

YEIMPACT OF DEMOGRAPHIC PROFILE ON TOOTHPASTE BUYING BEHAVIOUR IN BANGALORE CITY

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Abstract

Consumer behaviour “is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon, 1996, p. 5). Typically evaluating consumer behaviour goes beyond advertising and marketing approaches to connect to the consumer and understand their behaviours, motivations, and deepest desires. Consumer behaviour is influenced by an individual’s physical and social environment, the individual’s motivation to consume, his or her perception of the product, brand, service, or company, and the goals or needs that he or she may obtain through consumption. People may purchase as a result of their mood and their surroundings. Calm soothing environments may entice customers to stay in a store longer because they feel more comfortable and may ultimately spend find something that would satisfy their quest. Motorcyclists that may park in a certain area near other motorcyclists may feel more secure about leaving their bike with others or riding together. Behaviour is also influenced by the society and environment in which one lives and communicates, and activities by the companies themselves. The main intension of this is to analyse the impact of demographic factors on consumer buying behaviour towards toothpaste. The researchers selected 485 respondents from Bangalore city, descriptive research design was adopted in this study. The primary data collected through structured questionnaire and secondary data collected through website, journal, magazine etc. Regression test was applied to find the

association between toothpaste buying behaviour and demographic factors. The result showed that age, gender, educational qualification, marital status, number of years married, age group of children, family type, and family size influencing the consumer for buying toothpaste.

Key words: Consumer behaviour, consumer buying behaviour, Toothpaste buying behaviour

Background of the study

When shaping the marketing strategy, components such as product, price, place, and promotions are important parts of the marketing strategy. One of the greatest challenges for the marketer is to understand what satisfies customers as well as how to satisfy them. Merely identifying costumer needs and motives is not enough to reach success; this knowledge has to be utilized and conceptualized into the marketing context. For manufacturers, understanding customer needs and motives implies alertness to and understanding of trends that are emerging, sustaining and/or waning in society (McGoldrick, 2002). Today one major trend that bears a major influence on consumers is profile of the consumers and behavioural characteristics. Ubiquitously in the modern world, people are showered with advice, information and products regarding trends, healthy living and lifestyles (Urala & Lähteenmäki, 2004). Toothpaste manufacturers introduced many varieties of toothpaste with different ingredients to solve the problems of consumers. Selection of brand mainly depends on the profile of the consumers and internal motivation. In India many leading players are in the toothpaste market. MNCs like Colgate Palmolive, HLL, GlaxoSmithKline and regional players like Dabur India Ltd, Anchor, Henkel, Vicco, and Ajanta are competing in the market. Colgate and HLL brands are leading player in the market. Dabur and other regional players are struggling to compete with MNCs. So this study is helpful for the firms to understand the profile of the consumers, and its impact on toothpaste buying behaviour.

Research purpose

The aim of this study is to extend the knowledge of what influences the buying behaviour of toothpaste in Bangalore city. This study aims to determine the relationship exit between the profiles of the consumers' and toothpaste buying behaviour. The demographic factors examined include gender, age, educational qualification, marital status, number of years married, number of children, and age group of children, family type and total family members.

Theoretical relevance

Consumer behaviour “is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires”. Typically evaluating consumer behaviour goes beyond advertising and marketing approaches to connect to the consumer and understand their behaviours, motivations, and deepest desires. Consumer behaviour is influenced by an individual’s physical and social environment, the individual’s motivation to consume, his or her perception of the product, brand, service, or company, and the goals or needs that he or she may obtain through consumption. People may purchase as a result of their mood and their surroundings. Calm soothing environments may entice customers to stay in a store longer because they feel more comfortable and may ultimately spend find something that would satisfy their quest. Motorcyclists that may park in a certain area near other motorcyclists may feel more secure about leaving their bike with others or riding together. Behaviour is also influenced by the society and environment in which one lives and communicates, and activities by the companies themselves.

Consumer behaviour is stated as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs.

The study of consumer behaviour is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers. Consumer research takes place at every phase of consumption process, before the purchase, during the purchase and after the purchase. It is concerned with learning the specific meanings that products hold for consumers. The term consumer is used to denote two different kinds of consumers, entitled that are personal or individual consumer and organisational consumer.

Practical relevance

There is a lack of research in this area of buying behaviour when it comes to toothpaste, the research that has been done have been too general on toothpaste buying behaviour (only related to few variables), and too little focus have been done regarding consumers toothpaste buying behaviour in toiletries segment. As times are changing as well as consumers, it is necessary to contribute with new knowledge.

