

Measuring Customers' Satisfaction in Anand: A Case study of Dant Kanti Brand Toothpaste of Patanjali

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ABSTRACT

Patanjali Dant Kanti toothpaste is very popular in Indian market and it is fast moving consumer goods (FMCG) highly rated in Indian market. As society becomes more concerned with the natural environment, this concept was accepted by Yoga Guru Ramdev and manufactured Dant Kanti toothpaste. Patanjali Dant Kanti toothpaste slogan is "Prakritika aashirwad". Due to the slogan and different use of natural ingredients in toothpaste, Patanjali covered half of the Indian toothpaste market. Indian consumer believes in Swadeshi product, that's the reason Patanjali Dant Kanti toothpaste has won the hearts of Indian people. Yoga Guru Baba Ramdev in his seminars and in advertisements, advised people, about the advantages of Ayurvedic Product. In Anand at different places Patanjali stores are available, so that the products of Patanjali are easily available for consumers.

The present research paper not only attempts to comprehend the Patanjali Dant Kanti toothpaste and toothpaste market scenario as a whole but also studies the consumers' ownership pattern with respect to the competitive brands. It makes clear certain objectives and through proper methodology, attempts to examine attributes of customer satisfaction. Lastly, this paper concludes with the major findings and useful suggestions with respect to a leading brand Patanjali Dant Kanti toothpaste.

1. Introduction

Patanjali Ayurved was formed in January 2006 as a Private limited company by Yoga Guru Ramdev and his partner Sri Acharya Balkrishnaji. In June, 2007 it was converted to a Public limited company. It is registered under the companies Act, 1956, and has its registered office in Bijwasan, New Delhi and three other offices in Haridwar.

The company started with the vision of uplifting the life of Indian Farmers by locally sourcing the raw materials from them and making their lives better. While at the same time of also provides an opportunity to the Indian masses to move towards healthy lifestyle by promoting Ayurveda and herbal products.

According to Patanjali, Dant Kanti toothpaste manufactured by Patanjali are made from Ayurveda and natural components Baba Ramdev's Dant Kanti toothpaste is said to be completely a herbal composition and it is useful in dental protection and also help in dental beauty. Comparing with others products Dant Kanti toothpaste is purely Ayurvedic and vegetarian. So, that's the reason most of the Indian families have replaced their pastes with Dant Kanti.

2. Toothpaste Market Scenario In India

Many people in India still clean their teeth with traditional products like, Neem twigs, Salt, Ash, Tobacco or other herbal ingredients. The toothpaste history in India can be tracked back from 1975 with 1200 tonnes of toothpaste produced by the toothpaste industry. Prior to the toothpastes, oral hygiene was the domain of local homemade Powders and Ayurvedh

Practitioners. With one entry of Colgate in Indian marketplace the awareness and importance of oral care got its value.

The toothpaste market is characterized by the presence of few large multinational Companies like, Colgate Palmolive India Ltd., Hindustan lever Ltd., Procter and Gamble, Smithkline Beecham. Consumer health care and a handful of Indian Companies such as Dant Kanti [Patanjali Ayurvedic Ltd.], Dabur, Anchor Health and Beauty Products, Vicco laboratories etc... In India toothpaste usage as compared to other countries is very low which signifies about the potential of the market. In urban India the usage of toothpaste per person per year is just 190 grams. Whereas it is 200 grams of toothpaste per person per year in developing countries like, Indonesia and Thailand. In developed countries like, USA and other European countries, the toothpaste usage is 375 grams per person per year. So, toothpaste usage as compared to other countries is very low. This results in low oral hygiene consciousness and widespread dental diseases.

3. Need of the study

Systematic studies have taken place on a number of consumer used regular commodities for personal care products like, Toothpaste, Soap, Shampoo, Face wash, Face cream, Perfume, etc... Authentic data are available with respect to these products and their use in market. However, very little efforts have been made to study Patanjali Dant Kanti toothpaste market comprehensively. Information related to this product or about the industry data are available on Patanjali stores and on the websites. In domestic market in Anand

people are satisfied using Swadeshi products. Patanjali Dant Kanti toothpaste has won the hearts of millions just because of the pure vegetarian, Ayurvedic product and herbal ingredients in this product. A Research work is required to measure the issues pertaining to customers' satisfaction of Patanjali Dant Kanti toothpaste.

