Marketing Research Project

Topic: ToothPaste Survey

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Acknowledgement

We would like to thank our Professor, Mr. Nagrani for providing us constant guidance during our project and providing us with an opportunity to apply the concepts learnt in the course "Marketing Research " to a practical and real life situation.

We would also like to thank all the respondents who gave their valuable time for filling up the questionnaires and for giving valuable inputs during the exploratory research. Their unbiased and valuable input has helped us to administer a project in which we have taken out inferences about the consumer buying behavior for toothpastes.

Executive Summary

Oral hygiene is sought to be one of the most necessary aspects to maintain good health since the pre-modern era where natural products like Neem sticks were used to maintain good teeth. With the advancement of technology in the modern era, products like toothpastes, mouth washes, dental floss, and teeth whiteners have been introduced. Realizing the importance of these products in consumers daily lives especially toothpastes, many companies like P & G, Hindustan Unilever etc. are planning to launch products to fight for the share of the existing market giants. Before launching a new product in the market, the companies need to realize the factors affecting the buying behavior so as to design their marketing strategies to cater to the correct consumer segment(s).Initially, an exploratory research was conducted to figure out what brands of toothpastes the consumers know about and what factors do the consumers consider while making their purchase decision. Then questionnaires were administered through an online survey. These statistical tools were used with the help of MS-Excel. The analysis from these tools helped gather useful insights upon what type of respondents we had, what attributes the consumers consider while making the purchase decision, how the consumers perceive the various brands to be etc.

Table of Contents

 Data Sheet

Background

The oral care market in India is estimated to be Rs 4,400-crore. Toothpaste, for the record is estimated to be Rs 3,200 crore in size. Colgate Palmolive is the leader in Indian toothpaste market having a market share of 50% in 2009. HUL follows with 28%. HUL's brand Close-Up has a market share of 17% and Pepsodent 11%, according to AC Nielsen data. Dabur is enjoying 10% market share. From past few years the toothpaste market is restructuring & market share of different players are changing. Since 2007-08, analysts said HUL has lost 8-10% market share in oral care. Market is likely to see a few key launches in the toothpaste segment this year. Procter & Gamble (P&G) is set to throw another gauntlet at Colgate-Palmolive and Hindustan Unilever (HUL). The company plans to launch its global toothpaste brand Crest at an aggressive price point this year. As and when P&G introduces Crest in India, it will entail price competition as well as heavy brand investment in the category from all the players, in our view. It will put the market share and margins of Colgate under pressure. Colgate will need to sustain its higher-than-industry ad spends to protect its turf. The consumer products arm of Johnson & Johnson (J&J) may launch toothpaste under the Listerine umbrella, while GlaxoSmithKline (GSK) Consumer Healthcare may relaunch its Aquafresh brand, phased out a few years earlier. GSK had launched Sensodyne toothpaste last year. A mass-market toothpaste product is what is missing at the moment, which GSK will plug with the relaunch of Aquafresh. Kishore Biyani's Future Group is also entering the fray with its private label.

Objectives

Primary Research Objective (PRO):

To determine the consumer preferences while buying toothpastes in the age group 20-29

Secondary Research Objectives (SROs):

- ➢ To determine the various factors affecting the purchase of toothpastes.
- ➢ To determine the brand preferences for toothpastes in the age group.
- ➢ To determine the type of toothpastes preferred by consumers in the age group.
- ➢ To determine the positioning of various brands in the minds of consumers in the age group.

Research Approach

Data Collection Method:

An exploratory research was conducted for which the following techniques were used:

a. Close-ended questionnaire

These questions were used to know what are the different attributes which a student looks for while selecting toothpaste.

b. Focused group discussions

Here, a discussion among a group of students was arranged to bring out the attributes that are evaluated by the students while selecting toothpaste. For

Secondary research, the following sources were used:

A: Websites of different toothpaste brands to know their unique selling propositions.

B: Other journals and reports based on the attributes found out in the exploratory research and the secondary research, the information gap was identified and hence it was decided to conduct primary research to fill the gap. The research was conducted by administering questionnaire for the target age-group. For primary data collection, Questionnaire administration was done personally and through online questionnaires

Measurement Technique:

To record the data the following measurement techniques would be used:

Multiple Choice Question

More than 3 option were given to the respondent

Likert Scale

The Likert scale would be used to find out how the respondents perceive the features of a mobile phone

Dichotomous Questions

These questions would be asked to get an objective answer.

