

STUDY ON CONSUMERS SATISFACTION AND PREFERENCE FOR COLGATE SWARNA VEDSHAKTI TOOTH PASTE – WITH REFERENCE TO CITY OF MUMBAI

MRS. SIMRAN R KALYANI

H.R. College of Commerce & Economics, Churchgate, Mumbai
Mobile No. 9833737830, Email Id : simrankalyani66@gmail.com

ABSTRACT

Fast moving consumer good (FMCG) is the 4th largest sector in the Indian economy, personal care products industry accounts for almost 50 per cent. Today the Indian consumers are becoming more health conscious and have preference for safe, natural, organic and herbal products especially for personal care products and cosmetics. The year 2016 has been a distinct advantage for this industry. Its popularity and demand are increasing year by year.

In personal care products segments herbal toothpaste is becoming more and more common.

Shifting the preference to herbal toothpaste and growth for demand for herbal products began with introduction of Dant kanti by Patanjali in 2016. It had impact on sales of Colgate toothpaste. To retain its market share and leadership Colgate introduced the tooth paste with herbal content. Other companies and multinational companies too began with rolling out the herbal and natural products.

The objective of research paper is to analyze and understand the business strategy of Colgate to beat competition of other brands of herbal tooth paste and consumers' response to it.

Around one hundred people in Mumbai city were questioned on awareness and usage of herbal products, consumption and satisfaction of using Colgate herbal tooth paste.

KEYWORDS: Personal care products, Herbal Products

INTRODUCTION

The FMCG sector in one of the key sectors in India generating the major revenue and employment in the economy. It was worth US\$ 52.75 billion in 2017-18 and US\$ 31.6 billion in 2011. It indicates the robust growth of this sector and is further expected to grow at a compound Annual Growth Rate (CAGR) of 27.86 per cent. Personal care products occupy almost half of FMCG sector. The personal-care products industry creates, manufactures, and sells personal-care, beauty, and hygiene products.

There is wave change in consumers' preference to natural, organic and herbal products. Due to inclination for natural and herbal products, its applications in personal care products has exponentially increased.

Herbal products are botanical nutritional supplements derived from plant sources that are typically used in an effort to maintain or improve health, and may be used for other therapeutic purposes.

The wave for natural and organic products has been started by spiritual leaders in India like Baba Ramdev and Sri Sri Ravi Shanker. The use of natural products for skin care, tooth care and in food is rooted in Indian culture since ancient times. The share of natural personal care products in overall personal products has increased from 32% in March 2017 to 35% in March 2019. Rural Consumers are equally preferring the such products, in fact growth rate in rural areas is more as compared to urban markets.

ORAL CARE MARKET IN INDIA

In fast – moving consumer goods market in India, oral care occupies almost 16%. The increasing awareness on side effects of fluoride in toothpaste had pushed companies to roll out herbal and organic oral care products. Herbal toothpastes use natural ingredients like mint, cloves, neem and other herbs helps to fight tooth and gums diseases

In 2016 Dant kanti by Patanjali and Dabur Lal tooth paste and powder had captured the market share of giant players HUL and Colgate. Brands with an herbal offer were having the market share worth Rs 10,000 crore (US\$ 1.57 billion) oral-care market in the year 2017. Ayurvedic competitors targeted second-tier cities and smaller towns and had increasing consumer base by aggressive advertising and creating more awareness on herbal benefits. To beat its competitors in 2017, Colgate-Palmolive launched Cibaca Vedshakti and Swarna Vedshakti. HUL added natural product line to its existing products by buying one of known Indian brand of Ayurvedic personal products Indulekha and also introduced natural products under the brand Ayush in August

2017. In 2019 Colgate again introduced another natural variant Colgate charcoal clean toothpaste. This all indicates the foray of multinational companies into herbal products to counter the competition and retain their major market share in Indian oral care sector.

As per financial reports of 2019 Colgate's market share has been stable over the past few quarters enjoying almost 58% of market share. Counter strategy of Colgate resulted in regaining its market share and increasing the volume growth.

