



A COMPARATIVE STUDY ON CONSUMER BEHAVIOUR ABOUT COLGATE AND PEPSODENT PASTE

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INTRODUCTION

PROFILE OF COLGATE – PALMOLIVE COMPANY: LAUNCHED IN 1806: Colgate – Palmolive Company, together with its subsidiaries, engages in the manufacture and marketing of consumer products worldwide. It operates in two segments, oral, personal, homecare and pet nutrition. The oral, personal & home care segment offers toothpaste, toothbrushes, mouth rinses, dental floss, and pharmaceutical products for dentists & other oral health professionals; shower gels, shampoo, conditioners, deodorants & antiperspirants; & liquid hand soaps; and dishwashing liquids, household cleaners, oil soaps & fabric conditions. The pet nutrition segment produces pet nutrition products for dogs & cats. The company sells its products to wholesale & retail distributors, and to veterinarians and specialty pet retailers. Colgate – Palmolive was founded in 1806 and is headquartered in New York, New York.

PROFILE OF PEPSODENT – HINDUSTAN UNILEVER LIMITED: LAUNCHED IN 1993. Hindustan UniLever Limited, a 51% - Owned subsidiary of Anglo – Dutch giant UniLever, has been working its way into India since 1888. India's largest consumer goods company, Hindustan Unilever Limited markets products such as beverages, food, home and personal care goods. Its brands include Kwality Walls ice cream, lifebuoy soap, Lipton tea, Pepsodent toothpaste and Surf laundry detergent. Hindustan UniLever Limited markets atta (a type of meal) maize, rice & salt and its export division ships castor oil and fish. The company also sells bottled water and over-the-counter healthcare products. Douglas Baillie, former president of UniLever Africa Business Group, became the firm's first expatriate leader in March 2006.

CONSUMER BEHAVIOUR: The field of consumer behaviour is the study of individuals, groups, or organizations and the process they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This view of consumer behaviour is broader than the traditional one, which focused much more on the buyer and the immediate antecedents and consequences of the purchasing process. This view will lead us to examine indirect influences on consumption decisions as well as consequences that involve more than the purchaser and seller.

The opening examples summarize several attempts to apply an understanding of consumer behaviour in order to develop an effective marketing strategy, to regulate a marketing practice, or to cause socially desirable behaviour. The examples cited reveal four main facts about the nature of our knowledge of consumer behaviour. First, successful marketing decisions by commercial firms, nonprofit organizations, and regulatory agencies require extensive information on consumer behaviour. It should be obvious from these examples that organizations are applying theories and information about consumer behaviour on a daily basis. Knowledge of consumer behaviour is critical for influencing not only product purchase decisions but decisions about which college to attend, which charities to support how much recycling to do, or whether to seek help for an addition or Behavioural problem.

The examples also indicate the need to collect information about the specific consumers involved in the marketing decision at hand. At its current state of development, consumer behaviour theory provides the manager with the proper questions to ask. However, given the importance of the specific situation and product category in consumer behaviour, it will often be necessary to conduct research to answer these questions. One executive explains the importance of consumer behaviour research this way:

Understanding and properly interpreting consumer wants is a whole lot easier said than done. Every week our marketing researchers talk to more than 400 consumers to find out,

- What they think of our products and those of our competitors.
- what they think of possible improvements in our products.
- How they use our products.
- What attitudes they have about our products and our advertising.

Today, as never before, we cannot take our business for granted. That's why understanding and therefore learning to anticipate - consumer behaviour is our key to planning and managing in this ever - changing environment.



The examples also indicate that consumer behaviour is a complex, multidimensional process. The center for Media Education, the American Legacy Foundation, and P & G have invested millions of dollars researching consumer behaviour and much more trying to influence it, yet none of them are completely successful.

