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A Study on Consumer Behavior in relation to Toothbrush Marketing in Bangladesh

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Abstract : Customer orientation has become a key factor in today's marketing practices. Therefore, investigating the target customers' needs and preferences are becoming a vital issue for sustainable business success. This paper explores the consumer behavior for the toothbrush market in four diversified areas of Bangladesh. The major issues that have been analyzed are: consumers' buying patterns, brand preferences, price perceptions, brushing habits, repurchase intentions, promotional influences, expected values, benefits and current satisfaction levels of the consumers. The overall analysis has been performed in uncovering the factors that motivate and influence the consumers' decision making for toothbrush purchase and consumption in different socio-economic segments. The final highlight of this paper is on identifying the gaps in the market that companies should try to fill with brand differentiation with continuous improvement.

Key words: Consumer behavior, Toothbrush market, Customer orientation, etc.

1. Introduction

In today's hyper-competitive market, customers have become the key determinant for the ultimate future of a brand or product. Therefore, rather than waiting for customers to come and appeal for an updated product, companies themselves are becoming proactive and concentrating more on product development and innovations. The market for the fast-moving-consumer-goods has experienced a dramatic revolution over the last decade. Bangladesh, a developing country with upcoming middle class consumer dominating market, is not far away from the wave of changes in marketing environments. Thus, it is vital to understand the need and demand of consumers for business success. Because of the improvement in living standard, Bangladeshi consumers are becoming more conscious about health, especially dental care is getting more attention from customers. One of the key products in this aspect – the toothbrush – has got high potential to grow in terms of market demand and penetration. In this paper, the consumer behavior in the toothbrush market in Bangladesh has been explored through a customer survey. The key motivation behind this paper is to investigate the consumers' taste and preferences and the current status of the consumers in toothbrush market of Bangladesh.

2. Objectives and scopes of the study

The objective of the study is to examine the consumer behavior in the toothbrush market of Bangladesh. The specific objectives of the study are to:

- Understand consumers' buying habit and pattern in the market for toothbrush.
- Identify the influencing factors of toothbrush buying decisions.
- Explore consumers' toothbrush purchasing behavior and consumption pattern.
- Investigate current brand mix of toothbrush market in Bangladesh.
- Comprehend the differences in the attitudes of consumers in urban and sub-urban areas.

3. Methodology of the study

3.1 Data: The analysis of the study is focused on the understanding of current toothbrush market in Bangladesh. This study is based on the primary data about the consumers of toothbrush market in four diversified areas: Dhaka city, Rajbari, Laxmipur and Sitakunda. The survey areas have been selected by categorizing Dhaka city as the major metropolitan area, Rajbari as the semi-urban area, Laxmipur as sub-urban area and Sitakunda as the rural territory in nature. The primary data have been collected by personal interview in a questionnaire format.

3.2 Sampling: In this survey, convenience sampling technique has been followed to get response from diversified consumer groups. Attempts have been made to interview consumers from major residential areas and from popular shopping areas. The age of target respondents were between 16 to 50 years. While interviewing, emphasis has been put on maintaining variation in respondents in terms of demographic and socio-economic perspectives. As mentioned earlier, respondents were purchasers and decision makers regarding toothbrush.

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3.3 Sample distribution: The targeted sample has been distributed as follows:

Area	Respondents
Dhaka City	266
Laxmipur	50
Rajbari	49
Sitakunda	42
Total	407

Above sample has been distributed in such a way that the findings will be revealed at metropolitan, urban, semi-urban, and total level. The total respondents that have been surveyed were 407.

3.4 Questionnaire design: The survey questionnaire of this research consisted of 20 questions. The original questionnaire, which was used during interview, was in Bangla and later on it has been translated back to English. The questions were of hybrid type, as there were both open-ended questions and multiple choice questions.

4. Review of Literature

Toothbrush is an integral part of human life both in the beginning and end of the day and the modern consumers are looking for different types of values from the toothbrush. Avizienis (1996) defined toothbrush as a dental instrument used for cleaning teeth, ideally in conjunction with toothpaste or mouthwash. Brushing teeth is considered an important part of dental hygiene and this habit has led to a \$600 million market in the mid-1990s. This phenomenon is not only because of the price increase of toothbrush but also because on an average each person in the USA buys three toothbrushes every two years (Avizeinis 1996).

