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**A STUDY ON CONSUMER PERCEPTION TOWARDS COLGATE
TOOTHPASTE WITH SPECIAL REFERENCE TO HOSUR**

Project report submitted to Periyar University

**In partial fulfilment of the requirement for the award of the
BACHELOR OF COMMERCE (COMPUTER APPLICATION)**

Submitted

By

RAJALAKSHMI.V 20UCC3268

NITHYA.A 20UCC3258

SWETHA.T 20UCC3290

SNEHA LATHA.B 20UCC3280

MERLIN LAVINA.G 20UCC3246

Under the guidance

Mrs. G.RAJESWARI., M.com., M.phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Affiliated To Periyar University, Salem

Mookondapalli, SIPCOT, Hosur- 635126

DECEMBER 2022

CERTIFICATE

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS COLGATE TOOTHPASTE WITH SPECIAL REFERENCE TO HOSUR" Submitted to periyar university in partial fulfilment of the requirement the award of the degree BACHELOR OF COMMERCE (COMPUTER APPLICATION) is a record of bonafited project work carried out by RAJALAKSHMI.V.-20UCC3268, NITHYA.A.-20UCC3258, SWETHA.T.-20UCC3290, SNEHA LATHA.B.-20UCC3280, MERLIN LAVINA.G.-20UCC3246. Under my supervision and guidance. No part of this project report has been submitted for the award any Degree, diploma, fellowship or other similar titles or prizes and that the work has been published in part or full in any scientific or popular journal or magazines.

DATE: 02/12/22

Place: HOSUR

Signature of the Head of the Department
Head and Assistant Prof. - or
Department of Commerce
St. Joseph's College of Arts and Science for Women
SIPCOT, Hosur - 635 126.

Date of viva- voce Exam: 02/12/22

Signature of the supervisor

Internal Examiner

External Examiner

Dr. G. Venkatesan, M.Com, BBA, MBA, PhD
Assistant Professor & Head
Department of Commerce (CA)
M.G.R. College (Arts & Science)
Dr. M.G.R. Nagar, Hosur - 635 130

DECLARATION

DECLARATION

We Hereby declare that the project work entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS COLGATE TOOTHPASTE WITH SPECIAL REFERENCE TO HOSUR" submitted to periyar university in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMEERCE (COMPUTER APPLICATION) is a record of original Research work done by me, under the supervision and guidance of Mrs. G. RAJESWARI, M. COM., M. Phil., Department of commerce and it has not formed the basis for the award of any degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate of any University.

Place: *HOSUR*

Date: *02/12/22*

Signature of the students

Rajalaxmi V

Nirja

Swetha T

Snehalatha B

Ashwini G

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CHAPTER 1
INTRODUCTION AND
DESIGN OF THE STUDY

A STUDY ON CONSUMER PERCEPTION TOWARDS COLGATE TOOTHPASTE WITH SPECIAL REFERENCE TO HOSUR

1.1 INTRODUCTION AND DESIGN OF THE STUDY

Marketing is dynamic and impactful. The details differ between industries, but at its most basic marketing is how businesses reach prospective customers and communicate the unique benefits of a product or service. It encompasses all the activities that companies undertake to promote, sell, and distribute that product or service. The goal is to generate sales and build a loyal customer base by informing prospective and existing buyers about the offering.

Your target audience must first be aware that your product or service exists before you can hope to inspire a purchase. An essential function in any business, marketing supports efforts to acquire, keep, and grow customers.

But marketing does not end there-ongoing engagement also helps build loyalty and establish a long-term relationship. Effective programs and campaigns reach and engage audiences, differentiate the company from competitors, and support larger business objectives, such as increasing sales or expanding to a new market.

Marketing is a form of communication between a business house and its customers with the goal of selling its product or service to them. Goods are not complete product until they are in the hands of customers. Marketing is that management process through which goods and service move from concept to the customers to pay for a product as it does for a product as it does with developing a demand for that product and fulfilling the customer's needs. According to the American marketing association (AMA) Board of directors, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Dr. Philip Kotler defines marketing as "the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desire. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services." Thus, marketing refers to all activities involved in the creation of place, time, possession, and awareness utilities and beyond.

CONSUMER

Every time customers buy goods or services for personal use, they participate in the consumer market. A consumer market is a system where customers buy products and services for consumption or sharing with others rather than for reselling. Most of the products in this market are consumer needs for daily lives. A consumer market allows individuals to purchase products and services. As consumers usually make purchases for their consumption in this market, they have a high decision-making power. It primarily

consists of the products that consumers use in their day-to-day lives. When a person purchases a product for personal use, they participate in the consumer market and become a part of it.

A consumer market is the very system that allows us to purchase products, goods, and services. These items can be used for personal use or shared with others. In a consumer market, you make your own decisions about how you will spend money and use the products you purchase. The more people who go out and actively purchase products, the more active the consumer market.

CONSUMER PERCEPTION

Consumer perception the base for decision making. People make decision instantly within 20 seconds about other person, yet when it comes to product they take more time. If the perception tone is set right by the companies consumer will not have any confusion. This presentation explore the ways and means of consumer perception and ends with the application of perception at large by organizations around the globe.

Consumer perception is something that encompasses the Beliefs, ideas, impression, consciousness, and awareness of any product/services or offerings by a company by consumers is influenced by some of the factor like advertising and social media, the company's involvement in public issues, specifications of the product, price, etc.

The ultimate goal of a company is to increase its profit and revenue by increasing sales, this can be well done by examining the consumer and analyzing the factors that drive consumers to buy the product.

Consumer perception is one the best methods of analyzing and explaining consumer behaviour. This theory helps in interpreting various perceptions by different people. As perception differs from persons to person so, the purchase decisions.

The product or services offered by each company differs in their own way so as consumer perception towards the brand. This perception for any particular brands by consumer may not synchronize with that of producers or marketers. As there are different opportunities available to consumers for greater exposure and there available tone of companies are targeting to understand their consumers well and seeking their attention.

MEANING

The word 'perception' derived from the Latin Word "percepio" and it refers to the ability to give meaning to whatever stimuli are sensed. The stimuli are inputs to any of our sensory receptors, be it vision, hearing, smell, taste, or touch. An individual uses the perceptual mechanism to select a stimulus from many in the environment, organizes them into a coherent picture, and interprets it to derive meaning out of it. Perception is the process through which an individual interprets his sensory impressions to give meaning to them.

Consumer perception is defined as a process by which consumers sense a marketing stimulus, and organize, interpret, and provide meaning to it. The marketing stimuli may be anything related to the product and/or brand, and any of the elements of the marketing mix.

We can classify the marketing stimuli into two types, namely primary or intrinsic and secondary or extrinsic.

The primary or intrinsic stimuli comprise the product and its components, namely brand name, label, package, contents, and physical properties.

The secondary or extrinsic stimuli comprise the form in which the good or service offering is represented through words, visuals, graphics, and the symbolism, or through other cues such as price, outlet, salespeople, or marketing communication.

DEFINITION

The term 'perception' can be defined as the ability to derive meaning. In the context of marketing, it refers to the manner in which a consumer gives meaning to the marketing stimuli. The manner in which a consumer perceives the marketing stimuli (i.e., any or all of the elements of the marketing mix) has a bearing on his entire buying decision process, right from problem recognition or identification of a need to post-purchase behaviour, and affects his overall behaviour. The marketing stimuli could pertain to any and all of the elements of the marketing mix.

The perceptual process comprises three components, namely the perceiver, the target (stimulus), and the situation. The perceptual mechanism depicts a complex and dynamic interplay of three processes, namely selection, organization, and interpretation. Perceptual selection is the process by which people select a particular stimulus or a small portion of the stimuli to attend to, while screening out the rest.

Perceptual organization is a cognitive process, which is responsible for organizing the stimuli and the surrounding cues, to develop a 'whole picture', according to one's physiological, sociocultural, and psychographic backgrounds, so as to give some meaning to it. Perceptual interpretation involves extracting meaning out of the 'whole picture'. As processes, both perceptual organization and interpretation are intertwined as both have to do with deriving sense and assigning meaning to the stimulus to which a person has been exposed.

Because the characteristics of each of the components, perceiver, stimulus, and situation, are different, the perceptual mechanism is impacted variedly. People perceive things differently because of the perceptual mechanism that differs between people. Perception is unique to each person, and this makes perception a subjective process.

Perception is important for marketers because people generally make purchase decisions on the basis of what they perceive. Consumers perceive the marketing stimuli variedly. They form their opinions and beliefs about products and/or brands, the price, the store, and the retailer, and about the advertisement and promotional messages that they are exposed to. They also form mental images of them, often adding symbolic value to marketing stimuli in the form of imagery. When the marketing stimuli are perceived favourably, chances of purchase and usage are always higher.

1.2 FACTOR INFLUENCING IN CONSUMER PERCEPTION

FACTOR IN THE PERCEIVER

Attitudes

Attitudes have a powerful influence on what we pay attention to, what we remember, and how we interpret information. Different attitudes lead to different interpretations.

Motives

Motives stimulate individuals. It is unsatisfied need. They exert strong influence on perception.

Interests

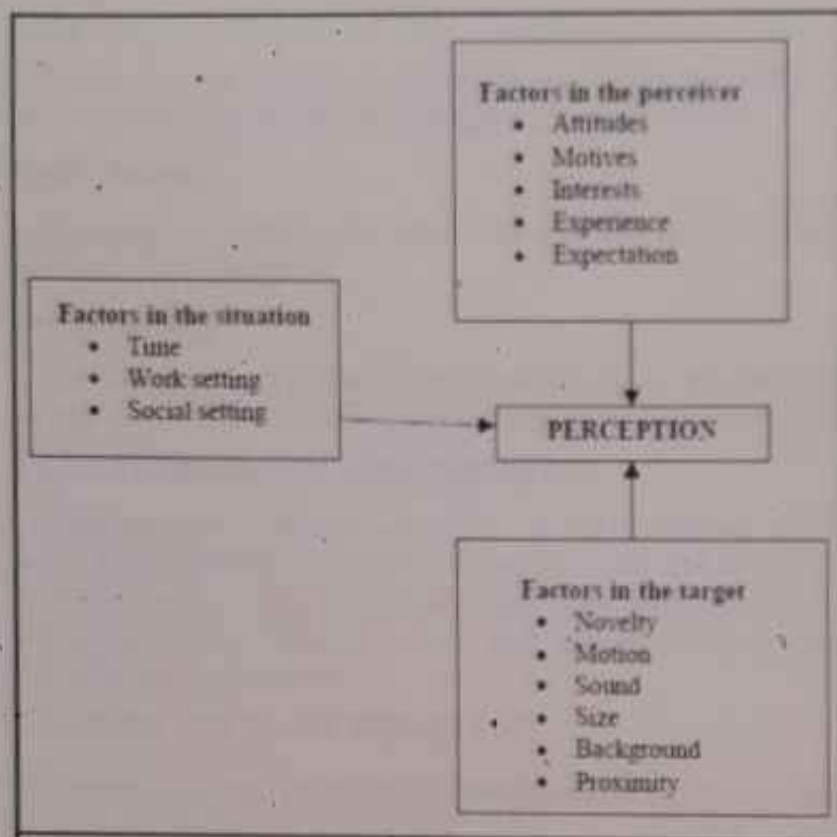
Individual interest differ considerably. Interest influences the focus of attention. differences in individual interest result in differing perception.

Experiences

Past experiences affect the focus of attention. Individuals tend to perceive those object or events to which they can relate to.

Expectations

People see what they expect to see



FACTOR IN THE TARGET

Novelty

Novelty targets are more likely to be noticed than the targets observed in the past.

Motion, sound, Size

They shape the way we see the target. Loud people are more likely to be noticed.

Background

A target is not looked at in isolation. The relationship of target to its background influences perception.

Proximity

Object that are close to each other tend to be perceived together.

Similarity

Similar things need to be grouped together. For example, black people are perceived as alike even in unrelated characteristics.

FACTORS IN THE SITUATION

Time

The time at which an object or event is seen affects perception. For example, a daily report arriving after two days may be ignored by the perceiver.

Work Setting

The changing context of the setting influences perception. For example, stressful work situations distort perception.

Social Setting

The changing social setting influences perception. For example, a male student wearing earrings may not be noticed in a disco but highly noticeable in the classroom.

1.3 STATEMENT OF THE PROBLEM

The purchase of toothpaste is then to be viewed as a problem solving process. There has been a high proliferation of brands in the market at the time of purchase consumer may get confused to select a particular brand to meet their needs, the process whereby individual will decide whether, what, when, how, and, form, whom to purchase goods and services can be termed as the consumer's.

1.4 OBJECTIVES OF THE STUDY

1. To investigate whether any significant differences (s) among different toothpaste brands for different attributes is retained or not.
2. To determine brand preference for toothpaste.
3. To determine what consumer thinks before choosing the brands.
4. To study the purchasing pattern of Colgate toothpaste consumers.
5. To study the factor within influence on consumer decision.

