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DEVELOPMENT OF TOOTHPASTE INDUSTRY IN INDIA: A STUDY

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Abstract

Toothpaste is used by billions of people around the world everyday. While the formulas of toothpaste have obviously improved over the years, some might be surprised to learn that toothpaste, albeit in a somewhat primitive form, was used by early civilizations thousands of years ago. Let's examine how the history of toothpaste has taken shape throughout the millennia. According to the theories of Consumer Behaviour, consumer behaviour is the manifestation of the individual's self-imagery. The consumer consumes what he thinks fits for his style of living and rejects other product and services. Out of the various brands of toothpaste available in the marketplace - Colgate, Neem, Pepsodent, Close-Up and Baboot (and their various variants) - were the toothpastes that generates significant response for analysis, Based on the response the Kolkata consumers were divided into six segments. Old Fashioned consumers who had set ideas and were not willing to change Self Assured consumers who were confident and rely on their own taste and preferences and experiences to purchase. products. Introvert consumers who are willing to change but do not change because of inertia Successful consumers who are able to meet their desired goals and fulfil their mission. Businessman consumers who like to try out products and services but has a streak of conservatism in them and Extrovert consumers - the boldest of the lot who are willing to experiment and as such act as change leaders. This paper is investigated in development of toothpaste industry in India.

Keywords: Toothpaste, Industry, Consumer, Behaviour, Products, development.

1. Introduction

Marketers had long back noted that consumer did not always act or react, as marketing theory would suggest. Consumer behavior emerged as a stream of management which dealt with the way a consumer goes about making a decision to purchase various products. Selection of an

action from two or more alternative choices is termed as a decision. "Consumer purchase decision" involves decision to purchase the goods from the available alternative choice. The various available options to the consumer can be classified into five main types of decisions. They are what to buy, how much to buy, where to

buy, when to buy, how to buy. The people who impact the buying decisions may be classified as the initiator, influencer, decider, buyer and users. The size of the consumer market in the country was vast and constantly expanding with 27 millions of dollars being spent on goods and services by millions of people. Consumer preferences are changing and becoming highly diversified. The needs of the consumer which have to be fulfilled, the alternatives existing, the product and brand choices they have and the post buying behavior of the consumers need to be studied for an effective marketing strategy.

The Indian Fast Moving Consumer Goods (FMCG) industry began to shape during the last fifty odd years. The FMCG sector is a cornerstone of the Indian economy. This sector touches every aspect of human life. Indian FMCG market has been divided for a long time between the organised sector and the unorganized sector. Unlike the US market for FMCG which is dominated by a handful of global players, India's Rs. 460 billion FMCG market remains highly fragmented with roughly half the market going to unbranded, unpackaged home made products. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products.

Toothpaste forms a regular item in the grocery shopping list for monthly or bi-monthly purchases; the price forms an important factor. A lot of options are available to the consumers today in terms of the toothpastes brands ranging from different variants of Colgate which is designed to cater to the needs of all the segments from youths to the older generation, Pepsodent, Close-up which comes in a gel form used by youngsters to give a long lasting freshness, Anchor which claims itself to be the 1st vegetarian toothpaste, Dabur, which comes in a powder form Sensodyne and other fluoridated toothpastes which are basically used for anti sensitivity purposes.

Urban India is, in itself, on the way to becoming a major world market. Many companies are focusing their activities in India specifically on urban areas because of the greater accessibility of those markets. Thus urban consumption growth rather than overall growth is, for many companies, the most significant measure of the future Indian consumer opportunity. Over the past decade aggregate urban consumption has grown by 6.2 percent, outpacing GDP growth. According to McKinsey report of 2007, it is expected that urban consumption would accelerate and continue to grow faster than the overall economy, and forecast a compound annual growth of 9.4 percent over the next 20 years. If incomes follow this growth path, then average annual spending per urban Indian household will more than triple from 115,620 Indian rupees annually today to 378,170 Indian rupees in 2025. As household spending rises, the urban market will expand from 7,208 billion Indian rupees (\$158 billion) to 43,120 billion Indian rupees (\$944 billion) by 2025. At that point, the urban Indian market will exceed the size of France's total consumer market today.¹

