

Consumer Behaviour in Relation to Toothbrush Marketing: A study on Jaipur District

Ms. Komal Yadav

Abstract: Studying consumer behaviour has become a key factor in today's competitive world. Therefore, exploring the target customers' needs and preferences are becoming a vital issue for sustainable business success. This paper investigates the consumer behaviour for the toothbrush market, for which a total of 120 respondents were randomly selected from Jaipur district in Rajasthan, through structured questionnaire. The parameters that have been analyzed are: brushing habits, buying patterns, brand preferences, price perceptions, repurchase intentions, promotional influences, perceived values, current satisfaction levels. The overall analysis has been performed by understanding the factors that motivate and influence the consumers' decision making for toothbrush purchase and consumption in different socio-economic strata of the society.

Key words: Consumer behaviour, Toothbrush market, Promotional influence.

Introduction

In today's competitive market, consumers have become the key focal point for the future of a brand or product. Therefore, rather than waiting for customers to come and appeal for an updated product, companies themselves are becoming proactive and concentrating more on product development and innovations. Post Liberalisation in India, the market for the fast moving consumer goods (FMCG) has experienced a dramatic revolution. Thus in India, a developing country with burgeoning middle class consumer dominate market, is not far away from the wave of changes in marketing environments. Therefore, it is important to understand the need and demand of consumers for business success. Due to the improvement in living standard, Indian consumers are becoming more conscious about health, especially oral health care is getting more attention from customers. Oral health depicts the wellness of your mouth and companies want to harness this opportunity. A healthy oral health regime includes regular usage of Fluoridated Toothpaste, Toothbrush and Mouth wash. The main focus product of this research is – the toothbrush – which has got high potential to grow in terms of market demand and penetration. In this paper, the consumer behaviour in the toothbrush market in Jaipur has been explored through a customer survey. The key motivation behind this paper is to investigate the consumers' attitude and preferences and the current status of the consumers in toothbrush market.

Objectives and scopes of the study

The objective of the study is to examine the consumer behaviour in the toothbrush market of Jaipur district. The specific objectives of the study are to:

- Identify the factors influencing purchase decisions of toothbrush.
- Explore consumers' toothbrush buying behaviour and consumption pattern.
- Investigate current brand mix of toothbrush market.

Methodology of the study:

Data: The analysis of the study is focused on the understanding of current toothbrush market in Jaipur

District. This study is based on the primary data about the consumers of toothbrush market by dividing Jaipur district in four divisions, which are: North, South, East and West. The primary data have been collected by personal interview in a questionnaire format.

Sampling: In this survey, convenience sampling technique which is a kind of non probability sampling method has been followed to get response from diversified consumer groups. Attempts have been made to interview consumers from major residential societies and from popular shopping areas. The target respondents were between 16 to 50 years of age. While interviewing, emphasis has been put on maintaining variation in respondents in terms of demographic and socio-economic perspectives.

Sample distribution: The targeted sample has been distributed as follows:

120 Respondents in Jaipur District								
North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total
Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	
15	15	15	15	15	15	15	15	120

Questionnaire design: The survey questionnaire of this research consisted of 20 questions in English Language. While interviewing, the language of questionnaire was translated in either Hindi or Dhundhadi (Local Dialect of Hindi) for the convenience of the respondents. The questions were of both type's open-ended questions and multiple choice questions.

Analysis of the findings

The purchase point of toothbrush: The first focus of this research was to find out from what type of shops the consumers buy their toothbrush. The purchasing points were divided into 4 major categories: residential vicinity shops or Mom and Pop stores, Departmental stores, Supermarkets and Medical store. The purpose of such classification was to find out the types of shops consumers prefer to buy their toothbrushes. Another important point of finding was to come across the relationship between respondents' demographic profile and their point of purchase. The survey shows that, almost 33% of the consumers buy toothbrush from local shops whereas the remaining buys from big departmental stores and Supermarkets along with their monthly grocery shopping.

