Research Paper   Commerce

A Study on Customer Satisfaction in Tooth Paste Product With Reference to Pudukkottai District

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ABSTRACT   A study on customer satisfaction towards toothpaste with special reference to Colgate. The main objective of to identify the various factor influencing customer in purchase of the toothpaste, to know the customer satisfaction level about the toothpaste. The research design used in this study is descriptive research design. Data was collected from 50 sample respondents. Data was collected by survey method, the survey was collected Pudukkottai City in Tamilnadu, through structured questionnaire with five point rating scale questions. Secondary data were collected from the available literature sources. For distribution of questionnaire to the respondents random sampling method was used and to collect the respondents opinion, survey was taken among the selected sample respondents. After collecting the data from the respondents, it was analyzed using factor analysis, percentage analysis ,and chi square method The collected data include customer satisfaction towards Colgate toothpaste personal product details.

KEYWORDS : Toothpaste, customer satisfaction.

INTRODUCTION

The main purpose of toothpastes to clean and provide fluoride to protect the teeth from decay, accountings to Hcd2.bupe.co.uk.today's toothpastes contain variety of active ingredients to protect the teeth from decay and sensitivity, to whiten the teeth and prevent bad breath also called halitosis. Close up, Colgate Palmolive company is one of many companies that provide dental care products to the consumer.

Customer satisfaction refers to the extent to which customers are happy with the product and services provided by a business. Customer satisfaction level can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to business because satisfied customers are most likely to be loyal and to make repeated orders and to use a wide range of services offered by a business.

The need to satisfy customer for success in any commercial enterprises is very obvious. The income of all commercial enterprises is derived from the payments received for the product and services to its external customers. Customers are the sole reason for the existence of commercial establishments.

REVIEW OF LITERATURE

Customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese and cote, 2000) customer satisfaction is topically defined as a post consumption evaluative judgment concerning a specific product or service (Gunderson heide and Olsson, 1996). It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

OBJECTIVE OF THE STUDY
- To know the customer satisfaction level about the toothpaste
- To identify the various factor influencing customer in purchase of the toothpaste.

SCOPE OF THE STUDY

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 excess fluoride content in toothpastes for them sensodyne, sensoform are recommended. Strictly for babies and kids use their range pastes only.

RESEARCH METHODOLOGY RESEARCH

Research is a scientific and systematic research for patient information on a specific topic. Research refers to a critical, carful and exhaustive investigation or inquiry or experimentation or examination having as its aim the revision of accepted conclusions, in the light of newly discovered facts.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as science of studying hoe research is done. "The study of methods by which we gain knowledge, it idea with the cognitive process imposed on research by the problems arising from the nature of its subject-matter".

RESEARCH DESIGN

This research studies are concerned with describing the characteristics of a particular individual or of a group. This study concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are examples of descriptive study.

SAMPLE SIZE

The study was carried out through levels of the customers and the sample size was 50.

TOOL USED
- Simple percentage
- Chi-square test

LIMITATION OF THE STUDY

Toothpaste helps keep your teeth clean and healthy, gives you nice breath prevents against plaque, cavities, gum diseases & keeps teeth white Fluorine is known to cause health issue, but non-fluorine toothpaste is available. Flavored toothpaste doesn't protect against plaque. Food testes really bad after brushing your teeth (especially orange juice)

SIMPLE PERCENTAGE
TABLE-1
Age of respondents

S.No	Age	No of respondents	Percentage
1	Below-20	20	40
2	21-30	10	20
3	31-40	10	20

S.No	Age	No of respondents	Percentage
4	41-50	5	10
5	Above -60	5	10
	Total	50	100

Source: Primary Data

Interpretation:
The above table shows that 20% of the customer belong to age group 21-30,40% customer belong to age group below 20,20% of the customer belongs to age group 31-40 and 10% of the customer belong to age group 41-50,10 of the customer belong to age group above 60%.

TABLE-2
Factors influencing customer in purchase of the product

S.No	Factors	No of respondents	Percentage
1	Quality	12	24
2	Price	10	20
3	Brand image	18	36
4	Discounts	10	20
	Total	50	100

Source: Primary Data

Interpretation:
The above table shows that 50 respondents 24% of the respondents are purchase of the quality, 20% of the respondents are purchase of the price,36% of the respondents are purchase of the brand image,20% of the respondents are purchase of the discounts.

CHI-SQUARE TEST
HYPOTHESIS
(H0)   : There is significant difference between age and purchase of the product

(H1)   : There is no significant difference between age and purchase the product

Age * Factors Crosstabulation

Count

Factors						
		Quality	Price	Brand image	Discount	Total
Age	Below 20	5	5	8	2	20
	21-30	3	1	4	2	10
	31-40	1	1	1	6	10
	41-50	0	2	3	0	5
	Above 60	3	2	2	0	5
	Total	12	10	18	10	50

Chi-Square Tests

	Value	Df	mp.sig.(2sided)
Pearson Chi-Square	21.458[a]	12	.044
Likelihood Ratio	22.976	12	.028
Linear-by-Linear	.000	1	.984
N of Valid Cases	50		

19 cells (95.0%) have expected count less than 5.
The minimum expected count is 1.00.

Interpretation:
Since 21.458 > 21.026 we reject the H_0 (Null Hypothesis). There is no relationship between the age and purchase of the product.

FINDINGS:
- It is found that from the study of majority 40% of the respondents are comes under the age of group below 20years.
- It is clear from the study of most 36% of the respondents are purchase of the brand image.
- Since 21.458 > 21.026 we rejected the null hypothesis. There is no relationship between the age and purchase of the product.

SUGGESTIONS:
- The product must create awareness for Colgate toothpaste.
- Respondents expect only the related product along with the product as a discount/free gifts
- Advertisement in every possible media would increase the market share

CONCLUSION
- Toothpaste helps in grinding the food necessitates the caring teeth. Teeth can be cared by keeping their clean by using toothpaste. Hence a study has been under taken to know the customer satisfaction and preference.
- It is learn the Colgate brand is the fast moving brand which has a number of product which later the needs of children as well as adults. They are influenced by advertisement mostly.

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