using Colgate toothpaste in past and now they are using Patanjali tooth paste.

Suggestions:

- The research study provides facts about Patanjali products and that is the reason there are few suggestions which can improve the company and give a boost to their sales.
- First of all, the company must change the packing style of the product which beautifies the appearance of the product.
- Research found that there are few respondents still dissatisfied with the pricing of the Patanjali toothpaste product, so if the company improves their pricing, definitely it will help the company to increase their sales.
- Though Patanjali is a quality product, but still they need to improve for the same.
- Dantkanti is the best-selling product of Patanjali products basket, so now the company needs to give attention to other toothpaste variants.

Conclusion:

It is concluded that perception of brand and attributes are important for buying decision of the product. Customers' perception towards a brand is based on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In this study, a large portion of the user is satisfied from Patanjali toothpaste products. From the findings, majority of customers from Colgate, Close up, Vicco, Dabur switch towards Patanjali toothpastes and it is because of reasonable price of the product, advertisements, an Indian Brand and ayurvedic elements etc.

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