1.5 SCOPE OF THE STUDY

1. The scope of the study to reveal overall view of consumer perception about Colgate toothpaste and toothbrush.
2. Competitors analysis to gain competitive advantage.
3. The scope of the study covers almost all categories of toothpaste.
4. The study was pertaining to questions like purchasing decisions factor towards Colgate toothpaste and also questions like whether the consumer is concerned about quality price availability taste and brand loyalty which helped us to determine consumer perception towards Colgate toothpaste.

1.6 NEEDS OF THE STUDY

1. The majority of business opportunities is generated from consumer experience.

2.Consumer perception enriches the brand value and brings more possibilities for business.

3.Costs to finds substitute are reduced greatly.

4.As consumer beliefs, expectations, and feeling towards brands , products, or services are linked to how they perceive their experience, ensuring you meet those expectation correlates with your overall success.

1.7 RESEARCH METHODOLOGY

Methodology status how research study should be undertaken. These include specification of Research design, source of data, method of primary data collection, field work carried, analysis and interpretation done limited inherited in the conserved article. In the present research approached used in the survey method. All the consumer include in the survey were given a questionnaire and brief introduction about the company plan for strengthening their consumer support.

1.7.1 RESEARCH DESIGN

The purpose is to provide an accurate snapshot of some aspect of the market environment. Descriptive research is more rigid than exploratory research and seeks to users of a product. Determine the proportion of the population that uses a product, or predict future demand for product. Descriptive research should define questions. People surveyed and the method of analysis prior to beginning data collection. In other words, who, what, where, when, why, and how aspect of research should be defined.

1.7.2 SAMPLING

Sampling is a process used in statistical analysis in which a predetermined number of observations taken from a larger population.

Convenience sampling is a specific type of non probability sampling sampling method relies on data collection from population members who are conveniently available to participate in study

1.7.3 SAMPLE SIZE

Sampling size taken for the study is 50 respondents.

1.7.4 SAMPLE DESIGN

The sample design which is used in the study is convenience sampling respondents from Hosur were selected on the basis of convenience.

1.8 SOURCE OF DATA

1.8.1 PRIMARY DATA

The primary data those which are collected afresh and for the and thus happen to be original in character. It means someone collected the data from the original source first hand. Data collected this way is called primary data

1.8.2 SECONDARY DATA

Secondary data is the data that has been already collected by and readily available from other source. So that secondary data is data that is being reused. Under this sources were taken from the books company brochures and internet for this study.

1.8.3 METHOD OF DATA COLLECTION

Information was collected by questionnaires

1.9 TOOLS USED FOR ANALAYSIS

Percentage refers to a special kind of ration. Percentage is used in making comparisons between two or more series of data. Percentage is used to describe relationships. Percentage can also used to compare the relative terms the distribution of two or more series of data.

Tools used for analysis:

percentage analysis

$$\frac{\text{No. of. respondents}}{\text{Total no. of. respondents}} \times 100$$

1.10 LIMITATION OF THE STUDY

- 1.The study was based on limited resources times.
- 2.Most of the question are closed ended it limits the respondents answer.
- 3.There is no comparative study mode.

CHAPTER 2

REVIEW OF

LITERATURE

REVIEW OF LITERATURE

A review tells the reader that the researcher knows the research in the area. A good review increases a reader's confidence in the researcher's professional competence, ability and background.

A good review places a research project in a context and demonstrates its relevance by making connections to a body of knowledge.

VALARIE A. ZEITHAMI (1988) OF HER STUDY "consumer perception of price, quality, and value: A Means-End and Synthesis of Evidence" Evidence from past research and insights from an exploratory investigation are combined in a conceptual model that defines and relates price, perceived quality, and perceived value. Propositions about the concepts and their relationships are presented, then supported with evidence from the literature. Discussion centers on directions for research and implications for managing price, quality, and value.

THOMAS L BAKER, JAMES B HUNT, LISA L SCRIBNER (2002) OF THEIR STUDY "The effect of introducing a new brand on consumer perceptions of current brand similarity" This study examines how the introduction of a new and differing brand may significantly impact similarity perceptions consumer have concerning existing brands. A total of 192 students participated in an experimental study in which the presence or absence and the level of desirability of focal attributes were manipulated. In addition, brand, attribute, and experience indicate that the introduction of a new brand which shares an attributes with an existing brand will cause that existing brand to be seen as less similar to another existing brand. This is particularly true for low knowledge and high involvement consumers.

J EDWARA RUSIO & ERIC. J. JOHNSON (2002) OF THEIR STUDY "consumers know familiar product" The researchers have sought distinguish wise less knowledgeable one by one by differentiating. The product comparison and judgement they are able to make people at the intermediate levels are most likely to seek out product information and use it because they have a framework of knowledge in which to place new information.

B RAMASESHAN, HSIU-YUAN TSAO (2007) OF THEIR STUDY " Moderating effects of the brand concept on the relationship between brand personality and perceived quality" This study investigates the moderating effects of the brand concept on the relationship between brand personality and perceived quality. A analysis of the data collected from a sample of respondent using a questionnaire with six products and six brands as stimuli revealed that among the five brand personality dimensions studied, excitement and sophistication were also found to be positively related to perceived quality when the brands have symbolic and experiential brand concepts, respectively. In addition to the traditional use of price signals, guarantees and brand name, brand personality is an important cue that marketers can use to signal the brand's perceived quality to the consumer.

As a result, brand personality must be consistent and congruent with the brands positioning and brand image.

AWNG DI (2008) OF HIS STUDY "This study compares consumer perception" between retail stores: superstores and family-run stores in bangkok. The superstores which were used to compare with family-run stores in this study are Big C, Carrefour and Tesco-Lotus. The study was quantitative research using survey questionnaire to collect data from 400 shoppers bangkok areas. Quantitative statistics were used to analyze data variables and test hypotheses. The results from this study found that the competition between superstores and family-run stores close down because of superstores, but they preferred free and fair competition. The result also found that the customers wanted the government to impose restrictions on superstore expansion and support family-run stores, though they still agreed that superstores are essential for consumers and family-run stores are not well allocated for consumers in bangkok.

LUISA Z COLLINS, MOJGON NAEENI, SUZANNE M PLATTEN (2008) OF THEIR STUDY "Instant tooth whitening from a silica toothpaste containing blue covarine" Analysis of covariance (ANCOVA) showed that the silica whitening toothpaste containing blue covarine was significantly more effective than the negative control toothpaste, and made teeth measurably less yellow, less red and overall whiter immediately after brushing.

SHARDA AND SHARDA (2010) OF HIS STUDY "The aim of the study to know factors influence on choice of oral hygiene". The study concludes that Colgate is the mostly used toothpaste and information from India media or Advertisement, flavour are the most influential factor to choice toothpaste. Again advice of dentist, cost and color consider as the less important factor. The study also concludes that brand name is also an influential factor.

MOISESCU AND ALLEN (2010) OF THEIR STUDY "Take an endeavour to investigate the interrelationships among various brand dimensions for a successful brand". The result show that different brand dimensions-perfections of fit, brand attributes, brand associations have positive relationship among them. The study observed that consumers prefer brand by considering brand image of a firm rather than level of quality, brand attitude and usage level. The author summarized that perception of fit, brand attributes and brand associations are indeed irrefutable for a brand's success.

VANI, BABU AND PANCHANATHAM (2010) OF THIER STUDY "A study to find out the consumer behaviour, analyze the preference of consumers and customers awareness about toothpaste brands". The study found some important information such as 80% consumers use toothpaste and they purchase it two or more than twice in one month. The consumers are about different brands like Colgate, Close UP, Pepsodent, Dabur, Anchor, Ajanta. The most important finding is that there perception about toothpaste brands is constituted on the basis of dentist recommendation, price, availability, packaging, quality,

brand, flavour, healthy tooth & gums, freshness, prevention of tooth erosion, whiteness and influence of friends, kids or parent.

CYRIL, SILAM AND MUHAMMAD (2012) OF THEIR STUDY "Run study for exploring the role cue plays on low involvement products purchase intention and product evaluation of Malaysian consumers." They chose toothpaste as a low involvement product. The study reveals that customer of the specific country prefers product produced by developed countries and they tend to less preference to the less developed countries. In case of specific countries, consumers prefer toothpaste made in Australia not made in China. They perceived that the products of developed countries are more qualityful because of economic and technological advancement of the countries.

NISSAR MOHAMED.S (2012) OF HIS STUDY " The purchasing power of the consumer has also increased" Given rise to his wants and needs. It is over here that big retail chains such as Big Bazaar come into picture satisfying various consumer needs under one roof. From survey conducted on the customers perception towards the marketing mix of Big Bazaar the following can be conducted regarding the p's: The customers are highly satisfied with the variety and of products, but at the same time they are not every happy with the quality and availability of branded product. Big Bazaar has definitely succeeded in keeping up its image of a value for money store, as its price has been rated positively. The promotions are not hitting the target. Although Big Bazaar has been promoting their offers, most of the customers are introduced to these only at the store.

SARKER, YOUSUF AND MONZOOR (2013) OF THEIR STUDY "Explored some factors that affect to select a toothpaste brand in Khulna city" Results show that several factors are influential for the toothpaste brand selection example quality, advantages of using product, duration of freshness, smell, perceived performance, brand awareness, product Attributes. The study found that some of the factors like perceived performance, Brand awareness, product Attributes, Taste, Credibility of the company, Availability of product information, Herbal Ingredients seen to be most important factors from customers point of view. At the same time some factors are less important to the customers to select toothpaste brand. This includes; Product Availability, Uniqueness or Innovation, Doctors Instruction, Parents influence, Country of origin, Price TV Advertisement. Again customers don't consider some factors like peer group influence, Design or packaging to select toothpaste.

GUPTA AND KAUR, (2013) OF THEIR STUDY "Conducted a study on brand awareness among consumers on daily consuming goods" The study found that brand awareness is increasing everywhere. They also examine brand preference of different products- Tea, Toothpaste, Soap & Shampoo in rural market. In case of toothpaste the result reveals that Close Up is the highest preferred branded toothpaste in rural areas. Pepsodent, Colgate and Sensodyne got 2nd, 3rd and 4th preferred position respectively.

DAUD (2013) OF HIS STUDY "Study to know consumers interest in branded products in rural areas" The study reveals that young generation prefers branded

products. They are experienced from variety of entertainment sources. There has a positive perception about branded products that is not limited to any demographic characteristics (age, gender, or education).

PRASHANT CHOPDAR (2013) OF HIS STUDY "Perceptual mapping of different toothpaste brands: an empirical study in bhubaneswar market " This paper investigates how the consumers in bhubaneswar perceive different toothpaste brands. consumer's perception of four brands (Colgate, Pepsodent, Close up, Babool) was analysed using paired comparison method. A total of 100 respondents were randomly selected at different sales outlets in bhubaneswar city. Respondents were asked to fill up a structured questionnaire. The collected data were analyzed by multi dimensional scaling and the perceptual map was developed. It was found that Colgate was perceived more as a freshness toothpaste as compared to other brands. It can be concluded from the study that marketers need to innovate continuously and provide multiple benefits to consumer to stay ahead of the pack.

MAJEED (2014) OF HIS STUDY "Took an initiative for assessing the brand awareness of fast moveable consumer goods in rural areas." The most important findings of this study that consumers awareness is increasing in case of FMCG in rural areas. Rural consumers are now aware on average 60% about different brands of tea, soap, toothpaste. It also found that they are becoming aware through Television Communication (TVC). In terms of toothpaste, consumers prefer Colgate (1st), Close UP (2nd), pepsodent (3rd), and miswak (4th).

S VALKUNTHAVASAN (2014) OF HIS STUDY "Factors affecting the Consumers choice of toothpaste in jaffna, sri lanka" Dynamic business environment is highly competitive and rapidly changing. Rivals supply creates more confusion for the selection of suitable product for the consumers. Marketing mixes and many factors usually create a meaningful difference in a brand's performance. The objectives of this paper were to identify the important factors influencing on consumer choices and to measure the effect to the factors on consumer choice of toothpaste. Response were collected from 100 customers from four major food cities in the jaffna. convenient sampling technique was used in selecting the customers.

SONY MATHEWS, RAHUL JAIN, TANAY SHAH, SUDIPTO HIZIL, JAYESH PORWAL, SAMIR VIRANL (2015) OF THEIR STUDY "Effect of celebrity endorsement on consumer based brand equity" This research aims to examine impact of celebrity on consumer-based equity of the endorsed brand. The endorser credibility-brand equity relationship was developed using associative learning principals whereas the brand signalling theory is applied to examine the mediating role of brand credibility.

In support of past findings, the present study shows that a celebrity endorser is not at all a decision making factor for a consumer to choose a toothpaste product. He/ She is more aware of his/her respective needs and wants, and companies cannot boost their products, demand through celebrity endorsement in a matter of enhancing their brand equity.

ISMALI RAZAK, NAZIEF-NIWARANTO, BOGE TRIATMANTO (2016) OF THEIR STUDY "The impact of product quality and price on consumer satisfaction with the mediator of customer value" The purpose of this study is to the product quality and price towards customer value in improving customer satisfaction. This research is the study of perception and casualty for the customer of toothpaste a convenience product. The uniqueness of this research is in the major focus, which is the study of the customer value perception for toothpaste product as convenience product for the metropolitan community. This research is quantitative study with positivism paradigm approach survey methods. Also, the structural Equation modelling is used as a means of inferential statistics.

