

A Study on Consumer Preference towards Tooth paste in Salem District

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ABSTRACT

Consumer behaviour means how a consumer basically reacts to marketing strategies and appeals relating to different products this is to have insight to look in to his feelings on different product mix difference of a product, that is quality, pricing etc,. The objective of the study is to identify the consumer preferences towards toothpaste in Salem District The study concluded that majority of the consumers preferred quality and quantity of the toothpaste; they also expected the quality improvement of the toothpaste.

Keyword: Consumer Preference, Quality, Quantity, Price

1. INTRODUCTION

A consumer is a person or an individual who consumer goods manufactured by firms or created by government of firm, hospital, educational institutions etc. Consumer behaviour means how a consumer reacts to marketing strategies and appeals relating to different products this is to have insight to look in to his feelings on different product mix difference of a product, that is quality, pricing etc, Consumer behaviour reflects awareness, right through post purchase evaluation, indicating satisfactions are non-satisfaction from the purchases. The logic for the consumer satisfaction can explained wants and needs.

CONSUMER PREFERENCE

Consumer preference is a vital factor in marketing management. Marketing manager has the knowledge of the factor that affect consumer's purchasing patterns, he cannot do this best formation of sales polices and advising policies. Consumer purchasing patterns are likely to be influenced by demographic, economic psychological and sociological factors. He must find out what consumers want and then translate their desires into meaningful what they want in terms of product benefits, functions, characteristics, performance criteria and even manufacturing procedures.

CONSUMER WANTS AND RIGHTS CONSUMER WANTS

It is a truism to say that goods and service produced to satisfy the wants of the consumers. In that sense, it is indefinable that all production is oriented to satisfaction of the consumer who is sovereign, and whom manufacturer as well as the trader seeks to services. It is the consumer who knows what he wants and the standard at quality he expects in the goods that be buying.

Marketing depends not only on the organisation that the manufacturer builds up to produce and presents its products to the public but also on the network of outlets through which he hopes to sell his products to the consumers a sound system of massing can therefore be built

only if the retailer is motivated and enable the function as guide and counsellor to the consumer on prices, quality and reliability. Steps must be taken to set up institution framework for protecting and promoting consumer interests.

CONSUMERS RIGHTS TO CHOICE

It is right which develop health competition among suppliers. He inevitably administers and measures, namely price controls, distribution controls, etc, are not only a poor substitute for the consumer's rights to choose, but create problem both for authorities and the manufacturers. The rights to choose given the consumers strongest a weapon against unscrupulous manufactures

THE RIGHT TO BE INFORMED

In order to help the consumer they must be aware of the range of choice , shopkeeper may not be able to carry or display the goods of manufacturers. Advertising through many protects this vital right.

THE RIGHT TO ENJOY THE FRUITS OF TECHNOLOGICAL PROGRESS

In consumer products and in every fields of industrial activity, the tempo of technological progress is growing. It manifests itself in products which draw close to the consciousness of latest desire. To put a blanket ban therefore, on the growth of consumer industries outside the small scale sector. Only the largest units towards the national interest provide the greatest value of the money.

2. OBJECTIVES OF THE STUDY

- To identify whether they use the toothpaste in tintivanam town
- To find out the Brand preferences by respondents
- To identify the Reason for using the brand of toothpaste
- To find out Price of the brand preferred by the respondent
- To measure the Quantity preferred by the consumer.
- To know the consumer preferences towards the quality of the product

3. REVIEW OF LITERATURE

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4. RESEARCH METHODOLOGY

The study has followed simple random sample method. Both primary and secondary data were used for this study data were used for this study. Primary data collected by conducting direct structured interview using questionnaire. Secondary data collected from various book, journals, research thesis, websites and other sources. 100 samples were choose from the study population.

5. DATA ANALYSIS AND INTERPRETATION

TOOTHPASTE USER OF THE RESPONDENT

USAGE OF TOOTHPASTE	NO. OF RESPONDENTS	PERCENTAGE
Yes	80	80
No	20	20
TOTAL	100	100

TABLE NO 1

INFERENCES

80 % of the respondents are accepting to use toothpaste and 20 % of the respondents are not using the toothpaste.

BRAND PREFERENCES OF RESPONDENTS

CLASS	NO.OF RESPONDENTS	PERCENTAGE
Colgate	56	56
Pepsodent	16	16
Sensodyne	04	04
Close up	24	24
Total	100	100

TABLE NO 2

INFERENCES

From the above table represent 56% of the respondents are using Colgate , 24% of the respondents are using close up, 16% of the respondents are using pepsodent, remaining 4% of the respondents are using sensodyne tooth paste in Salem District.

REASON FOR USING THE BRAND

CLASS	NO.OF RESPONDENTS	PERCENTAGE
Doctor Recommendation	8	8
Health and quality	52	52
Price and quantity	20	20
Popular Brand	20	20
TOTAL	100	100

TABLE NO 3

INFERENCES

From the above table 52% of the respondents using the particular brand based on Health and quality of the product. 20% of the respondent using the brand based on price and quantity, 20% of the respondent using the brand the reason of popularity, remaining 8% of the respondent based on Doctor recommendation.

PRICE OF BRAND

PRICE OF THE BRAND	NO.OF RESPONDENTS	PERCENTAGE
Rs.10	28	28
Rs.10-25	52	52
Rs.25-35	20	20
Rs.35-45	0	0
TOTAL	100	100

TABLE NO 4

INFERENCES

From the above tables shows that 52% of the respondent using the price range of Rs 10-25, 28% of the respondent using the brand price of Rs 10, remaining 20% of the respondent using the brand the price range of Rs 25-35.

QUANTITY OF BRAND

QUANTITY OF BRAND	NO.OF RESPONDENTS	PERCENTAGE
50g	32	32
100g	48	48
150g	20	20
Above 150g	0	0
TOTAL	100	100

TABLE NO 5

INFERENCES

From the above tables shows that 48% of the respondents are using the quantity of 100g, 32% of the respondents are using 50g, 20% of the respondents are using the quantity of 150g in Salem District

PRODUCT QUALITY THE OPINION

QUALITY	NO.OF RESPONDENTS	PERCENTAGE
Highly good	50	50
Good	50	50
Moderate	0	0
Poor	0	0
Total	100	100

TABLE NO 6**INFERENCES**

From the above table 50% of the respondents feel about the product quality is highly good and 50% of the respondents feel about the brand as good quality. 80 % of the respondents are accepting to use tooth paste 56% of the respondents are using colgate. 52% of the respondents using the particular brand based on Health and quality of the product. 52% of the respondent using the price range of Rs 10-25, 48% of the respondents are using the quantity of 100g. 50% of the respondents feel about the product quality is highly good

6. CONCLUSION

The Consumer is given more preference in toothpaste products in Salem District. The most of consumes are ready to spend the money for toothpaste for their consumer health. The result found that, majority of the consumers preferred quality and quantity of the toothpaste; they also expected the quality improvement of the toothpaste.

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