



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(10): 286-289
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www.thepharmajournal.com

Received: 28-08-2021

Accepted: 30-09-2021

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Factors influencing consumer purchase towards toothpaste in Coimbatore city

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Abstract

Toothpaste is one of the most significant product in oral care market. Oral care market offers a lot of potential penetration and the per capita consumption of oral care products is very low. Now, toothpaste industry has become one of the country's largest consumer markets and day to day it's becoming very competitive. The origin of new products contributes to the growth of toothpaste market. This research was conducted to analyze the factors influencing the consumer purchase towards toothpaste in Coimbatore city. It revealed that product functions, reference groups, promotional activities, benefits from the toothpaste usage were the key factors influencing the consumer purchase towards toothpaste.

Keywords: toothpaste, key factors, consumer purchase

Introduction

Toothpaste is one of the daily necessities in our life. In India, toothpaste industry has shown an impressive growth in the last few decades. Initially, it is used to maintain the tooth health and later it was developed with lot of functions such as sensitive relief, whitening and help to remove bad breath. There are various companies producing and selling toothpastes in retail market. Earlier in India, oral hygiene was the domain of local homemade ayurvedic powders or natural herbs. The history of toothpaste in India can be traced back in year 1975. However the awareness regarding oral hygienic Indian society has increased with the different brands of toothpaste nowadays. Toothpaste in tubes is a very successful invention which has been used throughout the world.

Review of Literature

Sarker *et al.* (2013) [2] found that perceived performance, brand awareness, product attribute, taste, credibility of the company, availability of product information, herbal ingredients are the most important factors to choose a toothpaste brand. The least important factors include product availability, uniqueness or innovation, doctor's instruction, parents influence, country of origin, price and TV advertisement.

Manikandan and Nandhini (2019) [1] found that brand image, advertising and offer play an important role while buying toothpaste. Product attributes are also considered by consumers for deciding a toothpaste brand.

Uma Sudhakar *et al.* (2019) [3] concluded that the flavor is most important factor considered by the consumers while selecting their toothpaste.

Objective of the study

To identify the various factors influencing consumer purchase towards toothpaste.

Methodology

The present study is descriptive in nature. Random sampling method was employed for the selection of sample respondents in Coimbatore city, Tamil Nadu, India. A total of 150 sample respondents were selected from the study area to receive a wholesome response covering the entire city. Primary data was collected from sample respondents with the help of well-structured questionnaire. A five point Likert scale has been used to find out the factors influencing the purchase decision of toothpaste. (5-strongly agree, 4-agree, 3-neutral, 2-disagree, 1-strongly disagree). In this study fifteen factors that influencing consumer purchase towards toothpaste were taken and variables are listed below:

Table 1: List of Variables

Brand name intended while buying
Quality of toothpaste will be preferred while buying
I consider toothpaste availability
Quantity of the toothpaste will be considered
I prefer brand switching
I consider dentist recommendation for buying toothpaste
I prefer toothpaste with natural herbs
Toothpaste which prevent tooth decay will be preferred
I prefer long lasting freshness
I prefer whitening effect of toothpaste while buying
Toothpaste purchase is based on advertisement and promotions
Packaging of toothpaste will be preferred while buying
Price of toothpaste while buying will be considered
I stick to the brand
I consider discounts on price while buying toothpaste

The variables with Eigen value more than one were considered. Factor analysis was carried out using principal component extraction technique considering varimax rotation. The factor loadings more than 0.5 were chosen.

Results and Discussion

The data collected from the sample respondents were analyzed and results were presented in table 2.

Table 2: Profile of the Respondents

Demographic Variables		Frequency	Percentage
Gender	Male	78	52
	Female	72	48
	Total	150	100
Age	Below 20 years	7	5
	20-30years	62	41
	30-40years	38	25
	Above 40 years	43	29
	Total	150	100
Educational Status	Illiterate	17	11
	Below Higher Secondary	36	24
	UG	55	37
	PG	23	15
	Others	19	13
Total	150	100	
Monthly Family Income	Below 20000	34	23
	20000-40000	85	56
	40000-60000	19	13
	Above 60000	12	8
	Total	150	100
Occupation	Student	15	10
	Government Employee	23	15
	Private Employee	50	33
	Self Employed	34	23
	Home maker	15	10
	Unemployed	13	9
	Total	150	100
Family Type	Nuclear	117	78
	Joint	33	22
	Total	150	100

Source: Primary data

From the above table, the demographic profile of 150 respondents was interpreted. Based on gender, 52% were male and 48% were female. Based on age, 5% of the respondents were below 20 years, 41% of the respondents come under 20-30 years age group, 25% of the respondents comes under 30-40 years age group and 29% of the respondents comes under age group above 40 years. Based on educational qualification, 11% of the respondents were illiterate, 24 % of the respondents completed below higher secondary, 37% of the respondents completed under graduate, 15% of the respondents completed post graduate and 13% of the respondents completed other educational qualification.

