

Project Report On  
**(Marketing of Colgate pastes in Rural Markets)**

Submitted by  
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Roll NO: **217**

Submitted to



**UNIVERSITY OF MUMBAI**  
**MASTER OF COMMERCE**  
**( MANAGEMENT )**

Semester- III

(2020–21)

Project Guidance by  
Professor: **(Dr.Sushma Patil )**



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**RAMANAND ARYA D.A.V COLLEGE OF COMMERCE AND SCIENCE**  
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**400042**

## ***Certificate***

This is to certify that **Pushapa Rampriti Yadav** has worked and duly completed her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of **Rural Marketing** and her project is entitled, **Marketing of Colgate pastes in Rural Markets** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

**Co-Ordinator:**

**Dr. Sushma Patil**

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### ***Declaration by learner***

I, the undersigned **Pushapa Ramprit Yadav** declare that the work embodied in this project work hereby, titled **Marketing of Colgate pastes in Rural Markets**, forms my own contribution to the research work carried out under the guidance of **Dr. Sushma Patil** is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner:

**Pushapa Yadav**

Signature:

**Certified by**

Name of the Guiding Teacher:

**Dr. Sushma Patil**

Signature:

## **Acknowledgment**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal, Dr. Ajay M. Bhamare** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator Dr. Sushma Patil**, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **Dr. Sushma Patil** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

**Signature of the Student**

**(Pushapa Rampriti Yadav)**

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## **History:-**

Colgate toothpaste was sold in glass jars since 1873. Tubes, as pioneered by Kalodont, Johnson & Johnson (Zonweiss) and Sheffield, were introduced in 1896.

Colgate became popular in the 1950s, with the slogan "It Cleans Your Breath While It Cleans Your Teeth", written by copywriter Alicia Tobin.

As of 2002, Colgate occupied 20% of the market share for toothpastes in China.[citation needed] As of 2015, it also commanded approximately 70% of the oral care market in Brazil.

In 2007, the Advertising Standards Authority in the UK told Colgate that it could no longer make the claim that 4 out of 5 dentists recommended Colgate. Investigation had showed that the study had telephone surveyed dentists to list toothpastes they recommended, and their competitors were recommended at similar rates. The claim was deemed deceptive.

As of 2015, oral care products (principally produced under the Colgate brand) were the Colgate-Palmolive company's largest source of income, making up around US\$7.5 billion, or 47% of net sales globally (with personal care products such as shampoos making up 20%, home care products such as laundry detergents 19% and pet nutrition products making up the remaining 14%).

Consumer holding Colgate with hemp seed oil, 2020

Colgate registered the label for toothpaste containing hemp seed oil with the U.S. government around January, 2020.

In February, 2020, Colgate's parent company announced an agreement to purchase Hello Products, a New Jersey company that had earlier in the month introduced toothpastes, mouthwashes and lip balms containing cannabidiol (CBD).

## **Company Product :-**

### **ORAL CARE**

- \* Toothpastes
- \* Tooth brushes
- \* Kids products
- \* Whitening product
- \* Over the counter

### **PERSONAL**

Men's & women's Antiperspirant and Deodorant

- \* Bar soap
- \* Body wash
- \* Liquid hand wash
- \* Toiletries for men

### **HOME CARE**

- \* Dishwashing
- \* Fabric

### **CONDITIONER**

- \* Household

### **CLEANERS**

- \* Institutional products

### **PET NUTRITION**

- \* Science Diet
- \* Prescription Diet

## **Introduction:-**

Colgate is an American brand principally used for oral hygiene products such as toothpastes, toothbrushes, mouthwashes and dental floss. Manufactured by Colgate-Palmolive, Colgate oral hygiene products were first sold by the company in 1873, sixteen years after the death of the founder, William Colgate. The company originally sold soap.

- \* The brand name 'Colgate' is synonymous with toothpaste. This world renowned brand is sold in more than 200 countries.
- \* In India, the company has successfully replicated the strong brand image and awareness in the minds of consumers.
- \* Today, Colgate is a household name in India with one out of every two consumers using a modern dentifrice. The company manufactures and markets its oral care, personal care and household care products under the 'Colgate-Palmolive' brand name.
- \* Colgate India earns around 93% of its revenues from the oral care segment.

## **Definition:-**

***Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives.***

## **Introduction of rural marketing:-**

The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades, with innovative approaches, have attempted to understand and tap rural markets. Some of their efforts paid off and many markets still an enigma. Rural marketing is an evolving concept, and as a part of any economy, has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach, promise a bright future for those intending to go rural. Rural consumers are keen on branded goods nowadays, so the market size for products and services seems to have burgeoned.

The rural population has shown a trend of moving to a state of gradual urbanization in terms of exposure, habits, lifestyles, and lastly, consumption patterns of goods and services. So, there are dangers on concentrating more on the rural customers. Reducing the product features in order to lower prices is a dangerous game to play. Rural buyers like to follow the urban pattern of living. Astonishingly, as per the census report 2003-04, there are total 638365

villages in India in which nearly 70% of total population resides; out of them 35 % villages have more than 1000 population.

Rural per capita consumption expenditure grew by 11.5 per cent while the urban expenditure grew by 9.6 per cent. There is a tremendous potential for consumer durables like two-wheelers, small cars, television sets, refrigerators, air-conditioners and household appliances in rural India.

## **Rural Marketing Strategy:-**

**Definition:** A rural marketing strategy refers to the planning of adequate supply of consumer goods and agricultural input to the villages at an affordable price to fulfil the needs of the consumers residing in these rural areas. Rural markets have a high potential and can generate huge sales volume for the companies which manufacture cost-efficient products and have active supply chain management.

**For Example;** In rural markets, most of the selling products belong to spurious brands. These with a name similar to those of well-known brands have penetrated the Indian rural markets due to the product's look-alike feature (copy of branded products) and cheap prices.

A brand named 'Vinovo' (often misunderstood as 'Lenovo' which is a renowned smartphone brand) is selling budget mobile phones to the rural consumers, that look identical to the Lenovo handsets.

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However, brands like GlaxoSmithKline (GSK), a UK based multinational FMCG launched a product, Asha-milk food drink for rural consumers. The product was 40% cheaper than the outcomes of well-known brands like Horlicks. It gained popularity due to its excellent pricing strategy.



## **Rural Marketing and It's Importance :-**

Rural marketing implies applying marketing theory and directing marketing efforts to create and satisfy needs and wants of rural market (customers). Importance of marketing indicates the contribution of rural as well urban marketing.

Rural market is growing faster than urban, rural marketing results into overall balanced economical and social development. Rural marketing turns beneficial to business units, people residing in rural areas, people residing in urban areas, and to the entire nation. Let's see how growth and development of rural marketing contribute to overall prosperity and welfare.

### **1. Reduced Burden on Urban Population:**

Rural marketing can contribute to rural infrastructure and prosperity. People can also live comfortably in villages due to availability of all goods and services in villages, even comparatively at low price. People, due to growth of marketing activities, can earn their livelihood in rural places. Population pressure on urban can be reduced.

### **2. Rapid Economic Growth:**

Naturally, marketing acts as catalyst agent for economic growth. There exists more attractive business opportunities in rural than urban. Rural market is more potential for consumer durables and services. Rural population largely depends on agriculture and it can contribute nearly 50% to total national income. Agriculture enjoys significant portion in export business, too. Rural marketing improves agricultural sector and improved agricultural sector can boost whole economy of the country.

