

## REVIEW PAPER-

# STUDY ON CONSUMER BUYING BEHAVIOUR OF COLGATE

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### ABSTRACT-

This project highlights on the topic a study on consumer buying behaviour of Colgate. The main purpose of the study is to determine the brand image, perception of consumers, attitudes and behaviour of the target audience with regard to the products of the Colgate. This also denotes the purchasing pattern of customers towards the brand. Here we can see how the brand name and the quality products help in acquiring more customers. The research method used for the project is the Quantitative Research Method. In Quantitative Research Method, I have used the Survey Research and the descriptive

research method. I have selected the Probability Sampling Method, where Simple Random Sampling was used. I chose a judgment sampling. The sample consists of those who are a regular user of Colgate products and those customers who do not use Colgate products. The method was simple random sampling. From this study we can come to conclusion that brand awareness plays a vital role where it creates a connection between the company and the customers. Majority of the customers believe that the branded products will have good quality. Colgate has developed a good image in the mind-set of the customers.

FMCG sector also” In the project the customer expectations and aspirations have been dealt with to analyze the quality of product and services provided by COLGATE-PALMOLIVE Ltd and what customer wants from them, and how much they are satisfied with the present quality of products and services. The project has tried to recommend ways of enhancing customer satisfaction by the quality of products and services provided by COLGATE- PALMOLIVE LTD to use those qualities of products and services to position them for the COLGATE-PALMOLIVE Ltd. in the competitive environment of FMCG sector. I hope that my efforts shall be considered by the COLGATE-PALMOLIVE Ltd. for implementation in their business strategy.

### I.INTRODUCTION-

“Necessity is the mother of invention” New formats of all organisation is to create new strategy, planning and implement those things to get a better result when compared to competitor. Colgate Palmolive ltd. in one of the largest FMCG Company in India. So their planning and strategy should be remarkable, and they are doing this very well. Colgate Palmolive ltd. change their plan, strategy according to the market demand, competitor. This project is also a sincere attempt of mine to discuss about PROMOTIONAL STRATEGY TO INCREASE AWARENESS OF THE PRODUCT OF COLGATE-SENSITIVE” and to find out importance of Chemist stores and how these are playing a major role in bridging relationship between Colgate and customer requirement in FMCG sector, those are emerging formats of FMCG sector. While doing this project I had learnt a lot which I would not have been able to know had I not pursued this project in my summer training. “Continuous enhancement is the key factor to success in every sector,

### II.OBJECTIVE-

The major aim of the report is to recognize and identify how theories and concepts discussed in the MMS program can be applied in the aspect of consumer

perception and consumer behavior. The objectives of the report are:

- To study the organization and explain the scope of work in.
- To study the Customer awareness about various products by Colgate.
- To study about the Customer satisfaction after using the products.
- To study and understand how the brand image plays a vital role in the minds of people.
- To study and understand what matters the most to the customers when it comes to price, quality, packaging or brand name.
- To study and analyse the loyalty of the customers and which brand do they prefer when it comes to competition.

### III. CUSTOMER BEHAVIOR PATTERNS:-

- **PLACE OF PURCHASE:-** Most of the time, customers will divide their purchases between several stores even if all items are available in the same store. Think of your favorite hypermarket: although you can find clothes and shoes there as well, you're probably buying those from actual clothing brands. When a customer has the capability and the access to purchase the same products in different stores, they are not permanently loyal to any store, unless that's the only store they have access to. Studying customer behavior in terms of choice of place will help marketers identify key store locations.

- **ITEMS PURCHASED:-** Analyzing a shopping cart can give marketers lots of consumer insights about the items that were purchased and how much of each item was purchased. Necessity items can be bought in bulk while luxury items are more likely to be purchased less frequently and in small quantities. The amount of each item purchased is influenced by the perishability of the item, the purchasing power of the buyer, unit of sale, price, number of consumers for whom the item is intended, etc.

