



## “A STUDY OF VARIOUS FACTORS INFLUENCING CONSUMER BUYING PREFERENCES TOWARDS TOOTH BRUSH BRANDS AT PCMC AREA, PUNE”

SANTOSH SHINDE AND AMOD MARKALE

Asstt. Professor

Department of Management, Pimpri Chinchwad College of Engineering, Akurdi, Nigdi, Pune  
Director, Dnyanganga Institute of Career Empowerment and research,  
Zeal Education Society, Narhe, Pune

### Abstract:

*The present day services scenario in FMCG sector have changed remarkably and it is often stated that the this sector in India are yet to standardize their service delivery and customers have often been left to their own individual discretion in respect of choice of tooth brush. The present study of 100 such customers throw light on specific factors that they look into while choosing a tooth brush brands. This study can influence the managements to appropriately strategies their management philosophies such that they do not lose ground in the long run. The study also suggests certain measures that the manufacturer of tooth brush brands can adopt in a liberalized and globalised set up of Fast moving consumer goods operations.*

Key words – Brands, Consumer Behavior, Quality, Value,

### INTRODUCTION

#### CONCEPT OF CONSUMER

A “Consumer” is one who purchases a product or service for a particular organization. One thing that we are all consumer, infect everybody in this world is a consumer. Every day in our life we are buy and consuming an incredible variety of goods and services. However, we all have different tasks, like & dislike and adopt different patterns while making purchase decision. Each consumer is unique and this uniqueness is reflecting in competition behaviour and pattern and process of purchase.

Personal Consumer- The personal consumer buys good and services for his use or for household consumption or for just one member of the family. In all these instances, the goods are brought for final use, referred as “end users” or “ultimate consumers”.

Organizational consumer- The other category of consumer is the organizational consumers, which include profit and not-for-profit organizations. Government agencies and institutions (such as local or state government, schools and hospitals) buy products, equipment and services required for running these organizations.

#### CONSUMER BEHAVIOUR

“Think of the consumer first, if you would have the consumer think of you.”

One of the very few aspects common to all of us is that we are all consumers and the reason for the business firm to come into being is the presence of consumer who have unfulfilled or partially fulfilled needs and wants. No matter whom we are –urban or rural, male or female, young or old, rich or poor,

Title: “A STUDY OF VARIOUS FACTORS INFLUENCING CONSUMER BUYING PREFERENCES TOWARDS TOOTH BRUSH BRANDS AT PCMC AREA, PUNE” Source: Golden Research Thoughts [2231-5063] SANTOSH SHINDE AND AMOD MARKALEyr:2012 vol:2 iss:6

educated or uneducated, believer or non-believer, or whatever – we are all consumer. We consume or use on a regular basis food, shelter, clothing, education, entertainment, brooms, toothbrushes, vehicles, domestic help, healthcare and other services, necessities, comforts, luxuries, and ideas. Organization realizes that there marketing effectiveness in satisfying consumer needs and wants at profit depends on a deeper understanding of consumer behaviour.

“Consumer is the king”

The consumer must always be at the centre of the organizational process. Again, in the old economy, consumer experiences were often deemed secondary to take any decision. In the new economy, consumers are often asked to participate in decision-making.

Consumer Behavior attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behavior study is based on consumer buying behavior, with the customer playing the two distinct roles of user and buyer. Research has shown that consumer behavior is difficult to predict.

Consumer Behavior refers to the study of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. There are several stages a consumer goes through before he finally picks up things available in the market.

#### CONSUMER BEHAVIOR DEFINITION:

Consumer behaviour can be defined as: “Consumer behaviour referred to as the study of when, why, how, where and what people do or do not buy products.” “Consumer behaviour is a decision making process and physical activity engaged in while evaluating, acquiring, using and disposing of goods and services.” Consumer behavior is the study of when, why, how, and where people do or do not buy a product. We can also defined consumer behaviour as the “decision process” and physical activity engaged in by individuals.

#### STAGES IN THE BUYING DECISION PROCESS :

While buying of any product or service customer goes through buying decision process knowingly or unknowingly. These buying decision process includes five stages Need Recognition, Information search, Selection of best alternative, Purchase and Post purchase.

Following model can represent the typical buying process:



A consumer goes through several stages before purchasing a product or service.