### **3. Employment Generation:**

At present, nearly 70% of total Indian population feeds on agricultural activities in rural areas. Rural marketing can generate more attractive employment opportunities to rural and urban people. Growth of rural marketing leads to increased business operations, professional activities, and services that can generate a lot of employment opportunities.

### **4. Improved Living Standard:**

Due to rural marketing system, rural buyers can easily access needed standard goods and services at fair prices. In the same way, rural marketing improves rural infrastructure. Additionally, rural marketing can also improve their income. These all aspects can directly improve living standard.

### **5. Development of Agro-based Industries:**

Rural marketing leads to set up agro-based processing industries. Fruits, vegetables, cereals, pulses, etc., are used as raw-materials. Such industries can improve farmers' profit margin and employment opportunities.

### **6. Optimum Utilization of Rural Untapped Resources:**

There are unlimited businesses opportunities exist in rural areas. Untapped and underutilized resources can be utilized at optimum level and that can further accelerate overall economic growth.

### **7. Easy Marketability of Agricultural Produces:**

Growth of rural marketing improves whole marketing system. Multiple options are available to farmers and local producers to market their products. Big domestic corporate houses and multinational companies prefer to buy agricultural products directly from villages by their own or through agents and

small firms. Rural producers can sell their produces easily at satisfactory prices. Their improved income level can improve their purchasing power that can further fuel to industrial demand.

## **8. Improved Rural Infrastructures:**

Rural marketing and basic infrastructures go hand to hand. Growth of rural marketing leads to improved transportation, insurance, banking, communication, entertainment, and other facilities. Due to availability of basic infrastructural facilities, business units can easily reach the target rural buyers.

## **9. Price Stability:**

Marketing results into better transportation, warehouses, and communication facilities. Agricultural products can be systematically marketed throughout the year. Huge gap between demand and supply can be avoided and, as a result, prices of most of commodities remain more or less stable.

## **10. Quality of Life and Reduced Crime:**

Marketing can refine entire living style and system. Better quality products at reasonable price, improved income level, availability of facilities, etc., have direct positive impacts on quality of life. Quality of life improves and level crime reduces.

## **11. Balanced Industrial Growth:**

The gap between rural and urban development can be reduced gradually. Rural development improves rural life and reduces pressure on urban life.

## **12. Others:**

Apart from these points, there are a number of ways that rural marketing can significantly contribute to economic and social development.

## **Consumer behaviour: Toothpaste in rural markets :-**

Rural Markets are defined as those segments of overall market of any economy, which are distinct from the other types of markets like stock market, commodity markets or Labor economics. Rural Markets constitute an important segment of overall economy, for example, in the USA, out of about 3000 counties, around 2000 counties are rural, that is, non-urbanized, with population of 55 million. Typically, a rural market will represent a community in a rural area with a population of 2500 to 30000.

The census of India defines rural as any habitation with a population density of less than 400 sq.km where at least 75% of the male working population is engaged in agriculture and where there exists no municipality. Of the nearly 6.4 lakhs villages in India, only 20,000 villages have population more than 5000. Leaving aside HUL and ITC most companies in FMCG sector would define rural as any place with a population up to 20000. Similarly durable and agri-input companies would consider any town with a population below 50000 as rural.

But, FMCG and consumer durable companies are considering a territory as a rural market which has more than 20,000 and below 50,000 population. According to them, class-II and class-III towns are considered as rural. According to the census of India 2001, there are more than 4,000 towns in the country that are categorized as Class II and III Towns based on the population. Size of rural market is estimated to be 42 million households and rural market has been growing at five times the pace of the urban market.

**Colgate**

## THE BIGGEST INNOVATION

- **Swarna Vedshakti** launched in 2017 - biggest innovations of the year.
- Sudden attack into herbal toothpaste in 2016 with **Cibaca Vedshakti**.
- It was an attempt to gain the consumers seduced by Patanjali's Dant Kanti, which had unleashed a latent demand for herbal oral hygiene.
- Cibaca Vedshakti was a budget offering towards North India
- Colgate Swarna Vedshakti, launched in South India - premium priced and has a textured embossed pack, emphasising its natural antecedents.



# **Objective**

- \* To study the marketing of toothpaste in rural area.
- \* To examine the limitation of marketing of toothpaste in rural area.
- \* To study the attitude of people towards colgate toothpaste.
- \* To study the factors affecting the popularity of colgate toothpaste In rural area.
- \* To find out retailers and customers response towards Colgate toothpaste.
- \* To study and analyze the medicals owners view about the packs of new Colgate toothpaste.
- \* To study the opinion of customers and chemists regarding Colgate toothpaste.

# **Research and Methodology :-**

Rural marketing research means the careful and objective study of product design, markets and transfer activities such as physical distribution and warehousing, advertising and sales management in rural areas.

Rural marketing research helps to know the demographics, psychographic and behavioural characteristics of the target market in rural areas.

In short we can say that rural marketing research is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing by the company in the rural market.

Rural marketing research is carried out in a systematic and scientific manner to make it more effective and useful for marketers. The need for any marketing research areas on account of gaps in the existing information, based on which the problem is designed. The research leads to insight and a solution for that problem. There are sequential steps that apply to any research – Industrial, Commercial, Public utilities etc.

Marketing is a restless, changing and dynamic business activity. The role of marketing itself has changed dramatically due to various crises-material, inflation, economic recessions, effects due to rapid technological changes in certain industries etc. Such changes, including the Internet have forced today's marketing executive to become more market driven in their strategic decision-making requiring a formalized means of acquiring accurate and timely information about customers, products and the market place and the overall environment. This means to conduct marketing research.

Research is the guide post to laying the foundations of a successful marketing programme. Research is a systematic and objective investigation of a subject or problem in order to discover relevant information or principles.

## **Problem :-**

Marketing is very tough in rural area because the shops are very far in villages. secondly the upward of new product. It is very hard to marketing excative to convenue the people in rural area because price is most effecting factor for the new product marketing. This project helps me to understand what the need of rural area and on the basis of this project we increase the basis of this project we increase the production of these product which has more demand in rural area.

# Data Collection And Analysis:-

## Primary data:-

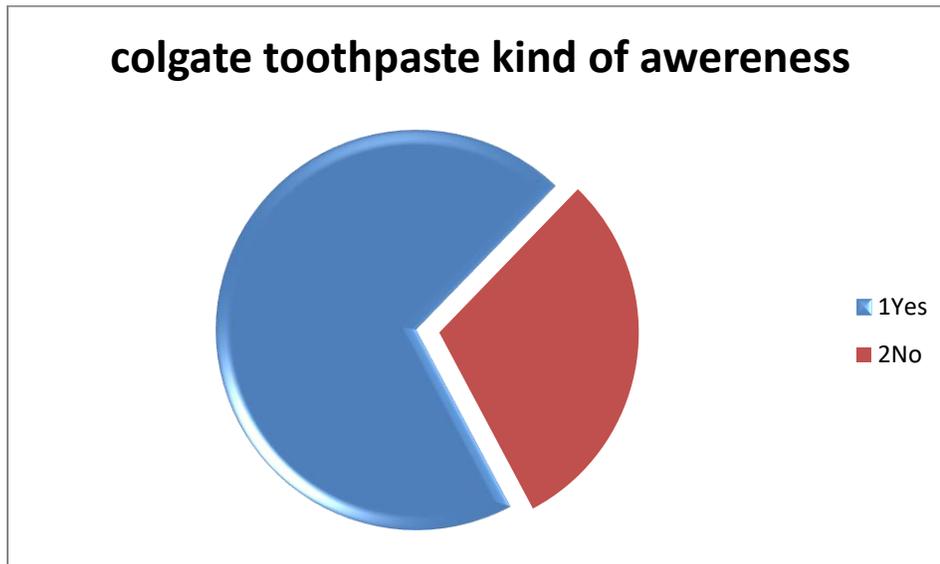
To collect primary data from retailer's Questionnaires were used. Questionnaire was prepared very carefully so that it may prove to be effective in collecting the right information.