### • TIME AND FREQUENCY OF PURCHASE:-

- Customers will go shopping according to their feasibility and will expect service even during the oddest hours; especially now in the era of e-commerce where everything is only a few clicks away. It's the shop's responsibility to meet these demands by identifying a purchase pattern and match its service according to the time and frequency of purchases. One thing to keep in mind: seasonal variations and regional differences must also be accounted for.

- **METHOD OF PURCHASE:-** A customer can either walk into a store and buy an item right then and there or order online and pay online via credit card or on delivery. The method of purchase can also induce more spending from the customer (for online shopping, you might also be charged a shipping fee for example). The way a customer chooses to purchase an item also says a lot about the type of customer he is. Gathering information about their behavior patterns helps you identify new ways to make customers buy again.

### IV. DIRECT COMPETITORS: EMOFORM:-

Sensitive teeth, inflamed and slightly bleeding gums the active ingredient potassium nitrate is the only substance classified by the FDA as a safe and effective tooth desensitizer. With regular brushing of the teeth, the patient experiences a marked alleviation of pain after 1-2 weeks and an improvement in the condition of the inflamed gums. For the acute stage of painful and sensitive tooth necks, inflamed and mild bleeding of the gums For the regular long-term care of sensitive teeth, prevention of dental decay and periodontitis

- Theromoseal
- Sensodent
- Thermo kind-f
- Pepsodent
- HUL
- Sensoform
- P & G

## V. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analysed?

### TYPE OF RESEARCH METHOD

The research method used for my project is the Quantitative Research Method. Quantitative methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It is used to answer questions in terms of justifying relationships with measurable variables to explain, predict, or control a phenomenon. In Quantitative Research Method, I have used the Survey Research and the descriptive research method.

- **SURVEY RESEARCH**

The ultimate goal of survey research is to learn about a large population by deploying a survey. Today, online surveys are popular as they are convenient and can be sent in an email or made available on the internet. In this method, a researcher designs a survey with the most relevant survey questions and distributes the survey. Once the researcher receives responses, they summarize them to tabulate meaningful findings and data.

- **DESCRIPTIVE RESEARCH**

Descriptive research is a method which identifies the characteristics of an observed phenomenon and collects more information. This method is designed to depict the participants in a very systematic and accurate manner. In simple words, descriptive research is all about describing the phenomenon, observing it, and drawing conclusions from it.

- **SAMPLE SIZE AND METHOD OF SELECTING SAMPLE**

Sampling is defined as the process of selecting certain members or a subset of the population to make statistical inferences from them and to estimate characteristics of the whole population. Sampling is widely used by

researchers in market research so that they do not need to research the entire population to collect actionable insights. It is also a time-convenient and a cost-effective method and hence forms the basis of any research design.

### THERE ARE TWO TYPES OF SAMPLING:

- **PROBABILITY SAMPLING:** Probability sampling is a sampling method that selects random members of a population by setting a few selection criteria. These selection parameters allow every member to have the equal opportunities to be a part of various samples.

- **NON-PROBABILITY SAMPLING:** Non probability sampling method is reliant on a researcher's ability to select members at random. This sampling method is not a fixed or pre-defined selection process which makes it difficult for all elements of a population to have equal opportunities to be included in a sample. I have selected the Probability Sampling Method, where Simple Random Sampling was used.

- **SIMPLE RANDOM SAMPLING:**

One of the best probability sampling techniques that helps in saving time and resources, is the Simple Random Sampling method. It is a trustworthy method of obtaining information where every single member of a population is chosen randomly, merely by chance and each individual has the exact same probability of being chosen to be a part of a sample

- **DATA SOURCE**

For this project, both primary and secondary data were valuable source of information.

- **PRIMARY DATA**

Primary data are freshly gathered for a specific purpose. For my project work the primary data was collected by means of surveys through online questionnaire.

- **ONLINE SURVEY:**

This method was easy to gather information. As the sample was selected randomly. Through this I came to know what customers feel towards the 32 L'Oreal products and how often they prefer to use the products and are the satisfied or not with the product. Secondary data provides a starting point for any research and offers valuable sources of already existing information.

