

Original Article

Brand Positioning of Hygienic Products using Perceptual Mapping Technique

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Abstract - This study focused on identifying the brand positioning of the selected hygienic products in the Philippines, which include shampoo, bar soap, and toothpaste. It describes the consumer's profile which includes sex, civil status, employment status, monthly income, age, and highest educational attainment. Likewise, the choice of brands of the consumers and the factors or attributes they were looking for the brands on shampoo, bar soap, and toothpaste are the independent variables. The dependent variable is Brand Position and the Perceptual Map of the different brands of Shampoo, Bar Soap, and Toothpaste based on the answers of the 365 consumers–respondents from Barangay Poblacion, San Isidro, Nueva Ecija 3106.

The findings have shown that the majority of the consumers were female, single, unemployed, earning 15,000 and below, and high school graduates; the number one brand of choice was Palmolive in shampoo, Dove in bar soap, and Colgate in toothpaste. The number one attribute that consumers were looking for in shampoo is the brand that could give a gentle look to their hair; the number one attribute that consumers were looking for in bar soap is the brand that could protect their skin from germs and viruses because of the antibacterial quality; the number one attribute that consumers were looking for in toothpaste is the brand that has antibacterial ingredients that helps clean their teeth; The market share of Palmolive, Sunsilk and Dove were almost the same. However, the perception of individual consumers varies dramatically, specifically in terms of the level of softness and gentleness of hair that they obtain from the specific product. More so, the Palmolive obtained the highest score where incomes to the level of "gentle look" while "soft and shiny" for Sunsilk products; The dimensional attributes of the top five leading brands of bar soap in the industry, whereas the Dove brand of soap captured the highest level of market share in the industry with 42.41%. Also, the researchers were able to determine that the consumers considered the level of cleanliness and protection that they could obtain upon purchasing or buying a certain brand of soap; and the end-users determined two main characteristics of toothpaste, whereas the Colgate dominates the market share of the entire industry and the

most leading brand specifically in terms of the level of antibacterial factor that the consumer can obtain.

Keyword - brand positioning, hygienic products, perceptual mapping technique, shampoo, bar soap, toothpaste

I. INTRODUCTION

Innovation, product improvement, product development are the common words altering in modern businesses and industries nowadays. Most often, these words are used to denote new product development, new to the line, or new to the segment to explain the features, functions, and benefits of the product anchored to attributes and characteristics. Product development is critical because new products are becoming the link of competition for many existing business firms (Clark & Fujimoto, 1991).

A significant number of modern marketers who have shown remarkable performance and astonishing achievements in the field of marketing simply defined the word "product" as a tangible or intangible commodity (Levitt, 1981). According to Kotler and Keller (2011), a product is anything that can be offered to someone to satisfy a need or a want. A product is more than just a tangible thing, it meets the needs of a buyer, and at the same time, it has a perceived abstract value that makes the consumers willing to pay a certain amount of money in exchange for a product.

The customers who are the end-users of the products would only be satisfied when the specified value is identical or higher than the expected value. The most common examples of tangible products are the different merchandise available in the market and service to the other one that is being consumed by consumers, and that includes hygienic products. Beauty and hygienic products were the fastest-growing consumer segment (Business World Online, 2015). This growth is a strong indicator of the Filipino buyers' high regard for hygiene and beauty products.



As everybody knows, hygienic brands have different marketing strategies when it comes to advertising their products, and this is the key to persuading consumers to buy their products (Cleverism, 2016). As everyone can see on the news or even in different social media platforms, there is a lot of advertisement of different products, especially hygienic products, that could really hook the attention of the consumers. Millions of products are being advertised day by day, and this is important so that all users would see and probably buy the products that can give strong brand positioning in the market.

A strong brand position is a powerful asset for any business organization. Hence, building strong brand perceptions is a top priority for many firms today (Morris, 1996). Brand positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the potential or target market.

The end result is the successful creation of a customer-focused value proposition, a convincing reason why the target market should buy the product (Kotler, 2003, p. 308). Through positioning, these brands try to build a sustainable competitive advantage via product attributes in the mind of the consumer (Gwin and Gwin, 2003).

Brand positioning is important not only to the success of the company but also to the trust and the quality of the product that these businesses are giving to their consumers. Once one gets the trust and provides the quality purchasers are looking for in a product, then an entrepreneur can undeniably achieve success in their business. For this instance, this research is found significant and timely.