On the basis of questionnaire we have analyzed the response of Retailers & Dentist where the questionnaire was filled up by the Dentist and retailers had tried to put analysis in graphical form.

Q.1 Are you aware about the Colgate Sensitive?

(A) Yea – 70%

(B) No – 30%



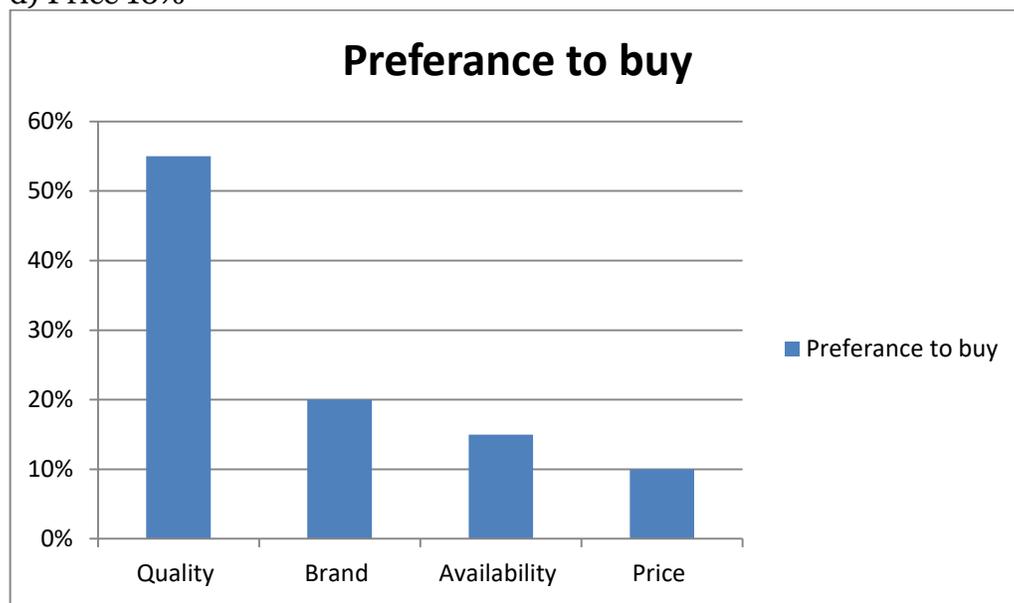
Graph 1: Showing the awareness of customer towards Colgate toothpaste

#### INTERPRETATION

The above table analysis the awareness of customers towards Colgate toothpaste , where in 70% of the respondents are aware of it and 30% are not aware of this product.

Q.2)What make you to buy that brand?

- a) Quality 55%
- b) Brand 20%
- c) Availability 15%
- d) Price 10%



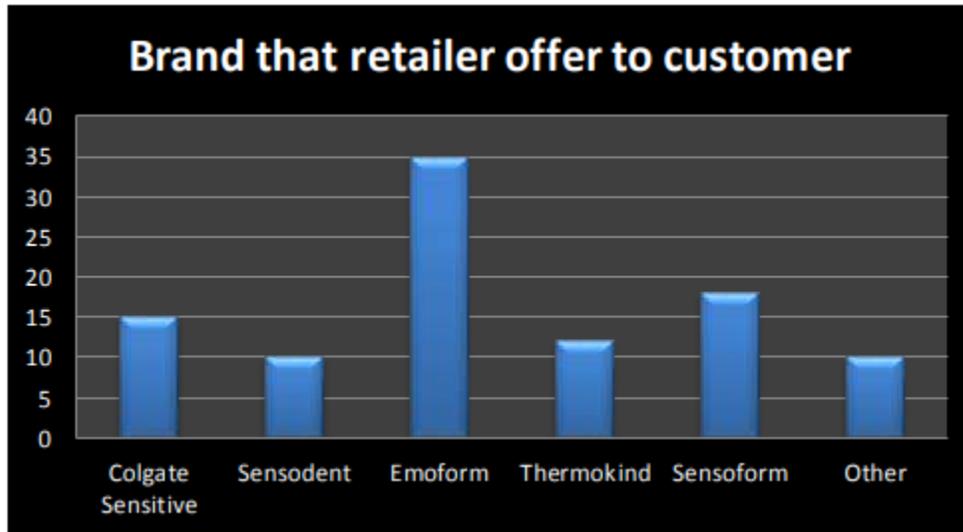
Graph 2: Shows buying decision factor of Colgate paste.

#### INTERPRETATION –

The above table analysis shows the decision making factor for the customers to buy paste. Most of the customers go according to the quality 55% of the respondents cannot compromise with the quality. 15% take the product which is easily available, where as 20% looks at the brand and 10% are conscious about the price.

Q.3. Which is the brand that retailers offer to customers?

- (A) Colgate Sensitive
- (B) Sensodent
- (C) Emoform
- (D) Thermokind
- (E) Sensoform
- (F) Other



Graph 3:

INTERPRETATION –

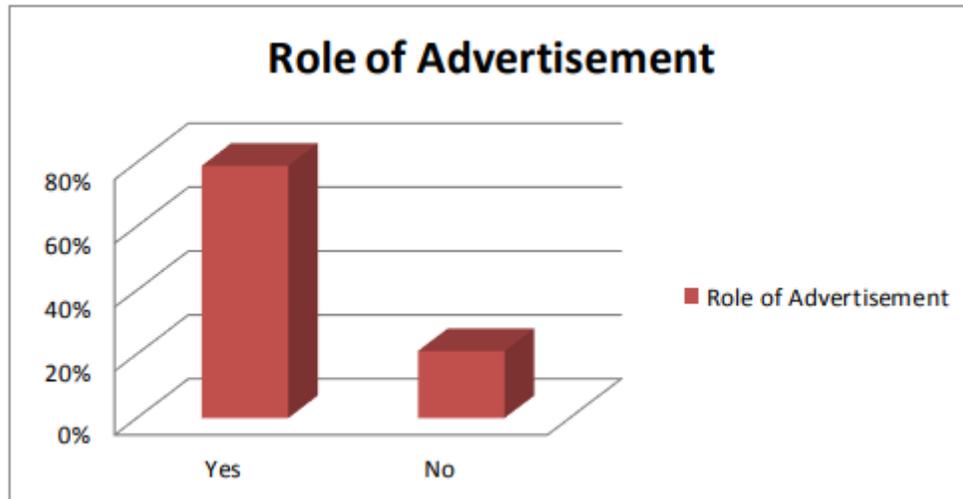
The above table analysis shows the Retailers brand preference in selling toothpaste to customer. Most of the customers go according to the brand, they sell Emoform to 35% of the respondents. Colgate-sensitive to 15% of the respondents. And rest at different percentage to the respondent.

