

# Consumer Buying Behaviour Model For Toothpastes

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## CONSUMER BEHAVIOR

☼ **Belch (1998)** : Consumer behavior is *'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.'* The study of consumer behavior 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 the consumption process, before the purchase, during the purchase and after the purchase.

☼ Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketers, because this may influence how a product is best positioned or how we can encourage increased consumption.

☼ **Dr. Jayashree Krishnan** : Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how 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.

## CONSUMER PURCHASE DECISION

A decision is the selection of an action from two or more alternative choices. Consumers' decision to purchase the goods from the available alternative choice is known as *"consumer purchase decision"*. The various options of the consumer may be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, and how to buy. The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer and users. The marketing management should initiate the participants in the purchase decisions to make the purchases of their product at different marketing strategies. There are a number of reasons why the study of consumer behavior developed as a separate discipline. Marketers had long noted that consumers did not always act or react, as marketing theory would suggest.

The size of the consumer market in the country is vast and is constantly expanding; millions of dollars are being spent on goods and services by millions of people. Consumer preferences are changing and are becoming highly diversified.

## CONSUMER BUYING BEHAVIOR MODELS

A model of buying behavior was developed in the 1940s to describe and predict the consumer behavior. Many models have been developed to analyze the consumer behavior. The models like comprehensive, multivariable model explain the dynamics of consumer decision making, economic considerations, etc.

**1. A.R Anderson Model (1965 Attitudes And Consumer Behavior)** : This was one of the earliest models developed to predict consumer behavior ; it clearly explains the importance of information processing and attitude in decision-

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making process, but this model failed to explain the attitudes of consumers in relation to the purchase.

**2. Econometric model - Suja R Nair :** Under economics, it is assumed that man is a rational human being, who will evaluate all the alternatives in terms of cost and value received and select that product/service which gives him/her maximum satisfaction (utility). Consumers are assumed to follow the principle of maximum utility based on the law of diminishing marginal utility. It is assumed that with limited purchasing power, and a set of needs and tastes, a consumer will allocate his/her expenditure over different products at given prices to maximize utility.

**The prediction of buying behavior is based on price effect :**

1. Lesser is the price of the product, the more will be the quantity of the product purchased.
2. Lesser the price of the substitute product, the lesser will be the quantity of the original product bought (substituting effect).
3. The more is the purchasing power, the more will be the quantity purchased (Income effect).

**3. Nicosia Model (1976) :** This model was proposed by **Nicosia(1976)**. The first step involved in this model is the firm effort to communicate the messages to consumers, in the second stage the consumer evaluates the firm's product, and frames an attitude towards the product, in the third stage, the consumer takes a decision, whether to purchase or not, and the final stage is the post purchase evaluation.

**4. Howard-Sheth Model :** This is the most frequently used model by companies and researchers. It was developed in 1969 by Howard-Sheth . It highlights the importance of inputs to the consumers for a final decision. The stages involved in this model is receiving input, processing input and taking decision, but the limitation in this model is that it does not explain all buyer behavior.

**5. Psychoanalytic Model - Suja R. Nair :** The model is based on the work of psychologists who were concerned with personality. They were of the view that human needs and motives operated at the conscious as well as sub-conscious levels. The founder of this model was Sigmund Freud.

The outcome of this model was :

1. **Id :** The source of all psychic energy, which drives us action.
2. **Super ego :** The internal representation of what is approved by the society.
3. **Ego :** The conscious directing id impulses to find gratification in a socially accepted manner.

**6. The Sociological Model- Suja R Nair :** According to this model, the individual buyer is a part of the institution called society, he gets influenced by it and in turn, also influences its path of development. He or she is playing many roles as a family member, as an employee of a firm, as a member of a professional organization and as an active member of an informal cultural organization. Such interactions leave some impression on him and may play a role in influencing his or her buyer behavior.

1. Intimate groups comprising of family, friends and close colleagues exercise a strong influence on the lifestyle and the buying behavior of an individual member.
2. The peer group plays a very important role in acting as an influencing factor, especially in adopting particular life styles and buying behavior patterns.
3. The group generally has an informal opinion leader, whose opinion views are respected by the group.
4. Individual member income, occupation, place of residence, etc. provides a status to the people.