The History of Toothpaste

Historians have estimated that it was around 5,000 B.C. when ancient Egyptians first used a paste-like substance to clean their teeth. This was true despite the fact that the toothbrush had not been invented yet. Shortly after, the Greek and Roman Empires caught on, many followed suit. For example, Indian and Chinese cultures adopted toothpaste around 500 B.C. The purpose of toothpaste then was essentially the same as it is now, to keep the teeth and gums clean and healthy. Although, the composition has definitely changed between now and then. In those days, any combination of ingredients that would likely seem absurd and obscure, were now being [mixed](#) together to make toothpaste. A powder derived from the hooves of an ox was once an ingredient in ancient toothpastes. Some societies of

Greece and Rome preferred a rather abrasive kind of toothpaste containing crushed bones and oyster shells, powdered charcoal, and bark. Common ingredients include ashes, burnt eggshells, and pumice stone. Herbs like peppermint and others were added for the benefit of a clean flavor and fresh-smelling breath. Chinese civilizations were used ginseng, herbal mint, and salt. Toothpaste was finally joined by the toothbrush- its inseparable companion by around 3,500-3,000 B.C.

Toothpaste in the 21st Century

Transitioning to more recent history, toothpaste really started to become the modern product in the 19th century. It began to adapt and become a household item, with soap (yes, soap) being a regular ingredient. At this point, toothpastes were really more of a powder-like consistency than a true paste. The first known pasty product was introduced during the 1850's. It was called Crème Dentifrice and it came in a glass jar. Colgate started to manufacture a similar toothpaste in a jar in 1873. By the 1890's, they had moved on to packaging it in a toothpaste tube. Another important development was the addition of fluoride in 1915 to fight tooth decay. Up until around 1945, most toothpastes contained soap as a primary ingredient, but these were soon replaced by a chemical compound called sodium lauryl sulphate. This helped create a less abrasive kind of toothpaste that was much healthier for long-term use. Sodium lauryl sulphate remains are still found in many types of toothpaste today. During much of the middle and later decades of the 20th century, the most significant change in toothpaste was the development of medicated products intended to remedy diseases and/or conditions of the teeth and/or gums. The current trend, which started to emerge at the start of the 21st century, is the demand for toothpastes that whiten the teeth and give them an iridescent shine. A relatively new ingredient called Triclosan provides another level of protection against cavities,

plaque, gum disease, and bad breath. Here's to the bright and shining future of toothpaste.²

OBJECTIVES

The main objective of the present study as follows the development of toothpaste industry in India.

DATA SOURCES

The data sources of this paper based on secondary data was books, journals, and websites of development of toothpaste industry in India as follows.

DEVELOPMENT OF TOOTHPASTE INDUSTRY IN INDIA

The history of dentifrices is a striking example of the persistent changes and preparations containing harmful substances known by the medical professionals [2]. Damocrates, a Greek physician, considered cleanliness as the indispensable condition for avoiding disease of the teeth and gums. In any case the covering or removal of unwholesome breath was undoubtedly an important objective, as practically all formulas included one or more flavouring agents. Humans have been using tooth pastes for several centuries which involved some primitive materials like ashes made from ox hooves, myrrh, burnt egg shells and pumice which were mixed with water.

During the first third of the 20th century the relative importance of the various types of dentifrices has undergone considerable changes. Liquids or solutions have been sharply differentiated into those intended to whiten the teeth and into the antiseptic mouth washes. The first class of tooth pastes have shown that many of these contain the mineral acids like hydrochloric and sulphuric acids that are distinctly harmful to the teeth. Less objectionable are those which contain the organic or so-called fruit acids. Mouth washes containing various antiseptic ingredients have been extensively advertised and sold but it is now recognized that only extremely active disinfectants can be expected to have any action on the oral bacteria under the

conditions of use. These preparations are popular for the purpose of improving the bad breath and removing the bad taste. The modern toothpaste or cream, welcomed on account of its convenience, palatability and stability, rapidly became a best seller. The first preparations of this type contained the more severe abrasives that contain tricalcium phosphate, other abrasives which have been considered are magnesium phosphate, calcium fluoride, barium sulphate, silica, calcium and magnesium sulphates, etc. These and many others have been investigated and the majority abandoned for various reasons as they were not suitable for continued use.

Fluoride toothpaste became the standard during the late 1950's and 1960's. And from the 1980's to the present day have seen all kinds of additions — gels, whitening agents, toothpaste for sensitive teeth and so on. Tanagra, containing calcium fluoride as the active ingredient, was sold by Karl F. Toellner Company, of Bremen, Germany, based upon the early work of chemist Albert Deninger [5]. An analogous invention by Roy Cross, of Kansas City, Missouri, was initially criticized by the American Dental Association (ADA) in 1937. Fluoride toothpastes developed in the 1950s received the ADA's approval. To develop the first ADA-approved fluoride toothpaste, Procter & Gamble started a research program in the early 1940s. In 1950, Procter & Gamble developed a joint research project team headed by Dr. Joseph Muhler at Indiana University to study new toothpaste with fluoride. In 1955, Procter & Gamble's Crest launched its first clinically proven fluoride-containing toothpaste. On August 1, 1960, the ADA reported that "Crest has been shown to be an effective anticavity (decay preventative) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care."