Q.4 Whether advertisement plays a very vital role in developing the brand?

Customer opinion No. of Respondents

YES 79

NO 21



Graph 4: Shows role of advertisement in developing a brand.

INTERPRETATION –

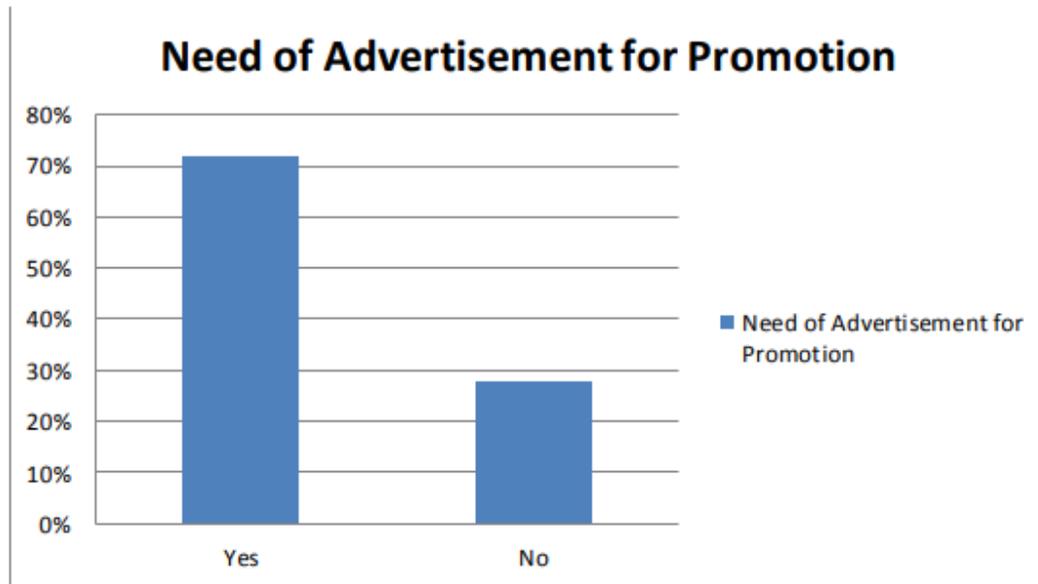
The above table analysis the affect of advertisement in developing the brand, where 79% of the respondents are agreed that advertisement is necessary in developing the brand, whereas 21% of the respondents do not think that the product needs advertisement.

Q.5 Does the company need advertisement to promote Colgate sensitive?

Customer opinion No. of Respondents

YES 72

NO 28



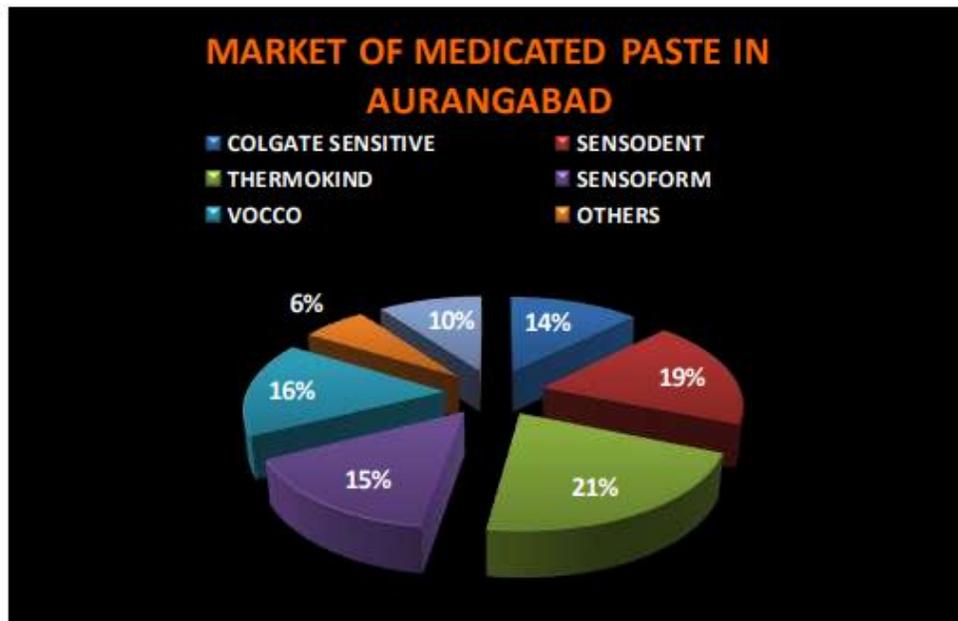
Graph 5: Shows need of advertisement for promoting Colgate sensitive.

INTERPRETATION –

The above table analysis the need of advertisement for promoting tooth paste and toothbrush, where 72% says that the product needs advertisement for promotion and 28% of the respondents do not think that the product needs any advertisement.

Q.6 Medicated Tooth Paste Available in chemist shops:

- (A) Colgate Sensitive
- (B) Sensodent
- (C) Emoform
- (D) Thermokind
- (E) Sensoform
- (F) Vocco
- (F) Other



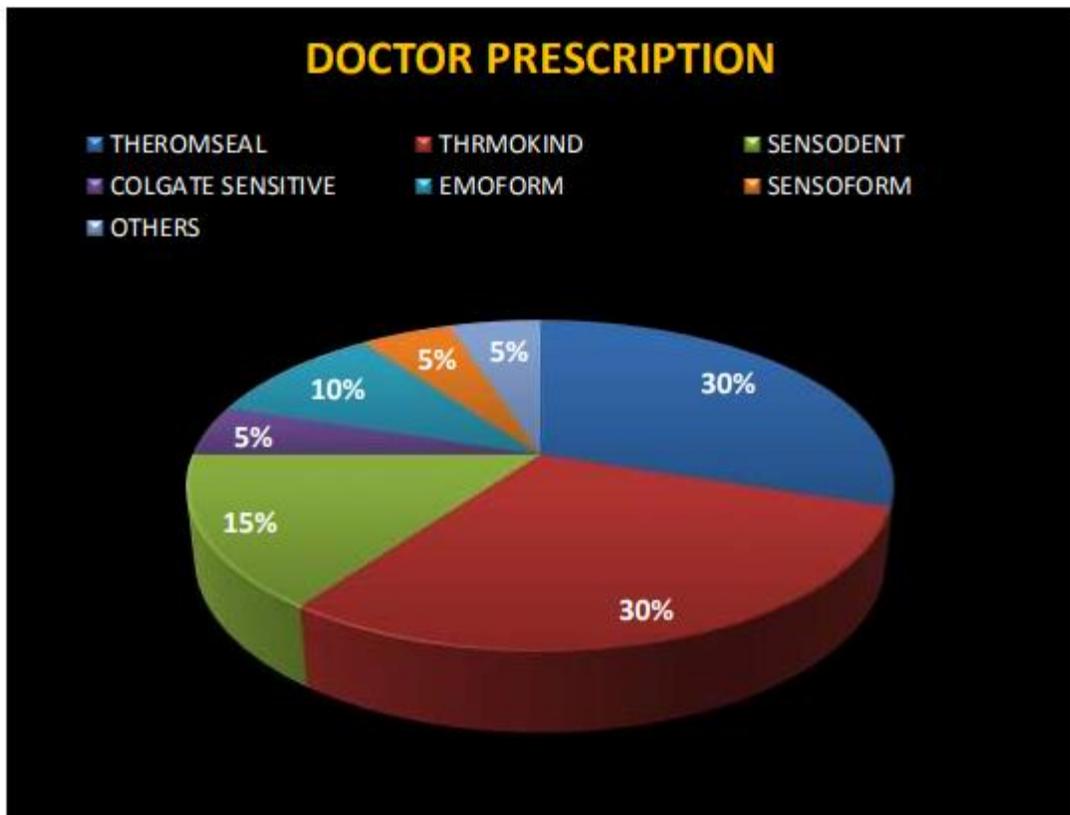
Graph 6: - Shows share of different medicated toothpaste in Aurangabad.

