

**A COMPARATIVE STUDY OF BRAND AWARENESS,  
PREFERENCE OF DATUN AND TOOTHPASTE AMONG RURAL  
AND URBAN POPULATION AREA OF BANASKANTHA**

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**Abstract:**

Today, almost every sector of the economy and all social classes use branded goods. A brand name is a promise made by the seller to customers on the services he provides. It lowers the risk for the buyer and streamlines the decision-making process. Consumers choose well-known and well-recognized brands in order to avoid risk. Brand awareness thus serves as the starting point and basis for brand choice. While Fast Moving Consumer Products are often consumed by every part of the society, the relationship between these two dimensions of brand equity - brand awareness and brand choice may be effectively defined and understood. To make Comparison of Brand awareness, Preference of Datun and Toothpaste among Rural and Urban area of Banaskantha District data are collected by questionnaire. A significant association is examined between brand awareness and preference for datun and toothpaste.

**Keywords:** Branding, Brand Awareness, Brand Preference, Datun, Toothpaste.

**Introduction**

In the modern standard of living, man has become so busy with his earnings that he has forgotten the preservation of the precious body given to him by nature. Diseases are increasing day by day in this world which enters the human body through mouth. Every person should take care of his body. Oral hygiene is the main remedy for maintaining the body. Dental cleaning is the initial part of it. There

are many modern and natural remedies for teeth cleaning. Earlier people used branches of the trees to clean the teeth while the present people use artificial branded paste. Nature has given us the gift of trees which is used for cleaning our mouths; in India earlier people used it more than the present people.

Datun is commonly used as a natural toothbrush and is believed to have various

health benefits. The twigs are chewed, and the fibrous bristles of the twig help in cleaning the teeth and gums. In addition to cleaning, datun is believed to have antimicrobial and anti-inflammatory properties, which can help in maintaining oral hygiene and preventing dental problems. Datun is a traditional oral hygiene tool used in many parts of South Asia, including India, Pakistan, Bangladesh, and Nepal. It is a small stick usually made from the twigs of certain plants known for their medicinal properties. The twigs used for making datun are typically taken from neem, mango, or babul trees.

An item from a reputable source is known as a brand. People associate a brand name with a variety of ideas, which together form the brand image. Every business aspires to create a powerful, positive, and distinctive brand image. It is challenging to create the desired brand connections in a consumer's head if they are unaware of a brand. Similar to how a person's name serves as an anchor for attaching all associations about him, awareness of the name acts as an anchor to which everything else about the brand is tied. According to Aaker, brand equity is a set of fundamental dimensions such as brand awareness, brand perceived quality, brand loyalty and brand associations. The ability of a customer to recognize a brand under various circumstances can be used to gauge brand awareness because it is correlated with the strength of the brand node or trace in memory. A potential customer's capacity to recognize or remember that a brand belongs to a

specific product category. At different stages, such as brand dominance, brand recognition, brand recall, and top of mind awareness, the significance of a brand can be assessed. If consumers choose products in stores, brand recognition can be more crucial. For low value, quickly moving items, unaided awareness is crucial. When three brands are highly correlated in unaided awareness on the market, hardly any other brand has a chance of even being mentioned. Consumers' perceived risk assessment and their confidence in their buying decisions are influenced by brand awareness. Some consumers may decide to limit their purchases to only well-known brands. One can affect brand preference and, in turn, behavioral purchase intention by raising brand awareness. When making low-involvement decisions, brand awareness is barely sufficient to induce purchase. So, the brand's utility in terms of both functionality and image affects repeat purchases. So, consumers may "pay a premium" for using basic choice heuristics like brand knowledge in the purpose of saving time and effort when perceived quality disparities exist across competing brands.

- **Brand awareness**

Brand awareness refers to the extent to which consumers are familiar with a particular brand and can recognize it easily. It is a measure of how well a brand is known in the marketplace and how easily consumers can identify and recall it when presented with a product

or service. Brand awareness is an important factor in marketing because it can influence consumer behavior and purchase decisions. Brands with high levels of awareness are often more likely to be considered by consumers when making purchasing decisions, and are generally perceived as more trustworthy and credible. There are several ways to measure brand awareness, including surveys, social media monitoring, and tracking website traffic and search engine rankings. Companies can also use advertising and other promotional activities to increase brand awareness and build brand recognition among their target audience.