The objective of this study is to determine the brand positioning and the gap map for future market development and product innovation of shampoo, bar soap, and toothpaste. Thus this can serve as a basis for future businesspersons to identify new opportunities and market potentials in the said consumable products.

II. STATEMENT OF THE PROBLEM

This study analyzed the brand positioning strategy of the three hygienic products using a perceptual mapping technique. Specifically, it described the consumer's profile in terms of sex, civil status, employment status, monthly income, age, and highest educational attainment. Moreover, it determined the brands which the consumers are currently patronizing in terms of shampoo, bar soap, and toothpaste. Also, it determined the attributes or main factors the consumers considered in choosing their brands of shampoo, bar soap, and toothpaste. Lastly, it illustrates the perceptual map of each hygienic product mentioned above for future market development and product innovation.

III. MATERIALS AND METHODS

The researcher employed a descriptive method of research in an attempt to analyze and interpret the

consumer's profile, their choices of a brand in terms of shampoo, bar soap, and toothpaste, and their perceived attributes on the following hygienic products why they are currently patronizing those brands. Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon (McCombes, 2019). The purpose of descriptive research is to become more familiar with phenomena, to gain new insight, and to formulate a more specific research problem or hypothesis (Fraenkel & Wallen, 2003).

Descriptive research in this study was utilized to describe the profile of the consumers in terms of sex, civil status, employment status, monthly income, and highest educational attainment. It was also used to determine the consumer's choice of the brands of shampoo, bar soap, and toothpaste. Likewise, it was also used to determine the perceived attributes or characteristics of the brands, which are the reasons why consumers are patronizing these brands.

The respondents of this study who were chosen purposively (Subia, 2018) were the three hundred sixty-five (365) consumers or users of shampoo, bar soap, and toothpaste. These household members were all residing at Barangay Poblacion, San Isidro, Nueva Ecija, Philippines. The researcher used purposive sampling (judgmental sampling) in choosing the members of the sample population. This was the most appropriate method since the researcher was able to choose the most suitable respondents to answer the survey-questionnaire.

Purposive sampling represents a group of different non-probability sampling techniques. Also known as judgmental, selective, or subjective sampling, purposive sampling relies on the judgment of the researcher when it comes to selecting the units. The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest, which will best enable them to answer the research questions (Patton, 2002).

The researcher distributed and retrieved the questionnaires from the household-consumers. The respondents were asked to answer a survey-questionnaire which is composed of different checklists and scoring matters using the following Likert scale:

Ranges	Rate	Verbal Description
4.20-5.00	5	Always
3.40-4.19	4	Oftentimes
2.60-3.39	3	Sometimes
1.80-2.59	2	Rarely
1.00-1.79	1	Never

Data gathered were tallied, evaluated, and analyzed using the frequency count, percentage, and weighted mean. Lastly, the perceptual map for each brand was constructed using Microsoft Excel.

IV. RESULTS AND DISCUSSION

This part provides the presentation of data relevant to the problems stated above. Corresponding analysis and interpretation regarding some presented data were discussed.

Table 1. Profile of the Respondent–Consumers

Highest Educational Attainment	Frequency	Percentage
Without formal education	98	26.85
High school graduate	218	59.73
Vocational/Technical Course	5	1.37
College Undergraduate	20	5.48
College Graduate	24	6.58
Master’s Degree	0	0.00
Doctorate Degree	0	0.00
Total	365	100.00
Sex	Frequency	Percentage
Male	103	28.22
Female	262	71.78
Total	365	100.00
Civil Status	Frequency	Percentage
Single	248	67.95
Married	117	32.05
Total	365	100.00
Employment Status	Frequency	Percentage
Permanent employment	73	20.00
Contractual employment	22	6.03
Unemployed	212	58.08
Self-employed	58	15.89
Total	365	100.00
Monthly Income	Frequency	Percentage
10,000 and below	270	86.99
10,001–15,000	95	63.01
15,001–20,000	0	0.00
20,001–25,000	0	0.00
30,001 and above	0	0.00
Total	365	100.00

Table 1 above shows the profile of the respondents and that the majority of the consumers were female. This only implies that women are more conscious about their hygiene, as evident in this study. Women search patiently for the kind of products in all available brands, compare the designs, check for any offers available (unmindful of the long time they indulge in selecting a product of their choice), bargaining and end up purchasing the product to their utmost satisfaction (Prabhu, 2015).

