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## A Study on Customer Contentment towards Colgate Palmolive Company with Reference to Coimbatore

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### ABSTRACT

The main purpose of the study is to analyze the financial performance of the INDIAN BANK for the period of 2018-2022 to know the present performance and position of the bank. This information is used to measure the cash flow statement, trend analysis, ratio analysis of the INDIAN BANK. Though the current assets, current liabilities and net profit of the bank are not satisfactory, and the firm has not succeeded in maintaining a stable solvency position over the years. So the bank has to undertake lot of measures for the better progress of the business. The present world is becoming more complex because of its dynamic nature. Financial management of finance in both its resources and its uses in the enterprises. It is being rightly said that business needs more capital to make more profits and survive in the economy.

### INTRODUCTION

The company was formed out of collaboration between two companies, one of which is soap, starch and candle selling company started by WILLIAM COLGATE in 1806 and the other was a soap factory that was opened by B.J. JOHNSON in 1864 and named as Palmolive Company. Colgate Palmolive Company is a worldwide consumer products company that produces, distributes and provides oral, personal and homecare products as well as Pet nutrition products. Colgate Palmolive is a leading global consumer product company tightly focused on the Oral care, Personal care, Home care and Pet nutrition.

#### Mission :

“SPARKLING OPTIMISM IN EVERYONE,EVERYDAY”.

Colgate Palmolive is one of the largest companies created in the United States competing in the highly competitive market. Colgate had become the global leader with \$6.06 billion in sales during 1991 in household and personal care products and held a strong position in the industry. Colgate sells its products in over 200 countries and territories around the world under such internationally recognised brand names Colgate , Palmolive, Ajax, Protex, Softsoap, Mennen, Axion. Colgate is the only brand in the world purchased by more than half of all households. Colgate has a global market share of 45%. Despite this, it maintained the highest growth rate of all brands in the survey, with 40 million new households purchasing Colgate branded products.

### STATEMENT OF THE PROBLEM:

Different varieties of the products are available in the market is an major problem; consumers prefer the variety of products for high quality, low price and attractive wrappers. Most of the consumers are satisfied with quality products and some of the consumers prefer other factors each product differs from one another in terms of price, quality, quantity, offers, advertisement etc., many / various competitors are there in the present world, the competition is severe and the main duty of manufacturer has to consider the opinion of the consumers.

### OBJECTIVES OF THE STUDY:

1. To identify the factors influencing the customers preference towards the Colgate Palmolive products.
2. To measure the level of awareness towards the Colgate Palmolive products

### SCOPE OF STUDY:

1. The main purpose of this study is to find out what and which factors influenced the success and right business strategy decision to be implemented by the Colgate Palmolive..

2. How people were using the product in their daily lifestyle, did the customer have the satisfaction level on the quality of the products.

## METHODOLOGY USED IN THIS STUDY

### RESEARCH DESIGN:

Research design means it is the set of methods which have been used in collecting and analysing the measure of the variables specified in the problem research. It is a framework which has been created to find answers to research questions.

### DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

### PRIMARY DATA

First time collected data are referred to as primary data. In this research the primary data was collected. The questionnaire consists number of questions in google form.

### SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

### TOOLS FOR ANALYSIS:

Following tools are used in the study

- Simple percentage analysis
- Ranking analysis

## LIMITATIONS OF THE STUDY:

- Data is based on secondary data and questionnaire.
- Time constraints.
- This survey has been conducted among 110 responses

### TABLE USED : RANKING ANALYSIS

FACTOTS	LEVEL					TOTAL	RANK
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DIS SATISFIED	HIGHLY DIS SATISFIED		
PERSONAL PRODUCTS	28	57	23	2	0	219	II
PET NUTRITION	45	45	19	1	0	196	IV
ORALCARE PRODUCTS	45	48	34	6	1	248	I
HOME CARE PRODUCTS	37	54	17	2	0	204	III

## REVIEW OF LITERATURE:

- **Ganesh (2019)** In his article titled Consumers' Perception towards Brand Loyalty of FMCG Products -An Analysis. The author analyzed that the consumers' perception towards +brand loyalty of the FMCG product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge ,product involvement, products attributes and brand loyalty of consumers.
- **Thompson Elaine (2015)** Colgate herbals is one of the best herbal brand available in India. It is a well-known brand that sells quality products at affordable prices. It is favourite part of morning ritual. Skin feels so lovable and the smell is perfect for liven up mood.
- **Vibhuti, et.al (2019)** In their article titled "A study on Consumer Buying Behaviour towards Selected FMCG Products" The consumer behavior plays an important role in marketing of fast- moving consumer goods. The authors highlighted that the present era of globalization needs and wants

of consumers changes with time. The study found that consumer behaviour is largely affected by place product, price, and promotion, physiological and psychological factors.

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## FINDINGS

- Majority of 46% respondents are from the age 18-20.
- Majority of 53% of Female respondents.
- Majority of 51% respondents are UG qualified.
- Majority of 67% of the respondent's family type is nuclear.
- Majority of 64% of the respondents are unmarried.
- Majority of 25% of the respondents monthly income is 16000 – 20000.
- Majority of 25% of the respondents came to know about the Colgate products by family and friends
- Majority of 50% of the respondents spent for purchase is rupees below 200.
- Majority of 49% of the respondents choose General stores as the mode of purchasing products.
- Majority of 44% of the respondents say that they have been using this product for more than 3 years
- Majority of 53% of the respondents say that the Quality is the main reason for buying this product.
- Majority of 43% of the respondents felt only satisfied with the Colgate Palmolive brand.
- Majority of 43% of the respondents facing nothing as the side effects of using these products.
- Majority of 34% of the respondents prefers Oral care products as they mostly choose.
- Majority of 49% of the respondents provide the rating of 51% - 75%.
- Majority of 59% of the respondents say that they are using Colgate toothpaste daily.
- Majority of 67% of the respondents prefer to promote the Colgate Palmolive products to others.
- Majority of 41% of the respondents feel Himalaya as the competitor brand.
- Majority of 34% of the respondents feel they want to introduce the Food products under Colgate Palmolive brand.
- Majority of 46% of the respondents have suggested that the quantity of product should be increased.

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## RANK ANALYSIS

The level of the customer satisfaction level prefers with first rank for the Oral products, second rank towards Personal products, Third rank towards Home care products, and fourth rank towards Pet nutrition

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## SUGGESTIONS:

- Colgate Palmolive products could take more strong steps to improve the offers on the products to increase the sales volume and it will lead to a high level of perception among consumers.
- Colgate Palmolive has to target and manufacture products that could cover the rural areas
- Brand perception could be better for the marketers to focus on offering trial samples in order to improve consumers to exposure to new extensions.

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## Conclusion:

The present study reveals that the customers have a good preference towards Colgate Palmolive products. It can be concluded that it has been very interesting and is a useful experience while undergoing this study of customer preference and satisfaction. This study period is a way to acquire a greater knowledge about the various factions of different customers. The popularity of the brand is also one of the factors urged the customer for their purchase duration. In overall the customers are satisfied with the brand, availability and price of the Colgate Palmolive products.

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**WEBSITES**

- <https://www.colgatepalmolive.com/en-us>
- <https://en.wikipedia.org/wiki/Colgate-Palmolive>
- <https://www.colgate.com/en-in>