Hall (2011) founds in a research that 4.2 billion people around the world own a toothbrush, whereas the average price of a toothbrush is \$1.55 worldwide and the size of the world toothbrush market worth \$5 billion in the year 2010 as claimed by the market leading brand Oral-B. The American Dental Association encourages this practice by stating that toothbrushes should be replaced every three to four months. Johnson, A. (2011) in his article 'How to get the most out of your toothbrush' cited Sebastian Springmann, a dentist of Williamsburg who said, "Toothbrush bristles that are worn or frayed from use cannot effectively remove plaque, which is critical to maintaining healthy teeth and gums." The '60s, '70s and '80s have been devoted to the development of effective toothbrush bristles. Dr. Paul Warren, a dentist and the vice president for global professional and scientific relations at Procter & Gamble Oral Care, which makes Oral-B toothbrushes, regarding this subject said, "They were great but people still weren't brushing brilliantly" (Gardener, R., 2008).

Researchers in consumer behavior have been concerned about the factors considered while making purchase decision and a variety of concepts for the decision making construct. Purchasing a completely new brand often leads to take risk from consumers' point of view. The concept most often used by consumer researchers to define self-confidence, in terms of their awareness or perception of risk, involves the uncertainty and adverse consequences of buying a product or service (Park and Lessig, 1981). Park and Lessig also proposed that subjective knowledge provides a better understanding of consumers decision making processes. While making the final purchase decisions, consumers are categorized by risk avoiders and innovators, however positive attitude toward shopping can lead the consumers to the opposite directions (Donthu and Gilliland, 1996). Therefore, the branding factor cannot be ignored in analyzing the buying behavior as does Jacoby (1978) suggested that the brand image served as a channel for providing certain information to the customer. Zeithaml, Parasuraman and Berry (1985) highlighted that the brand image is an extrinsic attribute of the product. They also believed that the brand image has less impact compared to intrinsic attributes. Thus, the brand name and its influence on consumers' decision making behavior should be assessed.

Besides, a debate that has long been confusing the consumers in their purchase decision was the effectiveness of traditional versus the electronic toothbrush. This controversy eventually came to an end when researchers concluded that traditional tooth brushes are just as good at cleaning teeth like many other electronic tooth brushes. However, the study conducted by Cochrane Collaboration, an international nonprofit organization which provides information on health care, stated that only the rotating-oscillating electronic showed better long term results, although the improvement was hardly noticeable (Sealy, R., 2005).

On a different consumer purchase decision motivator, the price of the product, Robert Silverstone, a dental practitioner, in his interview said, “A high price is not an indicator of efficacy in the power brushes, but it is probably worth spending more than £2.50 on a manual brush because they tend to have better quality bristles” (Estridge, B.). However, Doyle, K. (2006) believed that toothbrushes today have been turned into devices and that marketers have effectively turned plaque into something personal, that is they have personalized the problem and have been able to create an ever expanding market continuing to sell toothbrushes as an oral hygiene solution.

Compared with the consumers of US and Europe, the decision making process and behavior of the consumers of the Indian subcontinent are not quite similar regarding toothbrush and other oral hygiene products. In a recent article Zee News India cited a study and noted that Indians express a carefree attitude towards oral hygiene and most of them do not bother to change their toothbrushes. The country has the lowest per capita toothbrush consumption as most of the population uses fingers or neem sticks or other tools to brush their teeth, reports the study, which was conducted by the Indian Market Research Bureau (IMRB) on Consumer Usage and Attitudes Survey. The study revealed surprising findings regarding the toothbrush usage of the subcontinent population. Almost 65 percent of the population changes their toothbrush only after visible signs of damage, out of which 55 percent change only when the bristles start bending or flowering. Moreover, 45 percent only change their toothbrush when it starts to look dirty and 32 percent change once the bristle starts to come out. Amazingly 56 percent of the population believes that there is no harm if the toothbrush is not changed (India has lowest per capita toothbrush consumption, 2012).

Although there is no certain evidence from Bangladesh market regarding the brushing habits, if the socio-economic structure is considered, it may be inferred that the similar consumption pattern for toothbrush market exists in Bangladesh. If there is any significant difference among the consumers of different segments, to pursue the consumer, the local companies can also consider the persuasive or prestige effect of advertisements by going niche marketing strategy (Aaker & Stayman, 1990, Batra & Ray, 1986). A well designed advertising can influence how consumers experience and evaluate the quality of the product from subsequent consumption. This effect has been evocatively referred to as the transformative effect of advertising (Deighton, 1984).