- **Brand preference**

Brand preference is the tendency of consumers to choose one brand over others based on their perceived value and emotional connection to the brand. It is a critical aspect of consumer behavior, as it influences their purchasing decisions and brand loyalty. Brand preference can be formed through various factors, such as brand reputation, product quality, pricing, advertising, and customer service. Consumers may also have personal or emotional connections with a brand, which can enhance their brand preference. Brands that are successful in building strong brand preference can benefit from increased customer loyalty, repeat purchases, and positive word-of-mouth marketing. On the other hand, brands that fail to establish a strong brand preference

may struggle to retain customers and compete in the market.

### Some picture of Datun and branded artificial toothpaste

|                  |   |   |   |  |
|------------------|---|---|---|--|
| Datun            | <br>Indian Neem | <br>Kashmiri datun | <br>Indian babul | <br>Mango datun |
| Artificial Paste | <br>Colgate     | <br>Pepsodent      | <br>Sensodyne    | <br>Dabur Red   |

### WHY DATUN IS BETTER THAN TOOTHPAST

While datun has its own benefits and traditional usage, it's important to note that toothpaste, when used correctly, is considered the most effective method for maintaining oral health. However, I can highlight some potential advantages of datun over toothpaste:

**Natural and Chemical-Free:** Datun is made from the twigs of certain plants and does not contain artificial additives or chemicals that are often found in toothpaste. For individuals who prefer natural and chemical-free oral care, datun can be a suitable option.

**Antimicrobial Properties:** Certain plant twigs used for datun, like neem, are known for their antimicrobial properties. Chewing on these twigs may help combat bacteria and prevent oral infections.

**Traditional Practice:** Datun has been used for centuries in South Asia and holds cultural and traditional significance for many people. It is a part of their oral hygiene routine and has been passed down

through generations.

**Cost-Effective:** Datun is often considered a cost-effective alternative to toothpaste. Twigs can be obtained locally and are typically inexpensive compared to commercial toothpaste.

**Eco-Friendly:** Datun is a biodegradable and environmentally friendly option since it is made from plant material. It generates less waste compared to toothpaste tubes and packaging.

It's worth noting that while datun may have some advantages, it also has certain limitations. It may not provide the same

level of cleaning, fluoride protection, and comprehensive oral care as toothpaste. Toothpaste contains ingredients specifically formulated to fight tooth decay, plaque, and gum diseases.

Ultimately, the choice between datun and toothpaste is a personal one. It's recommended to consult with a dentist or oral health professional to ensure you are using the most effective oral care practices based on your individual needs and oral health conditions. They can provide guidance on maintaining optimal oral hygiene and address any concerns you may have.

### Comparison between Datun and Toothpaste

Datun and toothpaste are both used for oral hygiene, but they have different characteristics and benefits. Here's a comparison between the two:

| Basis           | Datun   | Toothpaste  |
|-----------------|---|---|
| Cleaning Action | Datun works as a natural toothbrush. When chewed, the fibrous bristles of the datun twig help in cleaning the teeth and gums by removing plaque and debris.   | Toothpaste contains abrasive particles and chemicals that aid in mechanical and chemical cleaning of the teeth. It helps to remove plaque, food particles, and stains from the teeth.   |
| Ingredients     | Datun is a natural product made from the twigs of certain plants like neem, mango, or babul trees. It does not contain any artificial additives or chemicals. | Toothpaste typically contains various ingredients like fluoride, abrasives, detergents, humectants, flavoring agents, and preservatives. These ingredients are formulated to provide effective cleaning, fluoride protection, and fresh breath. |

|                              |  |   |
|------------------------------|--|---|
| Oral Health Benefits         | Datun is believed to have antimicrobial and anti-inflammatory properties, which can help in maintaining oral hygiene, preventing gum diseases, and reducing bad breath. Some plant twigs used for datun, such as neem, have been traditionally associated with oral health benefits. | Toothpaste with fluoride helps to strengthen tooth enamel and prevent tooth decay. It also aids in controlling plaque and gum diseases. Additionally, toothpaste often contains ingredients like mint or other flavors to provide fresh breath. |
| Convenience and Availability | Datun is commonly used in certain regions, especially in South Asia, where it is readily available and has cultural significance. However, it may not be easily accessible in other parts of the world.  | Toothpaste is widely available in various brands and flavors globally. It is convenient to use and can be easily purchased from stores or online.   |
| Personal Preference:         | Some individuals prefer using datun due to its natural and traditional nature. It is seen as an eco-friendly and cost-effective alternative to toothpaste.   | Many people prefer toothpaste for its convenience, standardized formulation, and proven effectiveness in maintaining oral health.   |