4. Review of literature

Philip kotler, Gary Armstrong, Prafulla Y Agnihotri and Ehsan ul Haque (2011) explains the concept of customers' satisfaction. If customers expect certain commodities and they get it, than they get satisfied with it. Satisfied customers' buy again and tell others about their good experience. Dissatisfied customers often switch to competitors and disparage the product to others.

Fornell, Johnson, Anderson, Cha and Bryant (1996) state the customers' satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the goods or services over time.

Hill, Roche and Allen (2007) point out that the Customers' satisfaction is a barometer that predicts the future of customer behavior.

Leon G Schiffman and Leslie Lazar Kanuk (2007) clearly mention that the concept of customers' satisfaction is a function of customer expectation. Customers' satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectation.

Hill, Brierley and MacDougall (2003) point out the company should be able to build trust with the customer so it is easy to get the feedback from the customer. This is how customer oriented products or services could be developed.

Philip kotler, Kevin lane keller, Abraham koshy, Mithileshwar Jha (2007) attempts to highlight that whether the buyer is satisfied after purchase depends on the offer's performance in relationship to the buyer's expectations and whether the buyer interprets any deviations between the two. In general, satisfaction is a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance to their expectations.

Lovelock C and Wright L. (2007) defines the customers' satisfaction, particularly when product usage or the service experience takes place over time, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing.

Zeithal and Bitner(2003) state that customers' satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customers' emotional responses, their attributes neither perception of equity.

Kenneth clow, David Kurtz, John ozmet and Beng soo ong (1997) states that customers' expectations are based on their knowledge experiences.

5. Research Objectives

Following were the research objectives of this paper:

- (1) To study the present consumer scenario of Dant Kanti toothpaste in Anand.
- (2) To know the respondents' preferences and reason for buying Dant Kanti toothpaste.
- (3) To measure the levels of satisfaction and also loyalty towards Dant Kanti toothpaste.
- (4) To examine the awareness and consumers' opinions on Dant Kanti toothpaste.
- (5) To comprehend the problems for Dant Kanti toothpaste.

6. Research Methodology Adopted

Sampling Design: The research design chosen was descriptive in nature. Sampling units were the persons in Anand having any brand of toothpaste. For data collection, preferably, male, female and children who used the social media like, WhatsApp, Facebook and E-mail in my contact were the respondents for this study. Convenience sampling method was selected for drawing the sampling units from the population in Anand. The total number of persons contacted on social media was hundred, out of which, eighteen did not give any reply. Hence, effective sample size for this research work was taken from eighty two persons.

Data Collection: Primary data was collected from any persons having any brand of toothpaste. Secondary data was collected from various sources like, dissertation, company websites, product literature, and news papers reports. Social media was used for primary data collection. A structured questionnaire has been used as a research tool in the study. It is the most popular method used when the population and sample size are large. A questionnaire includes a number of questions in proper sequence. Each question is contributing to research objectives questionnaire was designed with most of closed ended questions and only few, open ended questions.

Statistical Tools: Analytical tools like tables, and percentile were used for drawing meaningful findings.

7. Major Tables

Table :1 Usage of Toothpaste

Usage Rate	Number of Respondents	Percentage
Yes	80	98.00
No	02	02.00
Total	82	100

Source: Primary Data

With a view to find the usage of toothpaste, the data pertaining to this is presented in above mentioned table. Based on this survey 98% of the respondents are using toothpaste in Anand and 2% are using like, Toothpowder and Mouthwash etc...

Table: 2 Preferences of different brands of toothpaste

Brands	Owner	Percentage
Colgate	24	30.00
Dant Kanti	38	48.00

Peptosodent	02	03.00
Anchor	01	01.00
Close up	06	07.00
Any other	09	01.00
Total	80	100

Source: Primary Data

With a view to find that preferences of toothpaste brand, the data pertaining to this is presented in table 2. An examination of the table reveals that most of the people are aware of Dant Kanti (48%) and Colgate (30%).

