



**Unit:
Understanding Consumer Behaviour**

**Assignment title:
“Sparkle and Fresh” Oral Mouthwash**

June 2016

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on ‘Policies & Advice’ on the main menu and then click on ‘Student Support’.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on ‘Policies & Advice’ on the main menu and then click on ‘Student Support’.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on ‘Policies & Advice’ on the main menu and then click on ‘Student Support’.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Case Study – ‘Sparkle and Fresh Mouthwash’

A research report published by ‘Your-Gov.’ in June 2015, noted the growing use of mouthwashes as an integral part of people daily dental care. The figures reported the European usage had currently reached approximately 68%. Other published research over the course of the past two years, also noted that consumers were now looking for oral care products that offered healthier gums, fresher breath and whiter teeth and were prepared to spend money on other dental cleaning products besides simply toothpaste. The global oral care market-place had also seen a slight 3.6% decline in 2008-2009, attributed overall to the global recession. Of this global oral care market, Global Dental Care is a relatively small player. Global Dental Care, based in Chesterfield, UK, has been in business for over fifteen years and unlike many of its competitors, it has a number of dental experts within the business as senior managers and board directors. However, its product strategy has always differed from the market leaders, such as Colgate, Unilever, Procter and Gamble and Glaxo-SmithKline oral care brands. The teeth whitening segment currently captures the largest share of the global toothpaste market, whilst, the fastest growing product segment is the ‘multi-benefit’ market, with toothpastes, that both clean and whiten. Rather than simply follow the brand-leader, Global Dental Care launched a natural ingredient baking-powder (sodium bicarbonate) based toothpaste, free from the chemicals usually found in toothpastes, but, in Fluoride and non-Fluoride product version.

Whilst brand is a major part of a buyer’s decision-making process it has also been shown that oral care consumers like new and different products, which are often slightly cheaper, but better or just as effective as the major brands.

Over the past five years, besides the growth of the ‘multi-benefit’ toothpaste offering both whitening and cleaning properties, the other product to offer growth in the oral care market-place has been oral mouthwashes. Whilst once a niche and specialist product, costing in the order of £4.00 or more a small bottle, the past five years has seen all of the major brands developing and launching competitively-priced mouthwashes in the £1.50 - £2.50 price range, and building brand loyalty to encourage re-purchase. However, one major draw-back with all of these products was that a major ingredient in their mouthwashes was alcohol. This meant a warning about swallowing the mouthwash had to be shown on all product bottles and there was potential danger from the misuse by customers.

Global Dental Care realised, quite early on, that they also required a mouthwash type of product in the oral care market-place. However, the use of alcohol as an active ingredient worried a member of the board of directors and made them consider how they could develop an alternative formulation mouthwash, that was just as effective, but that did not contain alcohol. The board of directors of Global Dental Care initiated an internal research project to formulate an alcohol-free dental mouth-wash. From this research has come a revolutionary new product for the oral care market-place, named *Sparkle and Fresh*. It will retail at £1.25 for a 250cl bottle or in a further development, £2.00 packaged as a full half-litre family size. This positions “Sparkle and Fresh” extremely competitively in comparison with the other major brands of oral mouthwash, with the advantage of being the first non-alcohol based oral mouthwash.

Introduction

As the marketing manager for Global Dental Care, consider and answer the following tasks in order to assist the launch of *Sparkle and Fresh* the natural, non-alcohol, oral mouthwash.

Task 1 – 30 Marks

1a) Customers consider the potential risk to themselves when trialling a new product. In terms of the consumer's behaviour, identify FIVE (5) risks consumers might be concerned about and ultimately, might stop them purchasing (in order to trial) *Sparkle and Fresh*. (15 marks)

1b) As the Marketing Manager, advise how you might use different forms of 'risk reduction' for each of the risks identified in (1a) in order to alleviate the concerns of potential buyers of *Sparkle and Fresh* oral mouthwash.

Task 2 – 25 Marks

2a) Explain how you might address the relevance of diffusion and adoption for a new product, like *Sparkle and Fresh*? Your response should make reference to Everitt Rogers' *Model of Diffusion of Innovation*. (15 marks)

2b) Assess how the individual influences, such as motives, values and perception, may encourage a consumer to trial purchase *Sparkle and Fresh* oral mouthwash. (10 marks)

Task 3 – 25 Marks

3a) Explain how might you use influencers to assist and support the purchase/buying decision. (10 marks)

3b) Using Kotler's 'Black Box model, explain how influencers can help consumers arrive at a purchase of *Sparkle and Fresh*. (15 marks)

Task 4 – 20 Marks

Just like any other businesses, Global Dental Care would like to see 'Sparkle and Fresh' eventually grow in sales and become a challenging brand in the UK oral care market-place, however, the need is for consumers trialling the product, to repeatedly purchase it.

4a) Using a suitable model, demonstrate in terms of consumer behaviour how a customer might decide to rebuy/re-purchase *Sparkle and Fresh* natural oral mouthwash. (10 marks)

4b) Global Dental Care will rely on relationships with large retailers/Dental practices in order to sell *Sparkle and Fresh*. Discuss THREE (3) factors that Global Dental Care will have to consider when selling to organisations, as opposed to directly with consumers.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment. Please note that this is a fictional company.

Submission requirements

Answers should be presented in a clear and professional manner, ideally in a business report format.

The word count for this assignment is **4000 words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%?
- Have you ensured that your work does not contain viruses and can be run directly?