

Periodic Research

Factors and Attributes in Fluencing the Purchase of Colgate (Toothpaste)



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Abstract

Competition among the toothpaste companies increasing day by day. Various companies are coming with their different sales promotion schemes. Every day we see that the new competitor comes into market with low prices. The Colgate-Palmolive Company is an American multinational consumer products company focused on the production, distribution and provision of household, health care and personal products, such as soaps, detergents, and oral hygiene products (including toothpaste and toothbrushes). Under its "Hill's" brand, it is also a manufacturer of veterinary products. The company's corporate offices are on Park Avenue in Midtown Manhattan, New York City. Colgate-Palmolive is Rs1,300 crore company started in year 1937. In Rs2,400 crore domestic market it enjoys 50% of market share. It spread across 4.5 million retail outlets out of which 1.5 million are direct outlets. In this paper the sample size is 125 taken on the basis of primary and secondary data. The objective of the paper is examination of factors and attributes which influence the consumer while buying the product. The focus of study is on the new companies. And paper suggested that the company should turn non consumer in consumer by changing packaging, improving product quality and easy availability of product in rural areas.

Keywords: Colgate Palmolive, Factors, attribute, purchase etc

Introduction

The Colgate-Palmolive Company is an American multinational consumer products company focused on the production, distribution and provision of household, health care and personal products, such as soaps, detergents, and oral hygiene products (including toothpaste and toothbrushes). Under its "Hill's" brand, it is also a manufacturer of veterinary products. The company's corporate offices are on Park Avenue in Midtown Manhattan, New York City. Colgate-Palmolive is Rs1,300 crore company started in year 1937. In Rs2,400 crore domestic market it enjoys 50% of market share. It spread across 4.5 million retail outlets out of which 1.5 million are direct outlets. The Company is having four wholly owned subsidiaries namely Colgate-Palmolive (Nepal), Multimint Leasing & Finance and Jigs Investments and Passion Trading & Investment Company. In November 2007, it acquired a 75% equity interest in Advanced Oral Care Products, Professional Oral Care Products and SS Oral Hygiene Products, the company is the fastest growing and one of the oldest company catering to the personal care products. The company is regularly coming up with new products and has been a consistent financial performer. In July 2009, the Bombay High Court sanctioned the amalgamation of both subsidiaries of the company - Advanced Oral Care Products, Goa and Professional Oral Care Products, Goa. In March 2010, Colgate Palmolive (India) has acquired the remaining 25% of stake in CC Health Care Products from the local shareholders at an aggregate price of Rs 69.07 lakh. Colgate already has 75% stake in CC Health, which is engaged in the manufacture of toothpowder at Hyderabad. Products Oral care-Under this segment the company offers product like toothpastes, toothbrush, tooth powder & tooth whitening products. Personal Care In this segment it offer products skin care, hair care ,body wash ,& shaving creams Household Care-Under this segment it has launched Brand AXIOM-a dish washing paste. From the Dentist New products line introduced by the company under which it provides products like Gingivitis Treatment, Colgate Sensitive treatment, Tooth Whitening, Fluoride Therapy, Mouth Ulcer Treatment, Specialty Cleaning. It has also introduced new products namely colgate dental floss, ORAGARD-B a mouth ulcer cream etc. In 2011 Colgate-Palmolive (India), the market

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leader in oral care, has introduced Colgate 360° Surround - a ground-breaking and innovative toothbrush with a unique head. Milestone/ Awards 2012 Safe-In-Sound Excellence in Hearing and Loss Prevention Award 2012 ENERGY STAR Partner of the Year Top 2012 Employers: Best Company for Asian Pacific Americans 100 Best Companies Top 50 Companies for Diversity World's Most Admired Companies America's 25 Most Reputable Companies 2013 Top 50 Companies for Multicultural Business Opportunities Top 50 Companies for Latinas to Work For 100 Best Corporate Citizens Top 50 Companies for Diversity 2013 Energy Star Partner of the Year Top 50 Companies for Executive Women World's Most Ethical Companies World's Most Admired Companies Fortune 500 Companies Best Companies for Multicultural Women Outstanding Diversity Leadership 25 Best Big Companies for Work-Life Balance Best Global Green Brands 2013-2014 Dow Jones Sustainability Indices 2013 CDP Climate Disclosure Leadership Index 2014 Top 50 Companies for Executive Women Colgate Named #1 Most Trusted Brand in India Energy Star "Partner of the Year - Sustained Excellence" World's Most Ethical Companies