**7. Engel-Kollat - Blackwell Model :** This model was created to describe the increasing, fast-growing body of knowledge concerning consumer behavior. This model, like in other models, has gone through many revisions to improve its descriptive ability of the basic relationships between components and sub-components; this model also consists also of four stages; The consumer analyzes the problem situation, searches for alternative, alternative evaluation and formation of an attitude takes place , which in turn, may lead to a purchase, and the last one is the outcome.

**8. Bettman's Information Processing Model Of Consumer Choice : Bettman (1979)** in his model describes the consumer as possessing a limited capacity for processing information. He implies that the consumers rarely analyze the complex alternatives in decision-making and apply simple strategies. In this model, there are seven major stages. First, the consumer receives the information based on their processing capacity, then motivation, attention,

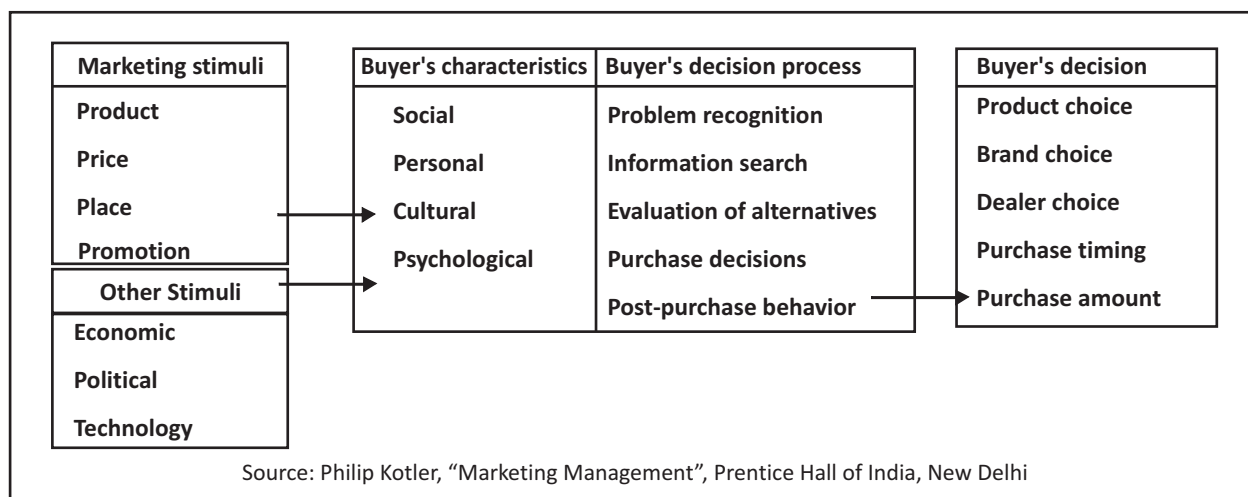
information acquisition and evaluation, memory, decision making processes take place, and the final stage is consumption and learning.

**9. Sheth- Newman Gross Model Of Consumption Values :** According to this model, there are five consumption values influencing consumer choice behavior. These are functional, social, conditional, emotional, and epistemic values. Any or all of the five consumption values may influence the decision. Various disciplines (including economics, sociology, several branches of psychology, marketing and consumer behavior) have contributed theories and research findings relevant to these values (Sheth *et al.* 1991). Each consumption value in the theory is consistent with various components of models advanced by Maslow (1970), Katona (1971), Katz (1960), and Hanna (1980). Five consumption values form the core of the model: Functional value, social value, emotional value, epistemic value and conditional value.

**10. Solomon Model Of Comparison Process :** This model was proposed by Solomon (1996) . In this, Solomon explained the pre purchase, purchase and post purchase issues for taking a final decision.

**11. Stimulus-Response Model Of Buyer Behavior :** A well-developed tested model is stimulus-response model. Understanding this model is very easy and predicting the consumer behavior is easy when compared to other models. In this model, marketing and other stimuli enter the customers “black box” and produce certain responses. The external and internal factors influencing the consumer for deciding a product choice, brand choice, dealer choice, store choice, timing of purchase, purchase amount and frequency. Here, the buyer characteristics like psychological factors, personal factors, social, and cultural factors are important for consumer decision.