GERARD EMBILEN, ROLF WELTKUNAT, FRANK LUDICKE (2017) OF THEIR STUDY "Consumer perception of product risks and benefits" Books on consumer behaviour often focus on undergraduate students. This book wider audience that also includes professionals in industry, research scientists, regulators, R&D and risk managers, policy makers, public health administrators, and advanced students. It covers topics ranging from consumer psychology to research methodology. It addresses regulatory aspects of marketing new products in the EU, the USA, and Asia. The book responds to the growing need for the methodological guidance in consumer research and related areas. The field is rapidly growing and existing approaches often do not fully apply or not fully cover what is required. The general intention is to contribute to the discussion around establishing sound conceptual and methodological standards in the field.

SAZU SARDAR (2018) OF HIS STUDY "Consumer perception towards the toothpaste brands" The core of this study is to examine the perception of consumers towards different toothpaste brands, when consumer choice a brand of toothpaste they give special emphasis on some important attributes. This study has identified those important attributes. Total 5 brands and 12 attributes have taken into consideration for the study. In total 350 samples are taken to examine perception, perception is measured on the basis of analysis procedures used by Fishbein's for measuring salient belief of consumers toward brands. It reveals from the study that Pepsodent bears highest and whiteplus bears lowest brand image in the market.

SOPNAMAYEE ACHARY, SATNAM UBEJA, PURUSHARTH JAIN, ARPIT LOYA (2018) OF THEIR STUDY "Consumer buying behaviour towards toothpaste" Shopper is dealt with as the ruler of market, "since items are made outlined and permitted to come in showcase as per the need and inclinations of the customer, in this way, accomplishment of any associate dependably relies upon having the capacity to pull in, fulfill and hold clients. This require a comprehension of what factor influence shoppers fulfillment with any item or benefit and what decides their choice to buy an item. In light of the different investigation of logical writing, brand is a key factor and it produces consumer loyalty. For pulling in and holding clients, branding is one of the critical variables which impact on buyer purchasing conduct. This paper analysis upon mindfulness and client ship of various toothpaste brand buyers

SHWETA HIRKR, AMAR N KATRE (2019) OF THEIR STUDY "Assessment of the knowledge and perception of parents about toothpaste in 2-12 year-children - A Cross - sectional study" Fluoridated toothpastes account for the worldwide decline in carries prevalence, though knowledge of parents pertaining to it is scarce. Hence, the aim of the study was to assess the knowledge and the perception of parents about toothpaste used in 2-12 year old children. Methodology: seven five parents were administrated a 12 - point validated questionnaire to assess their knowledge and perception through variable such as purpose, contents, harm, etc. The categorial variables were represented as proportions and assessed using 2test. 59% of parents chose the toothpastes for prevention of the tooth decay. 57% of parents were aware about the benefits of the toothpastes.

VINIT VIJAY DANI (2019) OF HIS STUDY " Buying behaviour of toothpaste in urban india" Toothpaste industry is a market in india. Toothapaste form an important item in the monthly grocery shopping of most of the urban households. In earlier times consumer especially in india relied on using the traditional substances like neem twings or mishri for their teeth clean and healthy.

MRS YESODHA (2020) OF HER STUDY " A study on consumer brand preference of toothpaste in chennai city" Consumer is king the state carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumer. for satisfying the consumer the firm should know about the behaviour and preference of the customers.

CHAPTER 3

COMPANY PROFILE



The small soap and candle business that William Colgate began in New York City early in the 19th century is now, more than 200 years later, a truly global company serving hundreds of millions of consumers worldwide.

Our 200-year history reflects the strength and innovation that Colgate people have used to constantly transform our company and identify new opportunities. With global brands sold in over 200 countries, Colgate, Menken, Palmolive, Ajax, Soft-Save, and Hill's pet nutrition are among the world's most recognizable household names, trust and relief upon by consumers everywhere.

Colgate people, working around the world share a commitment to our three core corporate values: caring, global teamwork and continued improvement. These values are reflected not only in the quality of our products and the reputation of our company, but also in our dedication to serving the communities where we do business.

OVERALL HISTORY

In 1806, William Colgate, himself a soap and candle maker, opened up a starch, soap and candle factory on Dutch Street in New York City under the name of "William Colgate & Company." In the 1840s, the firm began selling individual cakes of soap in uniform weights. In 1857, William Colgate died and the company was reorganized as "Colgate & Company" under the management of Samuel Colgate, his son. In 1873, Colgate introduced *Cashmere Bouquet*, a perfumed soap. In 1873, the firm introduced its first toothpaste, an aromatic toothpaste sold in jars. His company sold first toothpaste in a tube, *Colgate Ribbon Dental Cream*, in 1896. In 1896, Colgate hired Martin Itner and under his direction founded one of the first applied research labs. By 1908 they initiated mass selling of

toothpaste in tubes. His other son, James Boorman Colgate, was a primary trustee of Colgate university

In Milwaukee, Wisconsin, the B.J. Johnson company was making a soap entirely of palm and olive oil, the formula of which was developed by B.J. Johnson in 1898. The soap was popular enough to rename their company after it "Palmolive". At the turn of the century Palmolive, which contained both palm and olive oils, was the world's best selling soap, and extension advertising included *The Palmolive hour*, a weekly radio concert program which began in 1927 and Palmolive beauty box theater which ran from 1934 to 1937. A Kansas-based soap manufacturer, known as the "pet Brother's", merged with Palmolive to become Palmolive-Peet. In 1928, Palmolive-Peet bought the Colgate company to create the Colgate-Palmolive-Peet company. In 1953 "Peet" was dropped from the title, leaving only "Colgate-Palmolive company", the current name.

Colgate-Palmolive has long been in fierce competition with Procter & Gamble, the world's largest soap and detergent maker. P&G introduced its tide laundry detergent shortly after world war 2, and thousands of consumers turned from Colgate's soap to the new product. Colgate lost its number one place in the Toothpaste market when P&G started putting Fluoride in its Toothpaste. In the beginning of television, "Colgate-Palmolive" wished to compete with Procter & Gamble as a sponsor of soap operas. Although the company sponsored many shows in part, they fully sponsored the serial *The doctor*

Company profile	Colgate Palmolive Ltd
Date of Establishment	1937
Traded as	NYSE:CL
	S&P 100 Component
	S&P 500 Component
Type	public
Industry	Consumer goods
Predecessor	Colgate palmolive (Pre-1953 merger)
Founded	1806/216 years ago
Founders	William Colgate (Colgate)Burrelles Johnson (Palmolive)William J. Peet and Robert Peet (Peet Brothers)
Headquarters	300 park Avenue new York, NY 10022 US
Area served	worldwide

Key people	Noel Wallace (chairman, president & CEO) Stanley J. Sutula (CFO)
Product	cleaning agents Personal care product Pet food
Revenue	US\$17.421 billion
Market Cap	61.13 billion USD
Business operation	Household & personal product
Operating income	US\$3.332 Billion
Total assets	US\$15.040 Billion
Total equity	US\$0.971 Billion
Number of employees	33380
Committee members	Lorrie Norrington chair, John. Bilbrey Lisa. Edwards, C. Martin Harris, Kimberly A. Nelson
Registered Address	Colgate Research center, Main street, Hiranandani gardens powai, Mumbai- 400076 Maharashtra
Website	www.colgatepalmolive.com

In 2005, Colgate sold the under-performing brands Fab, Dynamo, Arctic Power, ABC, Cold Power and Fresh Start, as well as the license of the Ajax brand for laundry detergents in the US, Canada and Puerto Rico, to Phoenix Brands, LLC as part of its plan to focus on their higher margin oral, personal, and pet care product.



In 2006, Colgate-Palmolive announced the intended acquisition of Tom's of Maine, a leading maker of natural toothpaste, for US \$100 million. Tom's of Maine was founded by Tom Chappell in 1970.

On October 25, 2012, the company announced it would cut 2,310 workers, or 6% of its workforce, by the end of 2016 in a push to make the consumer products company more efficient. The company ranked 184th on the 2018 Fortune 500 list of the largest United States corporations by revenue. In 2021, the company ranked 15th on the list of Most trusted brands by morning consult.

In 2020, Colgate-Palmolive acquired Hello Products LLC, one of the fastest-growing, premium oral care brands in the United States, for an undisclosed amount.

Today, Colgate has numerous subsidiary organizations spanning 200 countries, but it is publicly listed in three, the United States, India, and Pakistan.

EDUCATIONAL AND COMMUNITY INVOLVEMENT

In 1890, Madison University in New York State was renamed Colgate University in honour of the Colgate family following decades of financial support and involvement.

The Colgate-Palmolive Company has sponsored a non-profit track meet open to women of all ages called the Colgate Women's Games. The Colgate Women's Games is the nation's largest amateur track series open to all girls from elementary school through college. Held at Brooklyn's Pratt Institute, competitors participate in preliminary meets and semi-finals over five weekends throughout January. Finalists compete for trophies and educational grants-in-aid from Colgate Palmolive Company at New York City's Madison Square Garden in February. For more than 20 years, the company supports the Starlight Children Foundation which is a non profit organization dedicated to help seriously ill children and their families. The mission is to help children to cope with pain, fear and isolation through entertainment, family activities and education.

In addition the Colgate site has all kinds of resources for children including educational tooth brushing songs and animated videos focused on their well known former animated mascot Dr. Rabbit.

ETHICS

In 2006, Colgate-Palmolive acquired an 84% stake in Tom's of Maine. In 2011, the company chose to retain the use of the antibacterial agent triclosan in its market-leading Total toothpaste range, despite withdrawing it from several other product ranges, following concerns about triclosan's impact on health and the environment.

In 2011, Colgate-Palmolive was one of the first companies recognized by PETA (People for the Ethical Treatment of Animals) under the new "working for regulatory change" category for companies that test on animals only when mandated by government regulations and are actively seeking alternatives to animal testing. This relates to the corporation's decision to continue to participate in the profitable Chinese market, where some animal testing is still a regulatory requirement.[18] Other companies have chosen to decline entry to this market.

ENVIRONMENTAL RECORD

In 2019, Break Free From Plastic cited Colgate-Palmolive as one of the world's top ten plastic polluters. Previously, Colgate-Palmolive had committed to 100% recyclability of plastics in packaging across all its product categories by 2025, but made no commitment to reducing the use of virgin plastic in packaging.

Some Products of the Colgate-Palmolive company, specifically "Total" brand toothpaste used to contain triclosan, but no longer do.

Colgate-Palmolive, as a successor to The Mennen Company, is one of about 300 companies held potentially responsible for hazardous waste at the Chemsolve federal Superfund site in Piscataway, New Jersey. Their involvement in this site may have contributed to the contamination of an estimated 18,500 cubic yards (14,100 m³) of soil with volatile organic compounds (VOCs), PCBs, and lead off-site. A proposed \$23 million agreement with the government and state of New Jersey would require Colgate-Palmolive and the other involved companies to pay for the cleanup of this hazardous waste that is contaminating the soil as well as the groundwater. Colgate-Palmolive received the 2012 Safe-in-Sound Excellence in Hearing loss prevention Award.

EMPLOYMENT OPPORTUNITY

Colgate-Palmolive was named one of the "100 Best Companies for Working Mothers" by Working Mother magazine. The 2012 Human Rights Campaign "report card" on American businesses gave Colgate an A for its support of diversity in the workplace.

COLGATE TOOTHPASTE TYPES

Colgate baking soda & peroxide



Colgate Strong teeth



Colgate active salt



Optic white



Cavity protection caries



Cavity protection



Max fresh



SWOT ANALYSIS

STRENGTHS

1.colgate-palmolive is one of the biggest brands in the personal care consumer products industry.

2.The company has over 30,000 employees globally in its workforce.

3.colgate-plamolive is one of the market leaders-globally with excellent R&D.

4.The company focuses on four on core businesses: oral care, personal care, Home care and pet nutrition.

5.The brand has excellent reach and distribution and its products are availables in over 200 countries

6.Excellent Advertising and brands visibility of products with a strong customer loyalty for brands has been developed over the years.

7.colgate-palmolive has an annual revenue of more than \$15 billion.

8.All of its product are available at all major retailers as well as commerce platforms across the world.

9.The company has a strong legacy since it was founds in 1806.

WEAKNESS

1.Market share is limited due to presence of others strong FMCG brand.

2.Fake brands are supplied under their brand name which can hurt business of colgate-palmolive

OPPERTUNITIES

1. The brand can tap rural markets and increase penetration in urban areas.
2. Mergers and acquisitions can help strengthen the brand of Colgate- Palmolive.
3. Increasing purchasing power of people thereby increasing demand.

THREATS

1. Intense and increasing competition amongst other FMCG companies can lead to loss of margins.
2. FDI in retail, thereby allowing international brands, can lead to loss of business.
3. Competition from unbranded and local products.
4. Being a global brand, the business is impacted by economic recession, pandemic and fluctuating foreign currency rates.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Data analysis is the process of uncovering patterns and trends in the data. Data interpretation is the process of assigning meaning to the data. It involves explaining those discovering patterns and trends in the data.