## REVIEW OF LITERATURE

The concept of decision making perceived by buying behavior as a problem-solving activity that consumer undergo to solve different problems. The stages include; need recognition, striving for information, evaluates the alternative, purchase decisions, and post-purchase evaluations. Consumer decisions making can sometimes be confusing and relate to many ideas and beliefs. There are numerous perspectives of consumer decision making that include the 'cue utilization theory', value perspective, emotional perspective, and information processing perspective. Consumer searches for information after they have recognized the need. In cases where customers' drive is strong, information is searched externally and more extensively (Bruner & Pozmal, 1988). When a problem has been identified the consumers tend to engaging information search, for the purpose of reducing the risk of making a 'wrong' choice. Thus, such a consumer will have a high degree of 'cognitive' activity and will make strong efforts in evaluating and comparing of products before making decision (Bruner & Pozmal, 1988). And cues, which are important in low involvement, can be only as 'pieces of information' in an information processing (Steenkamp, 1989). The products can be important in one of the elements to influence consumer to select the choice and acquisition process. On the other hand, as noted by some authors including Hupfer and Gardner (1971) and Kassarian (1978), not all purchasing decisions involve equally the same high level of customer interest and engagement. However, Hoyer (2984) suggested that it is impossible to directly apply these theories to every aspect of decisions making. The decision making process can be used to analyzed consumer purchasing decision of certain product that required enormous level of engagement from a customer (Kotler & Armstrong, 2002). The diagram below gives a brief explanation of consumer decision making process.

### Five-Stage Model of the buying process:

(Kotler 1993,)

#### Need recognition

Need recognition is the leading thoughts that intercede between the confusing touch in customer's mind, simply put; the consumer desire state and actual state (Schiffman, Lazar & Hansen, 2008). The actual state mainly focused on consumer who encounters difficulty with product that does not bring desire satisfaction, particular if the customer desire state is yearning for something new, the aspiration to minimize the gap between the customer desire state and current situation (Kotler & Armstrong 2002).

#### Information search

Consumer searches for information after they have recognized the need. In cases where customers' drive is strong, information is searched externally and more extensively (Bruner & Pozmal, 1988). When a problem has been identified the consumers tend to engaging information search, for the purpose of reducing the risk of making a 'wrong' choice. Thus, such a consumer will have a high degree of 'cognitive' activity and will make strong efforts in evaluating and comparing of products before making decision (Bruner & Pozmal, 1988).

And cues, which are important in low involvement, can be only as 'pieces of information' in an information processing (Steenkamp, 1989). The products can be important in one of the elements to influence consumer to select the choice and acquisition process. On the other hand, as noted by some authors including Hupfer and Gardner (1971) and Kassarian (1978), not all purchasing decisions involve equally the same high level of customer interest and engagement. However, Hoyer (2984) suggested that it is impossible to directly apply these theories to every aspect of decisions making.

#### Evaluating alternatives & Purchase

Alternatives valuations are significantly different from large product categories (Kotler & Armstrong, 2002). For a better understanding in a certain product category, customers use a variety of criteria in deciding which store to visit and which product to buy, including selection, price, quality, service, value, and convenience (Boone and Kurtz, 2006). According to Kotler (1996), consumer use store and product attribute varies among consumers. Management must, however, know which attribute consumers consider and the important the consumer places on them. Evaluation of alternative that consumer can make decision can be made from price, location, quality and pharmacists relationship to choose a pharmacy

(David Holdford, 2007). The evaluation process is particularly helpful in influencing customers, particularly, when customers are familiar with the desire product, their purchase behavior tends to be quite small, consisting on average between three and five brands (Schiffman et al., 2008).

#### **Purchase Decision**

Bruner and Pomazal (1988) argue that a purchase is done by a consumer after s/he first recognises some kind of problem, and thus the purchase is a solution to the experienced problem. Further, Bruner and Pomazal (1988) state that to be able to conduct a purchase the problem recognized needs to be defined. Consumer tend to choose to buy the product by considering characteristics such as location, price assortment personnel, store image and service etc (Boone and Kurtz, 2006).

In executing a purchase intension, there are five purchase sub decisions, which consumers may make up (product choice, brand choice, dealer, purchase timing, and purchase amount (Kotler, 1996). In order words consumer may answer the question of which product to buy, or might as well form a purchase intention to buy the most preferred brand. Sometimes consumers may have to choose which dealer or store they will go for purchase. In some cases, consumers may be willing to accept high prices for electronically products if the quality of the product is perceived to be of high quality.