Statement of Problem

Tooth paste is one of highly consumed personal care product. It is found in every household and consumed by almost everyone and every day. Oral care market in India has varied players with number of variants. This research paper has tried to find the answers for awareness and usage of herbal products, Colgate brand awareness, and its launch of different variants and demand of it.

Scope of Study

- 1) To understand the awareness of consumers on herbal personal care products in market.
- 2) To understand the usage of different herbal personal products by consumers
- 3) To study problems faced by consumers on usage of herbal products
- 4) To find out awareness and preference for Colgate tooth paste
- 5) To find out knowledge of consumers on different variants of Colgate tooth paste in oral care market.
- 6) To find out consumers' preference and satisfaction on usage of Colgate Swarna herbal toothpaste.

Objectives of Paper:

- 1) To study the increasing demand for natural and herbal products
- 2) To understand companies' counter strategies by launching the herbal products in addition to existing product line.
- 3) To find the preference and satisfaction of Colgate herbal tooth paste by consumers.
- 4) To analyze on impact of market share of Colgate on before and after introduction of herbal tooth- paste in the oral care market of India.

Research methodology:

This research paper is descriptive in nature considering the facts from articles, journals, annual reports and survey from consumers. Therefore, it covers both primary and secondary data.

Primary data is collected from consumers to understand preference and usage for herbal personal care products, awareness of Colgate herbal tooth paste etc. Data is collected by preparing the questionnaire covering the scope and objectives of study. Sample size is around 100 and area covered is Mumbai.

Data Analysis:

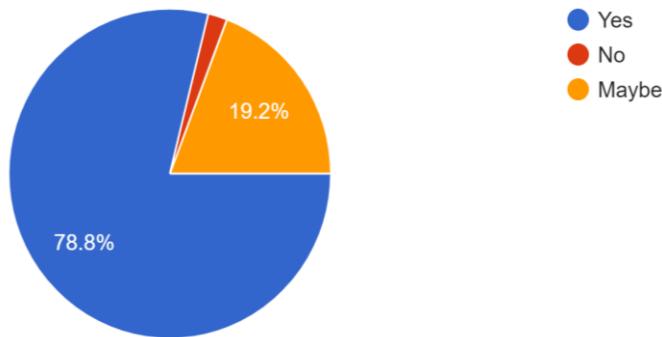
Simple percentage method is applied to analyze the different parameters of questionnaire. For presenting the data pie charts are used.

Limitation of Study:

1. The study was limited to around 100 respondents only.
2. The time limit is one of the main factors to conduct the study effectively.
3. The respondent may not be true in filling up the questionnaire.
4. The reliability of the data may not be dependable.
5. The area of study is Mumbai only

Data Analysis and interpretation:

1. Increase in the usage of herbal products among Indian consumers:



Data Analysis

Out of the 104 respondents surveyed, 82 respondents (78.8%) feel that the usage of herbal products is increasing, whereas, only 2 respondent (1.9%) feels that usage of herbal products has not increased. However, it must be noted that 20 respondents (19.2%) could not come to a conclusion.

Data Interpretation

It can be seen that the usage of herbal products amongst the Indian population is on the rise because herbal products offer various benefits to its users. As people are becoming more health conscious, they prefer using herbal products over products which have a certain chemical content.

2. Reasons for increase in the preference of herbal products:

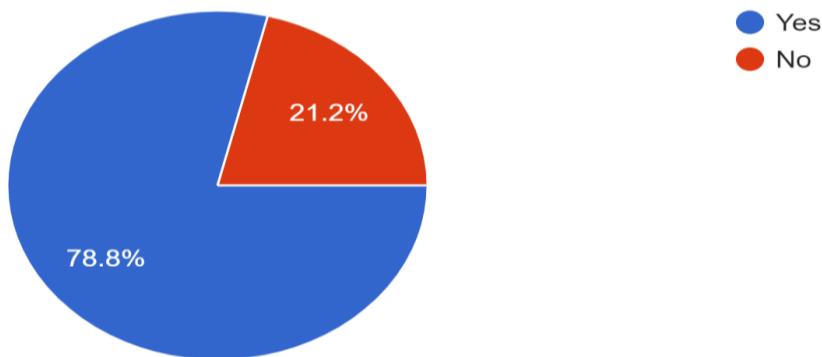
Following are a few responses given by the respondents surveyed:

