

CRITICAL FACTORS INFLUENCING BRAND CHOICE OF TOOTHPASTES IN ENUGU METROPOLIS

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**A RESEARCH PROJECT SUBMITTED
IN PARTIAL FULLFILMENT OF THE REQUIREMENTS
FOR AWARD OF MASTER OF BUSINESS ADMINISTRATION
(MBA) DEGREE IN MARKETING**

**DEPARTMENT OF MARKETING
FACULTY OF BUSINESS ADMINISTRATION
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SEPTEMBER, 2003.

ABSTRACT

This study is about the influence of toothpaste attributes on consumers' brand choice.

Given the background of the problems, this study sought to:

1. Determine the common attributes of toothpaste (taste, colour, price, foaming, brand name, protective strength, whitening effect, and fresh breath) which influence consumers' brand choice.
2. Verify how the product attributes vary between the common brands of toothpaste in the market.
3. Determine whether there is any variation in brand choice between socio-economic groups.

To achieve the above objectives, three working hypotheses were formulated:

1. The choice of toothpaste (by consumers) is not significantly related to the common product attributes such as taste, colour, foaming, brand name, price, protective strength, whitening effect, and fresh breath.
2. The common product attributes (taste, colour, foaming, brand name, price protective strength, whitening effect, and fresh breath)