Table :3 Usage of toothpaste brands

Usage of brands so far	Number of Respondents	Percentage
Two	34	42.00
Three	11	14.00
More than three	35	44.00
Total	80	100

Source: Primary Data

To identify the usage of different brands, the data pertaining to it is presented in the table 3. An examination of the table reveals that most of the consumers used more than three brands (44%), two brands (42%) and three brands (14%).

Table:4 Reasons for favouring Dant Kanti toothpaste

Reasons for favouring	Number of Respondents	Percentage
Good brand image	06	15.00
Better Quality	04	12.00
Affordable Price	01	02.00
Good taste	01	02.00
Early availability	00	00.00
Aurvedic benefits	21	55.00
Others	05	14.00
Total	38	100

Source: Primary Data

With a view to find the reason to buy Dant Kanti toothpaste, the data pertaining to this is presented in table 4. An examination of the table shows that 55% of the people purchased the Dant Kanti toothpaste for Aurvedic benefits.

Table :5 Number of times changing the brands

Changing the brands	Number of Respondents	Percentage
Never	19	50.00
Occasionally	15	39.00
Frequently	04	11.00
Total	38	100

Source: Primary Data

With a view to find the numbers of times changing Dant Kanti toothpaste the data pertaining to this is presented in table 5. An examination of the table shows that 50% of consumers are never changing this brand.

Table:6 Factors in favour of Dant Kanti toothpastes

Factors in favouring	Number of Respondents	Percentage
Tooth Problems	07	18.00

Whiteness	01	03.00
Freshness	04	10.00
Natural adaptation	22	57.00
Economy	01	03.00
Flavour	01	03.00
Others	02	06.00
Total	38	100

Source: Primary Data

With a view to find the factors in favour of Dant Kanti toothpaste the data pertaining to this is presented in table 6. An examination of the table reveals that, 57% of consumers used Dant Kanti toothpaste because of natural adaption. So that, it is clarified that the consumers are mostly attracted because of the natural ingredients used in this brand.

Table :7 Utilization period of using Dant Kanti toothpaste

Utilization Period	Number of Respondents	Percentage
Less than 3 months	11	30.00
Between 3 to 12 months	07	17.00
Between 1 to 3 years	11	30.00
More than 3 years	09	23.00
Total	38	100

Source: Primary Data

With a view to find the utilization period of using Dant Kanti toothpaste the data pertaining to this is presented in table 7. An examination of the table showed that 30% of consumers' utilization remains same whether the period of this is less than three months or between one to three years.

Table:8 Satisfaction regarding of Dant Kanti toothpastes

Satisfaction factors	Number of Respondents	Percentage
Healthy tooth & gums	10	26.00
Long lasting freshness	06	16.00
Prevention of tooth decay	06	16.00
Whiteness	00	00.00
Use of natural herbs	16	42.00
Total	38	100

Source: Primary Data

With a view to find the satisfaction factors regarding of Dant Kanti toothpaste the data pertaining to this is presented in table 8. An examination of the table reveals that, 42% of consumer used Dant Kanti toothpaste because of natural herbs.

Table :9 Quantity of purchase Dant Kanti toothpaste

Quantity of Dant Kanti toothpaste	Number of Respondents	Percentage
300 grams	12	31.00
200 grams	12	31.00
100 grams	09	24.00
75 grams	05	14.00
Total	38	100

Source: Primary Data

With a view to find the quantity of purchase of Dant Kanti toothpaste the data pertaining to this presented in table 9. An examination of the table reveals that, maximum 31% of consumers' purchase is both in 300 grams and 200 grams respectively for toothpaste of this brand.

Table:10 Information regarding Dant Kanti toothpastes

Information regarding Dant Kanti	Number of Respondents	Percentage
News paper advertisement	02	05.00
Television media	20	53.00
Ramdevji message	07	18.00
Word of mouth	03	08.00
Co-friend/employees/other group members	06	16.00
Total	38	100

Source: Primary Data

With a view to find out information regarding Dant Kanti toothpaste, the data pertaining to this is presented in table 10. It explains that 53% of consumer attracted to this brand for television media.