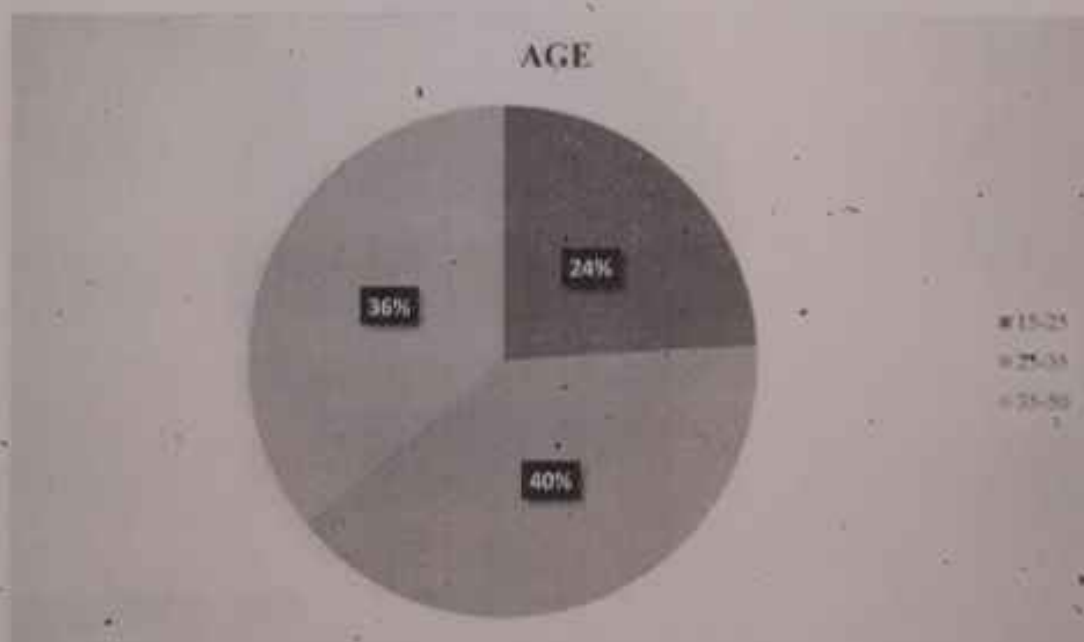
TABLE 4.1

TABLE SHOWING AGE OF THE RESPONDENTS

AGE	NO.OF. RESPONDENTS	PERCENTAGE
15-25	12	24
25-35	20	40
35-50	18	36
TOTAL	50	100

CHART 4.1

CHART SHOWING AGE OF THE RESPONDENTS



INTERPRETATION

From the above table 4.1 showing age of the respondents, 40% of respondents belong to the age group 25-35 and 36% of respondents age group are 35-50 and 24% of respondents age group are 15-25.

Hence, the majority of the respondents belong to the age group 25-35.

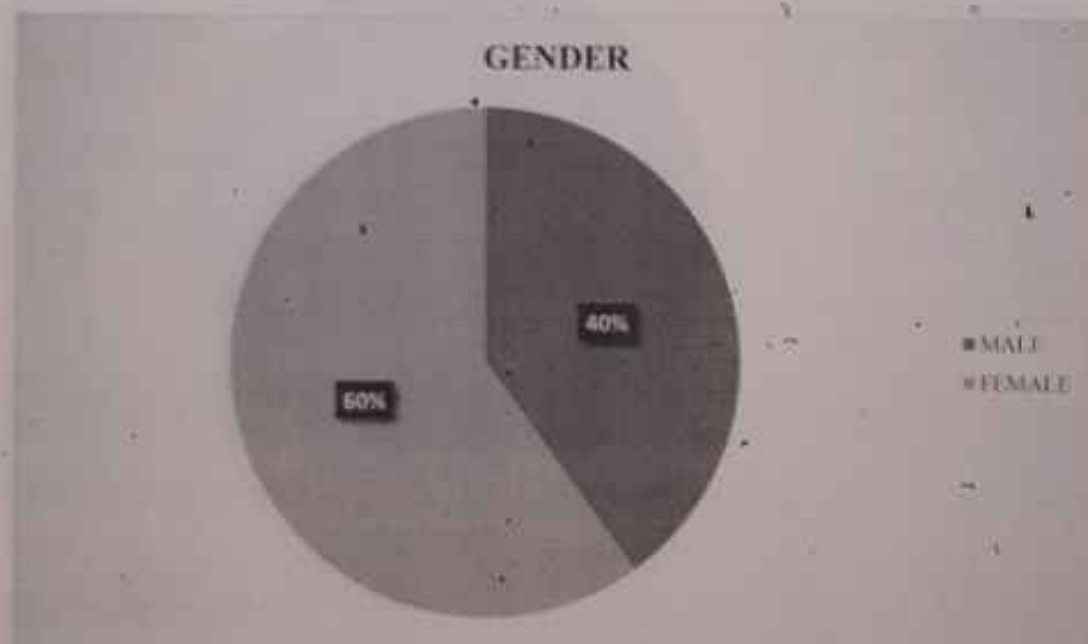
TABLE 4.2

TABLE SHOWING GENDER OF THE RESPONDENTS

GENDER	NO.OF.RESPONDENTS	PERCENTAGE
MALE	20	40
FEMALE	30	60
TOTAL	50	100

CHART 4.2

CHART SHOWING THE GENDER OF RESPONDENTS



INTERPRETATION

From the above table 4.2 shows the gender of the respondents, 60% of the respondents are FEMALE and 40% of the respondents are MALE.

Hence, the majority of the respondents are FEMALE.

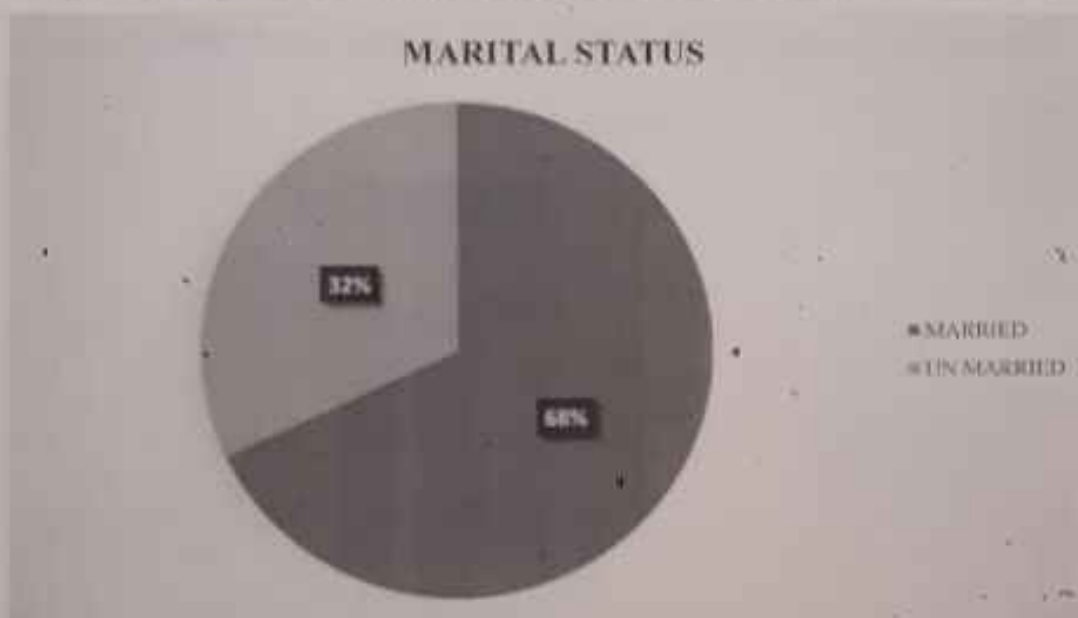
TABLE 4.3

TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
MARRIED	34	68
UN MARRIED	16	32
TOTAL	50	100

CHART 4.3

CHART SHOWING MARITAL STATUS OF THE RESPONDENTS



INTERPRETATION

From the above table 4.3 shows that marital status of the respondents, 68% of respondents are MARRIED and 32% of respondents are UNMARRIED.

Hence, the majority of the respondents are MARRIED.

TABLE 4.4

TABLE SHOWING QUALIFICATION OF THE RESPONDENTS

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
SECONDARY	8	16
HIGHER SECONDARY	12	24
DEGREE OR DIPLOMA	25	50
MASTER DEGREE	5	10
TOTAL	50	100

CHART 4.4

CHART SHOWING QUALIFICATION OF THE RESPONDENTS



INTERPRETATION

From the above table 4.4 shows that qualification of the respondents, 50% of respondents have done DEGREE OR DIPLOMA and 24% of respondents are SECONDARY and 16% of respondents are HIGHER SECONDARY and 10% of respondents are MASTERS DEGREE.

Hence, the majority of the respondents have done DEGREE OR DIPLOMA.

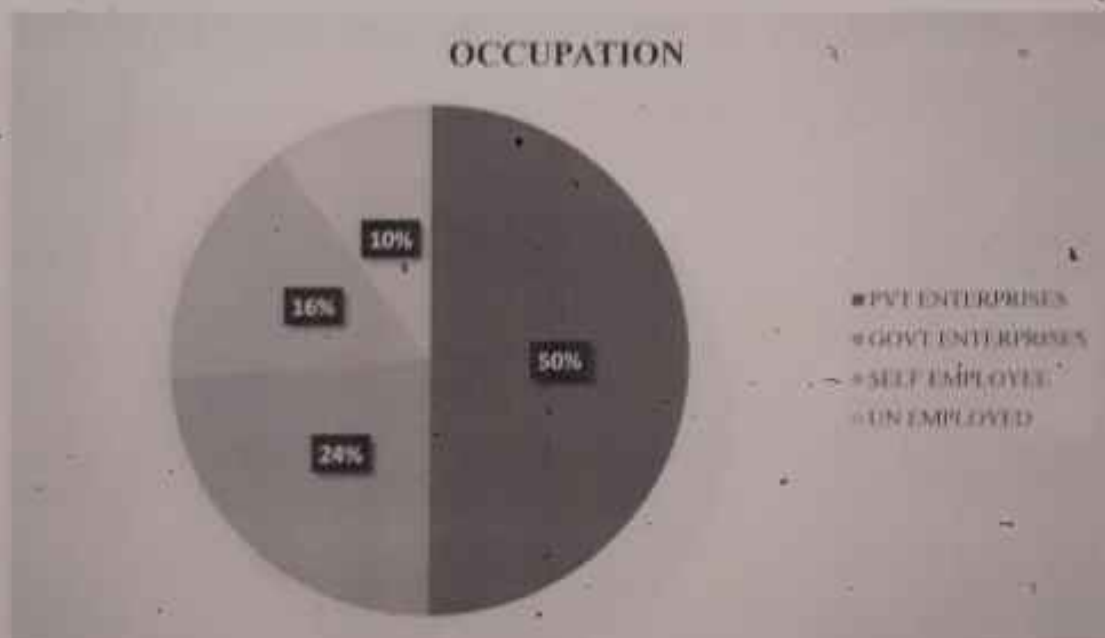
TABLE 4.5

TABLE SHOWING OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
PVT ENTERPRISES	25	50
GOVT ENTERPRISES	12	24
SELF EMPLOYEE	8	16
UN EMPLOYED	5	10
TOTAL	50	100

CHART 4.5

CHART SHOWING OCCUPATION OF THE RESPONDENTS



INTERPRETATION

From the above table 4.5 shows that occupation of the respondents, 50% of respondents are working in PVT ENTERPRISES and 24% of respondents are GOVT EMPLOYEES and 16% of respondents are SELF EMPLOYEES and 10% of respondents are UNEMPLOYED.

Hence, the majority of the respondents are working in PVT ENTERPRISES EMPLOYEES.

TABLE 4.6

TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF. RESPONDENTS	PERCENTAGE
UPTO 15000	8	16
15000-35000	17	34
35000-55000	15	30
Above 55000	10	20
TOTAL	50	100

CHART 4.6

CHART SHOWING MONTHLY INCOME OF THE RESPONDENTS



INTERPRETATION

From the above table 4.6 shows that monthly income of the respondents, 34% respondents are earning salary between 15000-35000 MONTHLY INCOME and 30% of respondents are 35000-55000 MONTHLY INCOME and 20% of respondents are MONTHLY INCOME ABOVE 55000 and 16% of respondents are UPTO 15000.

Hence, the majority of the respondents are earning salary between 15000-35000.