It is important to note that all marketing decisions and regulations are based on assumptions about consumer behaviour. It is impossible to think of a marketing decision for which this is not the case. For example, regulations designed to protect children from various marketing practices on the Web must be based on assumptions about children's ability to process information and make decisions in this environment. Likewise, a decision to match a competitor's price reduction must be based on some assumption about how consumers evaluate prices and how they would respond to a price differential between the two brands.

An advertisement targeted at the same consumers. But assumptions about consumer behaviour are differ from one advertisement to another advertisement.

The term consumer behaviour refers to the behaviour that consumer displays in searching for purchasing using, evaluating, disposing of product and services that they expect will satisfy their needs. The study of consumer behaviour is the study of consumer how individual make decision to spend the available resources (time, money, effort) on consumption of items. It includes the study of what they buy, why they buy, when they buy it, where they buy it, how often they buy it and use it.

The field of consumer behaviour holds great interest for us as consumer, as marketers and as scholars of human behaviour. As consumption we benefit from in right into our consumption related to the designers what we buy, why we buy, how we buy and promotional influences that persuade us do buy. The study of consumer behaviour enables us to become better that is wiser consumers.

We purchase goods, due to certain motives. Motives may refer to thought, strong feelings, urge, motion, drive etc. Which make a buyer to react in the form of a decision. Any urge which makes a person to take purchase decision is called as buying motive. Motive is an inner urge which moves one to action. It is not a mere desire to buy.

NEED OF THE STUDY

In ancient days there are no toothpastes are there. Those people are using the neem sticks to brush their teeth. But nowadays tooth paste is one of the basic necessity and a consumer goods used all over the world. As a result the researcher was very much interested to know the market position of Colgate & Peps dent paste, to know the market position of Colgate and Pepsodent paste and has undertaken this study to identify the consumer preference and factors influencing them to purchase the toothpaste & to identify the effective media for advertising in order to increase the sales of Colgate & Pepsodent paste.

OBJECTIVE OF THE STUDY

- To identify the consumer buying behaviour.
- To identify the factors influencing the consumer.
- To determine the consumer satisfaction towards the product.
- To study the respondents opinion towards the product.

RESEARCH METHODOLOGY

Research Design

The researcher has applied the concept of descriptive research design in this study. This study tries to describe the prospects perception & attitude towards the paste with reference to Colgate and Pepsodent. Primary and secondary data was collected for the study.

Sampling

In this study the researcher used convenience sampling. The sample was selected according to the convenience of the researcher.

Sample Size: In this study the researcher's sample size is 150.

Tools of analysis

In this study, the researcher used three types of tools they are, Simple Percentage, Chi-square Technique, ANOVA Technique. The results of the analysis made in this study in fully dependent on the correctness of the introduction given by the respondents.

Table – 1, shows the grams of paste used by the respondents in a family

PASTE USED (IN GRAMS)	NUMBER OF RESPONDENTS	PERCENTAGE
50 grams	13	9%
150 grams	108	72%
Above 150 grams	29	19%
Total	150	100%

Inference: The above table predicts that 9% of the respondents are using 50 grams, 72% of the respondents are using 150 grams and 19% of the respondents are using Above 150 grams of paste.

Table – 2, shows the brand, which was mostly preferred by the respondents

BRAND (PASTE) MOSTLY PREFER	NUMBER OF RESPONDENTS	PERCENTAGE
Colgate	105	70%
Pepsodent	33	22%
others	12	8%
Total	150	100%

Inference: The above table shows that 70% of the respondents are preferred Colgate, 22% of the respondents are preferred Pepsodent, and 8% of the respondents were got other paste brands like Glister, Close up, etc.

Table – 3, shows the particular reason for choosing the paste by the respondents:-

REASON FOR CHOOSE THE PASTE	NUMBER OF RESPONDENTS	PERCENTAGE
Brand Name	20	13%
Quality	126	84%
Price	4	3%
Total	150	100%

Inference: The above table infers that 13% of the respondent's selection was based on Brand Name, 84% of the respondent's selection was based on Quality and 3% of the respondent's selection was based on Price.