The researchers of this paper have not observed significant promotional activities creating primary demand of toothbrush in Bangladesh. This could be the reason behind the lack of awareness and understanding the necessity of the product in mass level consumers. The observation can be supported by the study of Fader and Lodish (1990) that implied a positive relationship between high frequency of purchase and promotional elasticity. Based on this study of Vani and Babu (2010), parents are becoming the influential factors for buying toothpaste than others. Vani and Babu (2010) also found the significant influence of doctors in the consumers’ decision making process for buying toothpaste. As the toothpaste and toothbrushes are complementary products, similar conclusion might be drawn for toothbrushes as well.

As the researchers of this paper have not found any significant empirical studies on toothbrush market in Bangladesh, this paper – focusing on understanding consumer insights – would be a unique contribution both in the field of academia and industry.

5. Analysis of the findings

5.1 The purchase point of toothbrush: The first focus of this research was to find out from what type of shops the consumers buy their toothbrush. The purchasing points were divided into two major categories: residential vicinity shops and general stores. Secondly, those shops were also divided into some other major categories, such as; grocery shop, general store, cosmetic shop, drug store, panwala/tobacco shop, super store/departmental store etc. The purpose of such classification was to find out the types of shops consumers prefer to buy their toothbrushes. Another important point of finding was to come across the relationship between respondents’ demographic profile and their point of purchase. The survey shows that, almost 54% of the consumers buy toothbrush from Bazaar/market shops whereas the remaining buys from residential vicinity shops.

Table – 1: The purchase point of toothbrush

Point of purchase	Dhaka		Laxmipur		Rajbari		Sitakunda		Total	
	Gross	%	Gross	%	Gross	%	Gross	%	Gross	%
Residential Vicinity Shop	115	43.23	24	48.00	23	46.94	24	57.14	186	45.70
Bazar/Market Shop	151	56.77	26	52.00	26	53.06	18	42.86	221	54.30
Total	266	100	50	100	49	100	42	100	407	100

This overall finding is consistent with result from Dhaka, Laxmipur and Rajbari market as shown in the Table - 1 above. However, in the Sitakunda market, the finding is completely reverse; here most of the consumers buy toothbrushes from residential vicinity shops. The finding may be interpreted in this way that people buy toothbrush while they are going for general shopping in their regular habitual pattern. On the other hand, majority of the customers in Dhaka, Laxmipur and Rajbari, mentioned that they buy their toothbrushes from general store type shops. In Laxmipur, more than one third of the respondents mentioned the cosmetic-selling-stores to be their purchase point for toothbrush. This clearly depicts the positive image of cosmetic-selling-stores among the consumer of sub-urban area. Interestingly, about 11% consumers in Dhaka city mentioned that they buy toothbrush from drug store and super markets that illustrates the difference in the market structure of urban and non-urban areas.

5.2 The way consumers ask for toothbrush in the shop: The next focus was on how consumers ask for toothbrush while they are buying it from the shops. For instance, consumers may ask for the toothbrush of a specific brand, manufacturing country, color, design (bristle, handle) etc. Besides, they may ask for *simply a toothbrush*, whereas they are not concerned about any specific feature of toothbrush. Moreover, after having a glance on shelves of the shop, consumers may ask the seller to give a specific toothbrush. This shows the consumers' buying behavior at the point of purchase. The research find that almost 39% of the consumers choose toothbrush themselves from the shelves, 27% consumers simply ask the seller to give a toothbrush, 14% consumers ask for toothbrush of a specific brand, and 12% consumers ask for toothbrush of a specific type of bristle. The researchers find that consumers of Dhaka city are more concerned about brand and design of the toothbrushes that relate the higher awareness and preference level of consumers in city area compared to the consumers of urban and semi-urban areas.

5.3 Brand preferences: The subsequent focus was to find out the country and brand preference of toothbrush consumers. There was also an option to know whether consumers could recognize or care about the made-in factor. The insight was to analyze the consumers' country preferences and country of origin awareness. In replying to this question, 22% consumers mentioned that currently they are using Bangladeshi toothbrush, 25% consumers use foreign toothbrush and the remaining 53% consumers could not remember the brand name and even some of them are not concerned about the brand at all. Among the people who could recall the brand names, Matador, Lord, and Oral-B were the most popular brands. The brand preference is shown in the following Table - 2:

Table - 2: Current brands of toothbrushes

Brand	Dhaka		Laxmipur		Rajbari		Sitakunda		Total	
	Gross	%	Gross	%	Gross	%	Gross	%	Gross	%
Matador	17	6.39	0	0.00	2	4.08	3	7.14	22	5.41
Mr. Clean	3	1.13	2	4.00	0	0.00	2	4.76	7	1.72
Lord	5	1.88	2	4.00	1	2.04	2	4.76	10	2.46
Oral-B	8	3.01	1	2.00	1	2.04	1	2.38	11	2.70
Eurofresh	5	1.88	0	0.00	0	0.00	0	0.00	5	1.23
Others	18	6.77	2	4.00	0	0.00	2	4.76	22	5.41
Cannot remember	210	78.95	43	86.00	45	91.84	32	76.19	330	81.08
Total	266	100	50	100	49	100	42	100	407	100

Consumers in Dhaka city are more habitual in using foreign toothbrushes. This also reflects metropolitan people's better economic condition, higher purchasing power and brand awareness. As it was found in the earlier query that only 14% respondents ask for the toothbrush of a preferred brand, then it is obvious to conclude that most of the consumers are not brand conscious regarding toothbrush and thus they depend on the availability of toothbrushes in the stores.

5.4 Important features of toothbrush: The next attempt was to know about the most important features that consumers consider while making the purchase decision. Respondents mentioned the issues such as: price, design, packaging, advertisements, manufacturing company/country, comfortable handle, specific type of bristle and such others.

Table-3: The most important features in toothbrush purchase decision

Important feature in buying	Dhaka		Laxmipur		Rajbari		Sitakunda		Total	
	Gross	%	Gross	%	Gross	%	Gross	%	Gross	%
Price	46	17.29	16	32.00	15	30.61	12	28.57	89	21.87
Design	129	48.50	26	52.00	23	46.94	20	47.62	202	49.63
Packaging	12	4.51	7	14.00	3	6.12	4	9.52	26	6.39
Advertisement	3	1.13	0	0.00	0	0.00	0	0.00	3	0.74
Manufacturing country/company	78	29.32	6	12.00	8	16.33	6	14.29	98	24.08
Others	12	4.51	0	0.00	0	0.00	0	0.00	12	2.95
Total	266	100	50	100	49	100	42	100	407	100

The Table - 3 above shows that almost 50% consumers mentioned that they consider *design* to be the most important feature while buying toothbrush. The key outcomes on this issue are consistent in all those four surveyed locations.

5.4.1 Design of the toothbrush: Data about consumers' preferred designs of the toothbrushes were also investigated under the research. The design of a toothbrush was characterized on the basis of following issues:

Shape of handle: Hence, 40% consumers liked toothbrushes with rubber grip handle. More than half of the consumers in Dhaka city pointed out rubber grip handled toothbrush to be their most preferred one.

Shape of bristle: Simple zigzag shaped bristle was preferred by about 65% of the consumers. In the recent years, the zigzag shaped bristles have become new phenomena in the toothbrush industry.

Bristle strength: Most of the consumers preferred toothbrush of soft or medium bristle strength. Only about 7% consumers brought out the preference of hard bristle strength.

In most of the cases, consumers consider the design to be the most important issue while buying toothbrushes. So, it is essential to understand the consumers' preferences regarding design of the toothbrush.

5.4.2 Color preferences: In most of the time toothbrushes are packed in a vacuum package, so consumers have no chance to touch and feel the bristle or handle of the toothbrush. The only option available for them is the product description written in the package or the information provided by sellers. Hence, consumers do not find significant differences among the brands. So, they consider color as the first feature while buying toothbrush. Color preference varies from person to person. About 44% consumers, with almost equal proportion, preferred white and blue colored toothbrush and 13% consumers preferred red color toothbrushes. Interestingly, about 11% consumers did not have any color preference. They expressed to be comfortable with toothbrush of any color. However, consumers in Dhaka city mentioned about more color varieties. Even some consumers mentioned the combination of two or more colors. Further relationship can be found by conducting a correlation check between the demographic variables and color preferences.

5.5 Price of the toothbrush: The next query was about the price of toothbrushes that consumers are buying currently. As the Table - 4 shows, the study found that about half of the interviewed consumers buy toothbrush of Tk. 21 to Tk. 40. Moreover, about 8% respondents could not recall the price of their current toothbrush whereas the consumers in Dhaka city have tendency to buy toothbrush of higher prices. For instance, more than 14% of the consumers in Dhaka city purchase toothbrushes of price more than Tk. 50.