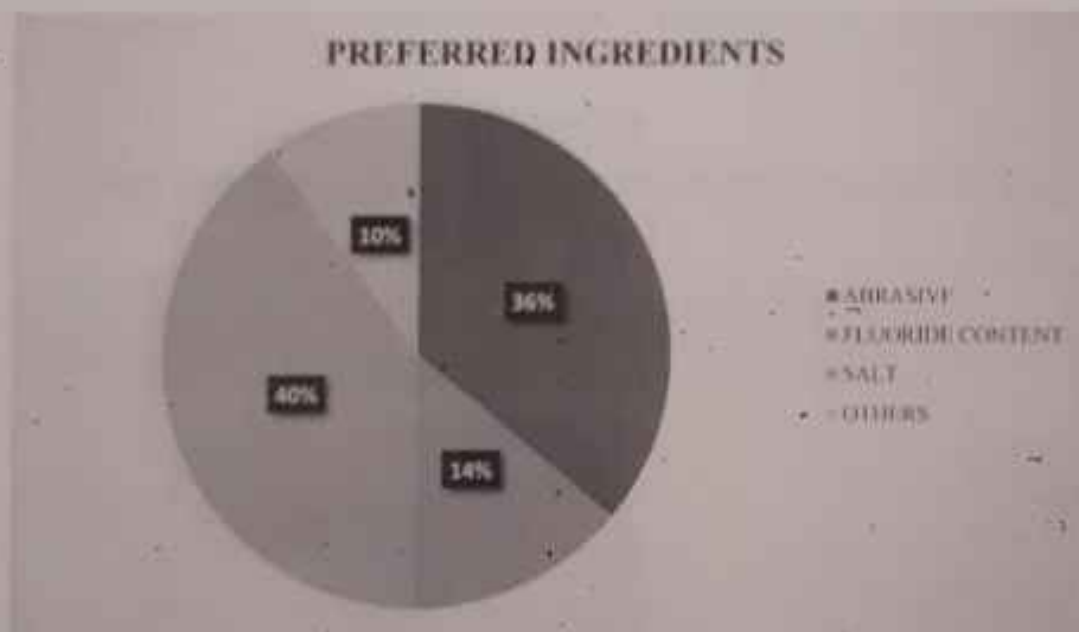
TABLE 4.7

TABLE SHOWING PREFERRED INGREDIENTS OF THE RESPONDENTS

PREFERRED INGREDIENTS	NO.OF RESPONDENTS	PERCENTAGE
ABRASIVE	18	36
SALT	20	40
FLUORIDE CONTENT	7	14
OTHERS	5	10
TOTAL	50	100

CHART 4.7

TABLE SHOWING PREFERRED INGREDIENTS OF THE RESPONDENTS



INTERPRETATION

From the above table 4.7 shows that preferred ingredients of the respondents in Colgate toothpaste, 40% of respondents are using their tooth paste in SALT, 36% of respondents are using their in ABRASIVE, 14% of respondents are using their in FLUORIDE CONTENT, 10% of respondents are using their in OTHERS.

Hence, the majority of the respondents are using their tooth paste in SALT.

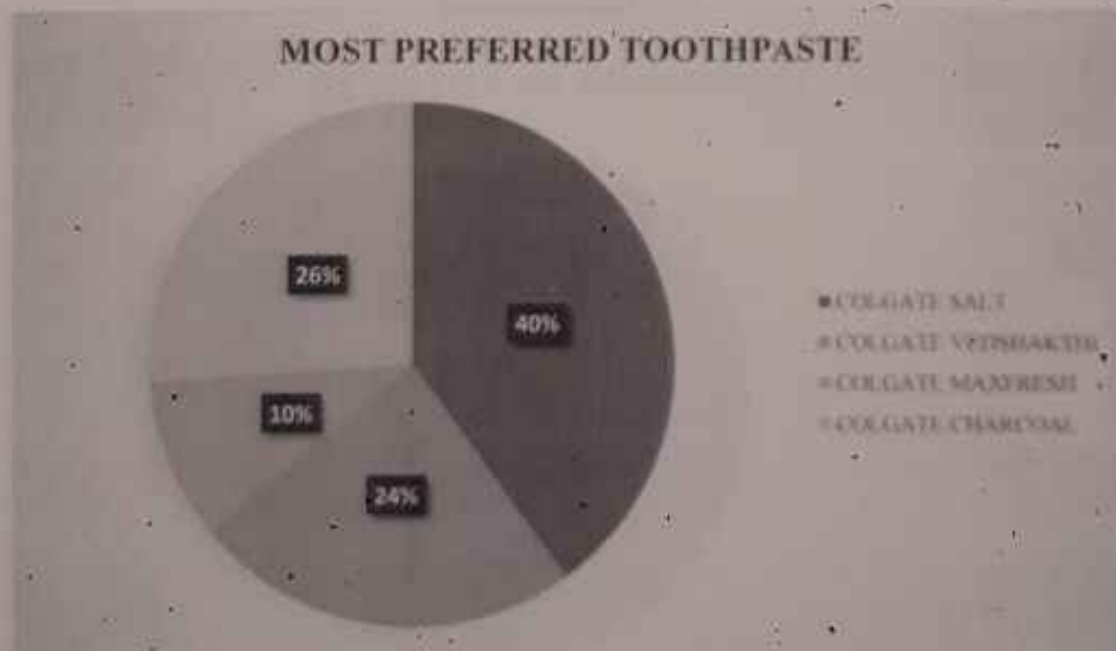
TABLE 4.8

TABLE SHOWING MOST PREFERRED TOOTHPASTE OF THE RESPONDENTS

MOST PREFERRED TOOTHPASTE OF COLGATE	NO.OF. RESPONDENTS	PERCENTAGE
COLGATE SALT	20	40
COLGATE VEDSHAKTHI	12	24
COLGATE MAXFRESH	5	10
COLGATE CHARCOAL	13	26
TOTAL	50	100

CHART 4.8

CHART SHOWING MOST PREFERRED TOOTHPASTE OF THE RESPONDENTS



INTERPRETATION

From the above table 4.8 shows that most preferred toothpaste in Colgate by the respondents, 40% of respondents are preferred COLGATE SALT and 26% of respondents are COLGATE CHARCOAL and 24% of respondents are COLGATE VEDSHAKHI and 10% of respondents are COLGATE MAXFRESH.

Hence, the majority of the respondents are preferred COLGATE SALT.

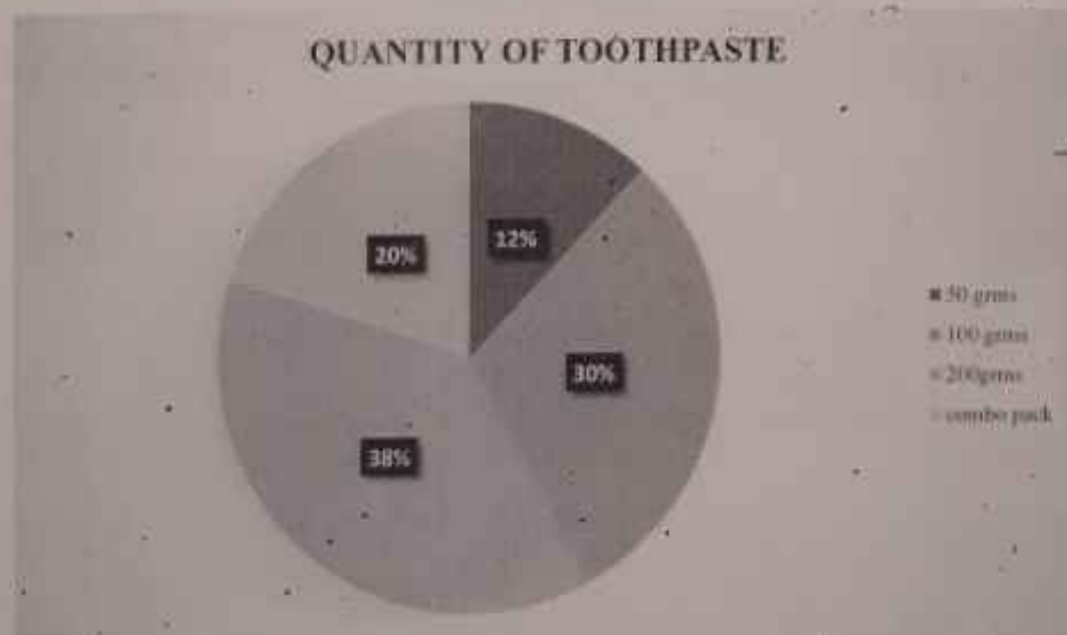
TABLE 4.9

TABLE SHOWING PREFERRED QUANTITY OF THE RESPONDENTS

QUANTITY OF TOOTHPASTE	NO.OF. RESPONDENTS	PERCENTAGE
50 grms	6	12
100 grms	15	30
200 grms	19	38
Combo pack	10	20
TOTAL	50	100

CHART 4.9

CHART SHOWING PREFERRED QUANTITY OF THE RESPONDENTS



INTERPRETATION

From the above table 4.9 shows that preferred quantity of Colgate toothpaste of the respondents, 38% of respondents are use of 200 grms and 30% of respondents are use of 100 grms and 20% of respondents are use of COMBO PACK and 12% of respondents are use of 50 grams.

Hence, the majority of the respondents are use of 200 grms.

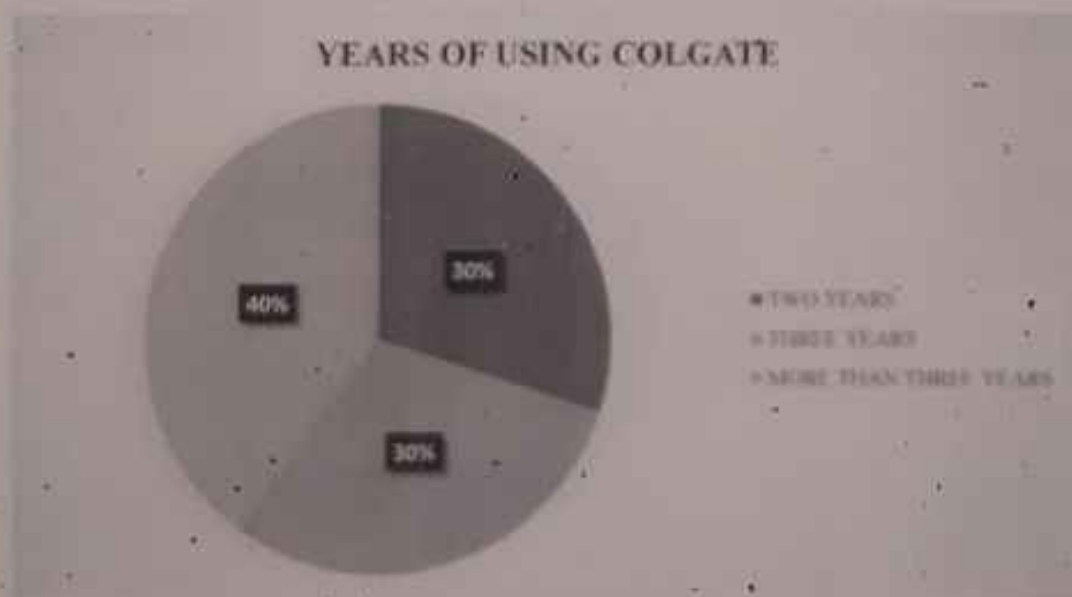
TABLE 4.10

TABLE SHOWING YEARS OF USING COLGATE OF THE RESPONDENTS

YEARS OF USING COLGATE	NO.OF. RESPONDENTS	PERCENTAGE
TWO YEARS	15	30
THREE YEAR	15	30
MORETHAN THREE	20	40
TOTAL	50	100

CHART 4.10

CHART SHOWING YEARS OF USING COLGATE OF THE RESPONDENTS



INTERPRETATION

From the above table 4.10 shows that years of using in Colgate of the respondents, 40% of respondents are using for MORE THAN THREE YEARS and 30% of respondents are THREE YEARS and 30% of respondents are TWO YEARS.

Hence, the majority of the respondents are using for MORE THAN THREE YEARS.

TABLE 4.11

TABLE SHOWING PROMOTIONAL TOOLS MAKE TO BUY OF THE RESPONDENTS

PROMOTIONAL TOOL	NO.OF.RESPONDENTS	PERCENTAGE
BUY 1 GET 1	25	50
DISCOUNT	18	36
EXTRA QUANTITY	5	10
OTHERS	2	4
TOTAL	50	100

CHART 4.11

CHART SHOWING PROMOTIONAL TOOLS MAKE TO BUY OF THE RESPONDENTS



INTERPRETATION

From the above table 4.11 shows that promotional tools made consumer to buy the Colgate toothpaste of the respondents, 50% of respondents are prefer by BUY 1 GET 1 and 36% of respondents are DISCOUNT and 10% of respondents are EXTRA QUANTITY and 4% of respondents are OTHERS.

Hence, the majority of the respondents are prefer by BUY 1 GET 1.