**Figure 1: Stimulus - Response Model Of Buyer Behavior**



## CONSUMER BEHAVIOR MODELS APPLIED TO PRODUCT, INDUSTRIAL GOODS AND SERVICES

### ⊛ Consumer Behavior Model Applied To FMCG Products- Food Products :

⊛ **Jagdish N. Sheth** : Food models have been developed recently to explain the consumer behavior. Many authors discussed about food models for decision-making. Few models are explained here :

⊛ Acc to **Verbeke (2000)** : Traditionally, for food models, take a cognitive approach to explain consumer behavior, where the decision making process and Information processing are the main stimuli for decision making .

⊛ **Marshall (1995)** : External factors are influencing consumers for decision making like product availability and economic factors. Most of the food choice models explain the interaction between the individual and the food product. The decision process is facilitated by information processing and is conditioned by psychological, social, cultural, and social factors.

✿ **Steenkamp Model (1997)** : This model clearly explains the factors involved in food decision-making. In this model, **Steenkamp** borrowed a decision process from the EBM model. There are four stages involved in consumer decision-making such as need recognition, search for information, evaluation of alternative and choice.

This model is based on the famous model of Pilgrim food model from 1957. Main factors involved in this model are :

a) Properties of the food

b) Factors related to the consumers

c) Environmental factors.

A special emphasis is given to the food product, as one of the major influences on food choice. The food products affect the decision process, mainly through psychological effects and sensory perception. The focus is probably related to the fact that, in general, food products are commodities, sold unbranded or unlabelled and with poor or in existent communication around them. **Steenkamp** models and the research dealing with consumer choice and behavior relating to food are mostly concerned with the influence of physical and sensory properties of the product and price. It is a simpler version of the EBM model, but it emphasizes the aspects that are particularly related to food products.

✿ **Verbeke (2000)- Model For Buying Fresh Meat** : Recently, **Verbeke** proposed a four component conceptual framework for analyzing consumer decision making towards fresh meat. This model explains the hierarchy of effects with EBM model information processing. Hierarchy effects indicate the different mental stages that consumers go through when making buying decisions and responding to marketing or non-commercial messages. He also adopted the **Steenkamp** model variables. **Verbeke** argued that generally, the structure includes a cognitive, affective and conative component holds, no clear-cut evidence about the sequence and interdependency of these hierarchical steps appears to be available. For purchasing meat, the specific attention is to be paid to potential influences on consumer decision-making that result from communication and marketing and, consequently, the information-processing concept should be included.

#### ✿ **Cognition Or Emotion In Food Choice Decision**

✿ **Hansen (2002)** argued that several researchers have suggested that the traditional cognitive view should be complemented by taking into account consumers' affections, such as the possible emotional responses to the perceptions and judgment of products and of consumption experiences.

✿ **Zajonc & Markus (1982)** suggested that an individual could take action based on emotional feeling - that is without or with just a low-level of cognitive activity. According to the authors, the positive emotions seem to affect consumer purchase behavior positively.

✿ **Hansen (2002)** suggested that, generally the consumer keeps an open mind towards useful stimuli in the environment as is presupposed in the information-processing perspective. To support the cognitive, information-processing perspective on consumer behavior, it can be added that cognitions might be believed about a food (e.g.-an overall evaluation), preferences for a food (e.g. plans to purchase or consume) (**Conner et al 1998**). Attitudes can have an effective component and are not necessarily, formed on completely rational grounds. Based on above information, the choice and consumption of food products are based on the cognitive decision-making processes. The important factors involved are past experience, sensory perception and emotion or effect are important influences. Other factors like experience with the product, product and situation, problem-solving approach and overall evaluation

## **A MODEL OF INDUSTRIAL BUYER BEHAVIOR**

An integrative model of buyer behavior is explained with different variables, but this model is complex in nature because it explaining the different types of industrial buying decisions. The model is similar to **Howard- Sheth's** model of buyer behavior in format and classification of variables.

Organizational buyer behavior consists of three distinct aspects. The first aspect is the psychological buying decisions. The second aspect relates to the conditions, which precipitate joint decisions among these individuals. The final aspect is the process of joint decision making, with the inevitable conflict among the decision-makers and its resolution by resorting to a variety of tactics.