- Herbal products have no side effects, they are chemical-free, and all ingredients used are natural extracts of the source or the source itself, without any additives.
- People are becoming very health conscious and they prefer using herbal products due to low risk of side effects
- People have realized that being healthy in a natural way can benefit them in the long run
- Presence of all different plants and its derived components in the paste which proves to have good effects.
- Easy availability, less risk, chemical free

Data Interpretation:

Reasons got from respondents clearly indicates that awareness and preference for herbal products is based on knowledge of side effects of much usage of chemical and artificial products. Easily accessible of natural products have pushed to more demand of herbal products.

3. Number of respondents using actively herbal products:



Data Analysis:

Out of the 104 respondents surveyed, 82 respondents (78.8%) use herbal products, whereas, 22 respondents (21.2%) do not use.

Data Interpretation:

Herbal products are cost effective and have lower risk of side effects. Also, herbal products are easily available and promote natural healing. Hence a greater number of people are switching to herbal products.

4. Number of people using or might consider using FMCG herbal products:

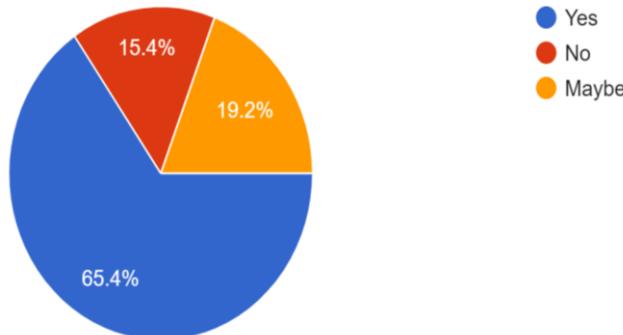
Data Analysis:

Out of the 104 respondents surveyed, 70 respondents (67.3%) are using or might consider using herbal toothpaste, 28 respondents (26.9%) herbal shampoo, 60 respondents (57.7%) herbal face wash, 42 respondents (40.4%) herbal soap, 24 respondents (23.1%) herbal cosmetics such as herbal kajal, hair dye, lipsticks, nail paint, etc., 14 respondents (13.5%) herbal hair oil.

Data Interpretation:

From the above analysis we can see that majority are using or would like to use herbal toothpaste. It indicates consumers don't have just awareness and knowledge of herbal products but they consume these products. The demand and consumption are on growing stage.

5. Affordability of Herbal products:



Data Analysis:

Out of the 104 respondents surveyed, 68 respondents (65.4%) feel that herbal products are affordable, whereas, 16 respondents (15.4%) feel that herbal products are not affordable. However, 20 respondents (19.2%) did not have an opinion.

Data Interpretation:

As herbal products are made up of natural ingredients and are chemical free, they are less expensive as compared to the conventional products. A few herbal products may not be affordable as it may contain a high value herb or ingredient. Its cost effectiveness encourages every class of income of people to buy herbal products.

6. Problems faced while using herbal products

Following are a few responses given by the respondents surveyed:

- None
- No, I am not facing any problems using herbal products.
- No, I feel good after using it
- No problems but still looking for a better product
- The taste of herbal toothpaste is different as compared to other toothpastes
- Shampoo herbal derived doesn't suit as it caused more hair fall growth
- Toothpaste taste
- Finding herbal cream most suitable for my skin
- Herbal hair oil has solved my dandruff problem

Data Interpretation:

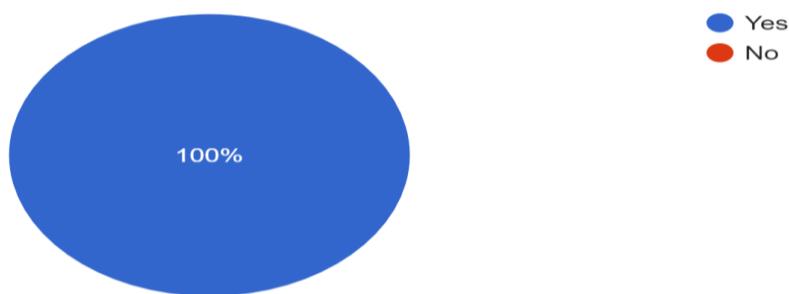
Majority of respondents shared positive feedback on using herbal products. Some came with response like different taste and high cost. But higher number of respondents find herbal products giving useful results.