Secondary data are the easiest to gather and the cost of collecting this data is also low. For my project work it was collected through the help of various websites, newspapers, some friends and relatives. They helped me in setting my target customers.

## VI. DATA ANALYSIS AND INTERPRETATION -

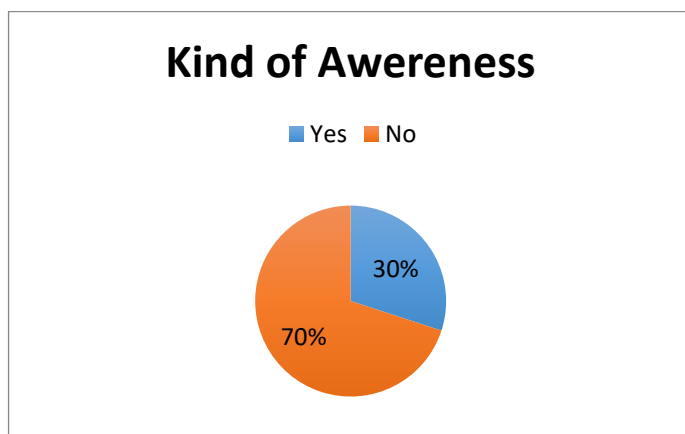
On the basis of questionnaire we have analyzed the response of Retailers & Dentist where the questionnaire was filled up by the Dentist and retailers had tried to put analysis in graphical form.

Q.1 Are you aware about the Colgate Sensitive?

(A) Yes – 30%

(B) No – 70%

Graph 1:



### INTERPRETATION :-

The above table analysis the awareness of customers towards Colgate sensitive, where in 30% of the respondents are aware of it and 70% are not aware of this product. Awareness of Colgate sensitive is very low in market of Mumbai.

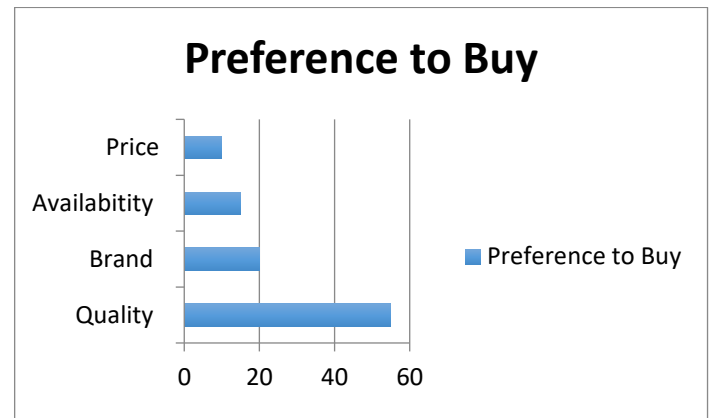
Q. 2. What make you to buy that brand?

a) Quality 55%

b) Brand 20%

c) Availability 15%

d) Price 10%



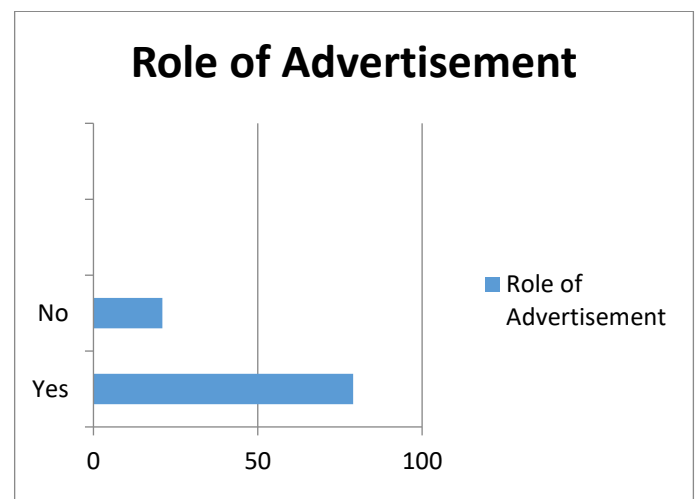
**INTERPRETATION:-** The above table analysis shows the decision making factor for the customers to buy toothpaste. Most of the customers go according to the quality 55% of the respondents cannot compromise with the quality. 15% take the product which is easily available, where as 20% looks at the brand and 10% are conscious about the price.