De Paulo (2011) found out that single women spend less than 5% of their income on apparel and associated costs (such as dry cleaning, alterations, and repairs) instead; a plurality of single women's money is spent on housing. The pattern is the same for money spent on personal care,

including toothpaste, shampoo, shaving items, and so forth. This only implies that single women are more conscious about their brands of hygiene products compared to married women.

In addition to this, Snow et al. (2006) and Tai et al. (2009) each of which showed female staff members to take personal hygiene practices more seriously than male students.

Also, from the data above, the majority of the respondents were single. Single women did spend more (percentage-wise) than single men or married couples on clothes and such, but they didn't spend all that much. In fact, there was a bigger percentage of single men and women who spent on personal care, including toothpaste, shampoo, shaving items, and so forth (De Paulo, 2011). Most of the consumer–respondents were unemployed due to the fact that the majority of the respondents were still students.

It can also be observed from the data above that the majority of the respondents were earning 15,000 and below. Millions of Filipinos remained poor not because they were jobless but because they had low incomes, according to the World Bank. Data showed the growth of Filipinos' real wages has been flat since 2000. This is the reality, despite the average growth of 3.4 percent in labor productivity between 2004 and 2014. The World Bank said that the implementation of the country's minimum wage has also been inefficient and has not improved Filipinos' incomes (Ordinario, 2016).

It is remarkable from the data above that the majority of the respondents were high school graduates for the reason that the majority of the consumers were still college students. These students were very conscious about their hygiene since they are going to school every day and would socialize with other classmates and even teachers; thus, it is important that they are with good hygiene to avoid sickness, which would hinder them from being productive in school or might lead to absenteeism as well.

Table 2. Consumer’s Choices of Brands of Shampoo

Brand of Shampoo	Frequency	Percentage
Clear	34	9.32
Dove	71	19.45
Head & Shoulders	36	9.86
Keratin	12	3.29
Palmolive	88	24.11
Pantene	20	5.48
Rejoice	14	3.84
Sunsilk	72	19.73
Others (Gard, HaNa, TRESemme, Vaseline etc.)	18	4.93
Total	365	100.00

It can be gleaned from Table 2 above that the brand Palmolive topped as the number one choice of consumers in their hair care with 24.11%. According to the consumers, they were lovers of Palmolive shampoo because this brand made their hair smell good the whole day, aside from the different variances it offers to the purchasers and the affordability of the product.

The second choice of the respondent–consumers was Sunsilk, with 19.73%. Sunsilk was one of the buyer's choices because, according to them, it has a different effect compared to other shampoos. Sometimes, they could even skip conditioner because this brand alone is enough to keep their hair smooth all day.

It can also be noted that the third choice of shampoo of the consumers was Dove with 19.45%. Consumers mentioned that they love every product of Dove, from shampoo, soap, and even antiperspirant deodorant. Dove developed the campaign by focusing on consumer needs and end goals, just like the ability to style their hair as much as they liked instead of the problem itself (Mobile Marketing Association, 2014).

It can also be observed that Head and Shoulders is the fourth top brand chosen brand in shampoo with 9.86%. This brand is known as anti-dandruff, and the fact that dandruff is one of the main hair problems of everybody, this fact alone is a justification that this brand is marketable. In fact, about 110 bottles of the anti-dandruff formula are sold every minute–29 million a year (Grebot, 2012).

Aside from the top four brands of shampoo mentioned above, there are many existing brands of shampoo that are readily available in the different grocery stores, drug stores, merchandisers, and even at sari-sari stores in different barangays all over the Philippines.

Table 3. Consumer’s Choices of Brands of Bar Soap

Brand of Bar Soap	Frequency	Percentage
Bioderm	22	6.03
Dove	123	33.70
Gluta–C Whitening Soap	22	6.03
Irish Spring	9	2.47
Kojie San	15	4.11
SafeGuard	103	28.22
Shield	20	5.48
Others (Green Cross, Olay, Zest, Palmolive, Heno de Pravia, etc.)	51	13.97
Total	365	100.00

Table 3 above shows the distribution of the respondents on the consumer’s choices in the bar soap. It can be noted from the table above that Dove is the number one choice of the respondents with 33.70%. According to Dove users, they love this brand because it helps to keep

their skin healthy, moisturized, and hydrated, which makes their skin feel amazing.