Willingness of Respondents

Personal questions like Name has been asked at the end of the questionnaire

Sampling Plan:

The sample for survey would be taken on the following basis.

Sample Frame: People residing or working in India

Sample Unit: Students and working professionals

Sample Size: 60 respondents

Time Frame: 10-15 Days.

Sampling Method: Simple random sampling (SRS)

Exploratory Research:

Questionnaire:

1. Which brands of toothpaste are you aware of?

2. What brand of toothpaste do you use?

3. Why do you use the said toothpaste?

4. What additional features would you like to see in your toothpaste?

5. What factors influence the choice of toothpaste?

Findings:

The exploratory research phase aims to find out the parameters over which the research should proceed. The questionnaires explored the different factors that respondents look into before buying toothpaste. Some of the findings of exploratory research were as follows

Brands commonly used were:

Colgate, Pepsodent & closeup

Other Brands which people were able to recall were:

Babool, Cibaca, Meswak, Signal, Vicco Vajradanti, Dabur, Glister, Emofoam, Neem, Amway

Some of the reasons given by the respondents for choosing their preferred brand of toothpaste were:

Good Cleaning Power, Habit, Brand Loyalty, Good Lather, Color, Shelf Positioning, Calcium content, Flavors, liking for gel based toothpastes , taste , Cavity Protection, Prevention of Bad Breath, Medicinal Value , and utility viewpoint.

Some additional features that the respondents said they might want in their toothpastes were:

Lower Price, Change of Color, New Flavors, Mouth, Refreshing Breath, Anti Bacterial Protection

The factors that respondents thought were influential in buying toothpastes in general were:

Advertisements, Family Influence, Packaging, Personal Experience, Protection, Cleanliness, whitening, freshness, taste, Dentist Recommendations, Pricing, Availability and peer suggestion.

Secondary Data

The oral care market in India is estimated to be Rs4,400-crore. Toothpaste, for the record, is estimated to be Rs3,200 crore in size, followed by the toothbrush segment at Rs800 crore, toothpowder at Rs300crore, and mouthwash being Rs 100 crore. Colgate Palmolive is the leader in Indian toothpastes having a market share of 50% in 2009. HUL follows with 28%. It's Close-Up has a market share of 17% and Pepsodent 11%, according to ACNielsen data. Another player, Dabur, enjoys 10% share through its portfolio of Red Toothpaste, Promise, Meswakand Babool. Recently, GlaxoSmithKline Consumer forayed into the sector by launching Sensodyne(though it was available as an import earlier), a toothpaste brand for sensitive teeth. The Future Group launched its Sach brand recently in this segment. P&G is launching Crest in India in toothpowder, Colgate leads in the white segment with 70 per volume share (value share is even more), while Dabur leads in the red segment with 70 per cent volume share again (value is more than70 per cent).

Questionnaire Design:

Questionnaire was designed keeping the objective of the research in mind along with the following other basic things like type of questionnaire, content, logical order etc.

ToothPaste Survey

Dear Friends,

How are you doing?. I m sure you must be doing great and certainly enjoying it. I know you all must be very busy with your work but I would be grateful, if you could just give me your 2 minutes. Since I am a student of marketing and I've been allotted with this project to conduct survey as a part of my curriculum activity.

**THE INFORMATION PROVIDED WILL BE KEPT CONFIDENTIAL AND USED ONLY FOR ACADEMIC PURPOSES

*Required

Gender

☐ Male

☐ Female

Occupation

☐ Service

☐ Business

☐ Student

☐ Other: _____

Which age bracket do you belong to?

○ 10-19

○ 20-29

○ 30-39

○ Above 40

What is your favorite brand of toothpaste?

☐ Pepsodent

☐ Colgate

☐ Sensodyne

☐ Oral B

☐ Other: [＿＿＿＿＿＿＿＿＿＿]

How long have you been using this toothpaste?

☐ less than 2 month

☐ between 2 month to 1 year

☐ between 1 to 2 year

☐ More than 2 year

What attracts you to the product you have chosen? *

○ Packing

○ Flavor

○ Price

○ Quality

Where do you buy your toothpaste from?

☐ Department Store

☐ General Store

☐ Medical Store

☐ Other: [＿＿＿＿＿＿＿＿＿＿]

How satisfied were you in terms of product effectiveness the last time you used Chosen toothpaste?