Table – 4, shows the Paste which is more affordable to purchase by the respondents:-

MORE AFFORDABLE TO PURCHASE	NUMBER OF RESPONDENTS	PERCENTAGE
Colgate	107	71%
Pepsodent	33	22%
Others	10	7%
Total	150	100%

Inference: The above table refers that 71% of the respondents are more affordable to purchase the Colgate Paste, 22% of the respondents are more affordable to purchase the Pepsodent paste & 7% of the respondents are more affordable to purchase the other brand of paste.

Table – 5, shows the variety of Colgate paste which was preferred by the respondents:-

COLGATE PREFERRED VARIETY	NUMBER OF RESPONDENTS	PERCENTAGE
Colgate Active Salt	43	29%
Colgate Normal	90	60%
Others	17	11%
Total	150	100%

Inference : The above table indicates that 29% of the respondents are using Colgate Active Salt, 60% of the respondents are using Colgate Normal and 11% of the respondents are using the other Colgate Variety of Paste like Colgate Total, Colgate Max Fresh Gel etc.

Table – 6, shows the variety of Pepsodent paste which was preferred by the respondents

PEPSODENT VARIETY PREFERED	NUMBER OF RESPONDENTS	PERCENTAGE
Pepsodent 2 in 1	66	44%
Pepsodent Normal	69	46%
Others	15	10%
Total	150	100%

Inference:The above table tells that 44% of the respondents are using Pepsodent 2 in 1, 46% of the respondents are using Pepsodent Normal & 10% of the respondents are using the other Pepsodent Variety of Paste like Pepsodent centre fresh, Pepsodent whitening, etc.

Table – 7, shows the sources of information

KNOW ABOUT THE PRODUCT	NUMBER OF RESPONDENTS	PERCENTAGE
Advertisement	115	76%
Merchant	13	9%
Others	22	15%
Total	150	100%

Inference:The above table exhibits that 76% of the respondents are knows the product through Advertisement, 9% of the respondents are knows the product through Merchant and 15% of the respondents are knows the product through Others like Family Members, Past Experience etc.

Table – 8, shows the Paste which was mostly prefer by the children

PASTE PREFERED MOSTLY FOR CHILDREN	NUMBER OF RESPONDENTS	PERCENTAGE
Colgate	100	67%
Pepsodent	36	24%
Others	14	9%
Total	150	100%

Inference:The above table interprets that 67% of the respondents said that their children brand preference is Colgate, 24% of the respondents said that their Children brand preference is Pepsodent and 9% of the respondents Said that their children brand preference is other brands like Closeup, Glister, etc.

Table – 9, shows the final decision to purchasing the paste by the respondents

FINAL DECISION TO PURCHASING THE PASTE	NUMBER OF RESPONDENTS	PERCENTAGE
Self	104	69%
Eldest member	34	23%
Others	12	8%
Total	150	100%

Inference:The above table predicts that 69% of the respondents are took the final decision by as Self, 23% of the respondents are took the final decision from their Eldest Members and 8% of the respondents are took the final decision from their family members to purchase the paste.

Table – 10, shows the paste which was gives more freshness to the respondents

PASTE GIVES MORE FRESHNESS	NUMBER OF RESPONDENTS	PERCENTAGE
Colgate	104	69%
Pepsodent	37	25%
Others	9	6%
Total	150	100%

Inference:The above table shows that 69% of the respondents are getting more freshness from Colgate paste, 25% of the respondents are getting more freshness from Pepsodent paste and 6% of the respondents are getting more freshness from other paste.

Table – 11, shows the paste which was more convenient to buy in small shops by the respondents

MORE CONVENIENT TO BUY	NUMBER OF RESPONDENTS	PERCENTAGE
Colgate	114	76%
Pepsodent	28	19%
Others	8	5%
Total	150	100%

Inference: The above table infers that 76% of the respondents are bought Colgate paste easily, 19% of the respondents are bought Pepsodent paste easily and 5% of the respondents are bought other Paste like close up.