According to Laurent and Kapferer (1985), the Dove skincare line consists of hand and body care products, which have relatively moderate product involvement, based on the analysis of personal interests, perceived risk importance, probability of mispurchase, product's pleasure value, and sign value in a product category. These can be the possible reasons why consumers keep on buying this brand of skincare.

Generally, women tend to prioritize the beautification of more apparent parts of the body, such as the face and hair, than hand and body (Richmond, 2012), and consumers experienced the effectiveness of this brand soap for their face; thus, there is somewhat a general interest and importance in Dove skincare product category in measuring product involvement (Laurent and Kapferer, 1985).

The second in the consumer’s choice of brand is Safeguard with 28.22%. According to Jan (2013), as concluded through the survey, consumers are still not aware of the unique selling proposition for Safeguard. Safeguard is an antibacterial soap that is hard on germs and soft on the skin. Many of the consumers perceived this brand as a number one family germ protection soap that would leave their skin refreshed after every wash.

Some of the consumers surveyed have different brand options like Green Cross, Olay, Zest, Palmolive, Heno de Pravia, etc., which were diversely chosen by households due to the fact that many of the consumers are variety seekers. The indicator of such behavior is that they always wanted to try a new brand to check whether they could already get satisfied with such.

Bioderm and Gluta–C Whitening Soap were the fourth in the rank with 6.03%. According to the respondents, they preferred this soap because it protects their skin from germs that cause illnesses and even body odor. At the same time, it gives 24–hour protection, and it feels safe to use. On the other hand, Gluta–C Whitening soap is also another choice which is evidence that nowadays, skin whitening is a big and booming industry in many developing countries for the fact that everybody wants to have white skin (Mendoza, 2014).

Table 4. Consumer’s Choices of Brands of Toothpaste

Brand of Toothpaste	Frequency	Percentage
Alert	9	2.47
Close–Up	117	32.05
Colgate	207	56.71
Hapee	24	6.58
Sensodyne	5	1.37
Sparkling White	3	0.82
Total	365	100.00

Table 4 above shows the choices of brands of consumers in toothpaste. The topmost choice of brand is Colgate. According to the consumers, they preferred this brand because of its cavity protection, and it cleans and makes their teeth whiter. They also added that it is highly recommended by the dentist. Colgate is sold over almost all the retail outlets, supermarkets, medical shops, and cooperative stores. Due to this fact, people are already hooked on this brand.

The second choice among all the brands of toothpaste was Close-up with 32.05%. From the day of its launch, it has been known to the public as a provider of freshness. The advertising campaigns of this toothpaste are also very stylish, and many famous stars have been roped in to endorse this brand. It has been a market leader in the Indian markets for over 3 decades (UK Essays, 2016).

The third choice of the respondents was Hapee because, according to them, it's already sold at a lower price than the well-known brands. This only implies that the pricing strategy of Hapee toothpaste is effective for a certain segment of the market.

Table 5. Perceived Attributes of Shampoo by Consumers

No.	Attributes and Characteristics of Shampoo	WM	Verbal Description
1.	It gives a gentle look to my hair	4.53	Always
2.	It gives me long and healthy hair that controls hair fall	4.32	Always
3.	It strengthens my hair roots	4.28	Always
4.	It cleans and keeps my hair scalp healthy	4.19	Oftentimes
5.	It fights the dryness of my hair	4.23	Always
6.	It relieves irritation of my hair and calms itching	4.15	Oftentimes
7.	It controls oiliness for worry-free cleansing that leaves my scalp and hair looking and feeling healthy	4.23	Always
8.	It eliminates my dandruff, leaving my hair 100% flake-free	4.18	Oftentimes
9.	It makes my hair soft, shiny, and glossy which make it easy to comb	4.35	Always
10.	It helps my hair prevent split ends by nourishing my hair from inside and out	4.10	Oftentimes
11.	It makes my hair stronger and less tangled	4.24	Always
12.	It helps deeply repair signs of existing damage extensively	4.31	Always
	Average Weighted Mean	4.26	Always

Table 5 above shows the perceived attributes of shampoo by consumers. The respondents answered that they were always looking for a brand that gives a gentle look to their hair with a 4.53 weighted mean. Also, the consumers were always looking for a brand that makes their hair soft, shiny, and glossy, with a weighted mean of 4.35. It can be observed that shampoo users are living in vanity when it comes to their hair. That's why marketers appeal primarily to users' self-importance to their crowning glory.