Ultimately, the choice between datun and toothpaste depends on personal preference, cultural practices, and availability. It's important to maintain regular oral hygiene practices, including brushing twice a day, regardless of the specific tool or product used. Consulting with a dentist or oral health professional can help provide personalized recommendations based on individual needs and oral health conditions.

### Review of literature

The phrase "Customer is King" has a lot of truth to it. Today, customer happiness is essential to every business' success. The company must be aware of consumer behaviour in order to satisfy customers. Given the current state of technology, innovation, and lifestyle changes, understanding consumers is an extremely challenging Endeavour. There is no definitive conclusion as a result of the numerous studies that were undertaken

in this field. According to the researchers' theories, there are two elements that affect consumers: intrinsic and extrinsic aspects. Data was gathered using primary and secondary sources in a descriptive research design. Surveys were conducted using questionnaires, and customers were chosen using a simple random sampling methodology.

The primary goal of the study is to investigate how customers in Bangladesh

perceive various toothpaste brands. When choosing a toothpaste brand, consumers place a lot of focus on a few key characteristics. These key characteristics have been established by this investigation. 12 attributes in total, across 5 brands, were taken into account for the study. 350 samples in total are collected to study perception. Based on Fishbein's analysis processes for determining customers' salient beliefs regarding brands, perception is measured. According to the survey, White plus has the lowest brand image on the market, whereas Pepsodent has the highest brand image. ANOVA is used to analyze the mean differences between various attribute values across various brands in order to test for significance. The Tukey test is used to determine the precise perceptual differences between several brands based on various attributes. The paper's findings might be indexed by toothpaste manufacturing companies to help them enhance their product and create marketing plans.

The phrase "Customer is king" contains a lot of truth. Today, a company's success depends on the satisfaction of its customers. The business should consider customer behavior in order to satisfy the customers. Given the changing innovation, development, and way of life in these circumstances, it is difficult to grasp the customer. Understanding external determinants for purchasing toothpaste, such as market segment, social environment, value, product quality, and item credits, is at the core of this

inquiry. The way that consumers behave when making purchases has a significant impact on the broader industry for any given product. The expert is in charge of the supporting investigation, which seeks to understand consumer behavior, buyer tendency, and consumer awareness.

Today, a company's success is based on how satisfied customers are with a given product. As a result, the company needs to be fully aware of what the consumer needs, wants, and demands. The business must comprehend consumer behavior, choices, tastes, and preferences in order to satisfy customers. Because of the market circumstances like: Innovations in the product, change in technology, and change in life style it is a very challenging task to comprehend the consumer. This study used a descriptive research design as its methodology. Data from 200 sample respondents was gathered. Data were gathered using the survey method, and a standardized questionnaire was used to conduct the survey in Islampur City, Maharashtra. Secondary data were gathered from the literature sources that were available. Random sampling was utilized to distribute the questionnaire to the respondents, and a survey was conducted among the chosen sample of respondents to gather their opinions.

### **Objectives**

- To understand background of Datun
- To identify benefit of Datun
- To understanding the concepts of

- branding
- To study the concept of brand awareness and brand preference
- To study relation between brand awareness and brand preference
- To identify the basic awareness about datum and various brands of toothpaste.

## Research Methodology

### Study

Research Area: Banaskantha district  
 Sample size: 140 consumers.  
 Sampling method: simple random sampling  
 Sampling Technique: Convenient Random Sampling.

### Tools for Data Collection

The Questionnaire is fraction into two areas. The primary section manages demographic factors. Second part recognized with 139 respondents of brand awareness and preferences. The information for the present study was gathered with the assistance of

self-structured questionnaire.

## Analysis and interpretation

The final phase in the research process is data processing. It is the connection between unprocessed data and conclusive results. This analytical procedure must be outcome-oriented.