1 2 3 4 5

Very Dissatisfied ○ ○ ○ ○ ○ Very Satisfied

How often do you change your toothpaste?
○ brand loyal
○ Occasionally
○ Frequently
○ Other: [   ]

How often do you use toothpaste in a day?
☐ Once a day
☐ Twice a day
☐ After each meal

Which type of toothpaste do you prefer?
☐ Liquid
☐ Powder
☐ Paste
☐ Other: [   ]

Whose advice do you generally take while buying toothpaste?
○ Dentist
○ Family
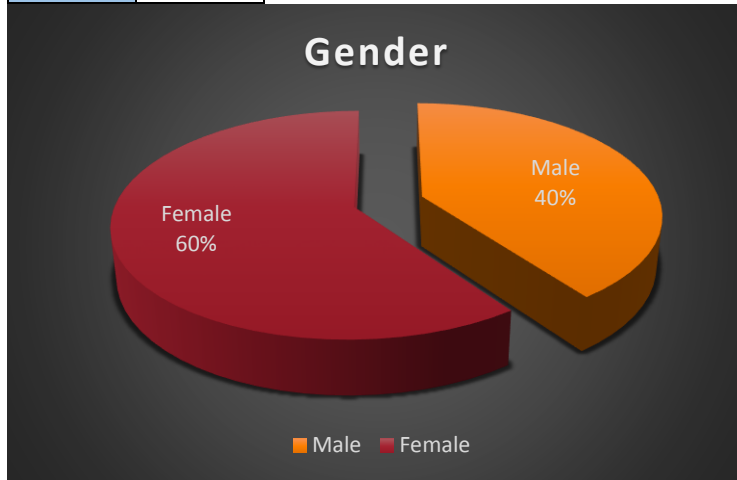○ Individual Decision
○ Shopkeeper
○ Other: [   ]

Name
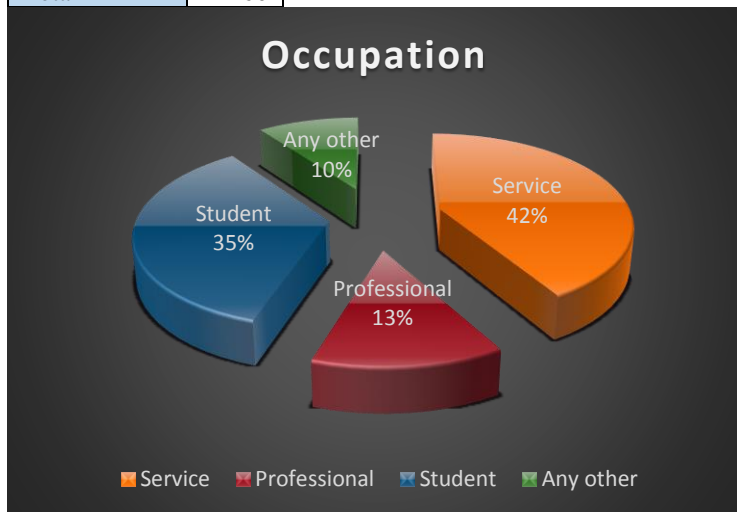(If that's fine with you)
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Project Findings