## THE PSYCHOLOGICAL WORLD OF THE DECISION MAKERS

Many industrial buying decisions are not solely in the hands of the purchasing agents. In industrial setting, there are three different departments like a purchasing agent, engineer, and user involved in purchase decision making, other than these people, some other people also indirectly influence the purchase decision (President of the firm).

The psychological states of these people affect the purchase decision. But analyzing the similarities and differences in these people's minds is a very difficult task.

**According To This Model, The Variables Involved Are :**

**1. Expectations Of The Decision Makers About Suppliers And Brands :** Expectations refer to the perceived potential of alternative suppliers and brands to satisfy a number of explicit & implicit objectives. Explicit objectives mean the relative importance of product quality, delivery time, quantity of supply, after-sales service, where it is appropriate, and price. Implicit like personality, perception, learning and motivation, etc.

**2. Background of Individuals :** Educational backgrounds of the purchasing agents, engineers, and plant managers often generate substantially different professional goals and values. The task expectations also generate conflicting perceptions of one another's role in the organization. Finally, the personal lifestyles of individual decision makers play an important role in developing differential expectations.

**3. Information Sources And Active Search :** The third factor involved in creating different expectations are the source and type of information they are exposed to and their participation in active search. Generally, in this industrial buying, a person receives information from sales representatives, commercial sources, professional meetings, trade reports, and even word of mouth.

**4. Perceptual Distortion :** A fourth factor is the selective distortion and retention of available information. How these people are receiving, storing the information and interpreting them.

**5. Satisfaction With Past Purchase :** Satisfaction of the people based on the past buying process experiences with a supplier or brand. But satisfying all these expectations is a difficult task. For example, engineering people will see the quality control part, Production personnel analyze the efficient scheduling, and the purchasing agents always check the pricing part.

## DETERMINANTS OF JOINT VS AUTONOMOUS DECISIONS

The supplier has to understand clearly, who is the ultimate authority in the company for buying a product. In some cases, the purchasing agent is the ultimate authority for buying decisions, but in some other cases, joint decisions are taken by three department people. There are six factors involved in understanding the joint or autonomous decisions. Three factors are related to the characteristics of the product to the service, and the other three are related to the characteristics of the buyer company.

✿ **Product Specific Factors :** The first factor involved is perceived risk in buying decisions, uncertainty in a buying situation. Greater the uncertainty, then the perceived risk is also greater, so the people take the decision jointly.

✿ **Type of Purchase :** Based on the situation, people will go for autonomous or joint decision. For example, the company is buying for lifetime capital expenditure, then the decision is taken jointly, but for routine purchases, the people take the decision individually.

✿ **Time Pressure :** In case of any emergency situation, the decision is autonomous in nature.

✿ **Company Specific Factors :** Based on the company size and degree of centralization, the people will go for autonomous or joint decisions. In case of Private owned small companies, the decision is autonomous in nature, but in larger companies, the decision is taken jointly. For technology oriented companies, the engineering people will dominate more in decision making processes.

✿ **Process of Joint Decision-making :** The major step involved in this model is to investigate the process of joint decision-making. This includes initiation of the decision to buy, gathering of information, evaluating alternative suppliers and resolving conflict among the parties who must decide jointly.

✿ **Critical Role Of Situational Factors In Decision-making :** The company will not go for systematic way of decision making at all the times. Sometimes, the company take immediate decisions at the time of temporary economic



conditions such as price controls, recession or foreign trade, internal strikes, walk outs, machine breakdowns and other production related events. Organizational changes such as mergers or acquisitions and ad-hoc changes in the market place such as promotional offers, new-product introduction, price changes and so on in the supplier industries.

**Finally The Author Concluded That :**

- ✿ Psychometrics skill is used to analyze the psychology of the people and to quantify the psychology of individuals.
- ✿ Systematic examination of the power positions of various individuals is involved in industrial buying decision.
- ✿ It is important to build a market research information system for industrial goods and services that leads to the process of conflicts' resolution among the parties and to study its impact on supplier or brand choice behavior.
- ✿ The final one is the systematic way of decision making - it is not possible in all situations, sometimes, the company decides for purchasing based on the situation.