Thus it is of importance to study and measure what factors influencing the toothpaste buying behaviour. By doing this; new reliable findings solve the research gap in this study. Practitioner can benefit from this when marketing toothpaste, as the study will bring some light on variables that might influence customers when approaching the product. Knowing this, it will be easier to break down consumer behaviour and understand what variables to focus on when marketing these products.

Indian Oral Care Industry

Many people in India still clean their teeth with traditional products like neem twigs, salt, ash, tobacco or other herbal ingredients. Average all India per capita consumption of toothpaste is a dismal 82gms. The dentist to population ratio is a critically low 1:35000 in the country.

This results in low oral hygiene consciousness and widespread dental diseases. Less than 15% of the Indian toothpaste users brush twice a day. Colgate and Hindustan Lever together account for over 85% of the organized toothpaste market. Red and Black toothpowder still accounts for 35% of the toothpowder market. In toothpowders, Colgate and Dabur are the leading players sharing between them 75% of the market

Toothpaste

The toothpaste market is characterized by the presence of few large multinational companies like Colgate Palmolive India Ltd, Hindustan Lever Ltd, Procter & Gamble, SmithKline Beecham. Consumer health care and a handful of Indian companies such as Dabur, Anchor Health and Beauty Products, Vicco Laboratories etc.

Traditionally, Colgate and HUL were the main players in the toothpaste market of white and gel form. Then Procter & Gamble joined the market. Domestic Indian companies like Balsara and Vicco industries used to produce the ayurvedic range of toothpaste along with their other ayurvedic products. Anchor Company that was more famous for its switching products, made a successful foray in to this sector, by launching toothpaste and positioning itself as first 100% vegetarian toothpaste companies such as Dabur and Baidyanath operated in the toothpowder market.

Review of literature

Consumer buying behaviour

According to **Kotler and Armstrong (2001)**, consumer buying behaviour refers to the buying behaviour of the individuals and households who buy the goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behaviour then impacts how products and services are presented to the different consumer markets.

There are many components which influence consumer behaviour namely: cultural, social, personal and psychological (**Kotler & Armstrong, 2001**). These characteristics cannot be controlled by the companies; therefore, a need to assess these elements in order to create an effective marketing plan.

Many people do consume a wide range of products every day, from basic necessities to high-valued collectables. Owing to the proliferation of products in the market, such phenomenon is one of the most interesting and hence heavily investigated topics in the marketing field. As mentioned by **Schiffman and Kanuk (2000)**, consumer behaviour is about how people make their decisions on personal or household products with the use of their available resources such as time, money and effort. **Gabbott and Hogg (1998)** and **Blackwell et al. (2006)** further provide a holistic view that defines consumer behaviour as the activities and the processes in which individuals or groups choose, buy, use or dispose the products, services, ideas or experiences.

The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation (Blackwell et al., 2006). Consumers would have their preferences in purchasing products from specific retailers and hence the remaining retailers are selected using the rule of 'survival of the fittest'. Therefore, consumers' decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel. Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs (**Blackwell et al., 2006**).

For instance, tailor-made products can be made to enhance customer value and thus facilitate repeat purchase (**Gabbott and Hogg, 1998**). Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer-centric (Blackwell et al., 2006). The notion ‘the consumer is king’ should be deep-rooted in every business people’s mind that they should try to please these kings using their innovative methods.

Peter and Olson, (1993) mention that interactions between the people’s emotions, moods, affection and specific feelings is called consumer behaviour, in other words in environmental events which they exchange ideas and benefits each is called consumer behaviour. Buying behaviour of people, who purchase products for personal use and not for business purposes (**Peter and Olson, 1993**).

Methodology

Description of study area

Bangalore is the fastest growing city in Karnataka. The population is heterogeneous with diverse cultural, religious and economic background. Because of the existence of various linguistic, religious and ethnic groups, it has been a very good marketing centre for targeting various groups of customers. So the researcher selected Bangalore city for studying toothpaste buying behaviour.

Research Approach

The research strategy used in this study was quantitative. According to Bryman and Bell (2007, 28), quantitative research strategy entails a deductive approach where focus is on testing existing theories. Lewis et al. (2009, 151) note that quantitative research focuses on data collection techniques and data analysis procedures that use or produce numerical data. They also note that quantitative data is based on meanings that have been derived from numbers and analysed by using diagrams and statistics whereas qualitative data is based on meanings expressed through words and analysed by using classification into categories and conceptualisation (Lewis et al. 2009, 482). Therefore, qualitative research method was not suitable for this study.