Table – 12, shows the paste which was using for the main purpose by the respondents:-

USING THE PASTE	NUMBER OF RESPONDENTS	PERCENTAGE
Helps to keeps gums healthy	57	38%
Makes teeth strong	59	39%
Freshens breath	34	23%
Total	150	100%

Inference: The above table refers that 38% of the respondents are using the paste for keeps gums healthy 39% of the respondents are using the paste for makes teeth strong and 23% of the respondents are using the paste for freshens breath.

Table – 13, Grams of Paste Used By the Respondents In A Family

Null Hypothesis: There is no significant difference between the age & grams of paste used by the respondents in a family.

Alternative Hypothesis: There is a significant difference between the age & grams of paste used by the respondents.

Age	50 Grams	150 grams	Above 150 grams	Total
Below 35	10	50	16	76
35 – 50	1	45	7	53
Above 50	2	14	5	21
Total	13	109	28	150

$$\chi^2_{Eij} = \frac{\sum(O_{ij} - E_{ij})^2}{E_{ij}} = 7.65$$

Calculated value = 7.65

5% level of significance = 9.48

Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and grams of paste using by the respondents in a family.

Table – 14, Brand Preferred by the Respondents

Null Hypothesis: There is no significant difference between the age & brand Preferred by the respondents.

Alternative Hypothesis: There is a significant difference between the age & brand Preferred by the respondents .

Age	Colgate	Pepsodent	Other	Total
Below 35	53	17	6	76
35 – 50	39	11	3	53
Above 50	14	5	2	21
Total	106	33	11	150

$$\chi^2 = \frac{\sum(O_{ij} - E_{ij})^2}{E_{ij}} = 14.63$$

Calculated value = 14.63

5% level of significance = 9.48

Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.
Therefore, it is conclude that, there is no significant difference between the age and brand preferred by the respondents in a family.

Table – 15. Particular Reason for Purchasing the Paste

Null Hypothesis: There is no significant difference between the age & particular reason for purchase the paste.

Alternative Hypothesis: There is a significant difference between the age & particular reason for purchase the paste.

Age	Brand Name	Quality	Price	Total
Below 35	13	62	1	76
35 – 50	7	42	4	53
Above 50	-	21	-	21
Total	106	125	5	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 15.82$$

Calculated value = 15.82
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.
Therefore, it is conclude that, there is no significant difference between the age and particular reason for purchasing the paste.

Table – 16 ,More Affordable to Purchase The Paste

Null Hypothesis: There is no significant difference between the age & affordable to purchase the paste.

Alternative Hypothesis: There is a significant difference between the age & affordable to purchase the paste.

Age	Colgate	Pepsodent	Others	Total
Below 35	53	17	6	76
35 – 50	40	11	2	53
Above 50	14	5	2	21
Total	107	33	10	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 6.07$$

Calculated value = 6.07
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.
Therefore, it is conclude that, there is a significant difference between the age and affordable to purchase the paste.

Table – 17, Colgate Variety of Paste Preferred by the Respondents

Null Hypothesis : There is no significant difference between the age & Colgate variety of the paste preferred by the respondents.

Alternative Hypothesis: There is a significant difference between the age & Colgate variety of the paste preferred by the respondents.

Age	Colgate Active Salt	Colgate Normal	Others	Total
Below 35	23	47	6	76
35 – 50	16	29	8	53
Above 50	3	15	3	21
Total	42	91	17	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 4.42$$

Calculated value = 4.42
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and Colgate variety of the paste preferred by the respondents.

Table – 18. Pepsodent Variety of Paste preferred by the Respondents

Null Hypothesis: There is no significant difference between the Age & Pepsodent variety of paste preferred by the respondents.