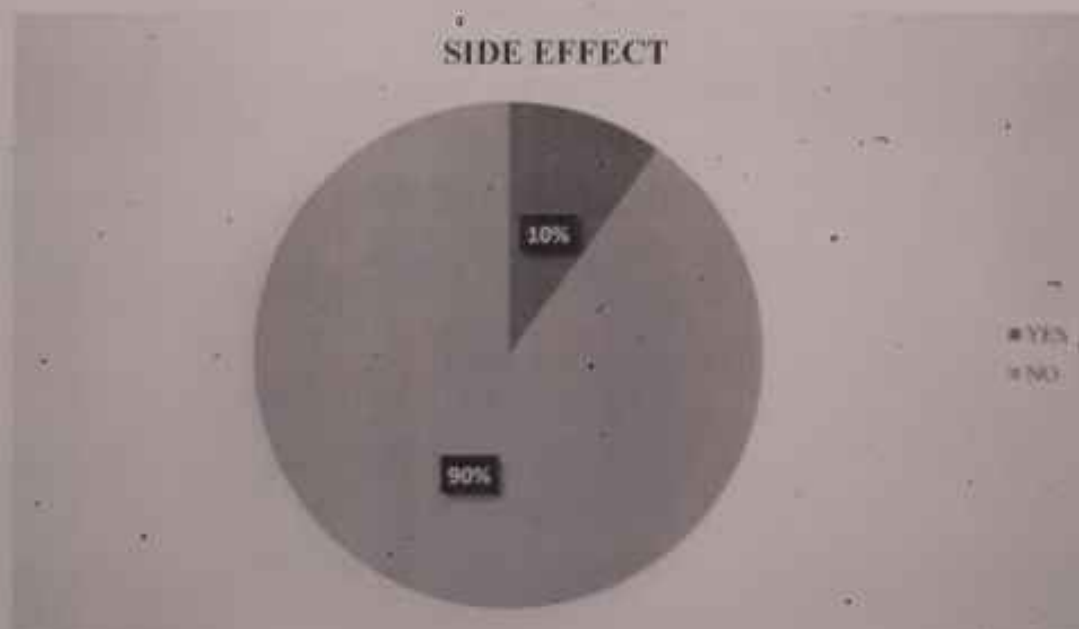
TABLE 4.12

TABLE SHOWING SIDE EFFECT IN COLGATE OF THE RESPONDENTS

SIDE EFFECT	NO. OF RESPONDENTS	PERCENTAGE
YES	5	10
NO	45	90
TOTAL	50	100

CHART 4.12

CHART SHOWING SIDE EFFECT IN COLGATE OF THE RESPONDENTS



INTERPRETATION

From the above table 4.12 shows that side effect had by the user in Colgate toothpaste of the respondents, 90% of respondents are says NO and 10% of respondents are says YES.

Hence, the majority of the respondents are says NO

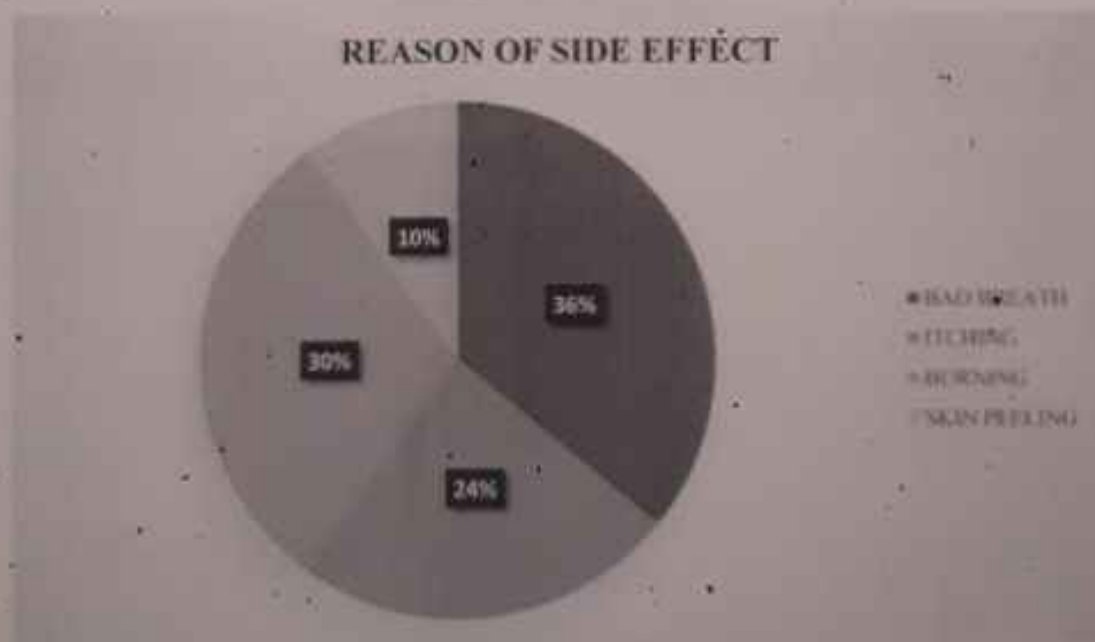
TABLE 4.13

TABLE SHOWING REASON OF SIDE EFFECT OF THE RESPONDENTS

REASON OF SIDE EFFECT	NO. OF RESPONDENTS	PERCENTAGE
BAD BREATH	18	36
ITCHING	12	24
BURNING	15	30
SKIN PEELING	5	10
TOTAL	50	100

CHART 4.13

CHART SHOWING REASON OF SIDE EFFECT OF THE RESPONDENTS



INTERPRETATION

From the above table 4.13 shows that reason of side effect in Colgate toothpaste of the respondents, 36 % of respondents are had side effect of BAD BREATH and 30% of respondents are BURNING and 24% of respondents are ITCHING and 10% of respondents are SKIN PEELING.

Hence, the majority of the respondents are had side effect of BAD BREATH.

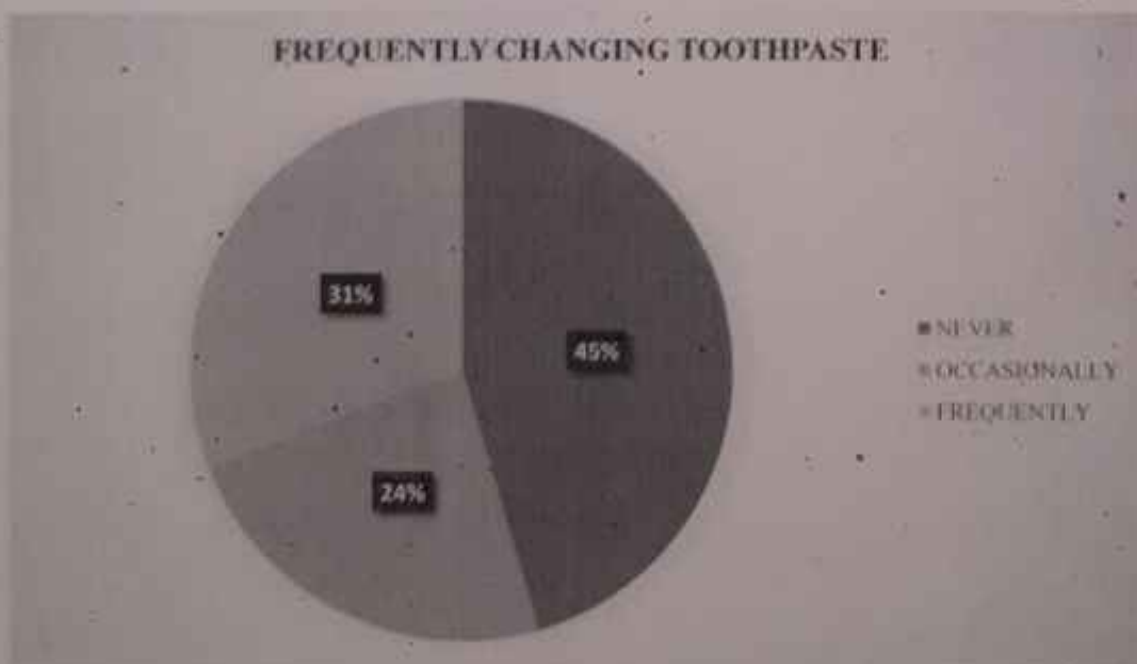
TABLE 4.14

**TAABLE SHOWING FREQUANTLY CHANGING TOOTHPASTE
OF THE RESPONDENTS**

FREQUANTLY CHANGING	NO. OF. RESPONDENTS	PERCENTAGE
NEVER	25	50
OCCASIONALLY	13	26
FREQUANTLY	17	34
TOTAL	50	100

CHART 4.14

**CHART SHOWING FREQUANTLY CHANGING TOOTHPASTE OF
THE RESPONDENTS**



INTERPRETATION

From the above table 4.14 shows that frequently changing Colgate toothpaste of the respondents, 50% of respondents are NEVER changed and 34% of respondents are FREQUANTLY changed and 26% of respondents are OCCASIONALLY changed.

Hence, the majority of the respondents are NEVER CHANGED.

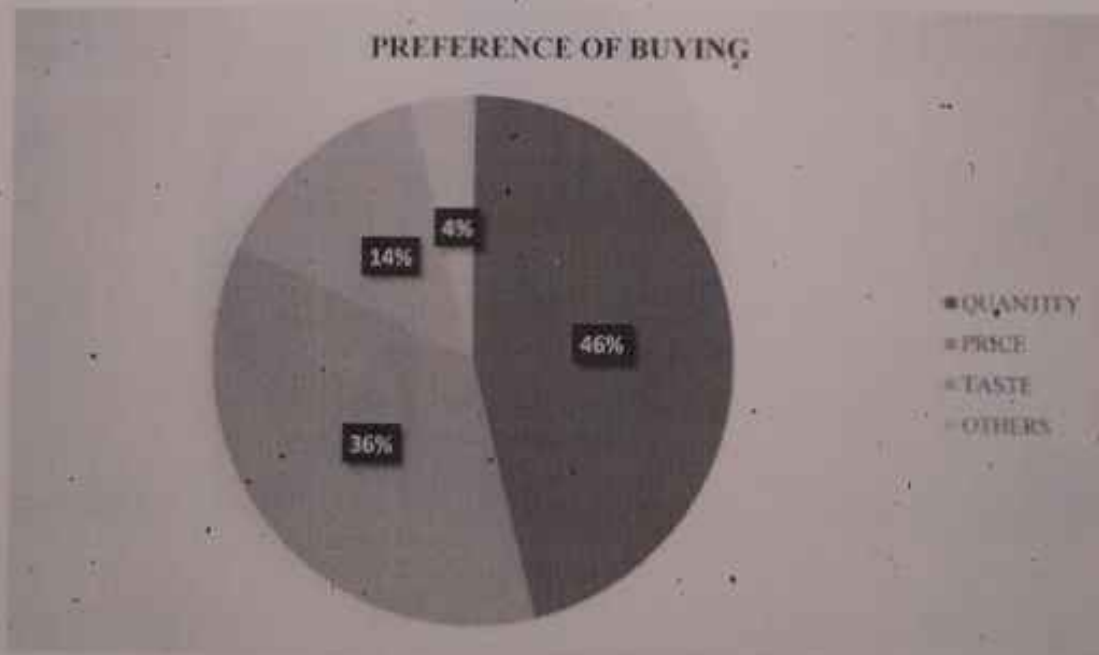
TABLE 4.15

TABLE SHOWING PREFERENCE OF BUYING OF THE RESPONDENTS

PREFERENCE OF BUYING	NO. OF. RESPONDENTS	PERCENTAGE
QUANTITY	23	46
PRICE	18	36
TASTE	7	14
OTHERS	2	4
TOTAL	50	100

CHART 4.15

CHART SHOWING PREFERENCE OF BUYING OF THE RESPONDENTS



INTERPRETATION

From the above table 4.15 shows that preference of buying a Colgate toothpaste of the respondents, 46% of respondents are preferring for QUANTITY and 36% of respondents are PRICE and 14% of respondents are TASTE and 4% of respondents are OTHERS.

Hence, the majority of the respondents are preferring for QUANTITY.

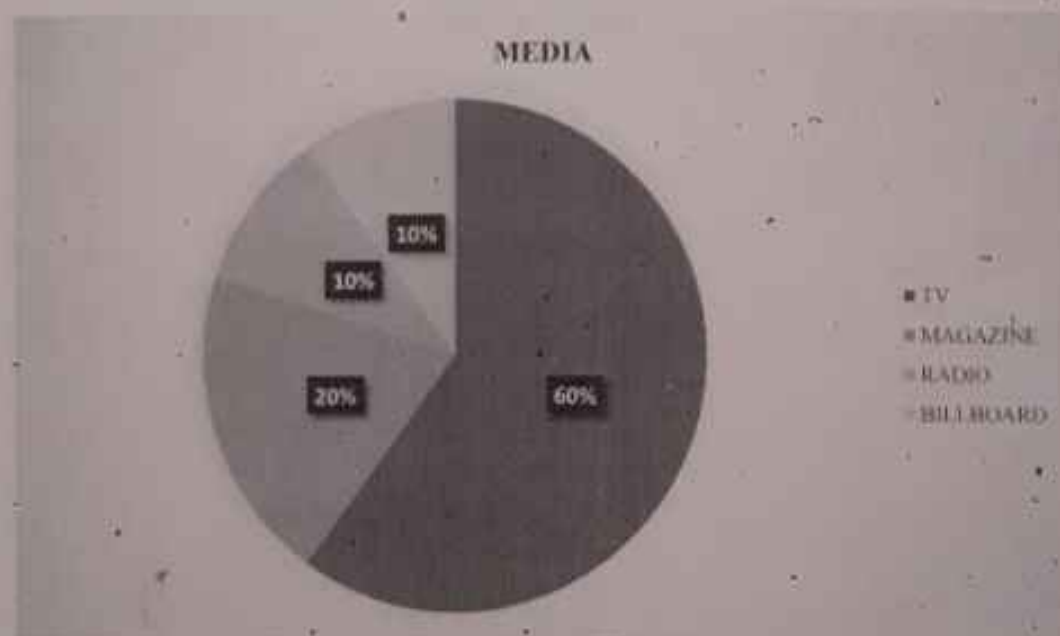
TABLE 4.16

TABLE SHOWING MEDIA OF THE RESPONDENTS

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
TV	30	60
MAGAZINE	10	20
RADIO	5	10
BILLBOARD	5	10
TOTAL	50	100

CHART 4.16

CHART SHOWING MEDIA OF THE RESPONDENTS



INTERPRETATION

From the above table 4.16 shows that most found advertisement through media of the respondents, 60% of respondents are watched by TV and 20% of respondents are MAGAZINE and 10% of respondents are RADIO and 10% of respondents are BILLBOARD.