## **CONSUMER BUYING BEHAVIOR MODEL IN TOURISM**

**Sahmoll (1977)** quoted in **Cooper Et Al. (1993)** developed a model, which hypothesized, that consumer decisions were a result of four elements as follows.

1. Travel stimuli, including guidebooks, reports from other travelers and advertising and promotion.
2. Personal and social determinants of travel behavior including motivations, desires and expectations.
3. External variables including destination images, confidence in travel trade intermediaries and constraints such as cost and time.
4. Characteristics and features of the service destination such as the perceived link between cost value, the range of attractions and amenities offered.

## **MODEL OF CONSUMER DECISION-MAKING FRAMEWORK-TOURISM**

**Gilbert (1991)** suggested a model for consumer decision-making. There are two factors influencing the consumer for decision-making.

1. Individual factors - perception and learning.
2. Reference groups and family influences.

## **CONSUMER BUYING BEHAVIOR MODEL FOR TOOTHPASTES**

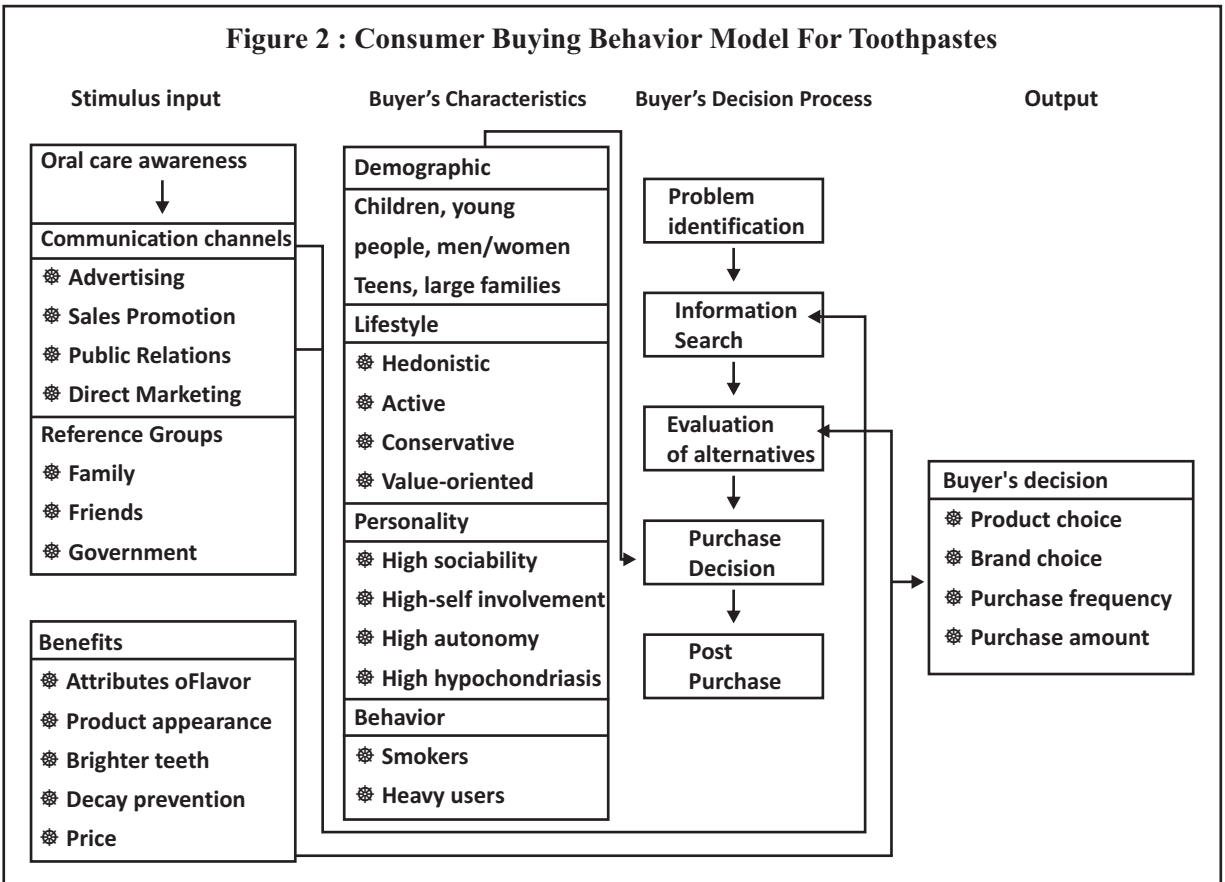
The stimulus-response model is best suitable for explaining oral care buying decisions. Generally, for FMCG goods, this is the best suitable model for understanding consumer behavior. Based on general S-R model, this model has been developed by the authors.