INTERPRETATION –

In Aurangabad Thermo seal and Sensodent has good command over market. Colgate has brand image as normal toothpaste not as medicated Toothpaste.

Q.7 Which Brand is prescribed by the doctors.

- (A) Colgate Sensitive
- (B) Sensodent
- (C) Emoform
- (D) Thermokind
- (E) Sensoform
- (F) Vooco
- (F) Other



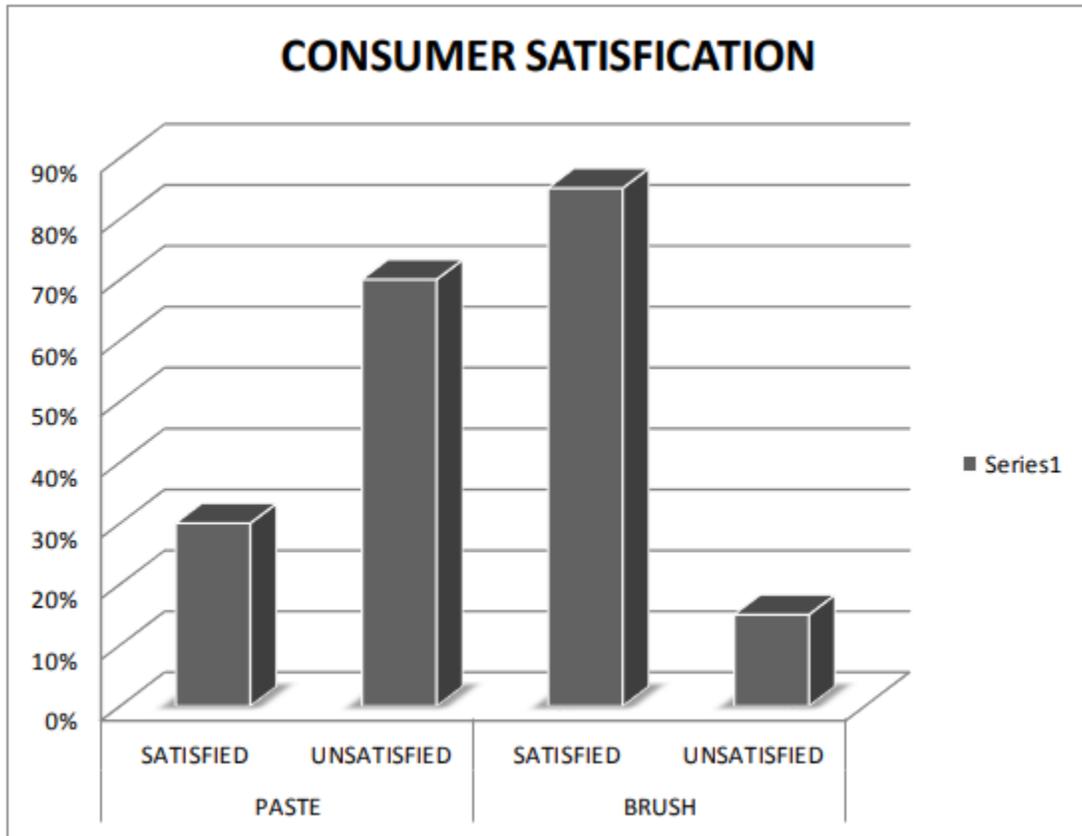
Graph 7:

INTERPRETATION –

Doctor prescription is more for Thermo seal and Thermokind. In case of Colgate sensitive it is very low i.e. 5% only. This is one of the strong reasons behind failure of Colgate sensitive

Q.8 How many Consumers are satisfied with the brand Colgate-Sensitive.

- (A) Satisfied
- (B) Unsatisfied

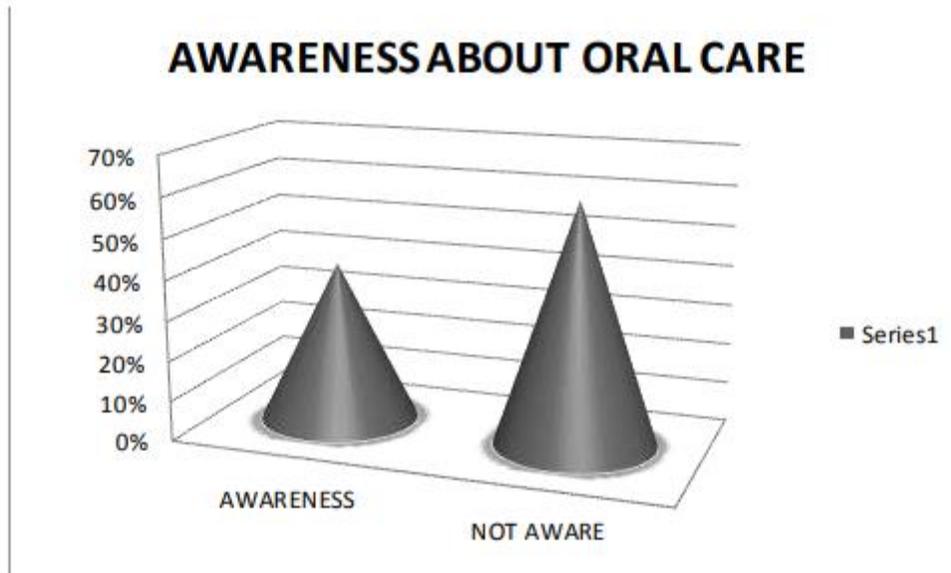


Graph 8:

INTERPRETATION –

A consumer satisfaction in case of toothpaste is very low, where in case of toothbrush it is very high.