Each company tries to position its brand as the shampoo that would really make the shopper's hair look, feel, and smell the best. For this instance, commercials and print advertisements feature attractive, clean models with enviable locks and lifestyles (Nguyen, Barrett, and Miller, 2011).

Likewise, the customers were always looking for the brand that gives them long and healthy hair that controls hair fall with a weighted mean of 4.32. In the same way, consumers were always choosing a brand that strengthens their hair roots with a weighted mean of 4.28. What is it about long, luxurious hair that equals sex appeal in a woman? The easiest answer is that long, healthy hair equals a healthy, fertile mate. "Hair is going to be a signal of that because a younger woman will usually have longer, thicker hair," said psychology researcher Dr. Kelley Kline of Florida State University (Eaton, 2003).

Marketers can capitalize on this research by positioning their brand as the one that is least likely to leave a user with a "bad hair day." Of course, as mentioned, this won't look the same for everyone. Even if the shampoo a consumer uses is only a placebo against perceived "bad hair days," simply believing that the product is working is often enough to combat the negative emotional effects of bad hair (LaFrance, 2000).

Table 6. Perceived Attributes of Bar Soap by Consumers

No.	Attributes and Characteristics of Bar Soap	WM	Verbal Description
1.	It protects my skin from germs and viruses because it is antibacterial	4.45	Always
2.	It is hypoallergenic and can be used even in toddlers	4.31	Always
3.	It makes me feel clean as if there is no ounce of dirt left on my skin	4.44	Always
4.	It has the ability to lift up the dirt and excessive oily cells from my skin and remove them gently without damaging the dermal layers of my skin	4.32	Always
5.	It is highly effective in cleansing the pores in such a way that my acne, whitehead, and blackheads	4.28	Always

	are all scrubbed off without leaving any marks or side effects		
6.	It helps the skin retain the right amount of moisture very fast and maintain hydration all over my skin	4.28	Always
7.	It helps me prevent my skin from getting irritated and has the ability to give my skin a healthy complexion	4.21	Always
8.	It prevents blemished but also helps in moisturizing my skin to avoid roughness, making my skin look soft and supple	4.21	Always
9.	It whitens my skin and contains vitamin E that helps soften my skin and make me look younger	4.33	Always
10.	It has a fruity fragrance and a fresh scent that last most of the day	4.19	Oftentimes
11.	It makes my skin glow with a healthy radiance	4.28	Always
12.	It is economical because it also takes longer to dissolve than other soaps	4.26	Always
	Average Weighted Mean	4.30	Always

Table 6 above shows the perceived attributes of bar soap by the consumers. As observed in the table above, it can be noticed that consumers have chosen bar soaps that could protect their skin from germs and viruses because it is antibacterial with a weighted mean of 4.45. Antibacterial soaps can be used both at home and in hospitals by medical personnel because it reduces or eliminate bacteria that can lead to skin infections or other commonly transmitted diseases (Sansoni, 2006).

Correspondingly, consumers were always looking for the brand of bar soap that makes them feel clean as if there is no ounce of dirt left in their skin, with a weighted mean of 4.44. Bar soaps have scrubs which are rough substances to smooth out rough skin or remove stubborn dirt, which is found in industrial hand cleansers (Oakley, 1999).

Similarly, the consumers were always looking for brands that could whiten their skin and contain vitamin E that could help soften their skin and make them feel younger, with a weighted mean of 4.33. By the same token, the consumers were always looking for a brand that has the ability to lift up the dirt and excessive oily cells from their skin and remove them gently without damaging the dermal layers of their skin. Cleansers are designed to remove dirt, sweat, sebum, and oils from the skin. This is achieved through the use of surfactants that aid in the uplifting of dirt and solubilization of oily soils. In addition to removing unwanted materials from the skin, the cleansing process

helps to promote normal exfoliation and thereby rejuvenates the skin (Ananthapadmanabhan et al., 2004)