Type	Public
Traded as	NYSE: CL S&P 500 Component
Industry	Personal care
Founded	1806; 210 years ago
Founder	William Colgate
Headquarters	300 Park Avenue New York City, New York, United States
Key people	Ian M. Cook, CEO
Revenue	▲ US\$ 17.42 billion (2013) [1] ▲ US\$ 17.085 billion (2012) [1]
Operating income	▼ US\$ 3.556 billion (2013) [1] ▲ US\$ 3.889 billion (2012) [1]
Net income	▼ US\$ 2.241 billion (2013) [1] ▲ US\$ 2.472 billion (2012) [1]
Total assets	▲ US\$ 13.876 billion (2013) [2] ▲ US\$ 13.394 billion (2012) [1]
Total equity	▲ US\$ 2.536 billion (2013) [2] ▼ US\$ 2.39 billion (2012) [1]
Number of employees	37,700 (2012) ³
Slogan	"World of Care"
Website	www.colgatepalmolive.com



Colgate-Palmolive headquarters in Midtown Manhattan, New York City

The Colgate-Palmolive Company is an American multinational consumer products company focused on the production, distribution and provision of household, health care and personal products, such as soaps, detergents, and oral hygiene products (including toothpaste and toothbrushes). Under its "Hill's" brand, it is also a manufacturer of veterinary products. The company's corporate offices are on Park Avenue in Midtown Manhattan, New York City.⁴ Corporate governance

Current Members of the Board of Directors of Colgate-Palmolive are

1. Ian M. Cook, Chairman, President and CEO
2. John T. Cahill
3. Ellen Hancock
4. Richard Kogan
5. Delano Lewis
6. Pedro Reinhard
7. Stephen Sadove
8. Helene Gayle
9. Nikesh Arora
10. Joseph Jimenez

Colgate in India

Date of Establishment	23-09 1937
Revenue	605.335 (USD in Millions)
Market Cap	230235.839181 (Rs. in Millions)
Corporate Address	Colgate Research Centre, Main Street, Hiranandani Gardens, Powai Mumbai-400076, Maharashtra www.colgate.co.in
Management Details	Chairperson - Vinod Nambiar MD - I Bachaalani Directors - Shyamala Gopinath, G Nthunzi, I Shahani, V S Mehta, J K Setna
Business Operation	Household & Personal Products

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Background	1. Colgate-Palmolive is Rs1, 300 crore company started in year 1937. In Rs2,400 crore domestic market it enjoys 50% of market share. It spread across 4.5 million retail outlets out of which 1.5 million are direct outlets. 2. The Company is having four wholly owned subsidiaries namely Colgate-Palmolive (Nepal)
Financials	Total Income -Rs.40151.163 Million (year ending Mar 2015) Net Profit - Rs. 5589.839 Million (year ending Mar 2015)
Company Secretary	N Ghate
Bankers	No Bankers Details in A.R
Auditors	Price Waterhouse

History

Company History - Colgate-Palmolive (India) Ltd.

1902-Stylish Palmolive advertising begins, emphasizing ingredient purity and product benefits.

1906 -Colgate & Company celebrates its 100th anniversary. Product line includes over 800 different products.

1908 -Colgate is incorporated by the five sons of Samuel Colgate. -Ribbon opening added to Colgate tube: "We couldn't improve the product so we improved the tube."

1911 - Colgate distributes two million tubes of toothpaste and toothbrushes to schools, and provides hygienists to demonstrate tooth brushing.

1912 -William Mennen introduces the first American shaving cream tube.

1914 -Colgate establishes its first international subsidiary in Canada.

1920s -Colgate begins establishing operations in Europe, Asia, Latin America and Africa.

1926 -Soap manufacturers Palmolive and Peet merge to become Palmolive-Peet Company.

1928 -Colgate merges with Palmolive-Peet to become Colgate-Palmolive-Peet Company.

1930 -On March 13, Colgate is first listed on the New York Stock Exchange.

1937- The Company was incorporated on 23rd September, as a private limited company. The Company Manufacture and market dental care products (dental cream and tooth powder), hair care products (hair oils, shampoos, brilliantine) and other personal care products such as shaving creams, and lotions, face creams, baby powder, talcum powder, etc.

1939- Dr. Mark L. Morris develops a pet food to help save a guide dog named Buddy from kidney disease. This breakthrough leads to the first Hill's Prescription Diet product.