7. Awareness of ‘Colgate’ as one of the most famous toothpaste brands in India

Data Analysis:

Out of the 104 respondents surveyed, all the respondents (100%) are aware of ‘Colgate’ as one of the famous toothpaste brands used in India.

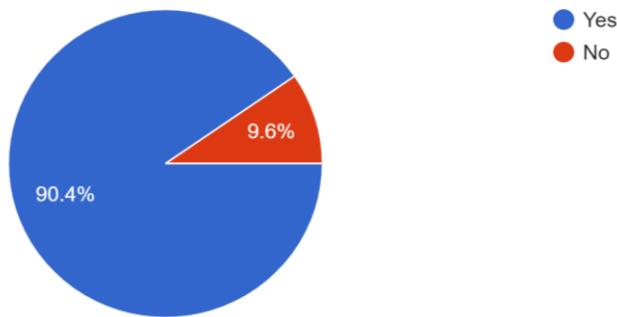
Data Interpretation:



Colgate-Palmolive (India) Limited is India's top manufacturer of scientifically proven oral care products. Colgate is widely used by the Indian population. It is the biggest player of the toothpaste market in India.

8. Awareness of the varieties of Colgate toothpaste that have been launched recently

Data Analysis:



Out of the 104 respondents surveyed, 94 respondents (90.4%) are aware of the varieties that Colgate has launched over the past few years, whereas, only 10 respondents (9.6%) are unaware of the varieties that Colgate has launched over the past few years.

Data Interpretation:

Colgate has come up with a lot of toothpaste variants such as Colgate strong teeth, Colgate total, Colgate visible white, Colgate sensitive, Colgate vedshakti, Colgate active salt, etc. Colgate advertises its products when being launched mostly through innovative and creative advertisements.

9. Usage of Varieties of Colgate toothpaste

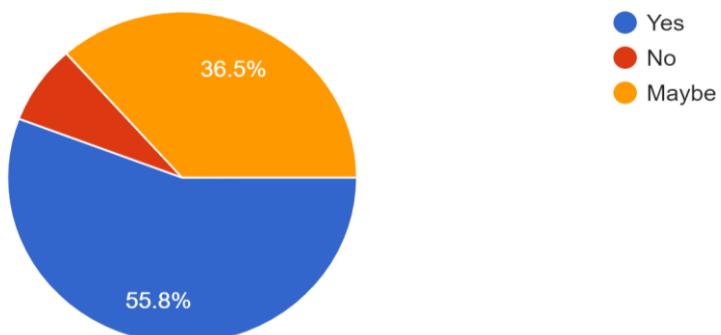
Data Analysis:

14 respondents (13.5%) use Colgate Active Salt toothpaste, 30 respondents (28.8%) use Colgate Strong Teeth toothpaste, 4 respondents (3.8%) use Colgate Total toothpaste, 24 respondents (23.1%) use Colgate Max Fresh toothpaste, 10 respondents (9.6%) use Colgate Advanced Whitening toothpaste, 30 respondents (28.8%) used Colgate Vedshakti toothpaste. It must be noted that there are 14 respondents (13.5%) that do not use any of the above Colgate variant.

Data Interpretation:

Being one of the most trusted brands of toothpaste in India, Colgate caters to the unique needs of all its customers. The most used variant of Colgate is Colgate strong teeth. Since the past 2 years the Indian population has been actively using Colgate Vedshakti. All other variants of Colgate are also preferred by the Indian population according to their individual needs.