In the same way, the consumers were always looking for the brand of bar soap that is hypoallergenic and can be used even in toddlers with a weighted mean of 4.31. Hypoallergenic soap contains double the maximum amount of oil which is most appropriate for their child's skin since it prevents the baby's skin from drying out. This product is considered not only as bar soap but can be used as a moisturizer, especially if the consumers are afraid to put on moisturizers on their baby's body then. This hypoallergenic soap is that the most suitable choice (BuytheBest10, 2017)

Table 7. Perceived Attributes of Toothpaste by Consumers

No.	Attributes and Characteristics of Toothpaste	WM	Verbal Description
1.	It can fight plaque (tartar) after I brush my teeth	4.43	Always
2.	It can give my teeth 12 hours-protection even after I eat and drink	4.39	Always
3.	It has antibacterial ingredients that help clean my teeth	4.49	Always
4.	It gives whiter teeth and a healthy smile	4.36	Always
5.	It contains fluoride to prevent my teeth from cavities	4.45	Always
6.	It gives my teeth long-lasting fresh breath	4.40	Always
7.	It gives an explosive menthol feeling to my mouth	4.46	Always
8.	It removes surface stains of my teeth	4.38	Always
9.	It gives a burst of flavor that's just right for my teeth	4.40	Always
10.	It can fight tooth decay	4.36	Always
11.	It gives healthy gum without regular brushing	4.36	Always
	Average Weighted Mean	4.41	Always

Table 7 above shows the perceived attributes of toothpaste by the consumers. As observed in the table above, it can be noticed that consumers would always choose the brand that has antibacterial ingredients that helps clean their teeth with a weighted mean of 4.49. According to the Academy of General Dentistry (2010), the human mouth is home to an estimated 800 to 1,000 different kinds of bacteria. Many of these bacteria are harmful and can form a film on teeth called "dental plaque," which causes cavities, gingivitis, and eventually more severe kinds of gum disease. These are the reasons why according to many consumers, they would always

look for all the attributes of toothpaste listed above, and it is very apparent that nobody wants the feeling of toothache. That's why toothpaste is a real necessity for everyday hygiene.

A. Perceptual Map of the Brands

According to Merle Crawford (2003), perceptual mapping is a tool of marketing to address and to determine the perceived value of a certain brand using the identified attributes. Also, through the use of perceptual mapping, a business individual can determine opportunities in the market through defining the hallow areas in the map—the Gap map.

Table 8. Perceptual Map of Shampoo

Brand	X		Market Share
	Gentle Look	Soft and Shiny	
Palmolive	5	3	29.24
Sunsilk	3	5	23.92
Dove	2	2	23.59
Head and Shoulder	1	3	11.96
Clear	1	2	11.30

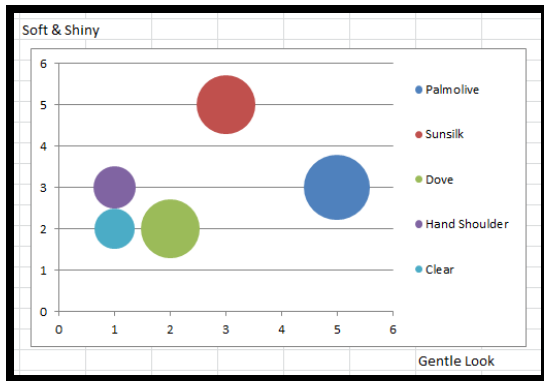


Fig. 1 Perceptual Map of Shampoo

As the above diagram shows that the market share of Palmolive, Sunsilk, and Dove were almost the same. However, the perception of individual consumers varies dramatically, specifically in terms of the level of softness and gentleness of hair that they obtain from the specific product. More so, the Palmolive obtains the highest score when it comes to the level of "gentle look" while "soft and shiny" for Sunsilk products.