Q.3 whether advertisement plays a very vital role in developing the brand?

Customer opinion No. of Respondents

YES 79

NO 21



Shows role of advertisement in developing a brand.

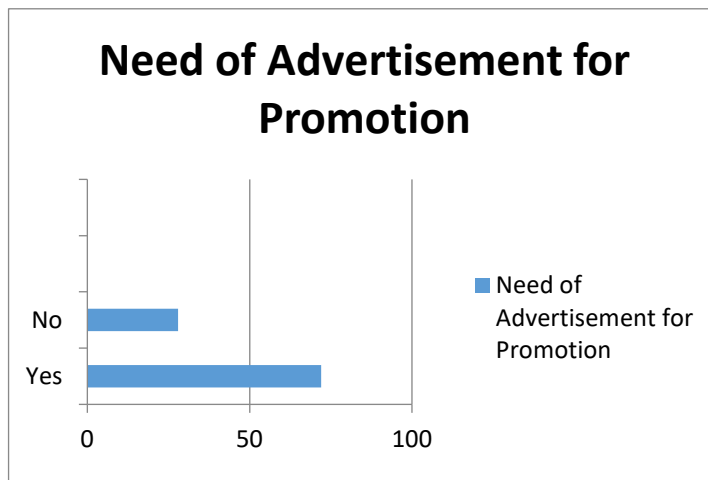
**INTERPRETATION :-** The above table analysis the affect of advertisement in developing the brand, where 79% of the respondents are agreed that advertisement is necessary in developing the brand, whereas 21% of the respondents do not think that the product needs advertisement.

#### Q.4. Does the company need advertisement to promote Colgate sensitive?

Customer opinion No. of Respondents

YES 72

NO 28



**INTERPRETATION :-** The above table analysis the need of advertisement for promoting tooth paste and toothbrush, where 72% says that the product needs advertisement for promotion and 28% of the respondents do not think that the product needs any advertisement.

#### Q.5. How many people's are aware of the utility of Colgate-Sensitive.

(A) Aware

(B) Unaware

Graph 10:



**INTERPRETATION:-** In semi urban areas like Mumbai awareness regarding oral care is less, which affects the performance of medicated toothpaste and toothbrush.

### VII.FINDINGS-

- **RETAILERS PERCEPTION :-**The retailers have always given the feedback as consumers often buy the medicated tooth pastes only after the recommendation of a dentist. Example Thermoseal. They cannot convince the consumers to buy a different product even after it is associated with Colgate. Colgate as a brand has created an image of a normal toothpaste and not as a medicated toothpaste.
- **BRAND AWARENESS WITH RESPECT TO ITS COMPETITORS :-**Colgate Sensitive has low brand awareness as most of the customers purchase the tooth paste on the recommendation of the dentists and currently not doing well in the market as it is often seen as a normal toothpaste.

**VIII.CONCLUSION -** Since Colgate Company is well established in the market and its products have high demand in the market taking an undue advantage of this the distributors create monopoly in the market. Considering this point the separation of Colgate Sensitive as a separate business line in the market is really good as it breaks the monopoly of the well settled distributors in the market and this has helped us to understand the actual functioning of an organization as we were a part of it. The retailers if given good range of margin will also help in increasing the sales of the products to some extent as at a certain level the retailers do control the sales of the products in the retail market.

**IX.SUGGESTIONS -** Small pack of Colgate sensitive should be provided for rural market. Adopt aggressive marketing strategy for Colgate sensitive brand. Do more publicity of the brand. Can come up with different flavours as per the need and demand of the customers.



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