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## **A STUDY ON CONSUMER PREFERANCE WITH SPECIAL REFERENCE TO TOOTH PASTE IN MANNARGUDI TOWN**

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### **Abstract**

*This study aims to determine the sources of information influencing the consumer's information search behavior while buying his/her everyday items like toothpaste and packaged tea. It uses weighted average and care method to determine the most influencing source of information the various sources are examined for the consumer while buying toothpaste and packaged tea finally marketing implications are made.*

**Keywords:** Sources of information, weighted average score, toothpaste, packaged tea.

### **1. INTRODUCTION**

Marketing is described as every one's business. The function of marketing is eyes and ears of the business. Because it is directly concerned with demand, its recognition, anticipation, creation, stimulation and finally satisfaction. Marketing is conception, pricing, promotion and distribution of ideas, goods and services to create exchange of ideas to create exchange that satisfy individual and organization of the objectives. Marketing is basic increasingly becoming complex as the economy grows and due to consequent transformation that is taking place in the outlets of the society.

The success of a business depends on the strength of its marketing policies, marketing in the situation, guides a company as to what it should make to meet the demand of consumer. Marketing starts even before the production are undertaken. Marketing requires an integral management functions life definite plan of action, well defined objectives, control and follow-up so as to profitable both to company and customer. Marketing is comprehensive from and it includes all resources and a set of activities necessarily to direct and facilities the flow of goods and services from produces to consumers in the process of distribution.

**DEFINITION**

“Marketing is the process of determining consumer demand for a product of services, motivation its sales and distribution it to ultimate consumer at a project.

**WHO IS CUSTOMER?**

1. A customer is the foundation of any business' success
2. A customer is not dependent on us.....we are dependent on him.
3. A customer is not an interruption of our work.... He is the purpose of it.we are not doing a favor by serving him....he is doing us a favor by giving us the opportunity to do so.
4. A customer is not someone to argue or match wits with. Nobody ever won an argument with the customer.
5. A customer is a person who brings us wants. It is our job to handle them profitably to him and to ourselves.

**CONSUMER BEHAVIOUR**

Consumer behavior is a process where by individuals decide, what, when, how and form whom to purchase goods and services.

“Consumer research is a careful and systematic investigation of the consumer's attitude, actions, preferences and other reactions to the particular problem under survey”.

**CULTURAL FACTOR**

It is believed that an individual learns the set of values, perceptions, behaviors, and preferences at a very early stage of his childhood from the people especially. The family and the other key institutions which were around during his developmental stage.

**PERSONAL FACTOR**

There are several factors personal to the individuals that influence their buying decisions.

**PSYCHOLOGICAL FACTOR**

The human psychological plays a crucial role in designing the consumer's

preference and likes or dislike for a particular product and services.

**SOCIAL FACTOR**

The human beings live in a complex social environment where in they are surrounded by several people who have different buying behaviors.

**TIME**

The time of day, time of year, and how much time consumers feel like they have to shop affect what they buy. Researchers have even discovered whether someone is a “morning person” or “evening person” affects shopping patterns.

**MOOD**

People's moods temporarily affect their spending patterns. Some people enjoy shopping. It's entertaining for them. At the extreme are compulsive spenders who get a temporary “high” from spending.

**PERSONALITY AND SELF CONCEPT**

Personality describes a person's disposition, helps show why people are different, and encompasses a person's unique traits. The “Big Five” personality traits that psychologists discuss frequently include openness or how open you are to new experiences, conscientiousness or how diligent you are, extraversion or how outgoing or shy you are, agreeableness or how easy you are to get along with, and neuroticism or how prone you are to negative mental states.

**OBJECTIVES OF THE STUDY:**

1. To study the socio-demographic characteristics of the respondents.
2. To study the relationship between income and expenditure on toothpaste.
3. To learn the impact of media that is influencing consumer preference.
4. To identify the factor that influences the consumer to prefer the particular brand of toothpaste.

**SCOPE OF THE STUDY:**

This is an attempt to reveal the image of toothpaste which included

Colgate. This study is to know how the customer prefers the brands of toothpaste.

**RESEARCH METHODOLOGY:**

Since the objective of the study is mainly concerned with the consumer preference of toothpaste in Mannargudi town, the necessary data for analysis were collected from the books, journals and press reports are taken into consideration issuing schedule has collected the required data for the study.

**DATA COLLECTION:**

Since the objectives of the study are mainly concerned with cosmetic consumer, the necessary data for analysis were only from the primary source.

**SAMPLE TECHNIQUE:**

This study has been undertaken by survey method, 100 respondents were selected by using convenience sampling method from the households in Mannargudi town.

**LIMITATIONS OF THE STUDY**

- The study is limited only to certain areas in Mannargudi.
- The 100 sample were taken under convenience.
- Due to cost and time constraints, this study is confined only to 100 consumers.
- The finding are drawn only on the basis of information supplied
- By the respondents.

**Data analysis and interpretation**

**Distribution of respondents by gender**

S.no	Gender	No. of respondents	Percentage
1	Male	35	47
2	Female	40	53
	<b>Total</b>	<b>75</b>	<b>100</b>

*Source: Primary Data*

**Inference:**

From the above table shows that gender wise classification of the respondents in terms of percentage 47% of respondents are male and the rest 53% of the respondents are female.

**Distribution Of Respondents By Income**

Income per month	No of respondents	Percentage
Below 5000	20	27
5001-10000	22	29
Above 10000	33	44
<b>Total</b>	<b>75</b>	<b>100</b>

*Source: Primary Data*

**Inference:**

The above table shows that the family income of the respondents surveyed that 44% of the respondents are in the income level of above Rs. 10000 and 27% of the respondents are having an income of below Rs. 5000. The high income group members like to invest in durable goods.

**Distribution Of Respondents By Different Media**

S.no	Advertisem ent	No. of responde nts	Percenta ge
1	Television	23	31
2	Newspaper	15	20
3	Magazine	9	12
4	Radio	7	9
5	Window display	21	28
	<b>Total</b>	<b>75</b>	<b>100</b>

*Source: Primary data*

**Inference:**

The above table shows that the selecting brand of the respondents in terms of 31% of the respondents are watching television and 9% of the respondents are hearing the radio from gathering the information. The toothpaste are maximum advertise from television so majority of the consumer are attracted by television advertisement.

**FINDINGS**

- ❖ Colgate is mostly liked by teen-ages and pepsodent is mostly liked by adult.

- ❖ Consumers are more for the Colgate due to its brand image popularity and advertising.
- ❖ People become aware of the different types of toothpaste mainly through television (23%), and next comes newspaper 15% and magazines (15%), radio (7%) and window display 21%.

### SUGGESTIONS

- The price of the brands like Colgate, Pepsodent, Close-up, vicco vajradanthi have to be reduced. So that these brands of toothpaste can be purchased by people belonging to all level of income group.
- Consumers are easily attracted by advertisement in television. Television has a very wide coverage, even it attracts from children to old people

### CONCLUSION

The project work mainly aims to find out the brand preference of toothpaste. In recent years the usage of toothpaste by the consumer are increased. This may be due to more and improving scientific research on toothpaste and its features. Toothpaste are emerging as an integral part of a day, so much attention must be paid to have beneficial effect of toothpaste.

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