In 2006 Bio Repair appeared in Europe with the first toothpaste containing

synthetic hydroxyl apatite as an alternative to fluoride for the remineralization and reparation of tooth enamel. The "biomimetic hydroxyl apatite" is intended to protect the teeth by creating a new layer of synthetic enamel around the tooth instead of hardening the existing layer with fluoride that chemically changes it into fluorapatite.

The most recent advances in toothpastes have included the development of whitening toothpastes, and toothpaste containing Triclosan which provides extra protection against caries, gum disease, plaque, calculus and bad breath. The new BioMinF toothpaste ingredient provides a new tooth repair technology which will bring relief to the millions of adults and children around the world who are prone to tooth decay and sensitivity. Toothpastes containing BioMinF are able to slowly release calcium, phosphate and fluoride ions over an 8-12 hour timeframe to form fluorapatite mineral to rebuild, strengthen and protect tooth structure. The slow release of fluoride has been identified to be particularly beneficial in prevention of tooth decay. Toothpastes today typically contain fluoride, colouring agents, flavouring agents, sweeteners as well as ingredients that make the toothpaste a smooth paste, foam and stay moist. Individual toothpastes 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.

CLASSIFICATION OF TOOTH PASTES

There is an established toothpaste classification based on certain characteristics of the active ingredients.

For caries prevention and treatment

Toothpaste used as a local fluoride source has the best ability to inhibit the development of caries (19-27 per cent reduction of caries), providing remineralization of enamel.

For periodontal disease prevention and treatment

The first rule is insured by a mechanical cleaning of the teeth, but in order to prevent bacterial growth, manufacturers add various antiseptic and antibacterial substances to toothpaste – triclosan, chlorhexidine, hydrogen peroxide, baking soda, Povidone Iodine, zinc citrate and others. Pyrophosphates [11], zinc citrate and zinc chloride are used to remove the tartar formed on the teeth. They stabilize the amount of calcium in saliva and interfere with the crystalline structure of calculus.

For treatment of sensitive teeth

Analgesic toothpastes, tooth pastes containing potassium saline maintain a high K⁺ extracellular level, thus preventing re-polarization of the nerve cell membrane and inhibiting the transmission of impulses without causing changes in the pulp.

Whitening and bleaching toothpastes

Whitening toothpastes by removing stained plaque, teeth will regain their natural whiteness. Plaque can be removed by abrasive substances or by enzymes that stick to proteins in the pellicle, thus facilitating the removal of stained plaque.

Bleaching toothpastes

Also bleaching toothpastes contain chemicals, most commonly – hydrogen peroxide or calcium peroxide (Calprox). When peroxides touch the tooth surface or penetrate the tooth tissue, they break down the stain molecule, providing a bleaching effect.

Toothpastes with a specific purpose

Some manufacturers claim to produce toothpastes to treat specific conditions, and such products do not belong to classification groups mentioned previously. The example of toothpastes claim to solve specific problems, are antiviral products. It has been proven that lariphan can mobilize the body's natural immune responses, providing antiviral and immunomodulatory activity. This also inhibits the penetration and growth of pathogenic bacteria.³

CONCLUSION

A clean mouth will lead to clean body.” One cannot be healthy without oral health, oral health and general health should not be interpreted as separate entities. Scientists have long seen a link between healthy teeth and gums and oral cavity without plaque can prevent the risk of systemic diseases, hence dentifrices also play a major role in this aspect. It is very difficult to predict consumer behavior. Consumer research can to some extent solve this problem. Normally, companies concentrate on only analyzing the requirements of consumers and also strategies to retain them. This study was conducted to understand behavior and motives of consumers in India for buying toothpaste. On the other hand, unless their thinking process and buying behavior are fully understood, decisions on packaging and product designs, branding and distribution channels are likely to be misplaced. Indian companies must learn from other developed markets; not only to identify the sources, timing and direction of the changes likely to affect them, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. In order to survive, companies offering product(s) or services will need to understand this new paradigm of changing consumers.

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