#### **Post-Purchase evaluation**

In most post purchase behaviors, customers tend to evaluate purchasing through a trail or experience some level of satisfaction or dissatisfaction. If the product meets his or her expectations, the consumer is likely to satisfied, but if it falls short, the consumer is likely to be dissatisfied. Thus, customers may evaluate the product prior to their preconceived expectations (Schiffman (2008). An outcome of the evaluation is either the performance that matches expectations, that performance which exceeds expectations or that the performance below expectations. The amount of dissatisfaction depends on the size of the different between expectations and performance (Kotler, 1996).

#### **OBJECTIVE OF THE STUDY**

The main objectives of this study are

- To Study the customers buying tendencies towards tooth brush brands.
- To understand the customer's preferences towards tooth brush brands.
- To analyze the factors influencing buying decision of consumers for tooth brush brads.

#### **SCOPE OF THE STUDY**

The study has been under taken mainly to know how consumer rates various factors influencing his behavior while selecting a tooth paste. All kinds of respondents like businessmen, professionals, government and private employees, students etc. have been included in this study.

#### **SAMPLING DESIGN**

The study is based on primary data. Data collected through Questionnaire method and non probability Judgment sampling method used to collect the data. The area of PCME area –Akurdi, Nigdi, Yamuna nagar, Chikhali, Pimpri and Thathwade.

A sample of 100 respondents selected from different locations of PCMC areas.

**Table 1 : Sample of students belongs to various areas in pcme area studying in various courses.**

**N= 100**

Sr.no	Respondents	No. of Respondents
1	Businessmen	23
2	Professionals	21
3	Government employees	15
4	Private employees	27
5	Students	14

**METHODOLOGY AND TOOLS USED FOR DATA COLLECTION**

Data collected with the help of questionnaire. Statistical tools like percentage and LIKERT'S scale were used for the analysis. The study was conducted during the period June and July 2012.

**FIELD WORK AND COLLECTION OF DATA**

The present study is an empirical research based on the survey method. It involves the collection of primary data from the respondents. Some of the secondary data is collected from articles

**DATA GATHERING**

After the completion of the task of filling questionnaires a thorough check up of the data was made. The data was processed with the help of statistical tools like percentage and LIKERT'S scale.

**MEASUREMENT OF VARIABLES**

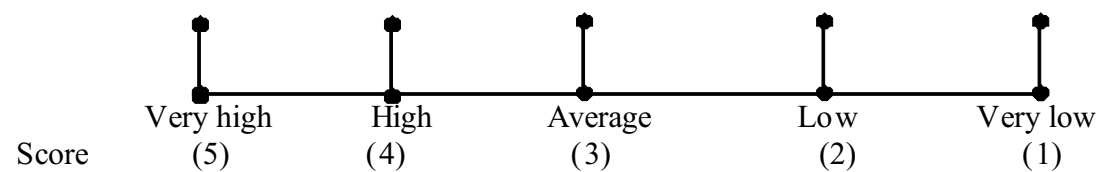
Nine factors were identified which could influence consumer behavior while selecting a tooth brush. These variables were then measured with the help of LIKERT'S scale. The following factors were identified –

- Brand
- Quality
- Safety
- Price
- Advertisement
- Color
- variety
- Softness/ Comfort
- Past performance

Respondents were asked to express opinion about each factor as to what factors were considered to while selecting a Tooth brush. He/she may respond in any of the following ways:

- i) Very High ii) High iii) Average iv) Low v) Very Low

It was observed that these five points constitute the scale. At an extreme level of the scale is very high consideration for that particular factor and at the other, very low consideration and between them lie intermediate points. We may illustrate this as under:



Response indicating the very low consideration is given the least score 1 and most favorable is given the highest score 5.

