

**A STUDY OF TOOTHPASTE MARKETING IN  
NARAYANGARH  
(WITH REFERENCE TO CLOSE-UP TOOTHPASTE)**

**By:**

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**T.U. Regd. No. 8464-95**

**Submitted to:**

**Office of the Dean**

**Faculty of Management**

**Tribhuvan University**

**In the partial fulfillment of the requirements for the degree of  
Master's in Business Studies (MBS)**

**Narayangarh, Chitwan**

**January, 2012**

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# CHAPTER ONE

## INTRODUCTION

### 1.1 General Background

World is on the way of running in 21<sup>st</sup> century. Now a day, prime concern of every nation of world rapid economic development and Nepal is no exception to this ever-continuing process. Nepal aims for self-reliant economic system to upgrade its living standard of people. Thus a lot of money has to be spent to achieve maximum national objectives.

Nepal is land locked country as well as least developed country. It's economy is dependent on traditional agriculture. The agriculture plays major role in the Nepalese economy. More than 80% peoples are still in rural areas. Most of the Nepalese are not getting minimum physical facilities that are necessary for human being because of underdevelopment and their poverty. The annual per capita income for Nepal is just us \$416.

Due to globalization of the business, the world has become small. A company can early set access to the market of the other parts of the world. If the company's marketing plans are better, the company can achieve their goals. So company should know its market situation in targeted area. The companies are facing various challenges to market for their products over the years. If companies are unknown about market situation that means they are blindly adopting the strategies in the market. So those companies are failures for their goals. Should aware to know his market conditions, i.e., is his Promotional activities are effectives'? Is his

distribution channel is good? Are consumers satisfied with his products (like, price, quality, packing and rest.)? Why another brand is leading? These are the main questions.

Many definitions have been defined of marketing in different ways. "Marketing Management as the art and science of 'choosing target and getting, keeping and growing costumers through creating, delivering and communicating superior costumers value." (Kotler, 2005, 125)

"Marketing is a societal process which encompasses all activities aimed at satisfying, customer needs and wants through exchange relationship to achieve organization objectives in a dynamic environment" (Agrawal, 2005).

"Marketing is a total system of business activities designed to plan price, promote and distribute want, satisfying, products to target markets to achieve organization objectives." (William J. Stanton, 1998, 215)

A review of various definitions of marketing helps us to conclude that marketing is a process that is associated with flow goods and services from the owners to the costumers in a smooth and lubricated way. Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving response from other parties.

Today's every products have so many brand in market like noodles, toothpaste, soaps, brush, hair oils etc. It means competitions is high so, marketing field is challenging field. Business is facing today three challenges and opportunities. They are; advance in technology, globalizations and deregulation.

Competition is the main characteristics of the modern marketing. Today

dozens of probably more brands even specific products categories are being sold in the Nepalese market. Consequently Nepalese consumers have wider choice while buying most of the products. They are no more compelled to buy any particular brands:, rather they are free to choose whatever they like among different brands. Many promotional activities have increased in the country. Every seller is trying to prove his product as the best.

In the context of toothpaste, there are so many brands are found in market produced by Nepalese companies even in foreign companies. Nepal lever limited is one of the leading companies in Nepal. This company produces many kind of consumers goods like, soap, shampoo, toothpaste etc concerning about close-up it is production of Nepal Lever Limited.

## **1.2 Statement of the Problem**

Previously market is not so competitive. There are only limited brand available in the market. In context of tooth paste also market is not so competitive before few years ago. But today connection is very high because many companies are involved to produce toothpaste in Nepal. Not only Nepali brands, now in market there are many foreign brands are seen. So without advertising, maintaining standard quality and without giving services there is no possible to sell the toothpaste.

This study has chosen to analyze, the situation of toothpaste marketing in Narayangarh. Market of toothpaste has been increasing d day by day and it is also important source to increase national income. There has not been yet the specific study on toothpaste i. So with lack of the study of toothpaste, i.e. 'close-up' draws the attention on this aspect for research purpose.

### **1.3 Objective of the Study**

This study has the following objectives to achieve through research:

- To measure consumer's perception of 'close-up' and other brands in terms of price, pack, and quality.
- To measure consumers' perception of advertising of 'close up' and other brands.
- To identify the sales position of 'close-up' in comparison to other brands.
- To identify the distribution channel of 'close-up'.

### **1.4 Research Questions**

Following research questions are as for the research;

- What is the selling position of close - up in Narayangarh?
- What is the consumer's view of about the close-up?
- What is consumer's view of advertising of close-up and other brands?
- What is distribution channel of close-up?
- What is the selling growth trend of toothpaste?
- What is overall marketing situation of close-up?

### **1.5 Significance of the Study**

Nepal is dependent on agriculture, as well as going on the way of industrialization slowly. Industrialization plays vital role in development of every country whether it is agriculture or industrial sector. Marketing plays vital role in drawing attention mi consumer to the products and

helps to act to the growth of the economy.

Today's marketing era is modern marketing era. the business is running in 21<sup>st</sup> century. Even our companies are lacking by better marketing policies, management and strategies Nepal Lever Limited is one of the leading company in Nepal. Primary objectives of the study is knowing marketing policies and structure of Nepal lever limited and is expected to find out the positive and negative aspects in the contest of 'close-up' in Narayangarh. Which may "some same or other industries to give an insight to their own policy and reformulate it to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure and willing to take the lesson from the success or failure of other firms may be benefited by the study.