Q.9 How many peoples are aware of the utility of Colgate-Sensitive.  
(A) Aware  
(B) Unaware



Graph 9:

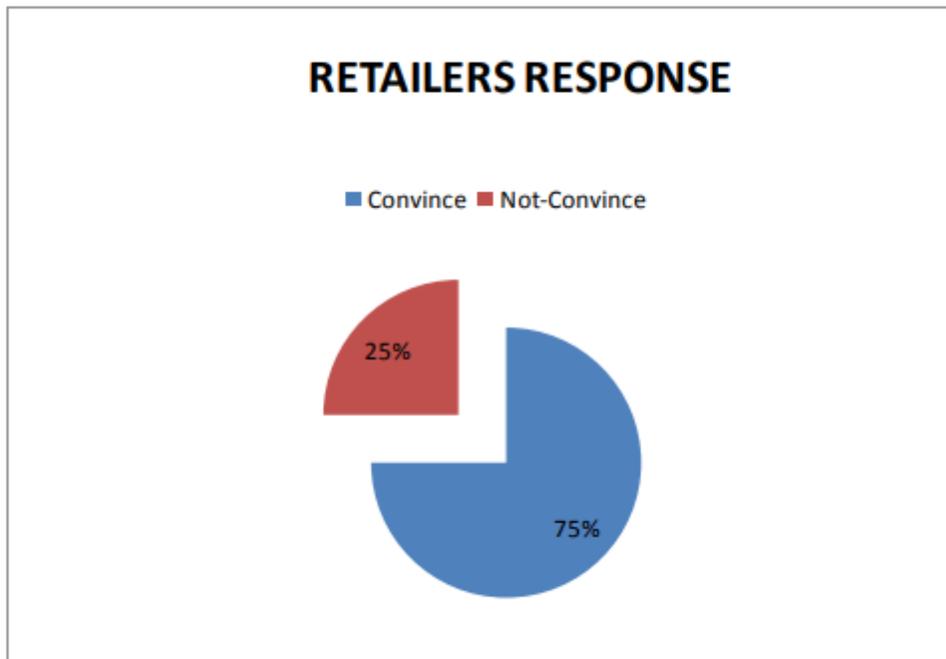
INTERPRETATION –

In semi urban areas like Aurangabad awareness regarding oral care is less, which affects the performance of medicated toothpaste and toothbrush.

Q.10 What was the response of the retailers for our product?

(A) Convince

(B) Not-Convince



Graph 10:

INTERPRETATION –

Most of the retailers convince about the quality of Colgate sensitive. This good response will definitely help the brand in market.

## Secondary data :-

Secondary data collected from different website. This secondary data formed the conceptual background for the project. This secondary data was compared with the primary data collected in area.

We met the management of Colgate Palmolive (India), and as usual, came back enthused about its longer-term business prospects. The company has weathered the storm from herbal players like Patanjali, with minimal damage to its market share in the last three quarters. We believe the sharp dip towards the end of FY16 was only a small blip in what has been a longer-term uptrend in market share.

Given its rural dominance, CLGT is a great play on rural recovery. Of the two components driving rural growth, government schemes are falling in place and if the monsoon is near-normal this year too, CLGT should see a sharp revival in earnings growth off a low base. FY15 and FY16 witnessed lower than normal monsoons and the benefits of the near-normal monsoon in FY17 were washed away by the tide of demonetization.

We remain admirers of the tremendous business franchise CLGT has in India, with its barriers to entry in the form of distribution reach, brand strength, single-minded category focus, and category development efforts. It has been upping the ante on innovation, advertising, and premiumization.

Valuations are lower than the average 3-year and 5-year multiples. We roll forward to March 2019 numbers, maintain our target multiple at 37x (5% discount to 3-year average), which begets a target price of INR1,170 (INR1,115 earlier), a 19% upside. CLGT has best-of-breed RoE, strong earnings growth prospects, and best-in-class dividend yield, which is likely to rise rapidly now that a major part of the capex is over. We maintain Buy.

### Great play on rural growth

The stated management intent is to keep increasing market share every year. This is what CLGT consistently achieved before the blip last year.

The rural segment would remain the key driver of incremental volume growth for CLGT in India.

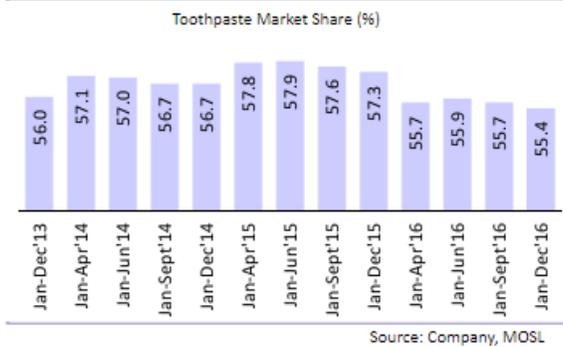
The management believes that CLGT has advantages over peers in terms of distribution reach (over 5m outlets), brands, and wide product portfolio. Its massive category development efforts – Bright Smiles Bright Futures and Oral Healthcare Month – are unmatched, not just in oral care but also across FMCG peers. CLGT has also expanded massively in rural areas in the past few years,

benefits of which have not been witnessed yet due to the slowdown.

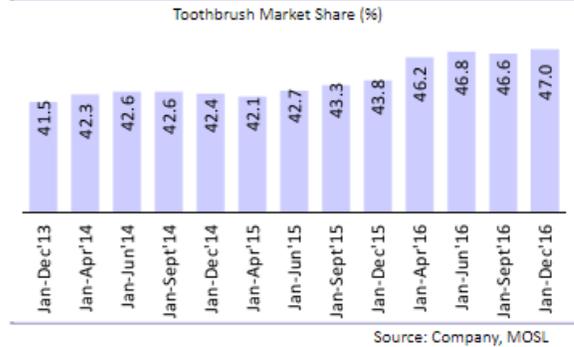
## Story in Charts :-

### Story in Charts

**Exhibit 1: Colgate has lost 190bp market share over the last 4 reported periods in toothpaste**



**Exhibit 2: Toothbrush market share has been increasing on a constant basis**



**Exhibit 3: Directly covered rural outlets have been nearly doubled in 4 years**



**Exhibit 4: Increase in rural distributor sales representatives**

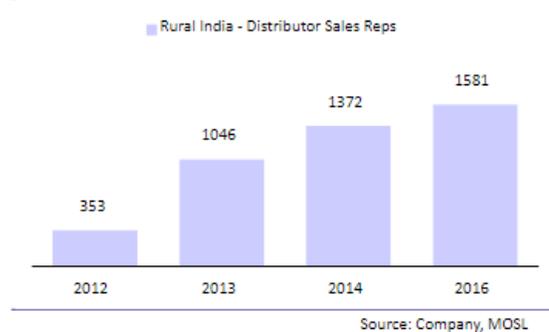
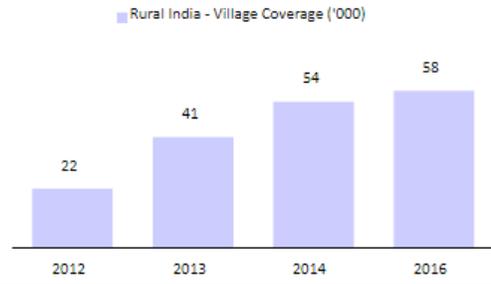
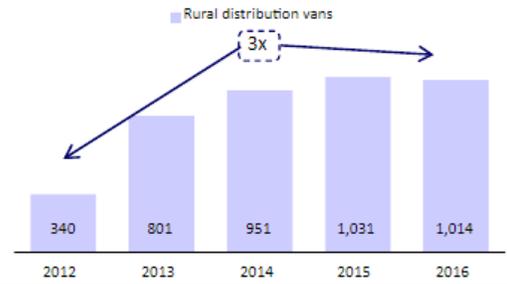