Gender

Gender	
Male	24
Female	36
Total	**60**

Occupation

Occupation	
Service	25
Professional	8
Student	21
Any other	6
Total	60

Age

Age	
10-19	4
20-29	40
30-39	6
Above 40	8
Total	58
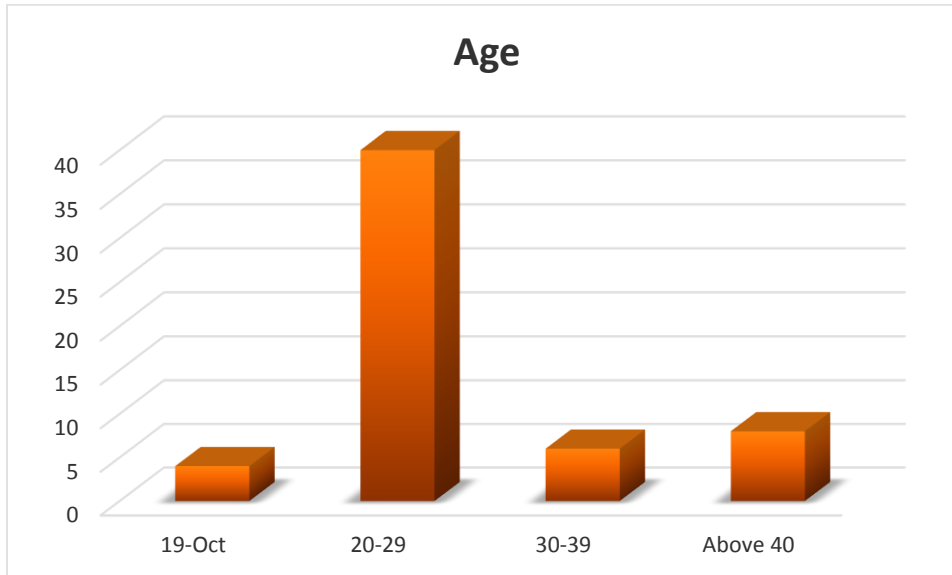
Favorite Brand	
Pepsodent	13
Colgate	23
Sensodyne	9
Oral B	4
Others	11
Total	60
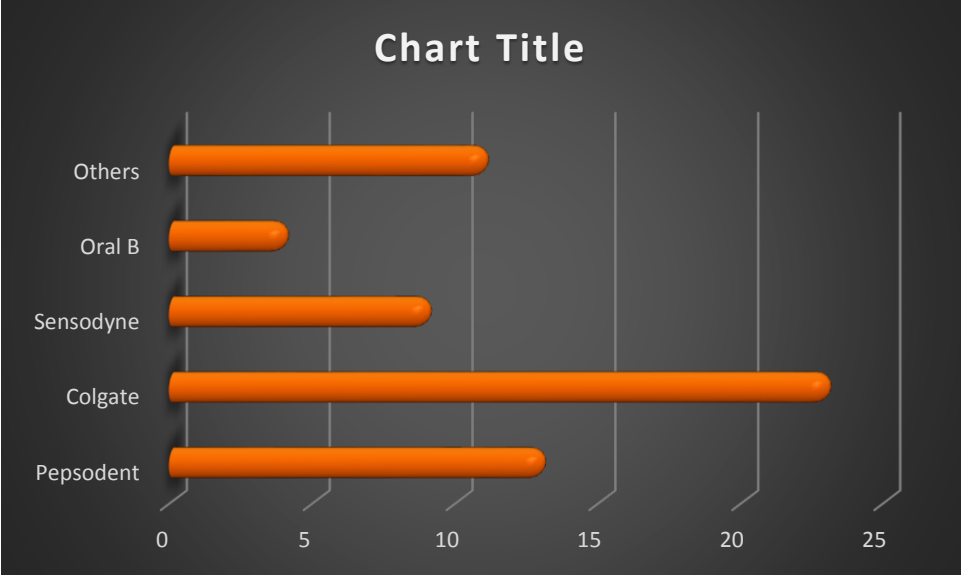
Frequency of use

Frequency of Use	
Once a Day	32
Twice a Day	27
After each Meal	1
Total	60
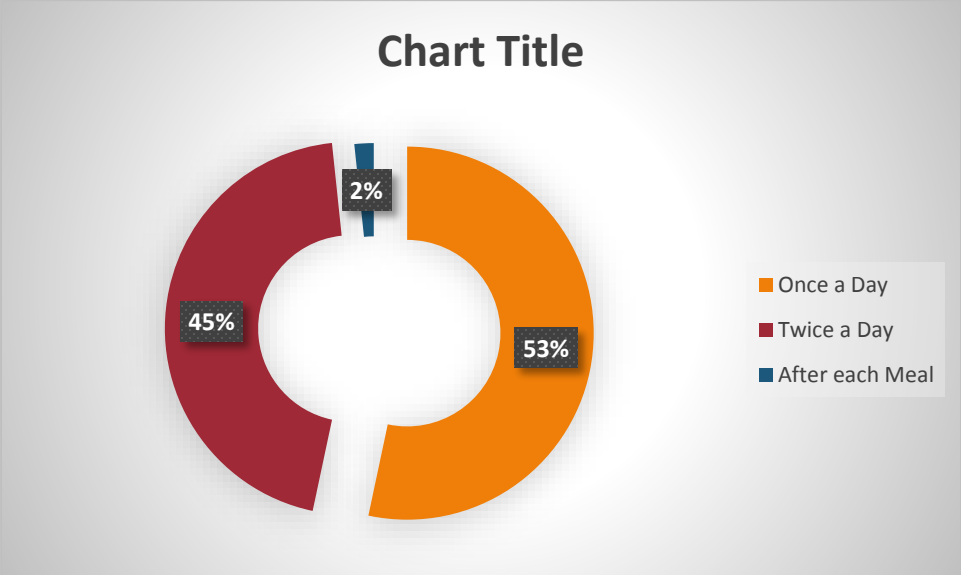
Feature that attract Consumer	
Packing	2
Flavor	8
Price	3
Quality	47
Total	60