Table :11 Opinion regarding alternate brand

Opinion regarding alternate brand	Number of Respondents	Percentage
Yes	27	72.00
No	11	28.00
Total	38	100

Source: Primary Data

With a view to find out opinion regarding alternate brand of toothpaste, the data pertaining to this is presented in table 11. An examination of the table reveals that 72% of consumer preferred other brands when Dant Kanti was not available, but 28% of consumers only use Dant Kanti toothpaste.

Table :12 Recommendations to others to use Dant Kanti toothpaste

Recommendation to others	Number of Respondents	Percentage
Yes	26	69.00
No	12	31.00
Total	38	100

Source: Primary Data

With a view to find out recommendation to others to use Dant Kanti toothpaste, the data pertaining to this is presented in table 12. An examination of this table the data reveals that majority of 69% of consumer recommended to others to use Dant Kanti.

8. Major Findings

- (1) In Anand, 98% of the respondents uses toothpaste, another 2% of the respondents use toothpowder, other natural ingredients and mouthwash etc... (Table 1)
- (2) The brand ownership pattern revealed that 48% of the respondents surveyed in the selected area were found

having Dant Kanti toothpaste. Through this study, Dant Kanti had emerged as a brand leader followed by Colgate and Close up. (Table 2)

- (3) Usage of toothpaste brands, majority of 44% of consumer used more than three brands, and 42% of consumer used two brands. (Table 3)
- (4) Reason for favouring Dant Kanti toothpaste, 55% of consumer used Dant Kanti toothpaste because of Ayurvedic benefits and 15% of consumer used because of good brand image.(Table 4)
- (5) Number of times changing the brands, 50% of consumers never changed the toothpaste for any situations, 39% of consumers were changing toothpaste occasionally. (Table 5)
- (6) Factors in favour of Dant Kanti toothpaste, 57% of consumer used Dant Kanti toothpaste because of natural adaption, 18% of consumer used because of tooth problems. (Table 6)
- (7) So far as duration of buying Dant Kanti toothpaste was concerned 30% of total owners were found to have less than three months, 30% of another owners wre found to have Dant Kanti more than three years. (Table 7)
- (8) Satisfaction regarding Dant Kanti toothpaste 42% of consumers satisfied with the use of natural herbs, 26% of consumers satisfied with healthy tooth and gums. (Table 8)
- (9) Quantity of purchased Dant Kanti toothpaste 31% of consumers had 300 grams and 31% of consumers had 200 grams. (Table 9)
- (10) Television media had emerged as a dominant source of awareness that influenced the purchase of Dant Kanti toothpaste with 53%. It was followed by Ramdevji's message (18%) and other relatives (16%). (Table 10)
- (11) 72% of consumers' opinion regarding alternate brand in the situation where in Dant Kanti was not available and they used another brand. But, 28% of consumers were never used any other brand except Dant Kanti. (Table 11)
- (12) Total respondents 69% of consumer recommended others to use Dant Kanti toothpaste because of he/she was satisfied with this brand. 31% of consumer negatively answered that they would never recommend this brand to anyone. (Table 12)

9. Suggestions

- (1) 52% respondents did not use Dant Kanti toothpaste because they were satisfied with others brand of products and further they said that they did not like Dant Kanti's colour and taste, so that, these factors are also equally important to stay in the market.
- (2) There is a need to improve good brand image and quality of Dant Kanti. So that, more customers can be attracted.
- (3) In toothpaste different types of flavours are needed so that, other consumers can be attracted towards this brand of product.
- (4) Looking to a very high exposure of television media this brand should be more highlighted and with it

Ramdevji's message should be used to consumers for the expansion of can be its business.

- (5) The number of customers can be increased with the use of others factors like, brand image, quality,

quantity, affordable price and advertisement. Hence, new strategies need to be designed and implemented.

- (6) Dant Kanti toothpaste stores need to increase in order to attract more customers and new policies should be formulated to expand the business.

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