Table 9. Perceptual Map of Bar Soap

Brand	X		Market Share
	Protection	Clean	
Dove	2	5	42.41
Safeguard	5	5	35.52
Bioderm	5	2	7.59
Gluta-C Whitening	1	3	7.59
Shield	1	2	6.9

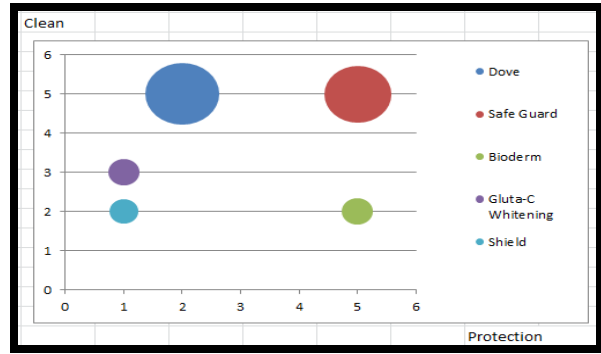


Fig. 2 Perceptual Map of Bar Soap

The diagram depicts the dimensional attributes of the top five leading brands of bar soap in the industry, whereas the Dove brand of soap captured the highest level of market share in the industry with 42.41%. Also, the researcher was able to determine that the consumers considered the level of cleanliness and protection that they could obtain upon purchasing or buying a certain brand of soap.

Table 10. Perceptual Map of Toothpaste

Brand	X		Market Share
	Antibacterial	Menthol Feeling	
Colgate	5	4	57.18
Close-Up	2	5	32.32
Hapee	2	2	6.63
Alert	5	1	2.49
Sensodyne	3	1	1.38

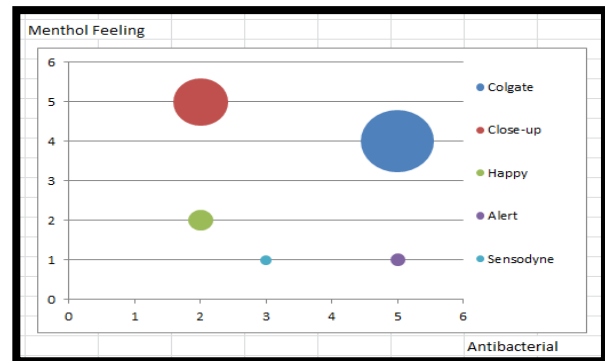


Fig. 3 Perceptual Map of Toothpaste

The above analytical attribute mapping portrays that the end-users determined two main characteristics of toothpaste, whereas Colgate dominates the market share of the entire industry and is the most leading brand specifically in terms of the level of antibacterial factor that the consumer can obtain.

One of the most difficult tasks of managers is to decide how to make the product attractive and plan how to create a competitive advantage. In this context, when considered in terms of product quality and consumer attitudes, perceptual maps offer a useful visual (Bogazzi et al., 1998). Perceptual maps help in the development of a

market positioning strategy for a product or service and define of positioning strategy of the organization. Marketing managers prepare maps showing consumer perception in terms of significant purchasing dimensions of their own brand, often compared to competing brands (Schuh et al., 2014).

V. CONCLUSION AND RECCOMENDATION

It can be concluded that the majority of the consumers were female, single, unemployed, earning 15,000 and below, and high school graduates; the number one brand of choice was Palmolive in shampoo, Dove in bar soap, and Colgate in toothpaste based on the choices of the consumers. The number one attribute that consumers were looking for in shampoo is the brand that could give a gentle look to their hair; the number one attribute that consumers were looking for in bar soap is the brand that could protect their skin from germs and viruses because of the antibacterial quality; the number one attribute that consumers were looking for in toothpaste is the brand that has antibacterial ingredients that helps clean their teeth. The market share of Palmolive, Sunsilk, and Dove was almost the same. However, the perception of individual consumers varies dramatically, specifically in terms of the level of softness and gentleness of hair that they obtain from the specific product. The dimensional attributes of the top five leading brands of bar soap in the industry, whereas the Dove brand of bar soap captured the highest level of market share in the industry with 42.41%. The end-users determined two main characteristics of toothpaste, whereas Colgate dominates the market share of the entire industry and is the most leading brand specifically in terms of the level of antibacterial factor that the consumer can obtain. The researcher would like to recommend the use of perceptual mapping technique because it can gain a better understanding of market segments, increase analytical skills in situational settings (Subia, 2018) as cited by Ramos et al. (2019), find out how the target market perceives their brand in the marketplace, asses the changing market position of competitive brands, help your business spot gaps in the market, closely monitor changes in customer preferences, evaluate the performance of your recent marketing campaigns among the people (Himani, 2020) in the vicinity, check if your goals fit in with your consumer's needs, confirm if their brand has definite positioning place in the market, and lastly track how new products are being positioned in the market.

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