



AN ANALYSIS OF CONSUMER RESPONSE ON BRAND AWARENESS OF ANCHOR TOOTH PASTE IN JAMMU

Commerce

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ABSTRACT

The study attempts to investigate the brand awareness of anchor toothpaste among the customers in Jammu city. The study is based upon the responses obtained from 160 users of toothpaste, covering 24 localities of Jammu city. The results reveal that Anchor tooth paste company is facing stiff competition from other products like colgate, close up and pepsodent, etc., though most of the public does not hold any negative impression about Anchor brand of tooth paste. The method adopted for conducting survey is questionnaire; Simple random sampling technique was adopted for selecting the consumers.

KEYWORDS

Introduction

Consumer behavior refers to the behavior shown by the consumer after searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs. Consumer behavior means not only, what consumers buy, but also, why, when and how often they buy it. Consumer response takes places at every phase of consumption process, before, during and after the purchase. Philip Kotler defined consumer behavior as, "all psychological, social and physical behavior of potential customers as they become aware of evaluate, purchase, consume and tell other about products and services". Consumer behavior includes not only the actual buyer but also the roles played by different individuals and their influence on their final purchase decision.

Anchor Toothpaste Company

After holding a dominant position in the electrical accessories market since 1964 the Anchor group is out to stretch the brand's equity into the FMCG. Although Anchor Health and Beauty Care Private Limited around 1996 made a venture into the highly competitive tooth paste market, today it is ready to emerge stronger and compete with the bigger established players in this business.

In fact, in the recent past, the company has been steadily increasing its basket of products under the Anchor brand. After tooth paste it took a leap into the sweet market with boiled sweets and then to balms through the OTC segment other products lined up include soaps, shampoos and more personal products. The other OTC products will include glucose powder, hair dyes and pain balms in the future.

However facing the biggies in the business will not be easy for this home grown unlisted company, which is spite of being a leading brand in the electrical accessories market, is likely to face some tough times ahead.

For instance within toothpastes there have been failures. When players such as Dabur and tried to launch their respective brands. Established brands such as Forhans and Promise continue to languish while Colgate and Hindustan Lever are pushing the other out of this category through their range of variants giving planning support. Although Anchor claims to have grabbed a 10% share for its white tooth paste brand, sustaining this figure might get difficult with time. Realizing that it is pitted against more established players who claim to have strong distribution skills. Anchor believes it has a strategy to ensure it stays in the race and gets accepted as an FMCG brand.

REVIEW OF LITERATURE

Consumer behavior

Consumer behavior has been always of great curiosity to the marketers. The knowledge of consumer behavior helps the marketer to understand how the consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior

of the consumers

Cultural Factors

Culture is the most fundamental determinant of a person's want and behavior. Each culture contains smaller groups of sub-culture that provide more specific identification and socialization of its members. There are different types of sub-culture viz., national groups, religious groups and geographical areas and social groups.

Social Factors

A consumer's behavior is also influenced by social factors, such as the consumer preference group, family and social status. A person's behavior is strongly influenced by many groups that have a direct or indirect influence on the person's attitudes or behavior. Marketing try to identify the reference of their target consumer. They also influence the person's attitude and self-concepts. And they create pressure for conformity that they may affect the person's actual product and brand choices; members of the buyer family can exercise a strong influence on the buyer's preferences. A more direct influence on everybody buying behavior is one's family i.e., one's spouse and children; the person's position in each group in which he participates can be defined in terms of role status. People often choose products with communicate their role and status in society.

Personal Factors

A buyer's decision are also influenced by his personal occupation, economic circumstances, lifestyle, personality and self-concept. People changes goods and services there by over their lifetime. Consumption is also shaped by the stages of family lifestyle; a person's income level will greatly affect the choice; a person's consumption pattern is also influenced by his occupation. Marketers try to identify the occupational groups that have above average interest in their product and services; consumers distinguish psychological characteristic that lead to relatively consistent and enduring responses, consumer's beliefs and attitudes in turn influence their buying behavior.

Objective of the study

The main objective of this study is to find out the brand awareness of anchor toothpaste in toothpaste industry. At the same time focus was given to find out factors that hinder anchor toothpaste to enter into the minds of general public. The study mainly focused on to find how much public is aware of the brand anchor. Finally the study concentrated on the consumers of anchor toothpaste to study their brand loyalty towards Anchor.