1947 -Ajax cleanser is launched, establishing a powerful now-global brand equity for cleaning -products.

1953 -Colgate-Palmolive Company becomes company's official name.

1956 -Colgate opens corporate headquarters at 300 Park Avenue in New York City.

1962 -Colgate opens research center in Piscataway, NJ. -Fabric conditioner is launched in France as Soupline. Today, fabric conditioners are sold in over 54 countries around the world.

1966 -Palmolive dishwashing liquid is introduced and today it is sold in over 35 countries.

1968 -Colgate toothpaste adds MFP Fluoride, clinically proven to reduce cavities.

1970 -Irish Spring launches in Germany as Irische Frühling and in Europe as Nordic Spring. In 1972, Irish Spring is introduced in North America.

1972 -Colgate acquires Hoyt Laboratories, which later becomes Colgate Oral Pharmaceuticals.

1975 -Caprice hair care launches in Mexico. Today, hair care products are sold in over 70 countries, with variants to suit every type of hair need.

1976 -Colgate-Palmolive acquires Hill's Pet Nutrition. Today Hill's is the global leader in pet nutrition and veterinary recommendations.

1978- The object of the offer for sale of shares made to the Indian public during November was to reduce the non-resident holding to 40%. This offer for sale was made by Colgate-Palmolive Company, U.S.A., to the resident-Indians public to comply with FERA, 1973. As a result, 11,79,000 No. of equity shares of Rs 10 each were offered at a premium of Rs 15 per share.

1982- 19,65,000 Bonus equity shares issued in prop. 1:1.

1983 -Colgate Plus toothbrush is introduced. Today over 1.6 billion Colgate toothbrushes are sold annually worldwide. If you lined them up end to end, they would circle the globe 16 times.

1985- 39,30,000 bonus shares issued in prop. 1:1.-Protex bar soap is introduced, and today offers all-family antibacterial protection in over 56 countries. -Colgate-Palmolive enters into a joint venture with Hong Kong-based Hawley & Hazel, a leading oral care company, which adds strength in key Asian markets.

1986 -The Chairman's You Can Make A Difference Program is launched, recognizing innovation and execution excellence by Colgate people.

1987 -Colgate acquires Softsoap liquid soap business from the Minnetonka Corporation. Today, Colgate is the global leader in liquid hand soap.- 78,60,000 bonus shares issued in prop. 1:1.

1988- The Company received a licence for producing 24,000 tonnes per annum of fatty acids. It also registered with DGTD for production of 30,000 tonnes of toilet soap per annum.- Shares subdivided on

29.9.1978. 19,50,000 bonus shares were then issued in prop. 130:1.- Orders were placed for setting up a fatty acid plant with an annual capacity of 20,000 tonnes and a toilet soap plant with an annual finishing capacity of 15,000 tonnes.

1989 -Annual Company sales surpass the \$5 billion mark. - 1,57,20,000 bonus shares issued in prop. 1:1.

1991- The Company launched new Colgate Gel Toothpaste, Palmolive Extra Care and new Palmolive soap and relaunched a high quality colgate Plus and other toothbrushes.- 1,88,64,000 bonus shares issued in prop. 3:5.

1993- The Company participated in the global launch of Colgate Total Toothpaste and Asia/Pacific regional launch of Protex Soap.- The Company proposed to negotiate with appropriate global partners for the necessary technology needed to implement vertically integrated projects and diversification into high technology areas to effect import substitutions for a range of materials.- During September, 112,92,735 No. of equity shares of Rs 10 each were allotted at a premium of Rs 50 per share to Colgate Palmolive Company, U.S.A. with a view to raise its shareholding to 51% of the subscribed capital. 615,96,735 bonus shares issued in prop. 1:1.

1994- The Company acquired the oral hygiene business of Hindustan Ciba-Geigy Ltd.- The Company offered 123,19,347 No. of equity shares of Rs 10 each at a premium of Rs 10 per share on Rights basis in the proportion 1:10 (all were taken up). 2,40,000 shares of Rs 10 each were issued to the employees at a premium of Rs 10 per share on an equitable basis (Details of allotment non-known).- Also, 2,49,795 No. of equity shares of Rs 10 each at a premium of Rs 1 per share were issued to Colgate Palmolive Co., U.S.A., on preferential allotment basis to maintain their shareholding at 51%.

1996- The Company launched colgate fresh stripe tooth paste and palmolive naturals soap in personal care products segments, Keratin Treatment Shampoo and Palmolive optima in Hair care segment during the year. Axion dishwashing paste was test launched in Maharashtra.