Purchase Destination										
Point of Purchase	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Local Mom and Pop Store	12	40	11	37	15	50	1	3	39	33
Departmental Store	10	33	13	43	9	30	10	33	42	35
Supermarket	6	20	5	17	6	20	14	47	31	26
Medical Stores	2	7	1	3	0	0	5	17	8	7
Total	30	100	30	100	30	100	30	100	120	100

On further analysis, it is observed that results are not consistent in all four divisions of Jaipur market as shown in the table above. In the East and North Jaipur, most of the consumers buy toothbrushes from residential vicinity shops. The finding may be interpreted in this way that people buy toothbrush while they go to a Kirana or Vicinity shops for their daily needs. On the other hand, majority of the customers in West and South Jaipur, mentioned that they buy their toothbrushes from Large shops (Shop area more than 2000sqft). One could also observe there are many large retail outlets and shopping malls in West and South Jaipur. An interesting feedback is that people are looking for buying their daily need items from Online sites (Like Amazon, Groffers etc) which not only saves their time but it is also very convenient.

The way consumers ask for toothbrush in the shop: The next focus was on how consumers ask for toothbrush while they are buying it from the shops. For instance, consumers may ask for the toothbrush of a specific brand, colour, design (bristle, handle) or do they simply ask for a toothbrush, without mentioning any specifications or do they pick a toothbrush after having a glance on shelf of the shop. This shows the consumers' buying behaviour at the point of purchase in a shop. The research findings are that almost 29% of the consumers choose toothbrush themselves from the shelves, 27% consumers simply ask the seller to give a toothbrush, 24% consumers ask for toothbrush of a specific brand, and 20% consumers ask for toothbrush of a specific type of bristle. An interesting observation made here is that there is a positive relation between Indoor advertisements made by toothbrush companies and sale of that brand as it facilitate brand recall.

Brand preferences: The subsequent focus was to find out the brand preference of toothbrush consumers. Consumers in Jaipur are more habitual in using branded toothbrushes. This also reflects metropolitan people's better economic condition, higher purchasing power and brand awareness. OralB came out as most preferred brand, followed by Colgate. This finding is in line with the fact, that these two brands (OralB and Colgate) are market leaders in this segment.

Toothbrush Brand Preference										
Toothbrush Brand	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Colgate	10	33	12	40	13	43	9	30	44	37
OralB	13	43	12	40	12	40	16	53	53	44
Pepsodent	2	7	0	0	3	10	0	0	5	4
Sensodyne	5	17	2	7	2	7	3	10	12	10
Others	5	17	1	3	0	0	1	3	7	6
Cannot Remember	3	10	3	10	6	20	1	3	13	11
Total	30	100	30	100	30	100	30	100	120	100

Important features of toothbrush: The next attempt was to know about the most important features that consumers consider while making the purchase decision. Respondents mentioned the factors such as: price, design, packaging, advertisements, comfortable handle, specific type of bristle and others.

Key attributes while purchasing Toothbrush										
Key Attributes	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Price	13	43	11	37	16	53	10	33	50	42
Brand name	6	20	12	40	7	23	9	30	34	28
Advertisement	2	7	3	10	3	10	3	10	11	9
Bristle and Handle Design	7	23	4	13	2	7	7	23	20	17
Packaging	1	3	0	0	1	3	1	3	3	3
Others	1	3	0	0	1	3	0	0	2	2
Total	30	100	30	100	30	100	30	100	120	100

The Table above shows that almost 40% consumers mentioned that they consider price to be the most important feature while buying toothbrush. This can be interpreted as price conscious consumers. The key outcomes on this issue are consistent in all those four surveyed locations.

Design of the toothbrush: Data about consumers' preferred designs of the toothbrushes were also studied under the research. The design of a toothbrush was characterized on the basis of following issues:

- Shape of handle: Approximately 40% consumers liked toothbrushes with rubber grip handle. More than half of the consumers in West Jaipur pointed out rubber grip handled toothbrush to be their most preferred one.
- Shape of bristle: Simple zigzag shaped bristle was preferred by about 56% of the consumers. In the recent years, the zigzag shaped bristles have captured lot of share in the toothbrush industry because it is believed it cleans between teeth effectively.
- Bristle Type: Most of the consumers preferred toothbrush of soft or medium bristle strength. Only about 9% consumers brought out the preference of hard bristles. A new range of Ultra Soft toothbrushes is also launched by all major toothbrush brands keeping in mind with change in consumer preference.

Price of the toothbrush: The next focus was about the price of toothbrushes that consumers are purchasing. As the below Table shows, the study found that about half of the interviewed consumers buy toothbrush of Rs20 to Rs 40. Most of the consumers like to purchase toothbrushes in promo packs like buy two get one (B2G1) for extra monetary benefits. Moreover, many consumers are also inclined towards high priced toothbrushes which provide added benefits like inbuilt tongue cleaner, toothbrush change indicator, anti bacterial coating etc.