Research design

Demographic factors	R					Significance
	R value	square value	F value	Constant	Unstandardized coefficient(Beta) T value	

Prior to determining which research method to use, it is imperative to decide on research design (Bryman & Bell, 2003). The research design is a framework that determines the collection and analysis of data. It details the procedures that are needed to carry out the study and the nature of the information that is to be collected is thoroughly defined (Malhotra & Birks, 2003). The researcher adopted descriptive research methodology. In descriptive research design objectives are clearly established based on that questionnaire was designed and analysed.

Sampling Design

The sampling method chosen for this study was convenience sampling which is a form of non-probability sampling. A non-probability sample is a sample that has not been selected using a random sampling method which means that in non-probability sampling some people are more likely to be chosen than others (Bryman & Bell 2007, 730).

Instrument selection & Data collection

Bryman and Bell (2003) discussed, more specifically structured interviewing, questionnaires, structured observation and content analysis. Structured observation was not chosen, because it is difficult to analyse the influencing factors lies inside a person, it can be difficult to observe what a person actually thinks. This study aims to capture the influence of defined factors at the moment of truth, i.e. how the buying behaviour is taken place. Therefore this study also excludes content analysis. Structured interview method also not applied in this study because of larger sample size. Structured questionnaire was used to collect the information from respondents in Bangalore city. Secondary data collected through website, journal, magazine, books, dissertation and database for theoretical support

Table 22: Demographic factor influencing the consumer for buying toothpaste

Gender	0.108	0.012	5.652	2.670	-0.136*	-2.377	0.018
Age	0.142	0.020	9.988	1.921	0.107**	3.162	0.002
Educational qualification	0.104	0.011	5.249	2.325	-0.103*	-2.291	0.022
Marital status	0.148	0.020	10.843	2.395	-0.215**	23.433	0.000
Number of years married	0.221	0.049	12.724	1.915	0.117**	3.567	0.000
Number of children	0.056	0.003	0.558	2.344	0.075	0.747	0.456
Age group of children	0.199	0.040	7.632	2.185	0.123**	2.713	0.007
Family type	0.113	0.013	6.300	1.673	0.231*	2.510	0.012
Total family members	0.111	0.012	6.009	2.116	0.172*	2.451	0.015

****significance at 1%level *significance at 5%level**

Regression test was applied to find the association between toothpaste buying behavior and gender, age, educational qualification, marital status, number of years married, spouse working, number of children, age group of children, family type and total family members. The result found was there is significant association between toothpaste buying behavior and gender, age, educational qualification, marital status, number of years married age group of children, family type, and total family members.

The other demographic factor like, number of children in a family is not influencing the toothpaste buying behavior. R value indicates the correlation between independent variable and dependent variable, i.e. the correlation between gender, age, educational qualification, marital status, number of years married, number of children, and age group of children, family type, total family members and toothpaste buying behavior. R square value indicates that percentage relationship with toothpaste buying behavior. R square value for gender is 1%, age is 2%, educational qualification is 1%, marital status is 3%, number of years married is 4%, number

of children is 5%,age group of children is 4%,family type is 1% and total family members is 1%.

Multiple regression equation $Y = \text{constant value} + X (\text{Beta value})$

Y-----Dependent variable

X-----Independent variable

For gender, $Y=-0.136$, for age, $Y=0.113$ for educational qualification $Y=-0.103$,for marital status $Y=-0.215$,for number of years married, $Y=0.117$,for spouse working $Y=0.110$,for number of children $Y=0.075$,for age group of children $Y=0.123$,for family type $Y=0.231$,for family size $Y=0.172$.If p value is less than 0.01 or 0.05, then the significant relationship exist between independent variable and dependent variable. For gender, educational qualification, family type and total family members, p value is less than 0.05 and for age, marital status, number of years married, and age group of children, the p value is less than 0.01.So association exist between toothpaste buying behavior and gender, age, educational qualification, marital status, number of years married, age group of children, family type and family size. It depends on the product nature, demographic variables influencing the consumer for buying behavior. For buying toothpaste demographic variables like gender, age, educational qualification, marital status, number of years married, age group children, family type, and family size influencing the consumer for buying toothpaste. Many researchers discussed about demographic variable. An individual difference affecting the decision making is the demographic mark-up of the consumer. Engel, Blackwell & Minard (1995) write that demographic characteristics can be related to search activities. Engel et al (1995) found relationship between age, income, and education and search activities. At minimum demographic variables have a moderating effect on consumer behaviour?.So companies have to analyze the demographic factors influencing the toothpaste buying behaviour is must for successful targeting, selling and survival in the market.

Summary& Conclusion

Regression test was applied to find the association between toothpaste buying behaviour and demographic profile of the consumers. The result showed that, the demographic factors like gender, age, educational qualification, marital status, number of years married, age group of children, family type, and total family members are influencing the consumer for buying toothpaste.