1998- The Company received a licence for producing 24,000 tonnes per annum of fatty acids.- The company paid a dividend of Rs.4.50 per share in 3 instalments first interim Rs.1.60 second interim Rs.1.60 and final of Rs.1.30 per share. - Colgate is the market leader in oral care with its toothpaste commanding a market share of over 60 per cent, followed by Hindustan Lever with around 35 per cent.- Colgate-Palmolive had launched the ad campaign for its new product Colgate Double Protection toothpaste in competition with rival brand Pepsodent from the Hindustan Lever stable.

1999- The corporate has launched the `Colgate Double Protection`, `Colgate Total` and `Colgate Sensation`.

2000- The Company has introduced two new variants to its Palmolive Naturals soap range and has revitalised its sandalwood soap.

2002-Graeme Dalziel, appointed as MD Of Colgate Palmolive India for a period of 5 years-Colgate has hiked its market share from 45.9% to 50.2% in the toothpowder segment with the new strategies of consumer centric promotional initiatives, impactful visibility and an add campaign featuring sunil shetty.-Percept D'Mark has signed a deal with Colgate Palmolive, to offer miniature of cricket stars in the dental pack.-Colgate Palmolive has succeeded in the appeal challenging the MRTP Commission order.-Colgate-Palmolive launched its first miniature collectibles of India's Top Cricketer's 'collect your cricketer' promotion.

2003-Colgate-Palmolive has divested its stake in its subsidiary Camelot Investment Company.-Colgate has decided to concentrate on its non-oral care division, by launching an international range of Palmolive Aromatherapy personal care products. -Introduced 'Colgate Simply White', at-home teeth whitening gel which is priced at Rs.600 for 10ml.-Colgate has relaunched colgate dental cream with what the company calls a fresher taste and improved germ-fighting performance.

-The Company commences shipment of the "New Superior" Colgate Dental Cream-The Herbal range was expanded with the launch of a "Herbal White" toothpaste for whitening combined with the benefits of Herbal ingredients-"Navigator Plus" was launched with its unique characteristics as a premium toothbrush-An all new range of Aromatherapy products - Shower Gel, Liquid Hand Wash and Bar Soap in 2 variants each were launched under the "Palmolive" brand as a major thrust in the Personal Products portfolio- Colgate Palmolive Nepal Ltd a wholly owned subsidiary of the Company has temporarily suspended its operations in view of deterioration in general security situation in Hetauda (Nepal)-Colgate unveils `Simply White` its at-home teeth whitening gel.-Relaunched Colgate Dental Cream with a fresher taste and improved germ-fighting performance.

-Mr Peter Dam resigned as Director and Chairman of the Board effective close of business hours on December 31, 2003 consequent upon his transfer to Brazil.-Mr Fabian T Garcia has been appointed as a non-retiring Director and Chairman of the Board effective January 01, 2004 in place of Mr Peter Dam.

2004-Vikram Kaushik resigns from the Board of Colgate Palmolive India

-Colgate-Palmolive launches shower gel variant- Unveils Palmolive Aroma Sensual Shower Gel, enriched with a blend of Orchid extract and pure essential oils of jasmine and rose, the gel is priced at Rs 90 for a 250 ml pack.

-Ties up with IDA to create promote oral health campaign-Colgate acquires the GABA oral care business in Europe, with its strength in the important European pharmacy channel and its ties with the dental community.

2005-Colgate-Palmolive unveils Colgate Active Salt toothpaste-Colgate emerges top brand-Colgate parent to transfer 20-pc stake to Singapore arm