Exhibit 5: Large increase in number of villages covered



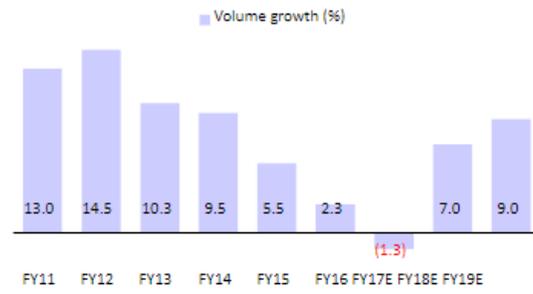
Source: Company, MOSL

Exhibit 6: Rural distribution vans grew 3x over 2012-16



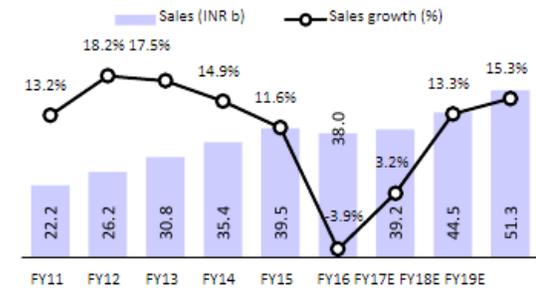
Source: Company, MOSL

Exhibit 7: Volume growth to recover in FY18 and FY19



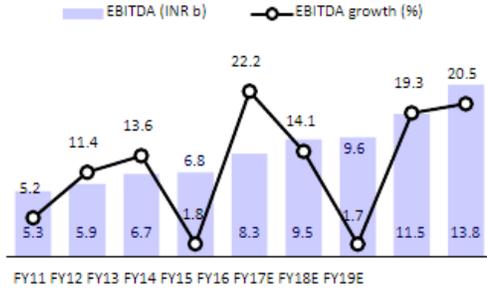
Source: Company, MOSL

Exhibit 8: ...as will be the case with sales growth



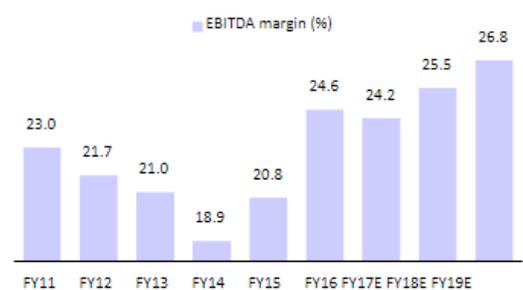
Source: Company, MOSL

**Exhibit 9: After a tepid FY17 EBITDA growth will be strong in FY18 and FY19**



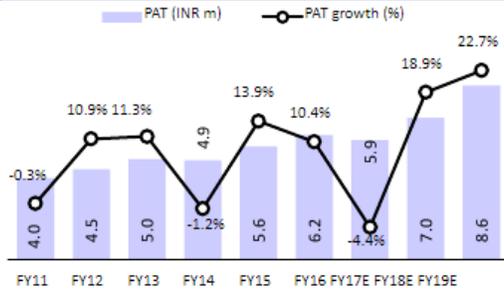
Source: Company, MOSL

**Exhibit 10: Led by 220bp EBITDA margin increase between FY16-FY19E**



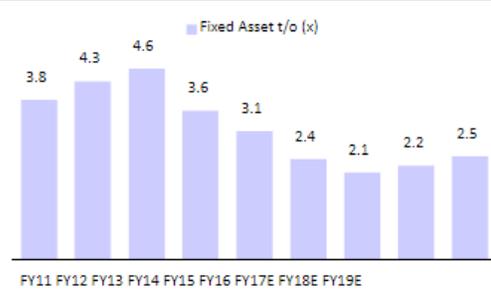
Source: Company, MOSL

**Exhibit 11: Leading to healthy PAT growth as well**



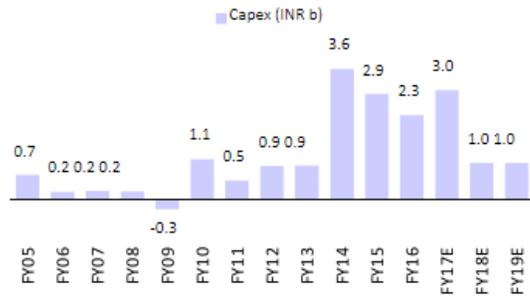
Source: Company, MOSL

**Exhibit 12: And causing gradual recovery in gross FATR**



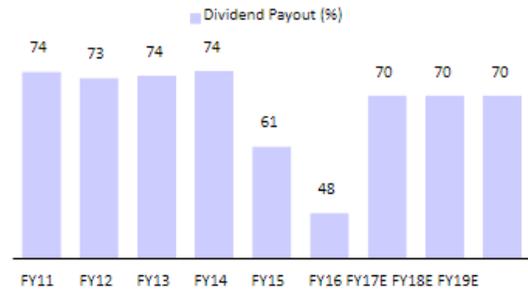
Source: Company, MOSL

**Exhibit 13: High capex during period of slowdown in demand had pulled down fixed asset turns...**



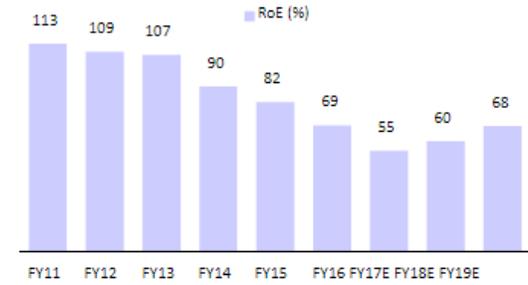
Source: Company, MOSL

**Exhibit 14: ...and also led to decline in payout levels in recent years, with lower capex, payout set to rise again**



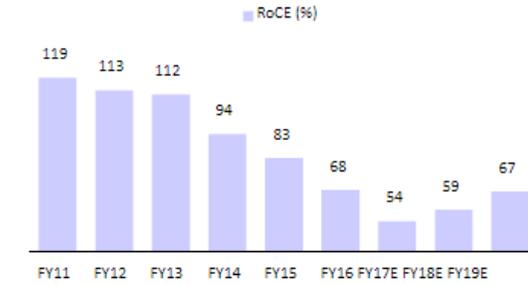
Source: Company, MOSL

**Exhibit 15: Capex intensity led to decline in RoE...**



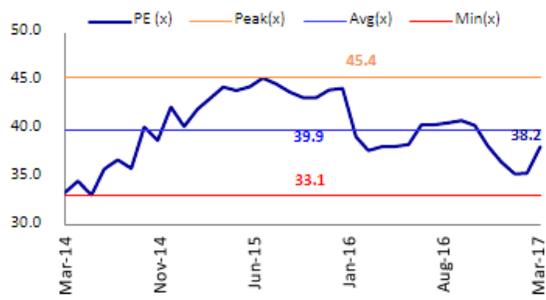
Source: Company, MOSL

**Exhibit 16: ...and RoCE, both of which will recover**



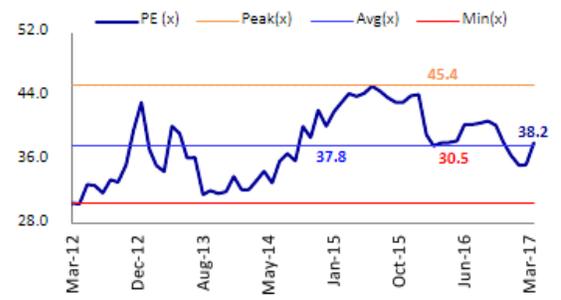
Source: Company, MOSL

Exhibit 17: 3 Years Colgate Palmolive PE (x)



Source: Company, MOSL

Exhibit 18: 5 Years Colgate Palmolive PE (x)



Source: Company, MOSL

## **Conclusion :-**

By the Detailed study on the product and market of COLGATE it was able to get a clear picture of the past and present of the products and was able to get in to the assumptions about the future of the product.