**PRESENTATION and ANALYSIS OF DATA**

1. Total responses of respondents.

**Table 2: Showing total responses for different factors.**

Sl.No.	Factors	Very High	High	Average	Low	Very Low	Total response
1	<b>Softness/ Comfort</b>	62	21	8	3	6	<b>100</b>
2	<b>Quality</b>	25	44	27	2	2	<b>100</b>
3	<b>Safety</b>	36	32	22	5	3	<b>98</b>
4	<b>Price</b>	38	35	17	6	0	<b>96</b>
5	<b>Advertisement</b>	25	27	23	14	5	<b>94</b>
6	<b>Color</b>	22	35	31	7	1	<b>96</b>
7	<b>variety</b>	12	27	50	8	1	<b>98</b>
8	<b>Brand</b>	6	27	34	26	3	<b>96</b>
9	<b>Past performance</b>	15	34	35	13	2	<b>99</b>

Source: (Primary data)

**Table 3: Overall Scores and Ranking**

Sl.No.	Factors	Very High	High	Average	Low	Very Low	Total score	Ranking
1	<b>Softness/ Comfort</b>	310	84	24	6	6	430	<b>I</b>
2	<b>Quality</b>	125	176	81	4	2	388	<b>III</b>
3	<b>Safety</b>	180	128	66	10	3	387	<b>IV</b>
4	<b>Price</b>	190	140	51	12	0	393	<b>II</b>
5	<b>Advertisement</b>	125	108	69	28	5	335	<b>VII</b>
6	<b>Color</b>	110	140	93	14	1	358	<b>V</b>
7	<b>variety</b>	60	108	150	16	1	335	<b>VII</b>
8	<b>Brand</b>	30	108	102	52	3	295	<b>VIII</b>
9	<b>Past performance</b>	75	136	105	26	2	344	<b>VI</b>

Source: (Primary data)

From table3 it can be interpreted that Softness/Comfort is the main factor which is considered most while selecting a toothbrush, on the other hand Brand is the factor which they consider least.

The top three factors which customers consider most are:-

- I. Softness/ Comfort
- II. price
- III. Quality
- IV. Safe

2. Analysis on different basis like

- Gender
- Age
- Gender wise

**Table5: Scores and ranking of male respondent.**

Source: (Primary data)

Sl.No.	Factors	Very High	High	Average	Low	Very Low	Total score	Ranking
1	Softness/ Comfort	240	68	21	6	6	341	I
2	Quality	95	148	63	4	2	312	IV
3	Safety	150	104	48	8	3	313	III
4	Price	155	108	42	10	0	315	II
5	Advertisement	105	72	57	26	4	264	VII
6	Color	75	108	81	14	1	279	V
7	variety	40	76	132	14	1	263	VIII
8	Brand	15	92	93	36	2	238	IX
9	Past performance	60	112	81	22	2	277	VI

The above tables show that as per earlier observation/discussion, Softness/Comfort factor is considered most and Brand least. Top two factors are the same but unlike previous analysis here the third factor changed as males give more weightage to Price than past performance.

**Table6: Scores and ranking of female respondents.**

Sr. No.	Factors	Very High	High	Average	Low	Very Low	Total score	Ranking
1	Softness/ Comfort	70	16	3	0	0	89	I
2	Quality	30	28	18	0	0	76	IV
3	Safety	30	24	18	2	0	74	V
4	Price	35	32	9	2	0	78	III
5	Advertisement	20	36	12	2	1	71	VII
6	Color	35	32	12	0	0	79	II
7	variety	20	32	18	2	0	72	VI
8	Brand	15	16	9	16	1	57	IX
9	Past performance	15	24	24	4	0	67	VIII

Source: (Primary data)

Table shows that females also consider softness/Comfort most, but they rate colour high over accessibility. Here also past performance considered the least.

**Age-wise**

**Table7: Classification of data age wise.**

**N= 100**

Age interval	No. of respondent
Below 25	67
25-30	15
30-35	11
35-40	2
40-45	2
45-50	3



**Table8: Scores and ranking of respondents with age below 25.**

Sl.No.	Factors	Very High	High	Average	Low	Very Low	Total score	Ranking
1	Softness/ Comfort	225	36	18	6	4	289	I
2	Quality	90	140	33	4	1	268	II
3	Safety	125	88	42	10	1	266	III
4	Price	125	88	39	9	0	261	IV
5	Advertisement	75	72	39	22	4	212	VII
6	Color	55	44	69	12	1	181	IX
7	variety	45	68	99	12	0	224	VI
8	Brand	30	72	72	28	1	203	VIII
9	Past performance	50	80	78	18	2	228	V

Source: (Primary data)

Respondents with age below 25 have also given more consideration to Softness/Comfort over other factors and they consider quality and safety II and III respectively. Least consideration was given to Past performance.