Hence, the majority of the respondents are watched by TV.

TABLE 4.17

TABLE SHOWING PRICE RANGE OF THE RESPONDENTS

PRICE	NO. OF RESPONDENTS	PERCENTAGE
UPTO 40 RS	10	20
40-50 RS	15	30
50-60 RS	13	26
ABOVE 60 RS	12	24
TOTAL	50	100

CHART 4.17

CHART SHOWING PRICE RANGE OF THE RESPONDENTS



INTERPRETATION

From the above table 4.17 shows that price range of Colgate toothpaste of the respondents 30% of respondents are buying for 40-50Rs and 26% of respondents are 50-60Rs and 20% of respondents are UPTO-40Rs and then 14% of respondents are ABOVE 60Rs.

Hence, the majority of the respondents are buying for 40-50Rs.

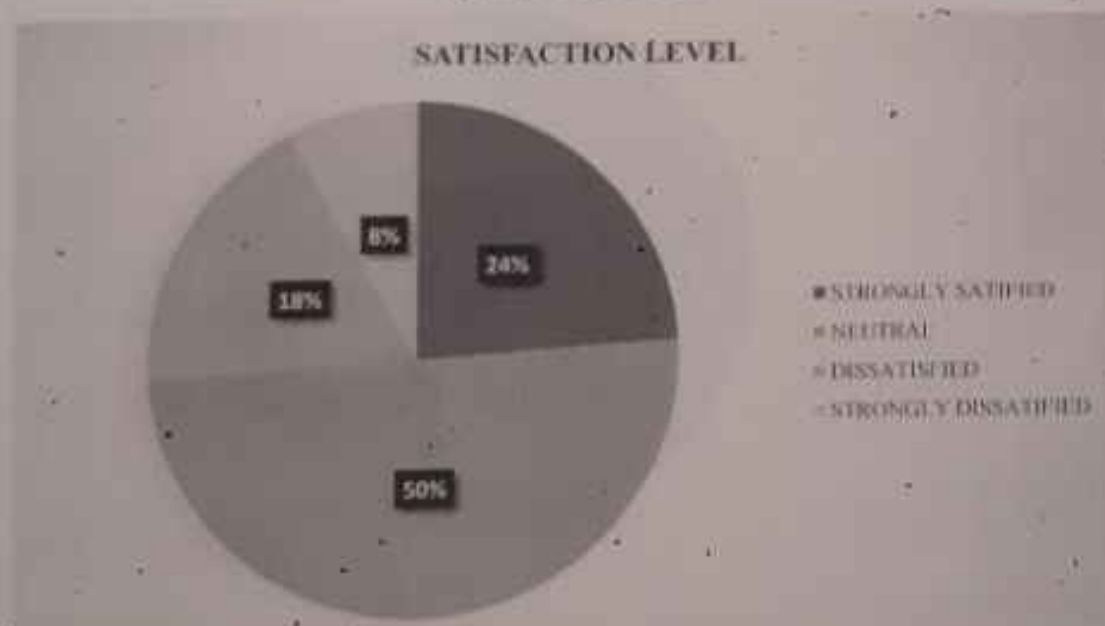
TABLE 4.18

TABLE SHOWING SATISFACTION LEVEL OF THE RESPONDENTS

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY SATIFIED	12	24
NEUTRAL	25	50
DISSATISFIED	9	18
STRONGLY DISSATISFIED	4	8
TOTAL	50	100

CHART 4.18

TABLE SHOWING SATISFACTION LEVEL OF THE RESPONDENTS



INTERPRETATION

From the above table 4.18 shows that Satisfaction level of Colgate toothpaste of respondents in Colgate toothpaste, 50% of respondents are felt by using of NEUTRAL and 24% of respondents are STRONGLY SATIFIED and 18% of respondents are DISSATISFIED and 8% of respondent are STRONGLY DISSATISFIED.

Hence, the majority of the respondents are felt by using of NEUTRAL.

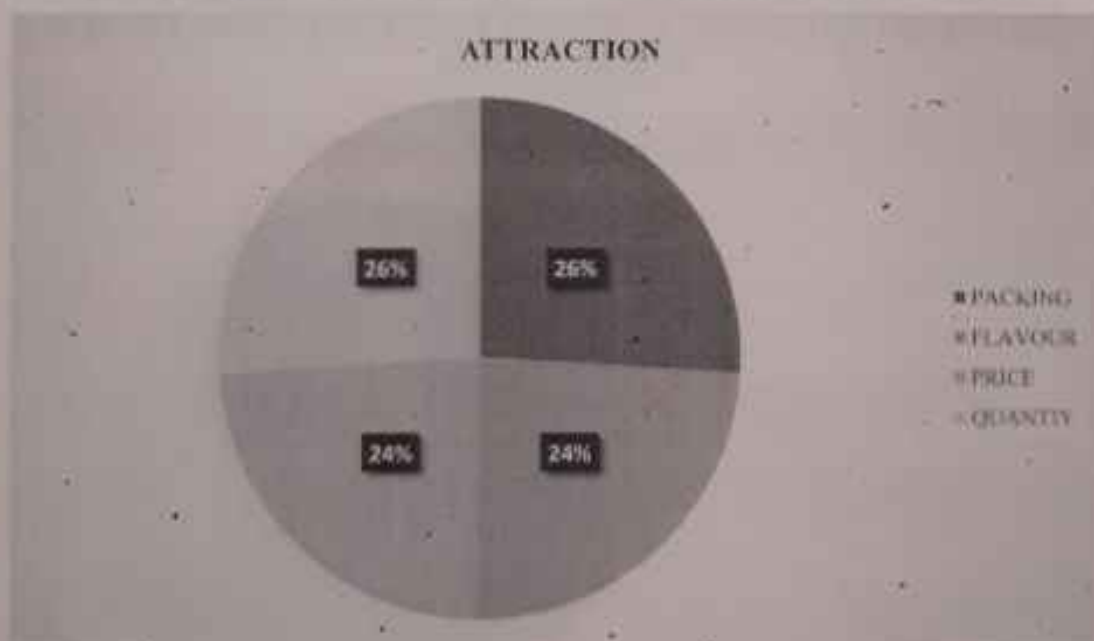
TABLE 4.19

TABLE SHOWING ATTRACTION OF THE RESPONDENTS

ATTRACTION	NO. OF RESPONDENTS	PERCENTAGE
PACKING	13	32
FLAVOUR	12	28
PRICE	12	24
QUANTITY	13	26
TOTAL	50	100

CHART 4.19

CHART SHOWING ATTRACTION OF THE RESPONDENTS



INTERPRETATION

From the above table 4.19 shows that attraction of the respondents in Colgate toothpaste, 32% of respondents are attract by PACKING and 28% of respondents are FLAVOUR and 26% of respondents are QUANTITY and 24% of respondents are PRICE.

Hence, the majority of the respondents are attract by PACKING.

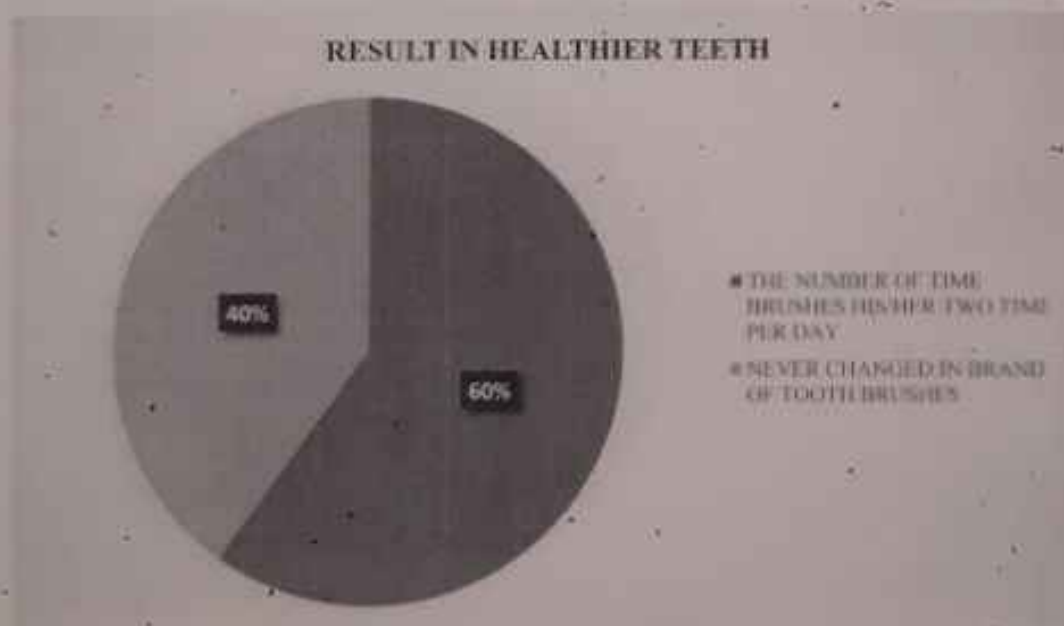
TABLE 4.20

TABLE SHOWING RESULT IN HEALTHIER TEETH IN OF THE RESPONDENTS

RESULT	NO. OF RESPONDENTS	PERCENTAGE
THE NUMBER OF TIME BRUSHES HIS/HER TEETH 2 TIMES PER DAY	30	60
A NEVER CHANGES IN BRAND OF TOOTH BRUSHES	20	40
TOTAL	50	100

CHART 4.20

CHART SHOWING RESULT IN HEALTHIER TEETH OF THE RESPONDENTS



INTERPRETATION

From the above table 4.20 shows that result in healthier teeth of the respondents in using Colgate toothpaste, 60% of respondents are says that BRUSHING THEIR TEETH ONE TIME PER DAY and 40% of respondents are NEVER CHANGED IN BRAND OF TOOTH BRUSHES.

Hence, the majority of the respondents are says that healthier teeth THE NUMBER OF TIME BRUSHES HIS/HER TEETH ONE TIME PER DAY.

TABLE 4.21

TABLE SHOWING SUGGESTION FOR PRICE LEVEL OF THE RESPONDENTS

SUGGESTION FOR PRICE LEVEL	NO. OF. RESPONDENTS	PERCENTAGE
HIGH PRICE	12	24
WORTH OF MONEY	20	40
AFFORDABLE PRICES	18	36
TOTAL	50	100

CHART 4.21

CHART SHOWING SUGGESTION FOR PRICE LEVEL OF THE RESPONDENTS



INTERPRETATION

From the above table 4.21 shows that suggesting price level of Colgate toothpaste of the respondents, 40% of respondents are suggesting to WORTH OF MONEY and 36% of respondents are AFFORDABLE PRICES and 24% of respondents are HIGH PRICE.

Hence, the majority of the respondents are suggesting to WORTH OF MONEY.

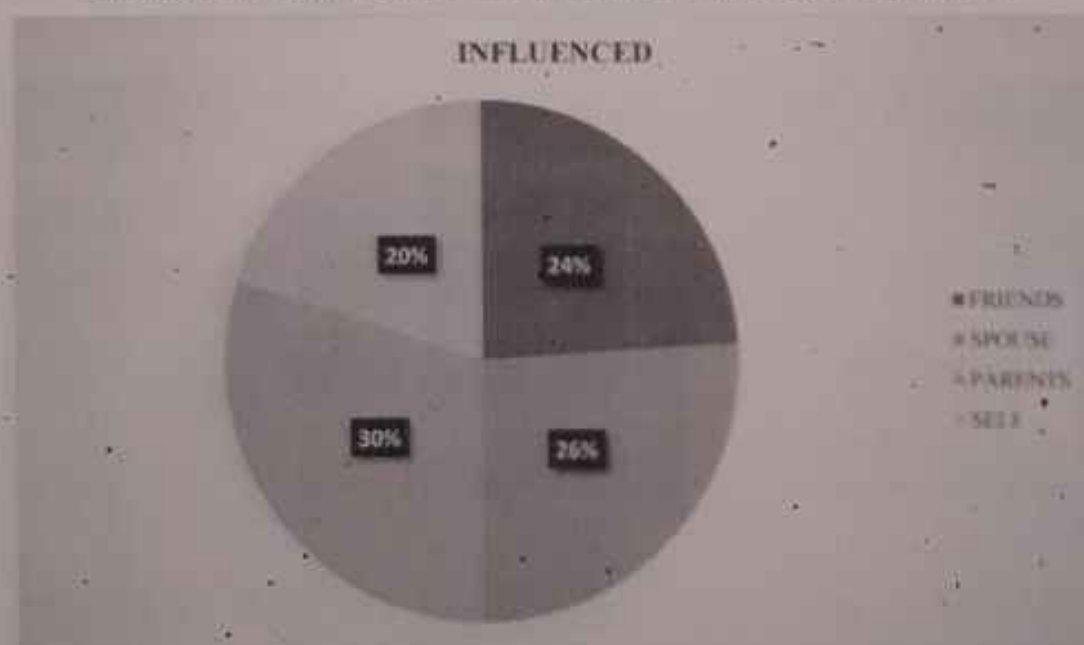
TABLE 4.22

TABLE SHOWING INFLUENCED OF THE RESPONDENTS

INFLUENCED	NO. OF RESPONDENTS	PERCENTAGE
FRIENDS	12	24
SPOUSE	13	26
PARENTS	15	30
SELF	10	20
TOTAL	50	100

CHART 4.22

CHART SHOWING INFLUENCED OF THE RESPONDENT



INTERPRETATION

From the above table 4.22 show that influenced to purchase the Colgate toothpaste of the respondents, 30% of respondents are influenced by PARENTS and 26% of respondents are SPOUSE and 24% of respondents are FRIENDS and 20% of respondents are SELF.