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 toothpastes is a dismal 82gms. The dentist to the population ratio is a critically low 1:35000 in the country. This results in low oral hygiene consciousness and widespread dental diseases.

Glaxo SmithKline introduced a new variety of toothpastes in Europe from the year 2007 onwards. They adopted a new technology in manufacturing toothpastes, Iso-active foaming gel touted in Aquafresh and Sensodyne. According to Information Resources Inc. (IRI), the market value of Aquafresh and Sensodyne is \$1.28 billion. Iso-active has an innovative foaming action, which disperses active ingredients quickly to penetrate hard-to reach areas of the mouth. Packaging is also attractive in nature. However, in India, the awareness level of oral care products is less, only toothpastes, tooth powders and toothbrushes are dominating the market.

### **1) STIMULUS FACTORS**

**1. Awareness :** Product awareness is an important factor for buying a product. The oral care awareness level is less in India, as compared to other countries like Europe and Thailand. Per-capita consumption of toothpastes is only 70 gms/year in India. In oral care, tooth powders, toothpastes and toothbrushes are dominating the Indian market, but in other countries, mouth sprays, mouth wash products also dominate the market. Still, in India, people residing in rural areas are using neem and tobacco for brushing their teeth. So the manufacturing companies and government both are



responsible for creating awareness through advertising campaigns.

Brand awareness can also affect decisions about brands within the consideration set (**Hoyer and Brown, 1990; and Keller, 1993**). Consumers may employ heuristic (decision rule to buy only familiar well, established brands (**Riselaus 1971; and Jacoby et al; 1977, both cited in Keller (1993)**). Consumers do not always spend a great deal of time making purchase decisions in a study of pre purchase search for laundry. **Hoyer (1984)** found that the median number of packages- store was around 1:2 before a selection was made. **Dickson and Sawyer (1986)** found that for purchases such as coffee, toothpastes and margarines, the consumer took an average of 12 seconds from the time of first looking at the shelves to the time they placed the products in their shopping cart.

**Hoyer and Brown (1990)** designed a controlled experiment to probe the role of brand awareness in the process of consumer choice for the purchase of peanut butter, whose results revealed that brand awareness was a dominant factor in both initial (trial) and repeat purchase decisions, even when the quality of the selected brand was inferior to that of the other brands.

## 2) COMMUNICATION CHANNELS

The greatest challenge faced by companies today is holding and increasing their market share and value. This is always a strenuous exercise and one of the tools for the same is marketing. There is no specific game rule available for using these marketing tools. The reason is: each promotional tool has its own characteristics.

**1) Advertising : Thomas J. Oleny, Morris B. Holbrook, Rajeev Batra (1991) :** Research on consumers' responses to advertising has begun to establish a hierarchical model of advertising effects (for reviews, see **Holbrook (1986)** and **Preston (1982)**). Measures of advertising effects have thus far spanned all levels in the hierarchy, moving backward from behavior (sales) to affect (attitude toward the brand or ad) to cognition (beliefs, evaluative judgments) to attention of exposure (readership or viewership). All of these are important to the attainment of advertising objectives.

However, emerging technological developments have lately given consumer researchers a reason to put renewed emphasis on the nature and antecedents of the attention and exposure variables that form the very first step in the hierarchy.

Specifically, the development of remote control devices and VCRs has led to two practices that have dramatically altered the relationship between television viewing and advertising exposure or attention namely, zipping, and zapping. Some confusion has existed in the popular press over these terms. In our usage, zipping refers to fast forwarding through ads previously recorded along with program material on a videocassette. By contrast, zapping occurs during the broadcast itself, and refers to the switching of the channel when a commercial appears. In either situation, exposure and attention are radically different from the comparatively passive nature of the old days when, stereotypically, the viewer sat in front of their televisions and watched whatever paraded before their eyes. While non viewing behaviors such as talking, reading, or leaving the room did exist even then (**Anderson 1985**), zipping and zapping have greatly amplified the extent to which advertising viewing can be, and is, avoided. Indeed, studies in both the United States (**Heeter and Greenberg 1985; IRI information Resources 1983, 1985**) and Great Britain (**Yorke and Kitchen 1985**) have shown the pervasiveness of both phenomena.