**Table9: Scores and ranking of respondents with age 25-30.**

Sl.No.	Factors	Very High	High	Average	Low	Very Low	Total score	Ranking
1	Softness/ Comfort	30	24	3	0	2	59	III
2	Quality	20	16	18	0	1	55	V
3	Safety	10	24	12	0	2	48	VI
4	Price	25	28	3	4	0	60	II
5	Advertisement	30	16	15	0	0	61	I
6	Color	15	24	15	2	0	56	IV
7	variety	5	16	21	4	1	47	VIII
8	Brand	0	20	9	10	2	41	IX
9	Past performance	10	20	12	6	0	48	VI

Source: (Primary data)

Respondents belonging to 25-30 age groups consider toothbrush most, advertisement and price for first and second place. Variety is considered least



**Table10: Scores and ranking of respondents with age 30-35.**

Sl.No.	Factors	Very High	High	Average	Low	Very Low	Total score	Ranking
1	Softness/ Comfort	35	12	3	0	0	50	II
2	Quality	10	16	15	0	0	41	VIII
3	Safety	40	8	3	0	0	51	I
4	Price	20	12	9	1	2	44	IV
5	Advertisement	10	20	9	1	2	42	V
6	Color	25	20	3	0	0	48	III
7	variety	10	20	12	0	0	42	VI
8	Brand	0	16	9	4	8	37	IX
9	Past performance	10	20	9	1	2	42	VI

Source: (Primary data)

Table shows that people of age group 30-35 give more consideration to Safety than any other factor, followed by softness/comfort and color. Quality gets least consideration. Respondents of age group of 40-45 give more consideration to Safety.

**FINDINGS**

1. Softness/Comfort is the main concern for customers while selecting a toothbrush.
2. Customers give least importance to Past performance as a factor of choice.
3. Table below shows in which ranks of different factors and their scores are given

Table 11: Table of findings

Rank	Factors	Score
I	Softness/ Comfort	51
II	Quality	43
III	Safe	38
IV	Price	34
V	Advertisement	32
VI	Color	26
VII	variety	23
VIII	Brand	19
IX	Past performance	8

Source: (Primary data)

**CONCLUSIONS**

- It is seen that Softness/Comfort is the main concern for a toothbrush customers.
- Quality is second most considered factor.
- Safety and Price in the fourth place.
- Color, Variety, brand and past performance are the least factors considered while purchasing toothbrush.

**REFERENCES:**

- Bagozzi R. (1984) - A Prospectus for Theory Construction in Marketing, Journal of Marketing.
- Ajzen I., Fishbein M. (1980) - Understanding Attitudes and Predicting Social Behavior, Englewood Cliffs, NJ: Prentice Hall
- Aaker D. A. (1991), Managing Brand Equity Capitalizing on the Value of a Brand Name, J11, ed. The Free Press. New York;
- Backman S. J., Crompton J.L. (1991) - Differentiating between High, Spurious, Latent, and Low Loyalty Participants in Two Leisure Activities, Journal of Park and Recreation Administration,.
- Bowbrick P. (1992) - The economics of quality, grades and brands, New York, NY: Chapman and Hall, Inc;
- Allenby G. M., Lenk P. J. (1995) - Reassessing brand loyalty, price sensitivity, and merchandising effects on consumer brand choice, Journal of Business & Economic Statistics, 13, 281-289;
- Aaker D. A. (1996) - Measuring Brand Equity across Products and Markets, California Management Review.
- Bowen J., Shoemaker, S. (1998) - Loyalty: A Strategic Commitment, Journal of Consumer Satisfaction Dissatisfaction and Complaining Behavior.
- Aaker J.L. (1999) - Brand Personality: A Path to Differentiation, in Brands Face the Future, Ed. R. Morgan, NY, New York: Research International.
- Dickson and Sawyer(1990), Market Research in Service Industry(2nd edition) Harper and Row, NY
- Hasanbanu and U. Jeyashree, pp 136-154, Indian Journal of Marketing (June, 2006)
- Kothari, Research methodology (second edition), New age International
- Kotler.P, Marketing Management (twelfth edition), TATA McGraw Hill
- Roopa Kulkarni and Sunita Jyoti, 2006, Indian Journal of Marketing, (Nov 2005)
- Scottish Consumer Council-related reports on Customer satisfaction studies, 2005.
- Bennett P.D., Kassarian, H. H. (1972) - Consumer behaviour, Prentice-Hall (Englewood Cliffs, N.J);