Hence, the majority of the respondents are influenced by PARENTS.

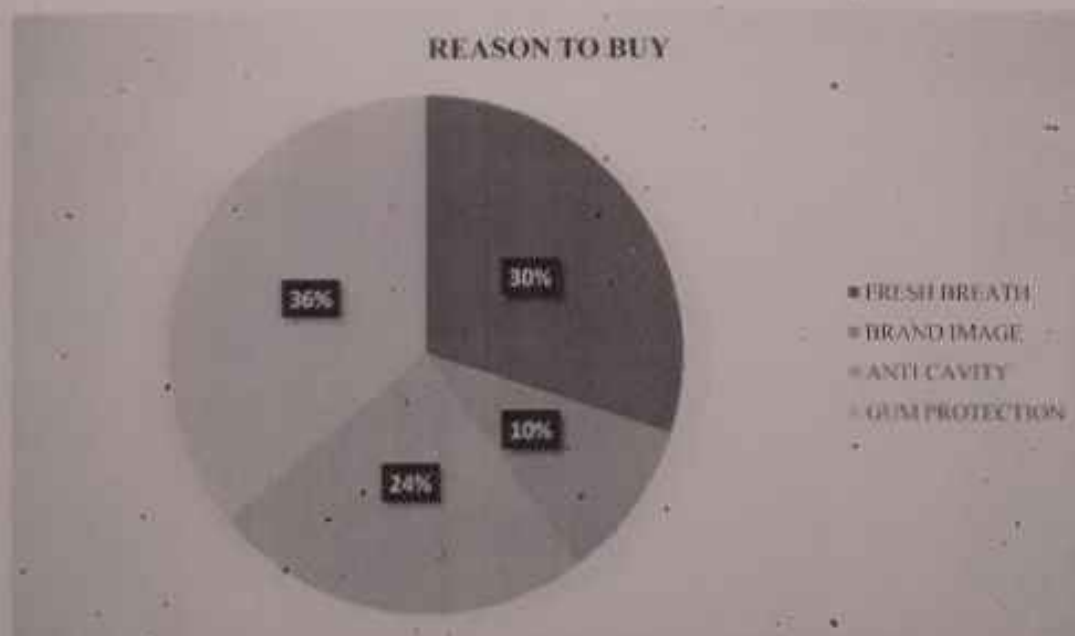
TABLE 4.23

TABLE SHOWING REASON TO BUY OF THE RESPONDENTS

REASON TO BUY	NO. OF RESPONDENTS	PERCENTAGE
FRESH BREATH	15	30
BRAND IMAGE	5	10
ANTI CAVITY	12	24
GUM PROTECTION	18	36
TOTAL	50	100

CHART 4.23

CHART SHOWING REASON TO BUY OF THE RESPONDENTS



INTERPRETATION

From the above table 4.23 shows that reason to buy the Colgate toothpaste of the respondents are, 36% of respondents are buying the reason for GUM PROTECTION and 30% of respondents are FRESH BREATH and 24% of respondents are ANTI CAVITY and 10% of respondents are BRAND IMAGE.

Hence, the majority of the respondents are buying the reason for GUM PROTECTION.

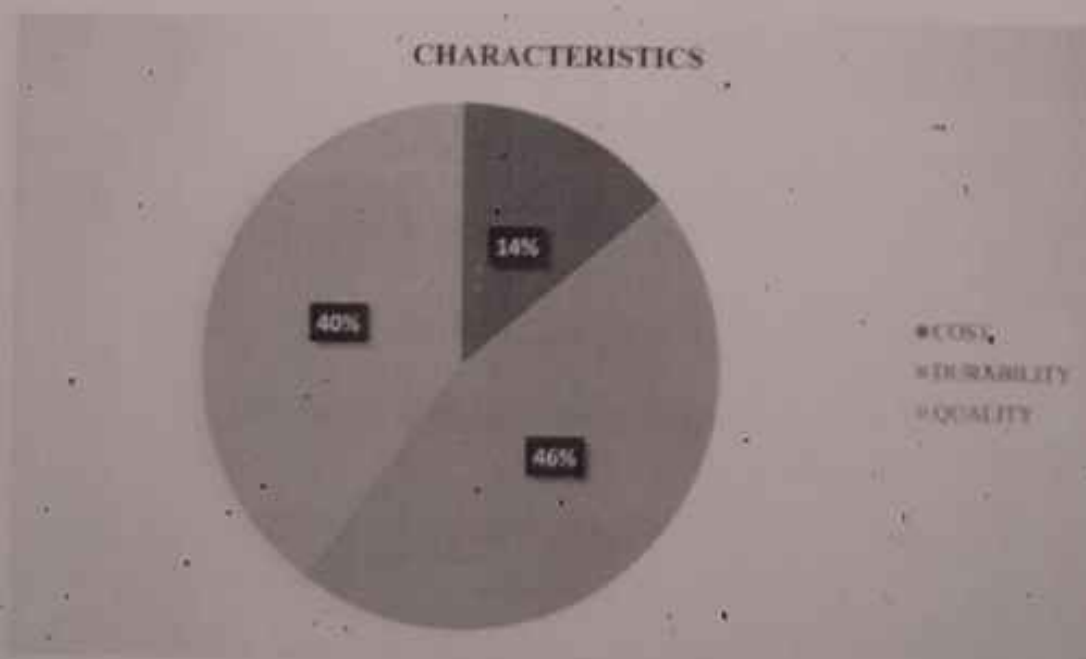
TABLE 4.24

TABLE SHOWING CHARACTERISTICS OF THE RESPONDENTS

CHARACTERISTICS	NO. OF RESPONDENTS	PERRCENTAGE
COST	7	14
DURABILITY	23	46
QUALITY	20	40
TOTAL	50	100

CHART 4.24

CHART SHOWING CHARACTERSITICS OF THE RESPONDENTS



INTERPRETATION

From the above table 4.24 shows that influenced characteristics to buy the Colgate toothpaste of the respondents, 46% of respondents are Influenced characteristics to buy DURABILITY, 40% of respondents are QUALITY and 14% of respondents are COST.

Hence, the majority of the respondents are influenced characteristics to buy DURABILITY.

CHAPTER 5

FINDINGS

SUGGESTION AND

CONCLUSION

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FINDINGS,
SUGGESTION AND
CONCLUSION

FINDINGS

- The majority of 40% of the respondents are age group is between 25-35.
- The majority of 60% of the respondents are female.
- The majority of 68% of the respondents are married.
- The majority of 50% of the respondents have done degree or diploma
The majority of 50% of the respondents are working in private enterprises employees.
- The majority of 34% of the respondents are gets the salary between 15000-35000.
- The majority of 40% of the respondents are using their tooth paste in salt.
- The majority of 40% of the respondents are preferred Colgate salt.
- The majority of 38% of the respondents are use of 200 grms.
- The majority of 40% of the respondents are using for more than three years.
- The majority of 50% of the respondents are prefer by buy 1 get 1.
- The majority of 90% of the respondents are says no.
- The majority of 36% of the respondents are had side effect of bad breath.
- The majority of 50% of the respondents are never changed.
- The majority of 46% of the respondents are preferring for quantity.
- The majority of 60% of the respondents are watched by Tv.
- The majority of 30% of the respondents are buying for 40-50Rs.
- The majority of 50% of the respondents are felt by using of neutral.
- The majority of 32% of the respondents are attract by packing.
- The majority of 60% of the respondents are analysis healthier teeth the number of time brushes his/her teeth one time per day.
- The majority of 40% of the respondents are suggestion to worth of money.
- The majority of 30% of the respondents are influenced by parents.
- The majority of 36% of the respondents are buying the reason for gum protection.
- The majority of 46% of the respondents are influenced characteristics by durability.

SUGGESTIONS

- The company may produce the combo offer Colgate toothpaste with Colgate toothbrushes.
- The company should create the awareness about usage volume per time in order to protect the health of the consumer.
- Customers should read user manual after buying the tooth paste.
- Customers need to verify the manufacturing and expiry date
- It suggested to brush twice a day for health practices.
- More discount may be given to encourage the customers who aware about the tooth paste.
- The company may invite suggestions from the customers and best suggestions may be implemented.
- Effect step must be taken to reduce the price to attract the lower income group.
- Majority of the consumer are concerned with the quality of toothpaste. So manufacturer should take appropriate steps to develop the quality of the various brand of toothpaste.
- The toothpaste should be advertised in television, radio, news, paper, with their specially of description. It would help to attract more customers.

CONCLUSION

The study on consumer perception towards Colgate toothpaste was analyzed through the proper questionnaire. For the purpose of the study of the finding are listed post on the basis of proper analysis and suggestion are will reduce the price of the toothpaste and also improve the quality and freshness of the consumer, one of the product, which was very successful and has found a permanent place for itself in the minds of the consumers is the Colgate toothpaste and today the market is flooded with various brands of Colgate toothpaste. In spite of the availability of many Colgate toothpaste, the study reveals that the consumer purchase the brand, which is better in quality and has a reasonable price and the consumers also have the feeling that it fights with tooth decay. It is also from the study that no new strategy adopted by any new brand affect consumers loyalty to their present brand. It is evident from the study that to have a permanent place in the minds of the consumer, that is brand loyalty, a company has to devote much attention to the cardinal factors like quality, pricing, feature, and the like. Toothpaste helps in grinding the food necessitates the caring teeth. Teeth can be card by keeping they clean by using toothpaste. Hence a study has been under taken to know the consumer perception.

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APPENDIX

A STUDY ON CONSUMER PERCEPTION TOWARDS COLGATE TOOTHPASTE WITH SPECIAL REFERENCE TO HOSUR

1. Gender?

A) male B) female

2. Age?

A) 15-25 B) 25-35 C) 35-50

3. Marital status?

A) married B) single

4. Qualification?

A) Secondary B) Higher secondary C) diploma or degree E) master degree

5. occupation?

A) private enterprise B) government enterprise C) self employment D) student E) unemployed F) others

6. Monthly income?

A) UP TO 15000 B) 15000-35000 C) 35000-55000 D) 55000 above

7. what are preference Towards ingredients present in your toothpaste?

A) Abrasive B) Fluoride content c) colors D) others

8. what is your most preferred brand?

A) Colgate salt B) Colgate C) Colgate maxfresh D) Colgate strong teeth

9. what is the preferred quantity of toothpaste you buy?

A) 50 grams B) 100 grams C) 200 grams D) combo pack/multi pack /more than 200 grams

10. How many year you used in Colgate Toothpaste?

A) Two B) Three C) more than three

11. Which promotional tools make to buy Toothpaste?

A) buy 1 get 1 B) Discount c) Extra quantity D) others

12. Have you ever had any side effect using a particular brand of Colgate Toothpaste?

A) Yes B) No

13. If yes:

1. bad breath 2. Itching 3. burning 4. skin peeling inside mouth

14. How frequently do you change your Toothpaste brand?
- A) Never B) occasionally C) frequently
15. Why do you prefer Colgate toothpaste?
- A) quantity B) price C) taste D) brand image E) others
16. In which media do you find more advertisements of Colgate Toothpaste?
- A) TV B) magazine C) radio D) billboard
17. What is the price range of your brand product?
- A) UPTO Rs.40 B) Rs.40 Rs.50 C) Rs.50 to Rs.6 D) above Rs.60
18. How satisfied are you with Colgate Toothpaste?
- A) Strongly satisfied B) satisfied C) Neutral D) Dissatisfied E) Strongly dissatisfied
19. What attracts you to the product you choose?
- A) packing B) flavor C) price D) quantity
20. What do you think results in healthier teeth?
- A) The number of times brushes his/her teeth one time per day
B) Never changed in brand of tooth brushes
21. What do you think price level of Toothpaste?
- A) high price B) Worth of money C) affordable prices
22. By whom are you influenced during purchase Toothpaste?
- A) friends B) spouse C) kids D) self E) parents
23. Reason one buys a Colgate Toothpaste for?
- A) fresh breath B) brand image C) anti cavity D) gum protection
24. Which characteristic influences you before buying Colgate?
- A) cost B) Durability C) quality