Table - 4: The price of the toothbrushes

Current purchase price	Dhaka		Laxmipur		Rajbari		Sitakunda		Total	
	Gross	%	Gross	%	Gross	%	Gross	%	Gross	%
Less than/Tk. 10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Tk. 11-15	4	1.50	1	2.00	2	4.08	0	0.00	7	1.72
Tk. 16-20	24	9.02	11	22.00	13	26.53	6	14.29	54	13.27
Tk. 21-25	32	12.03	9	18.00	11	22.45	9	21.43	61	14.99
Tk. 26-30	36	13.53	10	20.00	12	24.49	19	45.24	77	18.92
Tk. 31-35	30	11.28	9	18.00	6	12.24	3	7.14	48	11.79
Tk. 36-40	37	13.91	1	2.00	2	4.08	5	11.90	45	11.06
Tk. 41-45	16	6.02	1	2.00	2	4.08	0	0.00	19	4.67
Tk. 46-50	22	8.27	2	4.00	1	2.04	0	0.00	25	6.14
More than Tk. 50	38	14.29	0	0.00	0	0.00	0	0.00	38	9.34
I don't know	27	10.15	6	12.00	0	0.00	0	0.00	33	8.11
Total	266	100	50	100	49	100	42	100	407	100

However, the consumers in sub-urban and semi-urban area prefer to buy the toothbrushes in the range of Tk. 16 to Tk. 30 mostly. This is the clear depiction of the differences in the purchasing power of consumers in different segments of the market. The consumers in metropolitan areas have got higher purchasing power compared to the consumers in the urban, sub-urban and semi-urban areas.

5.6 Influencing factors on buying decision: This research also tried to know from consumers whether sellers influence them to buy a specific type of toothbrush. More than 29% of the consumers told that while buying toothbrushes, sellers influence them to buy a specific type of toothbrush. The details are presented in the Table - 5 below:

Table - 5: The influencing factors of purchase decision of the toothbrushes

Influencing factors	Dhaka		Laxmipur		Rajbari		Sitakunda		Total	
	Gross	%	Gross	%	Gross	%	Gross	%	Gross	%
Sellers	46	17.29	21	42.00	25	51.02	27	64.29	119	29.24
Family	20	7.52	4	8.00	2	4.08	0	0.00	26	6.39
Friends	19	7.14	5	10.00	2	4.08	0	0.00	26	6.39
Advertisements	46	17.29	2	4.00	1	2.04	1	2.38	50	12.29
Doctors	10	3.76	0	0.00	0	0.00	14	33.33	24	5.90
Past experience	133	50.00	26	52.00	18	36.73	0	0.00	177	43.49
Not influenced by anyone	0	0.00	2	4.00	1	2.04	0	0.00	3	0.74
Total	266	100	50	100	49	100	42	100	407	100

The subsequent issue was how consumers are influenced by sellers' recommendations, suggestions or comments. The focus was to find sellers' influence on consumers' toothbrush buying decision. Besides, about 44% of the consumers are influenced by their past purchase experiences. As the delivered information in the market and the opinion groups have important role in the purchase decision of the consumers, the researchers of this paper intend to find out how the consumers get information on toothbrushes and which factors influence them the most in their buying decision. This result is imperative for marketers to design the integrated communication programs for their products.

5.7 The medium of advertisements: The study found out that the people of metropolitan area are more influenced by advertisements whereas urban, sub urban and rural people are more influenced by sellers suggestions in their buying decisions. Most of the consumers are significantly influenced by the point-of-purchase advertisements. Interestingly, about 44% consumers pointed out advertisements as their source of information, but the observations of this study indicated the absence of advertisements of toothbrushes in TV, Radio, Newspaper and in other media. However, there might be some cross-media effects and overlaps from the advertisements in foreign TV channels, especially Indian TV channels, in our metropolitan area. Therefore, the 39% consumers' status of being influenced by TV advertisements is regarded as the lacking in the recalling and recognition abilities.

5.8 Toothbrush usage habit: The next focus was on consumers' toothbrush changing habit. At what interval consumers change their toothbrush is vital issue in understanding the consumers' repurchase and retention pattern. The study found out that almost 19% consumers change the toothbrushes in three months intervals. 14% consumers change the toothbrushes in every six months, and almost 10% consumers do so after one year or longer intervals. Most of the consumer in Dhaka city changes the toothbrushes within three months period.

Most of the consumers in Laxmipur, Rajbari and Sitakunda change their toothbrushes after five months usually. Moreover, consumers' perceptions about the appropriate interval of changing toothbrush were also investigated. Hence, 26% consumers mentioned that a toothbrush should be used for not more than three months, whereas 19% consumers mentioned six months to be the appropriate time interval to change toothbrush. Interestingly, 14% of the consumers opined that a toothbrush should not be used for more than one month.