10. Success of the strategic decision of the launch of 'Colgate Vedshakti'



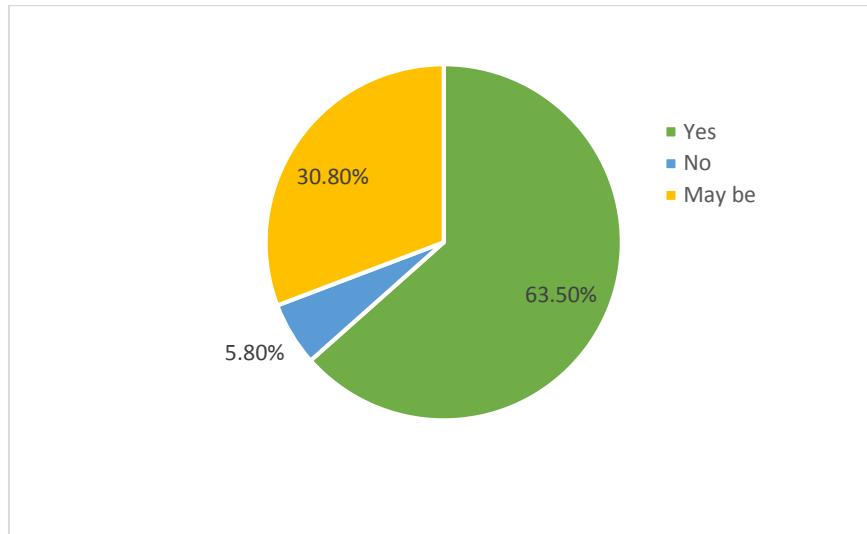
Data Analysis:

58 respondents (55.8%) agreed on successfulness of strategic decision of the launch of Colgate Vedshakti whereas, 8 respondents (7.7%) didn't. However, 38 (36.5%) respondents had no opinion about the same.

Data Interpretation:

The brand Colgate has been one of the most trusted brands for decades. The brand has faced bursts of competition from time to time and has fought back effectively to regain market share. Colgate's strategic decision to launch Vedshakti was successful to face the competition given by Dant kanti, Dabur Lal and other herbal tooth paste.

11. Satisfaction with the usage of 'Colgate Vedshakti'



Data Analysis

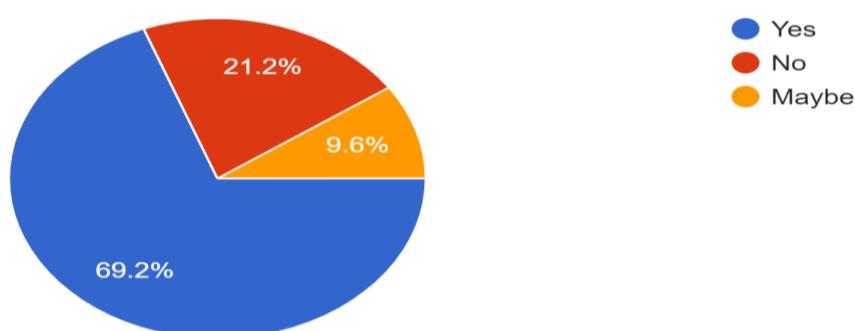
Out of the 104 respondents surveyed, 66 respondents (63.5%) have opinion they are satisfied with 'Colgate Vedshakti'. 32 respondents (30.8%) feel they were not sure about it, while 6 respondents (5.8%) feel that they were not satisfied.

Data Interpretation

Most of the people are satisfied with Colgate Vedshakti, this can be seen from sustainability of Colgate's market share.