2006-Colgate enters the fast-growing Naturals segment by purchasing Tom's of Maine, a leader in that market in the United States. -Colgate-Palmolive conducts free dental check-ups -Colgate Palmolive rolls out Colgate Max Fresh Gel -Colgate to acquire 84 pc shares of Tom's of Maine
 2007- Colgate-Palmolive India, the market leader in toothpaste in India, declared the acquisition of three domestic companies in south India recently
 2009- Colgate Palmolive India Ltd has appointed Mr. Mukul Deoras as Managing Director of the Company.
 2010- Colgate Palmolive (India) Ltd has appointed Mr. Paul Alton as the Whole-time Director of the Company effective September 01, 2010, subject to the approvals of the Central Government and Shareholders of the Company. Mr. Alton will head the Finance function and be the Chief Financial Officer of the Company.
 2011- Mr. Niket S. Ghate has been appointed as Vice-President - Legal, Company Secretary & Compliance Officer of the company.
 2012-Colgate retains top spot as most trusted brand.- Dr. (Mrs.) Indu Shahani is been apponted as an Additional Director (Non-Executive Director) of the Company.
 2013-Colgate recognized as Most Social Company- Blueocean Market Intelligence for Economic Times Newspaper.-In the Brand Footprint Report - Colgate topped the charts for brands that consumers reach out the most.
 2014 - The Ethical Brand in FMCG Sector was awarded to Colgate - World CSR Congress. -Colgate awarded the Best Supplier of the Year 2013 - Tesco India at their Supplier Conference. -Colgate ranked the No.1 Most hosen Consumer Brand - In Kantar Worldpanel Brand Footprint Report. -Commencement of Commercial Production of toothpaste.
 2015 -Colgate-Palmolive (India) Limited, has launched Colgate Sensitive Pro-Relief™ (CSPR) Enamel Repair -Colgate-Palmolive (India) Limited recently launched a new television commercial for its popular youth toothpaste brand - Colgate MaxFresh

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In November 2007, it acquired a 75% equity interest in Advanced Oral Care Products, Professional Oral Care Products and SS Oral Hygiene Products, the company is the fastest growing and one of the oldest company catering to the personal care products. The company is regularly coming up with new products and has been a consistent financial performer.

In July 2009, the Bombay High Court sanctioned the amalgamation of both subsidiaries of the company - Advanced Oral Care Products, Goa and Professional Oral Care Products, Goa.

In March 2010, Colgate Palmolive (India) has acquired the remaining 25% of stake in CC Health Care Products from the local shareholders at an aggregate price of Rs 69.07 lakh. Colgate already has 75% stake in CC Health, which is engaged in the manufacture of toothpowder at Hyderabad.

Products

Oral care-Under this segment the company offers product like toothpastes, toothbrush, tooth powder & tooth whitening products.

Personal Care

In this segment it offer products skin care, hair care, body wash ,& shaving creams

Household Care-Under this segment it has launched Brand AXIOM-a dish washing paste.

From the Dentist

New products line introduced by the company under which it provides products like Gingivitis Treatment, Colgate Sensitive treatment,

Tooth Whitening, Fluoride Therapy, Mouth Ulcer Treatment, Specialty Cleaning.

It has also introduced new products namely colgate dental floss,ORAGARD-B a mouth ulcer cream etc.

In 2011 Colgate-Palmolive (India), the market leader in oral care, has introduced Colgate 360° Surround - a ground-breaking and innovative toothbrush with a unique head.

Milestone/ Awards

2012

Safe-In-Sound Excellence in Hearing and Loss Prevention Award 2012 ENERGY STAR Partner of the Year Top 2012 Employers: Best Company for Asian Pacific Americans 100 Best Companies Top 50 Companies for Diversity World's Most Admired CompaniesAmerica's 25 Most Reputable Companies

2013

Top 50 Companies for Multicultural Business OpportunitiesTop 50 Companies for Latinas to Work For 100 Best Corporate CitizensTop 50 Companies for Diversity 2013 Energy Star Partner of the YearTop 50 Companies for Executive Women World's Most Ethical CompaniesWorld's Most Admired Companies Fortune 500 Companies Best Companies for Multicultural Women Outstanding Diversity Leadership 25 Best Big Companies for Work-Life Balance Best Global Green Brands 2013-2014 Dow Jones Sustainability Indice s2013 CDP Climate Disclosure Leadership Index

2014

Top 50 Companies for Executive Women Colgate Named #1 Most Trusted Brand in India Energy Star "Partner of the Year - Sustained Excellence"World's Most Ethical Companies

Executives

S.No	Name	Designation
1	Vinod Nambiar	Chairman
2	I Bachaalani	Managing Director

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3	N Ghate	Company Secretary
4	R A Shah	Vice Chairman
5	P K Ghosh	Deputy Chairman
6	J K Setna	Non Executive & Independent Director
7	V S Mehta	Non Executive & Independent Director

8	I Shahani	Non Executive & Independent Director
9	Shyamala Gopinath	Non Executive & Independent Director
10	G Nthunzi	Whole Time Director