Price Point of Toothbrush										
Price	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Rs 10-20	11	37	3	10	16	53	3	10	33	28
Rs20-40	14	47	17	57	9	30	16	53	56	47
Rs40-50	3	10	7	23	4	13	9	30	23	19
More than Rs 50	2	7	3	10	1	3	2	7	8	7
Total	30	100	30	100	30	100	30	100	120	100

Influencing factors on buying decision: This research also tried to know from consumers, who influence them to buy a specific type of toothbrush. More than 32% of the consumers told that while buying toothbrushes, sellers influence them to buy a specific type of toothbrush. This is in line with the 27% of respondents who simply ask shopkeepers for a toothbrush. The details are presented in the Table below:

Influencers for Toothbrush Buying Decision										
Influencers	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Shopkeepers	11	37	8	27	13	43	6	20	38	32
Family and Friends	7	23	7	23	6	20	10	33	30	25
Doctors	2	7	5	17	2	7	5	17	14	12
Advertisements	4	13	2	7	5	17	2	7	13	11
Past Experience	5	17	5	17	2	7	2	7	14	12
Impulse Buying	1	3	3	10	2	7	5	17	11	9
Total	30	100	30	100	30	100	30	100	120	100

Toothbrush usage habit: The next focus was on consumers' toothbrush changing habit. At what interval consumers change their toothbrush is vital issue in understanding the consumers' repurchase and retention pattern. The study found out that almost 23% consumers change the toothbrushes in three months intervals. 39% consumers change the toothbrushes in every six months, and almost 40% consumers change toothbrush either when bristles frayed or whenever they feel like changing it.

Tooth Brush Changing Habit										
Change habit	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Once in 3 Months	5	17	8	27	3	10	11	37	27	23
Once in 6 Months	9	30	14	47	10	33	14	47	47	39
After Bristles Flowers	9	30	1	3	9	30	3	10	22	18
No Fix Interval	7	23	7	23	8	27	2	7	24	20
Total	30	100	30	100	30	100	30	100	120	100

Consumers' brushing habit: It is also very important to recognize consumers' perceptions regarding toothbrush. The number of times per day consumers are brushing the teeth is directly correlated with their toothbrush changing habit. From the survey it was found that about 24% consumers brush their teeth two times per day, whereas 43% consumers do so only one time per day. Interestingly few respondents opined that their elders till date have never used toothbrushes and instead they use Neem, Babool twigs or they simply brush their teeth with their fingers. This draws a similarity with low penetration level of toothbrushes in India. The toothbrush usage habit has a positive correlation with the degree of education, lifestyle, awareness and economic status.

Current and expected benefits: Consumers have different thoughts regarding current and expected benefits they get from using the toothbrushes. Hence, the focus was on the key benefits that consumers look from a toothbrush. For instance, consumers mentioned the issue of cleaning teeth, taking care of gum, removing germs, brushing with comfort etc. As the Table shows, the most of the consumers mentioned that the key benefit they get from toothbrush is to clean their teeth. About 24% consumers think toothbrush removes germ from their teeth.

Expected benefits from Toothbrush										
Benefits	North Jaipur		South Jaipur		East Jaipur		West Jaipur		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Clean Teeth	19	63	17	57	16	53	14	47	66	55
Fight Germs	5	17	8	27	9	30	7	23	29	24
Taking care of Gums	3	10	1	3	4	13	4	13	12	10
Tongue Cleaning	2	7	0	0	1	3	1	3	4	3
Brushing Comfort	1	3	4	13	0	0	4	13	9	8
Total	30	100	30	100	30	100	30	100	120	100

Conclusions: The purpose of the study was to understand and explore the current structure, consumer trend and preferences for analyzing the key brand mix for toothbrush market in Jaipur district. As the researchers conducted the survey in four diversified area, it has been found that the differences in consumer behaviour that is shaped by economic, demographic and psychographic factors. The outcome of the analysis clearly shows that more and more consumers are becoming aware about oral health care. Moreover, the consumers have a positive attitude toward the toothbrush. However, consumers are mostly making the purchase decision based on the product's availability and affordability.

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