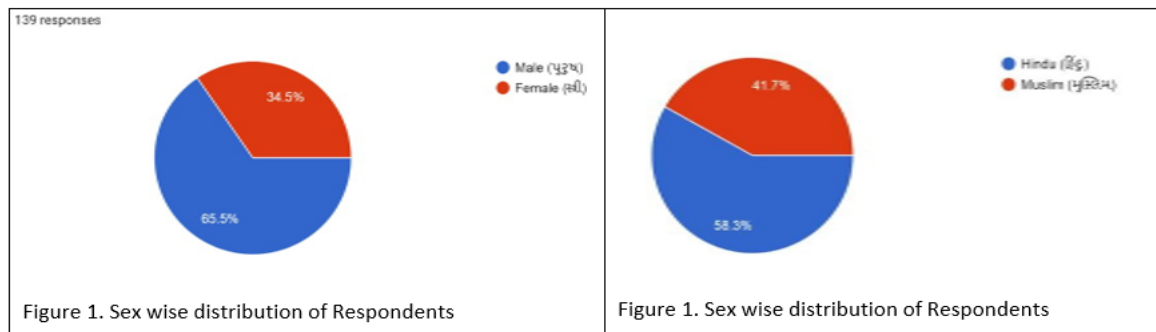
### Population Study

**Table 1.** Sex wise distribution of Respondents

| Gender | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Male   | 91                 | 65         |
| Female | 49                 | 35         |
| Total  | 140                | 100.00     |

**Table 2.** Category wise distribution of Respondents

| Religious Status | No. of Respondents | Percentage |
|------------------|--------------------|------------|
| Muslim           | 58                 | 41.7       |
| Hindu            | 81                 | 58.3       |
| Total            | 140                | 100.00     |



In demographic detail part of the questionnaire provides information concerning the Gender and Religious as can be seen from Table-1 & 2. It is shown in table-1, 65.5% of population studied was males and only 34.5% of total were females. And from table-2 shows that out of total population 41.7% are Muslim and 58.3% are Hindu religious are



making tooth brush.

**Table 3.** Area wise distribution of Respondents

| Gender | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Rural  | 105                | 75         |
| Urban  | 35                 | 35         |
| Total  | 140                | 100.00     |

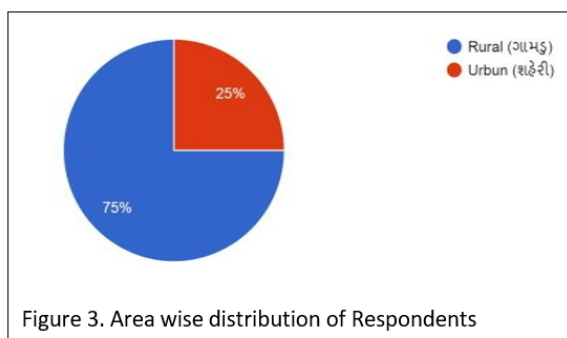


Figure 3. Area wise distribution of Respondents

**Table 4.** Qualification wise distribution of Respondents

| Qualification Status | No. of Respondents | Percentage |
|----------------------|--------------------|------------|
| Schooling            | 28                 | 20         |
| Graduate             | 55                 | 39.3       |
| Master               | 16                 | 11.4       |
| Other                | 24                 | 17.1       |
| Illiterate           | 17                 | 12.1       |
| Total                | 140                | 100.00     |

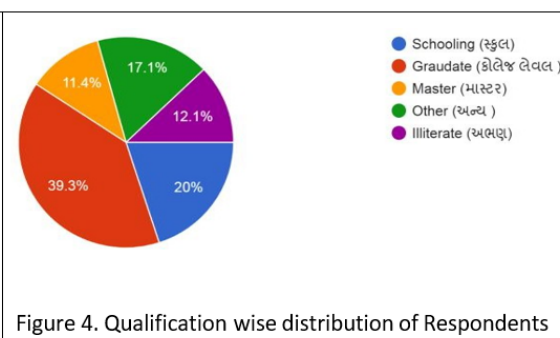
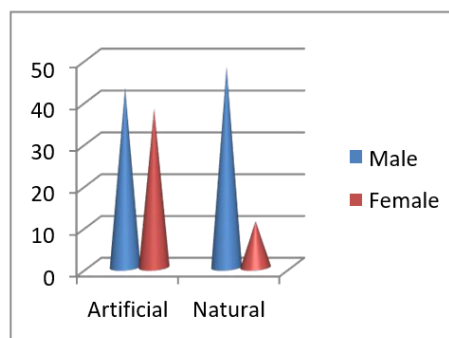


Figure 4. Qualification wise distribution of Respondents

From the above Table & Chart 3,4 we can conclude that the 75% are from rural and 35% are from urban. In addition from the view point of literacy ratio, comparatively others and illiterate user of datum and toothpaste are not law.