**2. Sales Promotion - Public Relations : G.Vani, Ganesh ,Dr. N. Panchanatham (2010) :** Sales Promotion is a marketing tool that is used as a key ingredient in marketing campaigns, and consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker (or) greater purchase of particular products (or) services by consumers (or) the trade. The benefit of sales promotion is huge to manufacturers & marketers. Farris and Quelch cite a number of sales-promotion benefits flowing to manufacturers and consumers. Along with Sales promotion, companies are now-a-days using public service activities to build goodwill by spending money and time for good causes. It has been told that Marketing Public Relations (MPR) is effective in blanketing local communities and reaching specific groups. In several cases, MPR proved more cost-effective than advertising. Nevertheless, it must be planned jointly with advertising. In this paper, the researchers concluded that Colgate Palmolive company is continuously providing offers like family pack offer, price-off offer, coupon offer, etc., to promote the sales in the market. PR activities like *Bright smiles*, *Bright Futures* offer, oral care month, etc. have been used by the company to promote their brand.

### 3) DIRECT MARKETING

**Direct Marketing** is a form of advertising that reaches its audience without using traditional formal channels of advertising, such as TV, newspapers or radio. Businesses communicate straight to the consumer with advertising techniques such as fliers, catalogue distribution, promotional letters, and street advertising.

✿ **Lester Wunderman (2004) :** The mission of direct marketing has continued to evolve. At its origin, it was simply another way of making sales, and that critical function endures. Today, however, in the same period called information age, enhanced by new technologies, it has become an information-based discipline. The information that defines our times is no longer just about the products that are for sale. It is now, conversely, about those who purchase and consume them. It is about their identity, their proclivities and their behavior. The challenge is to learn how to best use this information to reach and influence their purchasing behavior as part of the contemporary marketing process.

In such a time, direct marketing is flourishing because it is essentially an information-based discipline. We are learning to be relevant. We are coming to know what to say to whom and when best to say it. We use context and timing to facilitate our prime marketing function of creating loyal customers.

✿ **Internet Marketing :** Consumers at present are widely targeted with this new, but rapidly expanding strategy with range of internet-based marketing techniques. The ideal target group under this strategy is mainly young people, as they tend to browse the net for longer durations.

The strategies used are interactive games and activities, competitions, attractive sites with flashy graphics, chat and email facilities. Keeping the children and teenagers in mind, the website is made more interactive, providing free downloadable games & general information. Subsequently, personal data of the visitors are collected for future promotions and sales of database.



#### 4) REFERENCE GROUPS

Reference groups consist of all the groups that have a direct or indirect influence on a person's attitudes and behavior.

✿ **Primary Groups** : Such as friends, family, neighbors and coworkers have a regular interaction, which is informal in nature. Family members constitute the most influential primary reference group.

✿ **Secondary Groups** : Such as religious, professional and trade union groups tend to be more formal and require less continuous interaction.

✿ **Government** : Government is also creating awareness and providing information to consumers through advertising campaigns.

#### 5) BENEFITS

**1) Attributes** : G.Vani, Ganesh ,Dr. N. Panchanatham (2009) : Product segmentation is based on characteristics or attributes of a product. In toothpastes, the main product attributes are gel, herbal and white etc.

**Table 1 : Product Attributes of Toothpastes**

Product attribute	Percentage
White	50%
Gel	25%
Herbal	10%
Others	15%

So the characteristics of the product is also one of the factor for decision making.

**2) Ingredients** : G. Vani, Ganesh ,Dr. N. Panchanatham (2009) : Generally, consumers analyze the benefits for buying oral care products. In toothpastes, the main benefits derived are anti - cavity platforms, that contain fluorides. Excessive usage of fluorides can cause a disease called fluorescence, to which children are particularly vulnerable. In India, there is a strong aversion to fluoride toothpastes. Another one important factor coming under benefit segmentation is cosmetic propositions. About 35% of the toothpastes are sold on cosmetic propositions. Proposition for fresh breath, white teeth and therapeutic benefits stand up to 5% of the total market.

