



CUSTOMER PRECEPTION AND SATISFACTION TOWARDS ORAL CARE PRODUCTS WITH SPECIAL REFERENCE TO COLGATE TOOTHPASTE IN COIMBATORE CITY.

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ABSTRACT

This research paper is all about the oral care products with special reference to colgate toothpaste. Oral care products are the products that are used to cleanse the oral cavity, freshen the breath, and maintain good oral hygiene. As the dental industry is expanding day by day, numerous types of oral care products are available in the market which includes toothbrush, toothpaste, mouthwash, floss, and whitening agents but the most widely used oral care products are the toothbrush and toothpaste Other products are either used by the advice of a dentist or voluntarily.

Keywords: customer satisfaction, oral care products, colgate toothpaste.

INTRODUCTION

Customer perception is how customers feel about your product and brand. It's an opinion that they've formed through every interaction they've had with your company, both direct and indirect. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Toothpaste is a paste or gel dentifrice used with a toothbrush to clean and maintain the aesthetics and health of teeth. Toothpaste is used to promote oral hygiene: it is an abrasive that aids in removing dental plaque and food from the teeth, assists in suppressing halitosis, and delivers active ingredients (most commonly fluoride) to help prevent tooth decay (dental caries) and gum disease (gingivitis). Owing to differences in composition and fluoride content, not all toothpastes are equally effective in maintaining oral health. The decline of tooth decay during the 20th century has been attributed to the introduction and regular use of fluoride-containing toothpastes worldwide. Large amounts of swallowed toothpaste can be toxic.

STATEMENT OF PROBLEM

The present study shows customer perception and satisfaction towards oral care products with special reference to colgate toothpaste. It contains fluoride can possibly causes permanent tooth discoloration, stomach problems etc.. It gives bad taste after brushing our teeth with fluoride toothpaste (especially orange juice). In early days there are some alternatives available to the peoples. But today everyone prefers toothpaste for convenient. it is lack of traditional way and it is harmful for teeth. It is also lack of herbal tooth powders, sea salt etc.

SCOPE OF STUDY

The customer is the king in the modern marketing. They purchase and pays for a product or services. So the analysis of customer satisfaction is one of the foundation on which marketing depends. Lots of people concentrate on their oral care products. It plays important role in daily life. Toothpaste helps keep your teeth clean and healthy, gives you nice breath prevents against plaque, cavities, gum diseases & keep teeth white. Some people used to suffer from the oral care diseases for them colgate are recommended. Strictly for babies and kids use their range pastes only. The study also gives an idea about the competitions of market share and the action to be taken for improving the market share

OBJECTIVES OF STUDY

- To study about customer attitudes towards colgate toothpaste.
- To determine the various factors affecting to purchase of colgate toothpaste.
- To identify the which varieties of colgate toothpaste has preference among customer

RESEARCH METHODOLOGY

This research is based on Descriptive study as it studies both the qualitative and quantitative aspects of Colgate toothpaste. Descriptive research is used to understand the concept behind the topic and to find the problems faced on the research. However, my research also studies various Review of literature which acts as a base for the study. In this research various colgate toothpaste are studied and focus is given to colgate and my research analyses User Perception towards colgate toothpaste.

REVIEW OF LITERATURE

Navodita jamawal, ramy shenoy. (2022) had stated that, whitening toothpaste exert a whitening effect on teeth through higher surface cleaning effectiveness resulting from the abrasive properties of the paste or specific chemical components. this systematic review and meta-analysis was conceptualized to examine the relationship between whitening toothpaste and surface roughness as well as microhardness of human teeth and to clarify the evidence base available around this relationship by conducting a systematic review.

Eick s (2021) he stated that, the formation of a physiological biofilm cannot be avoided under normal circumstances. However, the consequences of a supragingivally located biofilm, such as caries gingivitis and, as further effect, periodontitis, are relatively easy to avoid. The simplest and most common method used worldwide for the elimination of biofilm is periodic mechanical removal using a toothbrush or similar tools, such as chewing sticks or woods. This method was already used in ancient Egypt, and is still being used today albeit advanced and improved with the toothpaste.

Demma abdul khader, faizal c peedikayil (2021) in their study stated that, oral diseases are one of the most common diseases found in humans. They can produces serious problems such as pain and discomfort. Researchers suggest that poor oral health may be associated with medical conditions as diabetes, pneumonia and stroke.

Jeffrey Roseman (2021) had stated that, Coming to children's toothpaste, customers are aware of separate toothpastes for children, but do not use them regularly. It is recommended to use fluoride toothpaste for children above the age of 3 in a pea size amount [Fluoride toothpaste use for young children] Even adults are recommended a pea size of toothpaste.

Cintia de melo, siva souza (2021) had stated that ,the effect of different types of manual toothbrushes and brushing loads on the progression of erosive tooth wear (ETW) on enamel.

Joon seong, jane r Matheson.(2020) in their study stated that, a randomised controlled trial investigating efficacy of a novel toothpaste containing calcium silicate and sodium phosphate in dentine hypersensitivity pain reduction compared to a fluoride control toothpaste.