Competitors

Company	Sales (Rs.Million)	Current Price	Change (%)	P/E Ratio	Market Cap.(Rs.Million)	52-Week High/Low
Hindustan Unilever	308056.20	848.60	0.03	45.78	1836260.78	979/765
Dabur India	54312.80	248.75	1.41	50.68	437586.37	317/231
Godrej Consumer Prod	44298.00	1249.25	0.46	59.36	425411.88	1457/1024
Marico	46812.00	237.30	-0.54	44.23	306157.63	246/179
Colgate Palmol. (I)	39819.43	846.50	1.28	38.74	230235.84	1099/810
Emami	20306.41	1000.35	0.29	57.30	227047.06	1368/875
P&G Hygiene	23337.90	5996.85	1.15	47.43	194662.16	7435/5171
Gillette India	18747.10	4495.05	0.47	77.55	146472.18	5650/3805
Bajaj Corp	8212.93	384.05	-0.69	28.57	56647.38	522/356
Jyothy Laboratories	14378.20	275.95	-0.63	32.89	49978.17	342/237
Marico Kaya	7.81	1547.50	0.00	0.00	19958.26	2330/1342
Jyothy Cons. (Amalg)	4507.58	42.10	0.00	0.00	4903.15	43/41
Fem Care Pharma	1074.71	980.05	0.00	18.50	3458.99	1010/980
Partani Appliances	219.38	215.90	0.00	0.00	2657.77	275/147
JHS Svendgaard	553.24	23.40	4.93	0.00	880.66	32/7
Safal Herbs	14.39	7.58	0.00	0.00	758.00	44/8
GKB Ophthalmics	298.47	63.30	-0.78	1.78	262.92	94/44
Powerhouse Fitness	89.57	35.50	17.55	282.62	244.95	54/28
MFL India	1278.37	0.64	6.67	19.76	230.59	1/0
Paramount Cosmetics	483.60	43.50	0.00	11.36	211.19	62/29
Ideal Optics	4.06	18.21	0.00	0.00	185.41	18/15
Pee Cee Cosma Sope	805.42	67.20	5.00	9.52	177.83	82/33
Amar Remedies	6743.71	6.07	0.00	0.00	158.82	6/6
Ambica Agarbathies	1156.78	4.00	0.00	3.18	68.71	5/4
Muller & Phipps (I)	45.30	71.85	-4.96	0.00	44.91	102/65
Gujarat Meditech	0.30	2.63	1.54	0.00	10.81	7/2
Synergy Cosmetics	0.00	0.83	0.00	0.00	9.41	1/0

Products

Product Name	Year	Month	Sales Quantity	Sales Value(Rs.Million)	% of STO
Soaps, Cosmetics and Toilet Preparation	2015	03	0.00	34996.35	82.57
Toothbrushes and Shave Brushes – Traded	2015	03	0.00	6170.75	14.56
Soaps, Cosmetics and Toilet Preparation – Traded	2015	03	0.00	923.68	2.18
Other Operating Revenue - Service Income	2015	03	0.00	248.42	0.59
Other Operating Revenue - Scrap Sales	2015	03	0.00	23.25	0.05
Others – Traded	2015	03	0.00	21.20	0.05

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Jobs Opportunities

1. Accountant Jobs
2. Area Sales Manager Jobs
3. Business Development Jobs
4. Consumer Service Executive Jobs
5. Distribution & Wholesale Manager Jobs
6. Hr Generalist Jobs
7. Manager Consumer Insight Jobs
8. Manager Operation Jobs
9. Manager Shopper Marketing Jobs
10. Marketing Manager Jobs Process Executive Jobs ,
11. Production Supervisor Jobs
12. Project Manager Jobs
13. Purchasing Manager Jobs
14. Quality Control Jobs
15. Quality Manager Jobs
16. Recruiter Jobs
17. Regional Sales Manager Jobs
18. Sales Executive Jobs
19. Sales Officers Jobs
20. Sales Planning Jobs
21. Sales Representative Jobs
22. Sales Team Leader Jobs
23. Senior Brand Manager Jobs
24. Zonal Sales Manager Jobs

Hypothesis of the Study

Hypothesis

Null Hypothesis

People choice towards colgate toothpaste are indifferent for various toothpaste companies and schemes.