- \* The Brand “COLGATE” has been sold successfully and has created a good demand all the time.
- \* It is also holding a good place in the toothpaste market with a share of around 10% - 15%.
- \* As like for all other products Colgate is also facing a tight competition in the toothpaste Market.
- \* Since the competition is too strong the company has to keep on watching market closely for avoiding any sudden collapse for the product.
- \* Finally, it should note that the company may have to face lot of threats in coming years like political threats, legislation threats ongoing economic crisis, changing life style of the people etc. If the company is able to overcome all the threats and can prepare themselves for facing the problems in advance it can achieve a good growth for “COLGATE”.

## Suggestion:-

- \* The product must create awareness for Colgate tooth paste.
- \* 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.
- \* Any increase in the price must be justified by giving extra benefits to the customers.

## Limitations:-

### **\* Customer satisfaction stills a subservient goal:**

No one denies the importance of customer orientation, but it is easy to see that most companies are not practicing it. Some companies still consider customers to be the irritants, which they have to put up with because they bring revenues.

Many companies still sell a product to a customer who is willing to buy it, knowing; that the product is not meant for him. It is not clear as to how many companies will continue to do so.

Companies continue to take decisions which fetch them higher profits, but which are not essentially in the interests of its customers. Some companies continue to

believe that customers are only one of the stakeholders, and that there are other stakeholders like employees and shareholders who are as important as customers.

**\* Ignores societal and environmental good:**

Since a company commits itself to serving its customers, it designs and produces products that its customers want. The practice has led to designing of products with superfluous features and benefits, resulting in wastage of precious resources. Companies are depleting earth's resources to please customers, who are forever making extravagant demands on companies that are just too ready to oblige.

It is also resulting in the design and production of products which are not even in customers' own interests, but companies are producing such products because customers want them and are willing to pay for them. Even though more and more customers are getting the products that they want, society essentially is not better off than what it was.

There may be a movement where customers are given what they need and not what they want-rationing of earth's resources may just be on cards. Ability of customers to pay may not count for much in future, and companies will serve only their genuine needs, no matter how much they are willing to pay to get their desires fulfilled.

**\* Suppresses innovation:**

Marketing research unearths customer requirements, which a company uses to guide its innovation process. It is not always a good idea to let customers'

espoused needs guide a company's innovation process because customers cannot express needs which are beyond the realm of their own experiences. Customers would not have expressed the need for mobile phones, simply because they did not know that such a possibility existed.

Therefore, when a company bases its innovation process on customers' espoused needs, it can only come with products which are incrementally better than the ones they are currently using. Such companies cannot come up with fundamentally new products because their customers never asked for them. Scientific discoveries can serve latent needs of customers, but these discoveries lie unused in laboratories as marketers have not been able to unearth such needs.

It is important that a company utilizes the services of anthropologists, sociologists, political scientists and economists to unearth customers' latent needs because marketers cannot unearth them. It is also important that technological innovations be allowed to run their course, and new products be launched without customers having demanded such products. A company should continue to focus on basic scientific research, even as it tries to serve customers' espoused needs. It is important to remember that a successful new-to-the-world product is launched when a technological innovation meets customers' latent needs.

## **Scop for further work :-**

### **\* Products and Services:-**

Products and Service are the basic element of marketing. If there is no product there is no marketing. It is concerned with the nature and type of products, product quality and design, product planning and development, product decisions relating to branding, labelling, packaging, trademarks etc.

### **\* Marketing Research:-**

Though products and services were the starting point under traditional marketing, modern marketing starts with an analysis of the various aspects of market and related areas. It includes an analysis of nature and types of customers, size of market, customer attitude, buyer behaviour etc. An in-depth analysis of customers and markets is a prerequisite for every marketer to have a successful marketing.

### **\* Channel of Distribution:-**

The pathway through which the goods move from producer to consumer is the channel of distribution. It includes a number of intermediaries like wholesaler, retailers, jobbers etc. Channels by moving the goods help in transferring the ownership of goods from seller to buyer.

### **\* Physical Distribution:-**

The physical movement of the goods from producer to consumer is physical distribution. It includes transportation, warehousing, inventory control and management, order processing etc.

# **Bibliography:-**

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# Questionnaire:-

Dear respondent, I am a student of “RAMANAND ARYA D.A.V COLLEGE OF COMMERCE AND SCIENCE DATAR COLONY, BHANDUP (EAST), Mumbai” conducting a survey for my project preparation, as the requirement of partial fulfillment of subject Project in Third year (Semester – III) M.COM in Mumbai city of a study on “**Marketing of Colgate pastes in Rural Markets**”. I assure you that the information given by you are strictly used for academic purpose only. I request you to help me in gathering required information by filling up the following information.

Thank you,  
Sushma Patil.

Instructions: Use tick mark ( ✓ ) for your favorable answer

Q.1 Are you aware about the Colgate Sensitive?

(A) Yes – 70%

(B) No – 30%

Q.2)What make you to buy that brand?

(A) Quality 55%

(B) Brand 20%

(C) Availability 15%

(D) Price 10%

Q.3. Which is the brand that retailers offer to customers?

- (A) Colgate Sensitive
- (B) Sensodent
- (C) Emoform
- (D) Thermokind
- (E) Sensoform
- (F) Other

Q.4 Whether advertisement plays a very vital role in developing the brand?

Customer opinion No. of Respondents

- |         |    |
|---------|----|
| (A) YES | 79 |
| (B) NO  | 21 |

Q.5 Does the company need advertisement to promote Colgate sensitive?

Customer opinion No. of Respondents

- |         |    |
|---------|----|
| (A) YES | 72 |
| (B) NO  | 28 |

Q.6 Medicated Tooth Paste Available in chemist shops:

- A) Colgate Sensitive
- (B) Sensodent
- (C) Emoform
- (D) Thermokind
- (E) Sensoform
- (F) Vocco
- (F) Other

Q.7 Which Brand is prescribed by the doctors.

- (A) Colgate Sensitive
- (B) Sensodent
- (C) Emoform
- (D) Thermokind
- (E) Sensoform
- (F) Vocco
- (F) Other

Q.8 How many Consumers are satisfied with the brand Colgate-Sensitive.

- (A) Satisfied
- (B) Unsatisfied

Q.9 How many peoples are aware of the utility of Colgate-Sensitive.

- (A) Aware
- (B) Unaware

Q.10 What was the response of the retailers for our product?

- (A) Convince
- (B) Not-Convince

Q11) For following statement give your opinion?

For:- Strongly agree(SA), Agree(A), Neutral(N), Strongly disagree(SD),  
Disagree(D)

- a) "Advertisement of colgate toothpaste attracts you"
- b) "You have heard good words about colgate toothpaste"
- c) "Sonakshi shinha as a brand ambassador of the colgate salt toothpaste influence you to purchase colgate toothpaste"
- d) "Hoarding of colgate toothpaste attracts you"
- e) "Colgate toothpaste should be deliver at the door step"
- f) "Packaging of colgate toothpaste attracts you"
- g) "Toothbrush free with colgate toothpaste attracts you"