**3) Packaging** : Packaging establishes a direct link with the consumers at the point of purchase, as it can very well change the perceptions they have for a particular brand. A product has to draw the attention of the consumers through an outstanding packaging design. Earlier packaging was considered only a container to put a product in, but today, research in to the right packaging is beginning at the product development stage itself. Packaging innovation has been at the heart of Dabur's attempt to rap with the urban consumers. It spends large sums annually on packaging research. - *"We have been laying emphasis on aesthetics, shelf appeal and convenience for consumer."* says Deepak Manchandra, Manager, Packaging Development.

**4) Decay Prevention** : Large numbers of families with children are seriously concerned about the possibilities of cavities and show a definite preference for fluoride toothpastes.

**5) Brighter Teeth** : Large group of young married people smoke more than required. They are giving importance to brighter teeth. So, analyzing the requirement of the people is an important factor for selling the product successfully in the market.

**6) Price** : In spite of the increased role of non-price factors in the modern marketing processes, price is a critical element, especially in the highly competitive markets. Price and sales volume go together to decide the revenue of any business. Thus, pricing becomes a vital decision area. In the light of marketers and consumers, an analysis of the perception of the consumers towards price and quality is presented.

Price wise, toothpastes can be segmented into economy, regular and value added segments. The price range varies from ₹ 15-20 for a 100gm pack in the economy segment, ₹ 30-35 for a 100gm pack in the regular segment, and ₹ 50 for a 100gm pack in the value added segment. So, analyzing the economic factors is an important task for the companies to fix the price.

**Table 2: Segmental Classification of Toothpastes**

Price(₹) for 100gm pack	Segment
₹ 15-20	Economy
₹ 30-35	Regular
₹ 50	Value Added

## 6) BUYER'S CHARACTERISTICS

The factors like demographic, life style, personality and behavior of a person influencing the buyer for final decision process

**According to Russell I. Haley :**

**1) Demographic :** Understanding demographic factors is an important task for the company to segment properly in a market. Demographic factors involved in selecting toothpaste is based on - Large families, men/women, youngsters, teenagers, children.

**2) Lifestyle :** Lifestyle is defined as a person's pattern of living in the world as expressed in activities, interests and opinions. For purchasing a toothpaste, there are four types of lifestyles such as hedonistic, active, conservative, value-oriented, that are affecting the consumer for selecting a toothpaste brand.

**3) Personality :** Generally, people select the product based on their own personality. For purchasing toothpastes, there are four kinds of personalities analyzed by Russell - High- self-innovative, innovative, high sociability, high autonomy, high-hypochondriasis.

**4) Behavior :** People's behavior also affects the purchase decision. Smokers select the toothpaste that is giving brightness in the teeth. The people who are always worrying about their health, they are called as heavy users, and the consumption rate is also high. So, the selection is based on consumption.

## 7) DECISION PROCESS

**Buyer Decision Process :** There are five stages involved in buying decision process.

✿ **Problem Recognition:** In this stage, the consumer identifies the requirement and analyzes the type of product he/she want.

✿ **Information Sources :** The consumer receives information from different sources like advertising, sales promotion, direct marketing, public relations, family members, friends etc.

✿ **Evaluation of Alternatives:** In this, the consumer analyzes the benefits, price, flavor, brightness of teeth, decay prevention and compares it with the competitor product.

✿ **Purchase:** For final decision, the consumer characteristics also affect the consumer for selecting a particular brand.

✿ **Post-purchase:** Repeat buying depends upon the satisfaction level.

## 8) OUTPUT

Finally, for the toothpaste, the buyer decides the brand, amount required, and frequency of purchasing.

## CONCLUSION

Models are essential for companies and researchers to analyze the consumer behavior perfectly. Consumer decision making process generally involves many stages.

It is difficult to apply the same model for all the products. For this purpose, the researchers used different models like the **S-R model, EKB model, Howard - Sheth model** etc to clearly explain the stages of the buying process for toothpastes. This analysis clearly explained the stages involved in the toothpaste buying process.

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