Based on monthly family income, 23% of the respondents were earning below 20000, 56% of the respondents were earning between 20000-40000, 13% of the respondents were earning between 40000-60000 and 8% of the respondents were earning above 60000. Based on occupation, 10% of the respondents were students, 15% of the respondents were government employee, 33% of the respondents were private employee, 23% of the respondents were self-employed, 10% of the respondents were home maker and 9% of the respondents were unemployed. Based on family type, 78% of the respondent's families were nuclear and 22% of the respondent's families were joint.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.682	
Bartlett's Test of Sphericity	Approx. Chi-Square	1742.044
	df	105
	Sig.	.000

From Table 3, it is found that the value of KMO statistics is 0.682 (> 0.5), which indicates that the sample is adequate and good for conducting the factor analysis. And from Bartlett's

test, the approximate chi-square statistic is found to be 1742.044 with 105 degrees of freedom which is significant at 0.01 levels.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.368	29.121	29.121	4.368	29.121	29.121	3.693	24.621	24.621
2	3.416	22.776	51.898	3.416	22.776	51.898	3.050	20.335	44.956
3	2.277	15.177	67.075	2.277	15.177	67.075	2.397	15.977	60.933
4	1.158	7.723	74.798	1.158	7.723	74.798	2.080	13.865	74.798
5	.911	6.074	80.871						
6	.694	4.628	85.499						
7	.647	4.313	89.812						
8	.474	3.158	92.970						
9	.285	1.901	94.872						
10	.249	1.660	96.532						
11	.155	1.035	97.567						
12	.125	.836	98.403						
13	.097	.647	99.050						
14	.073	.489	99.539						
15	.069	.461	100.000						

Extraction Method: Principal Component Analysis.

From Table 4, it's clear that four components have an Eigenvalue of 4.368, 3.416, 2.277, 1.158 having a variance of 29.121, 22.776, 15.177, 7.723 respectively. These four factors explain about 74.798 per cent of the variance. But to get a

meaningful conclusion of grouping the variables under certain factors, the rotation of components was done using varimax rotation with Kaiser Normalization.

Table 5: Rotated Component Matrix

	Component			
	1	2	3	4
Brand name intended while buying	.889	.021	.211	.012
Quality of toothpaste will be preferred while buying	.778	-.131	.217	-.216
I consider toothpaste availability	.618	.284	.030	-.109
Quantity of the toothpaste will be considered	.573	.245	-.375	.399
I prefer brand switching	.193	.812	.150	.010
I consider dentist recommendation for buying toothpaste	.017	.898	-.022	.225
I prefer toothpaste with natural herbs	-.173	.275	.661	-.036
Toothpaste which prevent tooth decay will be preferred	.487	.365	.488	.328
I prefer long lasting freshness	-.034	.104	.927	-.035
I prefer whitening effect of toothpaste while buying	-.262	-.189	.802	.267
Toothpaste purchase is based on advertisement and promotions	-.333	-.296	.437	.566
Packaging of toothpaste will be preferred while buying	.291	-.222	.020	.823
Price of toothpaste while buying will be considered	-.331	-.038	.035	.839
I stick to the brand	-.397	.372	.264	.650
I consider discounts on price while buying toothpaste	.064	-.580	.408	.586
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a				
a. Rotation converged in 6 iterations.				

Table 6: Factors Influencing Purchasing Behavior of Toothpaste

Factors	Statements	Loadings
Product factors	Brand name is intended while buying	.889
	Quality of toothpaste will be preferred while buying	.778
	I consider toothpaste availability	.618
	Quantity of the toothpaste will be considered	.573
Reference factors	I prefer brand switching	.812
	I consider dentist recommendation for buying toothpaste	.898
Quality factors	I prefer toothpaste with natural herbs	.661
	Toothpaste which prevent tooth decay will be preferred	.488
	I prefer long lasting freshness	.927
	I prefer whitening effect of toothpaste while buying	.802
Promotional Factors	Toothpaste purchase is based on advertisement and promotions	.566
	Packaging of toothpaste will be preferred while buying	.823
	Price of toothpaste while buying will be considered	.839
	I stick to the brand	.650
	I consider discounts on price while buying toothpaste	.586

Table 5 represents the Rotated component matrix which groups the 15 Variables taken for the analysis under 4 Factors that have factor loadings greater than or equal to 0.4.

Table 6 represents the Factors and its respective variables as follows:

Factor 1 is labeled as Product factors, which includes brand name intended with a factor loading of 0.889, quality of toothpaste with a factor loading of 0.778, toothpaste availability with a factor loading of 0.618, quantity of the toothpaste with a factor loading of 0.573.

Factor 2 is labeled as Reference factors, which includes brand switching with a factor loading of 0.812, dentist recommendation for buying toothpaste with a factor loading of 0.898.

Factor 3 is labeled as Quality factors, which includes toothpaste with natural herbs with a factor loading of 0.661, toothpaste which prevent tooth decay with a factor loading of 0.488, long lasting freshness with a factor loading of 0.927, whitening effect of toothpaste with a factor loading of 0.802.

Factor 4 is labeled as Promotional factors, which includes toothpaste purchase is based on advertisement and promotions with a factor loading of 0.566, packaging of toothpaste with a factor loading of 0.823, price of toothpaste with a factor loading of 0.839, stick to the brand with a factor loading of 0.650, discounts on price while buying toothpaste with a factor loading of 0.586.

Conclusion

The major factor influencing the purchase of toothpaste is its intention to buy toothpaste based on the brand name. The availability, quality and quantity of toothpaste plays an major role in buying toothpaste. The dentist recommendation and brand switching making the consumers to aware about the other toothpaste brands. The long lasting freshness and whitening effect are the most important parameters of toothpaste which is highly preferred by consumers. The packaging and price are the parameters which influence consumers of all category groups.

Limitations

This study is done only in Coimbatore. As a result, the study's conclusions may be applied to a similar situation in the study area, but caution should be exercised when making broad generalizations.

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