Like the toothbrush changing habit, consumers' brushing habit is also very important to recognize their perceptions regarding toothbrush. The number of times per day consumers are brushing the teeth is linked with their toothbrush changing habit. From the survey it was found that about 51% consumers brush their teeth two times per day, whereas 43% consumers do so only one time per day. Majority of consumers in the Dhaka city brush their teeth two times per day and as predicted non-metropolitan people are habitual to brush one time per day.

Finally, consumers were asked about the time of the day they brush their teeth. All those issues are helpful to draw conclusion regarding consumers' degree of care to their teeth. The results of previous inquiries are harmonious to this issue. 42.51% respondents brush the teeth in the morning and 49% respondents brush the teeth two times (in the morning and night) per day. Besides, there were 5% - 6% consumers who brush teeth every time after taking food. The toothbrush usage habit has a positive correlation with the degree of education, lifestyle, awareness and economic status. The above mentioned result is imperative for manufacturers in determining the re-purchase cycle for toothbrushes in the consumer markets.

5.9 Current and expected benefits: Consumers have different thoughts regarding current and expected benefits they get from using the toothbrushes. Hence, the focus was on the key benefits that consumers look from a toothbrush. For instance, consumers mentioned the issue of cleaning teeth, taking care of gum, removing germs, brushing with comfort

etc. As the Table - 6 below shows, the most of the consumers mentioned that the key benefit they get from toothbrush is to clean their teeth. About 22% consumers think toothbrush removes germ from their teeth.

Table - 6: The expected benefits from the toothbrushes

Expected benefit from toothbrush	Dhaka		Laxmipur		Rajbari		Sitakunda		Total	
	Gross	%	Gross	%	Gross	%	Gross	%	Gross	%
Cleaning teeth	121	45.49	21	42.00	19	38.78	17	40.48	178	43.73
Taking care of gum	40	15.04	6	12.00	3	6.12	12	28.57	61	14.99
Removing germs	43	16.17	22	44.00	16	32.65	7	16.67	88	21.62
Brushing with comfort	61	22.93	1	2.00	11	22.45	6	14.29	79	19.41
Others	1	0.38	0	0.00	0	0.00	0	0.00	1	0.25
Total	266	100	50	100	49	100	42	100	407	100

However, a significant portion of respondent thought that the main benefit they get is to brush with comfort. Some consumers also mentioned that they want *toothpick* facility with toothbrushes. This extra feature could be an important consideration for companies that are planning to redesign the toothbrush value package according to the consumers' preferences.

5.10 Consumers' satisfaction level: The final focus was on consumers' satisfaction level with their current toothbrush. Most of the consumers commented that they were satisfied/moderately satisfied with their current toothbrush. However, about 1% - 2% consumers were dissatisfied with their toothbrush. By following the answer, a relationship can be established between consumers' satisfaction level and their purchasing habit as well as usage habit and further avenue could be developed by integrating the preferences in the marketing mix of toothbrush in upcoming days. However, if the purchase pattern for toothbrush is analyzed, it becomes evident that consumers depict habitual buying behavior that combines the little brand difference and minimum purchase efforts. Therefore, the toothbrush companies have significant opportunities to come up with differentiation, innovations and unique value propositions.

6.0 Conclusions and recommendations

The purpose of the study was to understand and explore the current structure, consumer trend and preferences for analyzing the key brand mix for toothbrush market in Bangladesh. As the researchers conducted the survey in four diversified area, it has been found that the differences in consumer behavior that is shaped by several economic, demographic and psychographic factors. The outcome of the analysis clearly shows that more and more consumers in our country are becoming aware about oral care. Moreover, the consumers have a positive attitude toward the toothbrush. However, as the currently available brands of toothbrush in Bangladesh market are not focusing on differentiation, consumers are mostly making the purchase decision based on the product's availability and affordability. If companies can go for further segmented marketing and offer differentiation in term of both price and quality, there exists strong potential that companies will develop more brand loyal customers for sustainable business growth. Still, the findings of the study certainly have some limitations. Firstly, due to some limitations, the correlation analysis could not be performed in this report, and thus further research can be conducted to find out the psychographic variables and their impact on the consumer behavior in the toothbrush market. Besides, if more geographic areas, both urban and rural, could be covered with larger sample size, the results would have been more realistic and imperative as well. Nevertheless, this study creates a room for further research in those specific issues in future for both the academic researchers and manufacturing companies in the toothbrush market of Bangladesh.

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