Need of the study

Toothpaste is an essential product consumed by all people irrespective of age, sex, income, etc. Due to growth of population in urban areas there is no sufficient supply of toothpaste. A part from this, company also provide employment to many people, they are providing additional income to workers.

Now a day's many companies are established. The competition among these companies are increasing. So, there is a need to establish these companies in Jammu and outside Jammu.

Research Methodology

The study adopted the technique of Mall Intercept Interview, to interact with the general public. Various retail stores in Jammu city were approached to interact with the customers in the outlet. The main intention behind this was to have heterogeneous mixture of respondents to have best sample. To get required data correctly and quickly without irritating and wasting the time of customers, interaction with the general public was also done outside the outlets.

Questionnaires were formulated, through a set of questions formulated in this questionnaire. First-hand information was collected direct from the customers; second hand information on prices, market share, management view, distribution pattern of anchor toothpaste were collected, available on the internet.

Data Sources

For the required information pertaining to the study both primary and secondary sources were used. Primary information related to anchor tooth paste was taken from 160 respondents, covering 24 localities of Jammu city. All the respondents were selected randomly. Secondary information was collected from past records and standard books. Annual reports were keenly studied to note important points. Discussion with executives was taken place to elicit important points wherever necessary.

Data analysis and interpretation

Market share

The study found that the market was mainly captured by three dominant brands: Colgate (39%), Close up (17%) and Pepsodent (16%). The remaining minor players like Anchor (10%), Babool (10%), Dabur (3%), Promise(2%), Neem (1%), Vicco (1%) and Meswak (1%).

First place was occupied by Colgate followed by Close up and pepsodent. Anchor took the fourth place.

Awareness of the brand

The Anchor toothpaste was well known to the public. Among the people been interacted only 13% of them were unaware of Anchor toothpaste, remaining 87% were well known with the brand Anchor.

Number of customers using Anchor toothpaste

77% of the respondents tried Anchor toothpaste at least once. The negative response was very less, almost equal percent of respondents had neutral and no comments.

Customer awareness

Television (58%) occupied first place followed by newspaper (20%), word of mouth (10%), hoarding (8%) and outlets (4%). The found that the respondents didn't find packing and advertisements of Anchor toothpaste very attractive and appealing.

Preferences of the respondents

Majority of customers preferred freshness (37%) as their first choice followed by taste (25%), foam (14%), smell (13%) and colour (11%). Most of the respondents said that Anchor has maintained good quality but not as much as other major brands do.

Brand shifting parameters

More than 50% of respondents were not attracted by any offer. 19%, 15% and 13% were been attracted by free gifts, discounts and gift coupons respectively. The fact is to be noted that these are the secondary factors, the primary factor i.e., quality should be improved.

Consumer perception on quality of Anchor toothpaste

For most of the consumers' the quality of Anchor was perceived satisfactory. 35% felt it to be highly satisfactory, 53% felt to be satisfied, 11% were dissatisfied and 1% were undecided on the quality of Anchor toothpaste.

Findings of the study

The study found that:

1. The Anchor toothpaste company was facing stiff competition from other products like colgate, close up and pepsodent, etc.
2. The Anchor product has been neglecting publicity.

3. The products are being supplied by the dealers from the company to the retailers. The dealers are unable to market the product and supply it in time as per the demand of retailers. Some dealers were irregular in distribution of the product, because of this, the customers are forced to change the product brand.

4. There has been drastic decline in the quality of the product supplied by the company.

5. The study also found that the customers expected specialized features in the product. They want highly qualitative product at less cost.

Limitations of the study

1. The study is limited to Jammu city only.
2. The perceptions and tastes of the customers depend upon the behavior of the people that vary from place to place.
3. The statistics collected and the data analyzed is restricted to small sample size.

Conclusion and Suggestions

It is concluded that most of the public does not hold any negative impression about Anchor brand of tooth paste. Further, it is suggested that:

1. The advertising and promotional activities need to be improved.
2. To make any FMCG a success, role of retailers are very important, company should take some measures to make a shelf space in at least the major retail stores by providing some attractive offers to retailers.
3. The management should rethink about changing the brand name as most of the people associate Anchor with electrical accessories.
4. The company needs to pump in more funds in improving the quality of the product and its promotional activities so that it can increase its market share as its opportunities seem to be bright.

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