Research Methodology

Research design : Convenience sampling
 Universe & Survey Population: TRICITY Chandigarh (UT), Panchkula (HR) and Mohali (Panjab)

Sample Size : 125 consumers

Collection of Data primary (questionnaire) and secondary

Tools & Technique : Bar chart

Objectives of the Study

The objectives of the study are

1. To examine the factors influencing the purchase of Colgate
2. To examine how the product attributes influencing the Consumer in buying toothpaste

Limitation of the Study

1. Biasness may be entered in the sampling or data collection at some places.
2. Information collected may have some distance from the actual information due to lack of some respondent interest
3. The time available for the survey was very short, in this short period it was very difficult to get the entire data whole of the organization.
4. Lacking of money was also a limiting factor for a researcher.

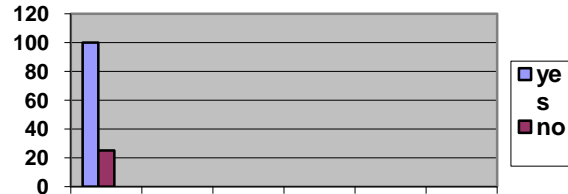
Focus of the Study

Competition among the toothpaste companies increasing day by day. Various companies are coming with there different-different sales promotion schemes. Every day we sees the new competitor come into market with low prices.

Table-1

Do you use Colgate?

Usage	Number of Respodent
Yes	100
No	25

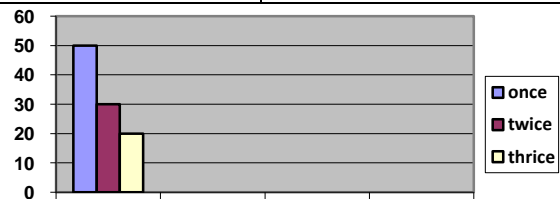


The above survey shows that out of 125 consumers, 100 consumer use Colgate and 25 consumers not use Colgate.

Table-2

Consumer Brushing Pattern

Brushing frequency	Number of respondents
Once	50
Twice	30
Thrice	20

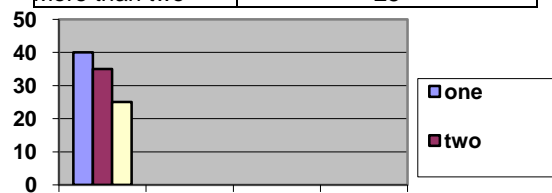


The above survey shows that out of 100 consumer, 50 consumers brush their teethonce in day and 30 consumers twice in a day and 20 thrice in a day.

Table-3

Time Period in which you Purchase Colgate.

Per month usage	Number of respondents
One	40
Two	35
More than two	25



The above survey shows that out of 100 consumers, 40 consumers purchase Colgate one in a month. 35 consumers purchase it twice in a month and 25 consumers more than two in a month.

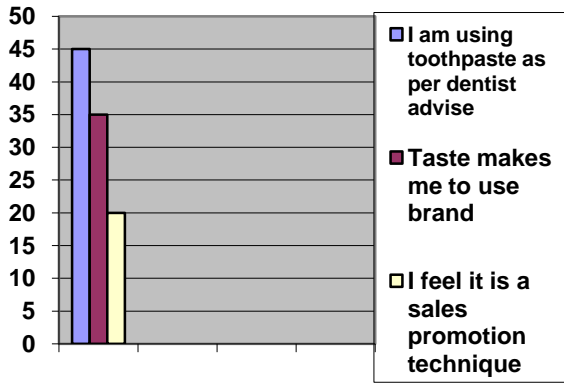
Table-4

Dentist Recommendation for Buying Toothpaste

Dentist Recommendation	Number of respondents
I am using toothpaste a per Dentist advice	45

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Taste makes me to use brand	35
I feel it is a sales promotion technique	20

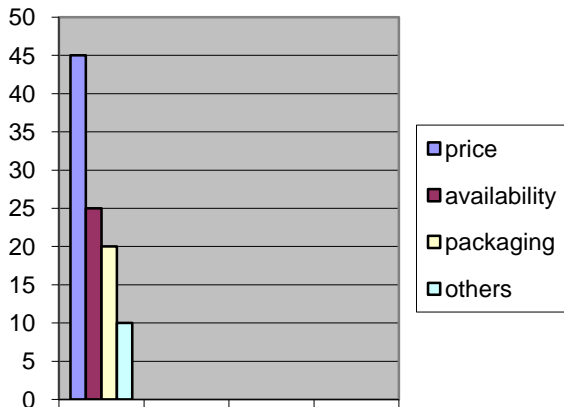


The above survey shows that out of 100 consumers, 45 consumers use ColgateAs per dentist advice.35 consumers buy Colgate just to make taste and 20 consumers feel that it is just a sales promotion technique.