**Table 5.** Toothbrush wise distribution of Respondents

| Gender     | Artificial | Natural | Total |
|------------|------------|---------|-------|
| Male       | 43         | 48      | 91    |
| Female     | 38         | 11      | 49    |
| Total      | 81         | 59      | 140   |
| Percentage | 57.9       | 42.1    | 100   |



- Base on above table and chart we can see that the artificial user 57.9% and natural user 42.1. And also 43 male and 38 female are using toothpaste. In comparison to natural users of artificial user are more.

**Analysis of data based on the various types of toothpaste used in Banaskantha District.**

| Category | Brand | Gender |        |       |
|----------|-------|--------|--------|-------|
|          |       | Male   | Female | Total |



|              |                       |           |           |            |
|--------------|-----------------------|-----------|-----------|------------|
| Herbal       | Vicco                 | 4         | 0         | 4          |
|              | Ayush                 | 2         | 0         | 2          |
|              | Dabur Red             | 2         | 5         | 7          |
|              | Dant Kanti            | 5         | 5         | 10         |
|              | Himalaya Dental Cream | 10        | 3         | 13         |
|              | Not even one          | 68        | 36        | 104        |
| <b>Total</b> |                       | <b>91</b> | <b>49</b> | <b>140</b> |
| Medicare     | Sensodyne             | 8         | 6         | 14         |
|              | Oral-B                | 11        | 7         | 18         |
|              | By Dent               |           | 1         | 1          |
|              | Oura Care             | 1         | 0         | 1          |
|              | Not even one          | 71        | 35        | 106        |
| <b>Total</b> |                       | <b>91</b> | <b>49</b> | <b>140</b> |
| Regular      | Colgate               | 32        | 21        | 53         |
|              | Close-Up              | 6         | 10        | 16         |
|              | Pepsodent             | 6         | 7         | 13         |
|              | Glister               | 1         | 0         | 1          |
|              | Anchor                | 2         | 0         | 2          |
|              | Not even one          | 44        | 11        | 55         |
| <b>Total</b> |                       | <b>91</b> | <b>49</b> | <b>140</b> |

## Findings

Base on the above analysis finding are as follow.

- Out of total respondent 65% of customers are male and 35% are female.
- In compare to datum user of toothpaste are high in Bansakantha district.
- People have information about natural Datun despite this they using artificial toothpaste for teething brush.
- In users of Colgate male population is high in compare to female.
- Natural datum is use by 48 male & 11 female out of total population.

## Conclusion

It is extremely challenging to forecast customer behavior. Consumer research can help with this issue to some extent. Businesses often focus only on understanding customer needs and developing retention tactics. This study was done to better understand the buying habits and motivations of Indian consumers.

While per capita use of oral care products in India is significantly higher than in Datun, there is a significant market opportunity. There is a rising demand for oral care products due to better awareness and rising per capita income. Many individuals in India still use conventional

items to brush their teeth, such as salt, ash, tobacco, or twigs of neem. The Indian government has taken steps to promote the use of its products and raise public knowledge of the advantages of keeping good oral hygiene, such as holding dental health fairs. Manufacturers of toothpaste utilise marketing initiatives to encourage increased toothpaste use. Brand recognition, marketing, and sales incentives are crucial factors in toothpaste purchases because they enable customers to compare several brands and make the best choice. The consumer examines product characteristics as well in order to decide on a specific brand. Customers change between products based on advertisements, brand names, packaging choices, price adjustments, and other factors. Also, Indian customers place a significant value on their families, including their extended families and friends. In the Indian market, brands with identities that support family values are more likely to be well-liked and accepted. Consequently, businesses must examine all of these variables to determine the most effective marketing strategies and cultural affinities for advertising their toothpaste products in India.

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