So buying behaviour of toothpaste differs for male and female. Many products are differentiated by gender (Michael R. Solomon 1996 p. 13). Gender segmentation is usually used for clothing, hairdressing, cosmetics and magazines. Male and female have different viewpoints, such as colour, pattern and some else, therefore marketers improve their products design and quality as well as advertisings and define different strategies to attract men and women. (Philip Kotler et al. 2005 p. 401).

Age of the respondent influencing the consumer for buying toothpaste. Based on this study, the impact is high for middle aged people. So for attracting the different age groups the companies have to plan for different marketing strategies. Analysing the age group is an important task for toothpaste segmentation. People change the goods and services they buy over their lifetimes. Their preferences and likes change according to their age. Tastes in food, clothes and furniture are mostly age-related. In the world of marketing, age is one of the most important variables that influence the whole product's marketing and advertising strategy. When planning a positioning strategy for a product, marketers segment the target consumer group in relation to their age.

Educational qualification influencing the consumer for buying toothpaste. The impact is high for graduated and post graduated people. Toothpaste is a low involvement good, but it is related dental health of a people. If it is not suitable to the health of a person, then it leads to dental problem. So educated people collecting more information, dentist advice etc for buying toothpaste. Regular consumers in most of the countries are to be high educated than occasional or non users.(Radman2005).Regular organic consumers have more information about product. High educated consumers are found to have better product knowledge.(Zanoli et al 2004). So the companies have to concentrate in developing communication strategy for conveying message to the consumers.

Marital status has certain impact on buying toothpaste. Married and unmarried people have difference of opinion for buying toothpaste. The impact is high for married people when compared to unmarried people. The important variable that influences consumer behaviour is marital status, because people's consumption habits change with marriage. For instance, according to Kotler and Armstrong, single people consume frozen food products more than married people or married with children's cleaning products consumption rates are higher than married without children (Kotler/Armstrong, 1996, p.145).Therefore, marketers must analyze the target consumer group's marital status and number of children in a family, before establishing a communication strategy for the product.

Number of years married affecting the buying behaviour of toothpaste. When compare to earlier stage in marriage, the impact is high for later stage. So number of years married affecting the buying behaviour. In case of later stage, children are influencing the parents for buying toothpaste. The companies have to analyse the number of years married for developing marketing mix strategy.

Age group of children in a family, affecting the buying behaviour of toothpaste, especially adults' impact is high for buying toothpaste. When compare to other age groups adults influence their parents for buying toothpaste. Interestingly, Lee and Beatty (2002) indicate that adolescents play a crucial role in family purchase decisions suggesting they have as much power as their parents in the final outcome of the decision. Indeed, the role of adolescents should not be underestimated, with calls for more research to look at variety of products for public (family) and private (individual) consumption. A child's age is the most commonly researched variable in research involving purchase decision influence (Mangleburg 1990).

Nuclear family and joint family have a different impact on buying toothpaste. The impact is high for joint family, because the members are more in joint family, so the requirement of members also differs. But in the case of nuclear family, the members are less, the requirement of members not differ much. Changes in family structure providing freedom to family members to take decision .The structure of Indian families has been previously characterized as joint families (that is, the husband predominated in all family affairs). However, owing to influences from the West, the structure of Indian families has changed to nuclear families. (Chadha, 1995; Dhobal, 1999). Compared to this, the West is experiencing an increase in the number of single parent or female-headed households (Ahuja and Stinson, 1993; Mangleburg et al., 1999). Such a shift in family composition and structure has a bearing on the strength in the role that children are expected to play as buyers in the family.

So the companies have to analyse the type of family exist in a country or area is important for segmenting toothpaste market. If the members are more in a family, then buying behaviour also differ within a family. But the members are less, then the difference of opinion also less. So there is a difference of opinion exist between less members and more members. The impact is high for more members in a family, for buying toothpaste. Bawa and Gosh (1999) concluded that household grocery expenditures increased with family size. Larger families are more price-focused (Krishna et al. 1991) and they have the opportunity to recognize more needs than consumers who are shopping for themselves (Inman and Winer 1998, Cobb and Hoyer 1986).

Manchanda et al. (1999) found that large families are more prices sensitive. So understanding the size of a family is useful for targeting the customer.

Conclusion

Through this investigation, we know that toothpaste buying behaviour is affected by demographic factors like gender, age, educational qualification, marital status, number of year's married, family type and total family members. The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation. Therefore, consumers' decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel. Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs. Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer-centric. So understanding the influence of demographic profile of the consumers leads to develop good marketing strategy.

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