Table 5

Factors Which Makes Consumer to Buy Colgate

Factors	Number of respondents
Price	45
Availability	25
Packaging	20
Others	10



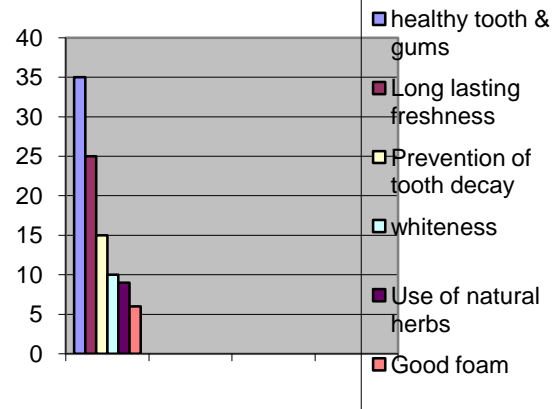
The above survey shows that out of 100 consumers, 45 consumers are influenced by price factor. 25 consumers are purchasing it due to its availability, 20 consumers buy it for its packaging and 10 for other reasons.

Table 6

Attributes Which Makes Consumer to Buy Colgate

Attribute	Number of respondents
Healthy tooth& gums	35
Long lasting freshness	25
Prevention of tooth decay	15

Whiteness	10
Use of natural herbs	09
Good foam	06

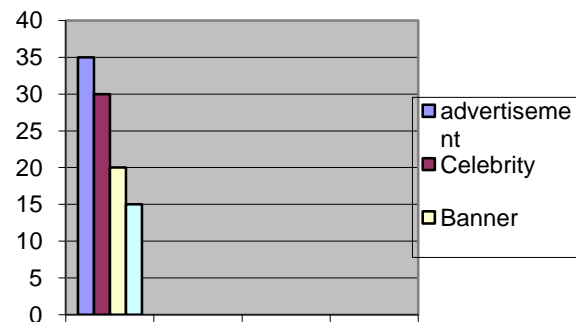


The above survey shows that out of 100 consumers, 35 consumers prefer Colgate for healthy tooth and gums. 25 consumers for long lasting freshness, 15 consumers for prevention, 10 consumers for whiteness , 9 consumers for natural herbs and 6 consumers for good foam.

Table-7

To Which Mode of Promotion Consumer gets Attracted

Mode of promotion	Number of respondents
Advertisement	35
Celebrity	30
Banner	20
Others	15



The above survey shows that out of 100 consumers, 35 consumers get attracted by advertisement. 30 consumers influence by celebrity, 20 consumers attracted by banners and 15 consumers by others reasons.

Finding , Discussion and Conclusion

Do you use Colgate?

Out of 125 consumers, 100 consumer use Colgate and 25 consumers not use Colgate.

Consumer Brushing Pattern

Out of 100 consumer, 50 consumers brush their teeth

Once in day and 30 consumers twice in a day and 20 thrice in a day.

Time period in which you Purchase Colgate.

Out of 100 consumers, 40 consumers purchase Colgate one in a month. 35 consumers purchase it twice in a month and 25 consumers more than two in a month.

Dentist Recommendation for Buying Toothpaste

Out of 100 consumers, 45 consumers use Colgate As per dentist advice.35 consumers buy Colgate just to make taste and 20 consumers Feel that it is just a sales promotion technique.

Factors Which Makes Consumer to Buy Colgate

Out of 100 consumers, 45 consumers are influenced by price factor. 25 consumers are purchasing it due to its availability, 20 consumers buy it for its packaging and 10 for other reasons.

Preference of an Attribute

Out of 100 consumers, 35 consumers prefer Colgate for healthily tooth and gums. 25 consumers for long lasting freshness, 15 consumers for prevention,10 consumers for whiteness , 9 consumers for natural herbs and 6 consumers for good foam.

To Which Mode of Promotion Consumer gets Attracted

Out of 100 consumers, 35 consumers get attracted by advertisement. 30 consumers influence by celebrity, 20 consumers attracted by banners and 15 consumers by others reasons.

Suggestion

As my survey shows that out of 125 consumers just 100 consumer use Colgate and 25 consumers denied using. On the basis of my survey, my suggestions for Colgate company is that turn non consumer into consumer by improving quality, packaging and make easy availability of product in rural area. And dentist recommends the product in this way so that consumer feels Colgate is beneficial for him not for company and doctors.

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