Alternative Hypothesis: There is a significant difference between the Age & Pepsodent variety of paste preferred by the respondents.

Age	Pepsodent Normal	Pepsodent 2 in 1	Others	Total
Below 35	36	35	5	76
35 – 50	23	22	8	53
Above 50	9	10	2	21
Total	68	67	15	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 7.42$$

Calculated value = 7.42
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and Pepsodent variety of the paste preferred by the respondents.

Table – 19, Know About the Product by Way of

Null Hypothesis: There is no significant difference between the age & ways to know about the product by the respondents.

Alternative Hypothesis: There is a significant difference between the age & ways to know about the product by the respondents.

Age	Advertisement	Merchant	Others	Total
Below 35	66	3	7	76
35 – 50	37	8	8	53
Above 50	12	2	7	21
Total	115	13	22	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 20.24$$

Calculated value = 20.24
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.

Therefore, it is conclude that, there is no significant difference between the age and ways to know product by the respondents.

Table – 20, paste which is preferred by the Children Mostly

Null Hypothesis: There is no significant difference between the age & paste which is preferred by the children mostly.

Alternative Hypothesis: There is a significant difference between the age & paste which is preferred by the children mostly.

Age	Colgate	Pepsodent	Others	Total
Below 35	51	17	8	76
35 – 50	34	14	5	53

Above 50	15	5	1	21
Total	100	36	14	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 11.29$$

Calculated value = 11.29

5% level of significance = 9.48

Degrees of freedom = 4

Interpretation: According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.

Therefore, it is conclude that, there is no significant difference between the age and paste which is mostly preferred by the children.

Table – 21, Final Decisions Took By the Respondents While Purchasing the Paste

Null Hypothesis: There is no significant difference between the age & final decision took by the respondents while purchasing the paste.

Alternative Hypothesis: There is a significant difference between the age & final decision took by the respondents while purchasing the paste.

Age	Self	Eldest	Others	Total
Below 35	48	20	8	76
35 – 50	44	9	-	53
Above 50	12	5	4	21
Total	100	4	12	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 11.56$$

Calculated value = 11.56

5% level of significance = 9.48

Degrees of freedom = 4

Interpretation: According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.

Therefore, it is conclude that, there is no significant difference between the age and final decision took by the respondents while purchasing the paste.

Table – 22, Paste Which Gives More Freshness to the Respondents

Null Hypothesis: There is no significant difference between the age & paste which gives more freshness to the respondents.

Alternative Hypothesis: There is a significant difference between the age & paste which gives more freshness to the respondents.

Age	Colgate	Pepsodent	Others	Total
Below 35	58	14	4	76
35 – 50	38	12	3	53
Above 50	15	5	1	21
Total	111	31	8	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 6.7$$

Calculated value = 6.7

5% level of significance = 9.48

Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and paste which gives more freshness to the respondents

Table – 23, Paste Which Was More Convenient to Buy In Small Shops

Null Hypothesis: There is no significant difference between the age & paste which is more convenient to buy in small shops by the respondents.

Alternative Hypothesis: There is a significant difference between the age & paste which is more convenient to buy in small shops by the respondents.

Age	Colgate	Pepsodent	Others	Total
Below 35	62	10	4	76
35 – 50	41	10	2	53
Above 50	15	5	1	21
Total	118	25	7	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 5.82$$

Calculated value = 5.82
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and paste which is more convenient to buy in small shops by the respondents.

Table – 24, Using the Paste by the Respondents

Null Hypothesis: There is no significant difference between the age & using the paste by the respondents.

Alternative Hypothesis: There is a significant difference between the age & using the paste by the respondents.

Age	Gums Healthy	Teeth Strong	Freshens Breath	Total
Below 35	34	25	17	76
35 – 50	19	17	17	53
Above 50	10	11	-	21
Total	63	53	34	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 12.7$$

Calculated value = 12.7
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.

Therefore, it is conclude that, there is no significant difference between the age and using the paste of the respondents.