FEATURE ATTRACT CONSUMER
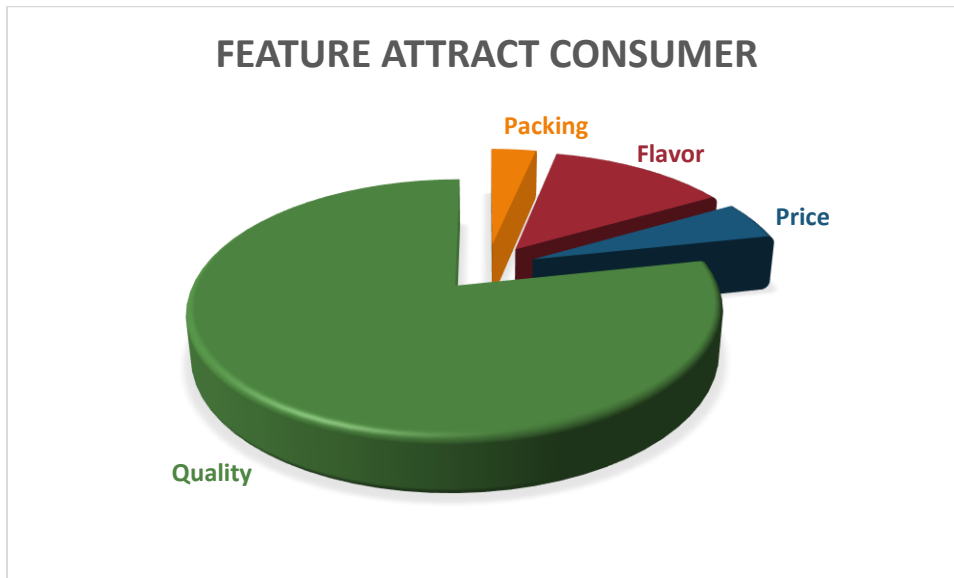
Analysis

Through our analysis in this report, we have figured out various important factors through which marketers can target various consumer segments for their brands of toothpastes. The following results were found:

People prefer gel based toothpastes more than pastes.

With age, the preference for brand also change as 20-29 group age people relate themselves with brands like Colgate and Pepsodent while other people relate themselves with brands like Meshwak etc.

With increase in age, the preference for the point of purchase also changes.

According to occupation, the frequency at which they change the toothpastes also changes. While students do not experiment much because of lower disposable

income, earning people tend to experiment more with toothpastes and hence become frequent switchers.

Limitations

- ➢ Research was conducted within a constrained sample of respondents
- ➢ Respondents were largely from big cities which biased the results towards the consumer behavior of the urban areas.
- ➢ Unequal distribution of both the genders.
- ➢ Unequal distribution of the various age groups.
- ➢ The chances of respondents filling the questionnaire hastily are high.

Suggestion:

As of now Oral B toothpaste is not doing well in the toothpaste market and the reason being:

- ➢ **No product differentiation**
- ➢ **Supply issue**

So, The oral care market is evolving where consumers are beginning to appreciate products that target specific needs as opposed to a product that attempts to target multiple problems.

P&G has been struggling with supplies of Oral-B toothpaste having to rely on costly imports following a fallout with contract manufacturer JHS Svendgaard.

Conclusion

This project was aimed to understand the consumer buying behavior for toothpastes in the age group 20-29. According to the findings of the project, we can confer that consumers are more enticed by factors like sales promotion, prevention against germs, value for money, medicinal content and functions. Marketers hold a huge potential to target such opportunities and to cash in all what they can attain. As a researcher, this project was a great platform to learn the techniques and apply them in a marketing research project.

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