COLGATE- COMPANY PROFILE

Toothpaste is a paste or gel dentifrice used with a toothbrush to clean and maintain the aesthetics and health of teeth. Toothpaste is used to promote oral hygiene: it is an abrasive that aids in removing dental plaque and food from the teeth, assists in suppressing halitosis, and delivers active ingredients (most commonly fluoride) to help prevent tooth decay (dental caries) and gum disease (gingivitis).^[1] Owing to differences in composition and fluoride content, not all toothpastes are equally effective in maintaining oral health. The decline of tooth decay during the 20th century has been attributed to the introduction and regular use of fluoride-containing toothpastes worldwide.^{[2][3]} Large amounts of swallowed toothpaste can be toxic.^[4] Common colours for toothpaste include white (sometimes with coloured stripes or green tint) and blue.

COLGATE

Product type	Oral hygiene
Owner	Colgate-Palmolive Company
Country	United States
Introduced	1873; 149 years ago
Website	www.colgate.com

Colgate is an American brand principally used for oral hygiene products such as toothpastes, toothbrushes, mouthwashes and dental floss. Manufactured by Colgate-Palmolive, Colgate oral hygiene products were first sold by the company in 1873, sixteen years after the death of the founder, William Colgate. The company originally sold soap

DATA ANALYSIS AND INTERPRETATION.

In this chapter the analysis interpretation of the study on” customer perception and satisfaction towards oral care products with special reference to colgate toothpaste” is presented based on the opinion of sample of 125 respondents selected from Coimbatore City through a questionnaire containing 25 questions analyzed through

- Simple percentage
- Weighted mean

Simple percentage

Simple percentage analysis can be used in finding the percentage of the observation. It is also used to describe relationship and to compare the relative terms, the distribution of two or more series of data.

S,N O	DEMOGRAPHIC		NO OF RESPOND ENTS	PERC ENTA GE
1	GENDER	MALE	54	43.2%
		FEMALE	71	56.8%
2	AGE	BELOW 18		49.6%
		21-30		35.2%
		31-40		10.4%
		ABOVE 40		4.8%
3	MARTIAL STATUS	MARRIED		16.8%
		UNMARRIED		83.2%
4	EDUCATION QUALIFICATION	ILLTERATE		4%
		SCHOOL LEVEL		9.6%
		DIPLOMA LEVEL		4%
		UNDER GRADUATE		61.6%
		POST GRADUATE		20.8%
5	MONTHLY INCOME	LESS THAN 10000	62	49.6%
		10000-20000	25	20%
		20000-30000	19	15.2%
		ABOVE 30000	19	15.2%

Source: Primary data

INTERPRETATION

In above majority 56.8% of the respondents were female, majority 49.6% of the respondents were in the age group of below 20 years, majority 83.2% of the respondents are unmarried, majority 61.6% of the respondents are from under graduate, majority 49.6% of the respondents was less than 10000.

WEIGHTED AVERAGE MEAN METHOD

The term weight stands for relative importance of different items. Weights have been assigned to various ranks. The weighted score is calculated by multiplying the number of respondents in a cell with their relative weights and the whole number is summed up to give the weighted score for that factors.

$$\sum XW = \frac{\sum WX}{\sum W}$$

FACTORS INFLUENCE TO SELECT COLGATE TOOTHPASTE

ATTRIBUTE S	SATISFIED	HIGHLY SATISFIED	NETURAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL	MEAN SCORE
FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)		
PRICE	75 375	28 112	15 45	2 4	5 5	125 541	4.328
QUALITY	51 255	40 160	27 81	3 6	4 4	125 510	4.08
AVAILABILITY	64 320	26 104	27 81	5 10	3 3	125 518	4.144
DURABILITY	60 300	28 112	26 78	7 14	4 4	125 407	3.256
FLAVOR	66 330	29 116	18 54	2 4	10 10	125 514	4.112

Source: Primary Data

INTERPRETATION

The above table shows 4.328 of the respondents were price of colgate toothpaste,

FINDINGS, SUGGESTION AND CONCLUSION**FINDINGS****SIMPLE PERCENTAGE**

- Majority 56.8% of the respondents are from female
- Majority 49.6% of the respondents are below 20 years.
- Majority 83.2% of the respondents were unmarried.

WEIGHTED MEAN AVERAGE

- Majority 4.328 of the respondents are price from selection of colgate toothpaste.
- Majority 4.144 of the respondents are from cavity prevention reason for satisfaction.

SUGGESTION

- Colgate toothpaste can be introduced in new varieties and flavors for kids.
- It may innovative a new cartoon shape toothpaste in order to attract the children.
- The company should give free gift like small toys to attract children

CONCLUSION

The customer satisfaction is important factor to forecast the sales of any product in a particular area. Most of the people use tooth paste product for improves their teeth protection. It is evident that Colgate toothpaste have a good brand image among the customer fewer side effects are the most important motivating factor to buy the product. The availability of the product is frequent. But the price of the product is high. The manufacturer should concentrate to reduce the price of the product and concentrate to introduce more attractive pack in order to increase the values. The consumer are both quality conscious and price conscious therefore any brand which is of good quality and reasonable price ensures the safety is mostly preferred by the consumers. Every customer wants a quality product, good services, and easy availability of product and better performance of the product of affordable price. Maximum number of respondents in our study accept

that Colgate tooth paste, salt, max fresh are provided in a good quality, good package system good price and they are reachable one.

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