Table – 25, Satisfaction towards the Current Pricing of the Paste

Null Hypothesis: There is no significant difference between the age & satisfaction towards the current pricing of the paste by the respondents.

Alternative Hypothesis: There is a significant difference between the age & satisfaction towards the current pricing of the paste by the respondents.

Age	Highly Satisfied	Satisfied	Not Satisfied	Total
Below 35	2	62	12	76
35 – 50	5	48	-	53
Above 50	1	16	4	21
Total	8	126	16	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 12.08$$

Calculated value = 12.08
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted.

Therefore, it is conclude that, there is no significant difference between the age and satisfaction towards the current pricing of the paste.

Table – 26, Satisfaction towards the Paste

Null Hypothesis: There is no significant difference between the age & satisfaction towards he paste.

Alternative Hypothesis: There is a significant difference between the age & satisfaction towards the paste.

Age	Highly Satisfied	Satisfied	Not Satisfied	Total
Below 35	3	72	1	76
35 – 50	8	45	-	53
Above 50	3	18	-	21
Total	14	135	1	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 6.13$$

Calculated value = 6.13
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and satisfaction towards the paste.

Table – 27, Times of Using the Paste per Day

Null Hypothesis: There is no significant difference between the age & times of using the paste per day by the respondents.

Alternative Hypothesis: There is a significant difference between the age & times of using the paste per day by the respondents.

Age	Once	Twice	Above Twice	Total
Below 35	38	38	-	76
35 – 50	16	35	2	53
Above 50	6	15	-	21
Total	60	88	2	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 9.54$$

Calculated value = 9.54
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is greater than the table value. So, the null hypothesis is accepted. Therefore, it is conclude that, there is no significant difference between the age and times of using the paste per day by the respondents.

Table – 28, Years to Purchase the Particular Paste

Null Hypothesis: There is no significant difference between the age & years to purchase the paste.

Alternative Hypothesis: There is a significant difference between the age & years to purchase the paste.

Age	For past 1 year	For past 2 years	For past Above 2 years	Total
Below 35	9	9	58	76
35 – 50	5	5	43	53
Above 50	2	2	17	21
Total	16	16	118	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 0.5$$

Calculated value = 0.5
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation: According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected.

Therefore, it is conclude that, there is a significant difference between the age and years to purchase the paste.

Table – 29, More Satisfaction towards the Product by the Respondents

Null Hypothesis: There is no significant difference between the age & more satisfaction towards the product by the respondents.

Alternative Hypothesis: There is a significant difference between the age & more satisfaction towards the product by the respondents.

Age	Colgate	Pepsodent	Others	Total
Below 35	57	17	2	76
35 – 50	40	10	3	53
Above 50	15	5	1	21
Total	112	32	6	150

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} = 6.81$$

Calculated value = 6.81
5% level of significance = 9.48
Degrees of freedom = 4

Interpretation:- According to chi-square technique, the calculated value obtained is less than the table value. So, the null hypothesis is rejected. Therefore, it is conclude that, there is a significant difference between the age and more satisfaction towards the product by the respondents.

Table – 30, Particular Reason for Switch Over to other Paste in Recent Days by the Respondents

Null Hypothesis: There is no significant difference between the age & particular reason for switch over to other paste in recent days.
Alternative Hypothesis: There is a significant difference between the age & particular reason for switch over to other paste in recent days.