12. Affordability of Colgate vedshakti

Data Analysis

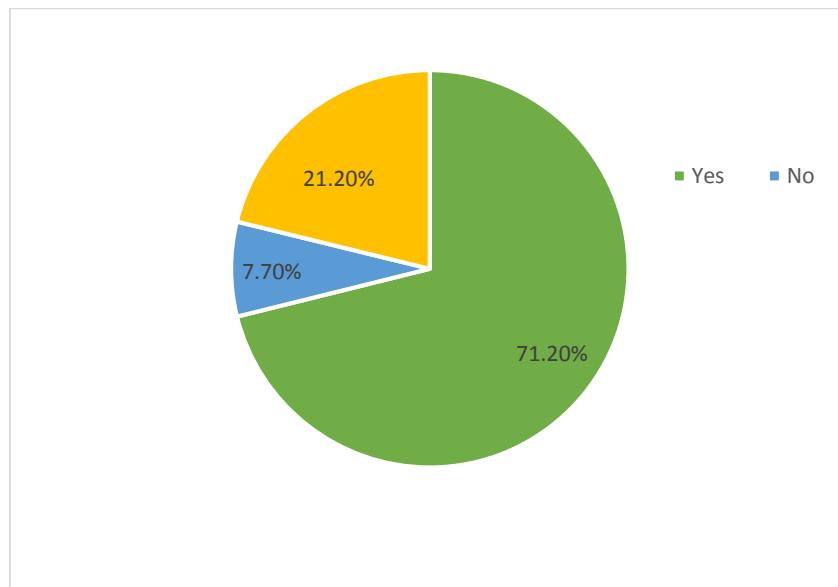


Respondents were asked if 'Colgate Vedshakti' was affordable at ₹ 95 for 200 grams. 72 respondents (69.2%) said that it was affordable, whereas, 22 respondents (21.2%) said that it was not affordable and found it expensive compared to the other herbal toothpastes. 10 respondents (9.6%) had no opinion about the same.

Data Interpretation

One of the major advantages of herbal products is its cost. Herbs cost much less than prescription medications. Most of respondents are finding it reasonable and affordable.

13. Competency of 'Colgate vedshakti' to compete with other herbal toothpaste brand



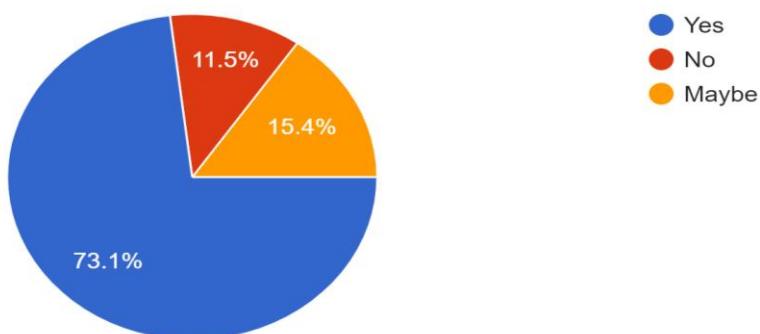
Data Analysis:

During the survey, people were asked if 'Colgate Vedshakti' was competent enough to compete with other herbal toothpaste brands like HUL, Patanjali, Dabur, etc. Out of the 104 respondents surveyed, 74 respondents (71.2%) agreed on it, 8 respondents (7.7%) didn't agree for it. However, 22 respondents (21.2%) had no opinion about the same.

Data Interpretation:

Colgate has been in the oral health sector for decades and is doing really good for itself. There are many other toothpaste brands that have herbal variants, but still Colgate has done well and has a competitive advantage over others. This is mainly because of the trust that people have on Colgate.

14. Sustainability of 'Colgate Vedshakti' as a variant of 'Colgate' toothpaste in the future



Data Analysis

During the survey, the respondents were asked whether 'Colgate Vedshakti' would sustain as a variant of 'Colgate' toothpaste in the future. A majority of 76 respondents (73.1%) agreed for it whereas, 12 (11.5%) didn't agree for it and 16 respondents (15.4%) were not sure about it.

Data Interpretation

Since its inception, Colgate has been introducing a lot varieties, which have sustained and so will Vedshakti. People have been accepting and purchasing Vedshakti which implies good possibility of its sustainability in long run.

Conclusion

Despite intense competition in the market, Colgate has emerged as a leading competitor. In spite of fall in the market price, loss in basis points, loss in market share, tough competition Colgate has regained its market leadership by introducing Vedshakti in the market. Brand awareness and acceptance are key advantage on which Colgate leveraged and gained market share in herbal product too.

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