Age	Changed	Not Changed	Total
Below 35	-	76	76
35 – 50	-	53	53
Above 50	-	21	21
Total	-	150	150

Table – 31, The table shows the benefits of using the paste by the respondents:-

Benefits of Consuming The Paste	Number Of Respondents Rank						Percentage					
	1	2	3	4	5	6	1	2	3	4	5	6
Brand Name	29	55	15	35	10	6	19	37	10	23	7	4
Quality	105	22	11	10	-	2	70	15	7	6	-	2
Price	4	22	54	33	24	13	3	15	36	22	16	8
Quantity	2	39	37	40	17	15	2	25	25	27	11	10
Prestige	8	5	16	19	45	57	5	3	11	13	30	38
Package	2	7	17	13	54	57	1	5	11	9	36	38
Total	150	150	150	150	150	150	100	100	100	100	100	100



Inference

Brand Name: The above table infers exhibits that the 1st rank preferred by 19% of the respondents 2nd rank preferred by 37% of the respondents, 3rd rank preferred by 10% of the respondents, 4th rank for preferred by 23% of the respondents, 5th rank preferred by 7% of the respondents & 6th rank is preferred by 4% of the respondents.

Quality: The above table refers that the 1st rank preferred by 70% of the respondents, 2nd rank preferred by 15% of the respondents 3rd rank preferred by 7% of the respondents, 4th rank preferred by 6% of the respondents, 5th rank preferred by None of the respondents and 6th rank is preferred by 2% of the respondents.

Price : The above table indicates that the 1st rank preferred by 3% of the respondents, 2nd rank preferred by 15% of the respondents, 3rd rank is preferred by 36% of the respondents, 4th rank is preferred by 22% of the respondents, 5th rank is preferred by 16% of the respondents and 6th rank is preferred by 8% of the respondents.

Quantity:- The above table tells that the 1st rank preferred by 2% of the respondents, 2nd rank preferred by 25% of the respondents, 3rd rank is preferred by 25% of the respondents, 4th rank is preferred by 27% of the respondents, 5th rank is preferred by 11% of the respondents and 6th rank is preferred by 10% of the respondents.

Prestige : The above table exhibits that the 1st rank preferred by 5% of the respondents, 2nd rank preferred by 3% of the respondents, 3rd rank is preferred by 11% of the respondents, 4th rank is preferred by 13% of the respondents, 5th rank is preferred by 30% of the respondents and 6th rank is preferred by 38% of the respondents.

Package: The above table interprets that the 1st rank preferred by 1% of the respondent, 2nd rank preferred by 5% of the respondents, 3rd rank preferred by 11% of the respondents, 4th rank preferred by 9% of the respondents, 5th rank preferred by 36% of the respondents and 6th rank is preferred by 38% of the respondents.

SUGGESTIONS

- It is suggested that, the Pepsodent brand must take necessary steps to improve the availability of product in small shops.
- In general, introducing the small size packages, the company will meet barriers like, less profit, sales and quantity because of high price and cost of production.
- The new customers percentage is low in compared to existing customers. The company must capture the new customers/consumers to improve the sales and maximizing the existing profit.
- It is fact that, in general most of the consumers are unaware of the paste. Because the consumers are dissatisfied towards to purchase the paste, it will leads to decreasing the reputation of the company. So, the company increasing to giving the offers, gifts and price cut to improve the reachability of the product in to the customers.
- From consumer observation, most of the consumers are not satisfied with Colgate brand especially the packaging style of the brand. It is a notification to Research & Development Department to change the entire package of the brand.
- It is interprets that, the Pepsodent company must take better steps to improve the innovative technology to introducing the freshness of the brand in the existing manufacturing style to reduce the competition and to make their brand as a monopoly on the market.
- In general, the Pepsodent Company must follow some pricing strategy to cut the entire cost of the production to enhance the market share of the company.

CONCLUSION

Through the study made at Coimbatore, Udumelpet and Kangayam it is clear that Colgate & Pepsodent paste have high awareness. Colgate & Pepsodent paste have a wide market in and around Coimbatore, Udumalpet & Kangayam. The users of the Colgate paste purchase the product due to its quality and brand loyalty.

So compared to Pepsodent paste, Colgate have more advantages and varieties. So I conclude that, Colgate paste is best. Colgate is best

And Colgate paste is suits and attracts for all persons because of its availability, varieties and packages.