So, researcher have chosen the title "A study of tooth paste marketing in Narayangarh". This study may be helpful to thesis writer, marketing author and other researches that are related with paste marketing. I think it would be helpful to retailers, distributors, consumers and marketer who buy and sell different type of toothpaste. It's important for all the people who are related with toothpaste. So it will be helpful for them to plan effective marketing strategies.

### **1.6 Limitations of the Study**

This study has been conducted under the following limitations:

- This study has been confined only in Narayangarh.
- Most of data used in is study have been obtained through questionnaire survey and interview.
- The study has been conducted over a small size sample respondents and judgmental sampling method has been used.

## **1.7 Organization of the Study**

This study has been organized into five different chapters which are defining below:

### **I. Introduction**

This is first chapter and it includes general concept of advertising and its impact about toothpaste in Narayangarh. The introduction chapter covers Background of the study, Statement of the problems, Research questions, Objectives of the study, Significance of the study, Limitations of the study and organization of the study.

### **II. Review of Literature**

The second chapter that deals with review of literature and review of related study. It contains the conceptual framework and review of past research study.

### **III. Research Methodology**

The third chapter deals with the research methodology to be adopted for the study consisting research design, sources of data, data gathering procedure, population sampling, research variables and data processing procedure.

### **IV. Presentation and Analysis of Data**

The fourth chapter deals with presentation of related data collection from different sources and analysis of them to reach closer to the actual result by using financial and statistical tools and techniques.

### **V. Summary, Conclusion and Recommendation**

The last chapter provides summary, conclusion and recommendation.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter reviews the concepts concerning the subject matter that are written on textbooks on one hand. On the other hand, this chapter reviews the previous studies which are related to the subject matter of this study. Literature review begins with a search for a suitable topic and continues throughout the duration of the research work. Review of literature helps to know the outcome of those investigations in areas where similar concepts and methodologies had been used successfully.

According to Howard K. Wolf and Prem R. Pant, "The purpose literature review is to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead ends in research". (Wolf and Pant: 1999).

#### **2.2 Marketing Management: Meaning and Concept**

"Marketing Management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value" (Kotler, 2003).

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of

choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

"Marketing consists of creating, promoting and delivering products to satisfy customer needs. It creates value for customers. It delivers satisfaction to customers" (Agrawal, 2005)

### **2.3 Marketing: Meaning and Concept**

Marketing is the management function, which organizes and directs all those business activities involved in an assessing and converting customer purchasing power into effective demand for a specific customer. Marketing is demand management. It stimulates demand for products. It helps organizations to understand what their customers need and want. It also helps to decide what product should be offered to satisfy their needs and wants.

According to American Marketing Association, "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" (Koirala, 1999).

According to Mc. Carthy (1996), "Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client".

According to Stanton, Etzel and Walker (1994), "Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives".

A review of various definitions of marketing helps us to conclude that, marketing is a social process performed by individuals and groups and it is also concerned with creating, offering and exchanging products and services that satisfying individual and organizational objectives.

"Marketing has been developing with development in human civilization. If we trace three-four hundred years back to the history of human civilization, we find marketing of that time, by modern standard was relatively uncultured. They did not need mechanism or tools or techniques of marketing as used today. But now all the situations have changed, the needs and wants have changed. Human aspiration for excellent and better status have given birth to thousands of discoveries, inventions and innovations and innovations and established thousand of units of different types of industry to fulfill that aspiration. These changes in turn not only indented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field" (Parajuli, 2001).

"In recent years some have questioned whether the marketing concept is an appropriate philosophy in a world faced with a major demographics and environmental challenges. The societal marketing concept holds that the organizations task is to determine the needs, wants and interest of target markets and deliver the desired satisfaction more effectively and efficiently than competition in a way that preserve or enhances the consumer's and society's well beings. The concept calls upon marketers to balance three considerations. Namely, company profits, consumer satisfaction and public interest" (Kotler, 1999).

## **2.4 Evolution of Marketing**

The evolution of marketing has been analyzed in similar way by various authors in their independent works. Some of the authors are William J.

Stanton, Philip Kotler, Gary Armstrong. The different stages in the process of evolution of marketing as follows:

**a. Production Oriented Stage**

The production concept lies in the philosophy that consumers will favor products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency (Kotler, 1997).

Kotler and Armstrong think that it is still a useful philosophy in two types of situations. When the demand of a product exceeds the supply management should look for ways to increase production. When cost of production is high and is required to decrease to expand market (Kotler and Armstrong: 1997).

**b. The Product Oriented Stage**

The idea that the consumer will favor products that offer the most quality, performance and features and that the organization should therefore, devote its energy to making continuous product improvements (Kotler, 1997).

**c. The Sales Oriented Stage**

This stage emerges with the philosophy, that consumers would not buy enough of the organization's product unless the organization undertake a large-scale selling and promotion effort.

**d. Marketing Oriented Stage**

The basic target of this stage is that the achievements of organizations goals depend on determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than the competitors.

### e. Societal-Marketing Orientation Stage

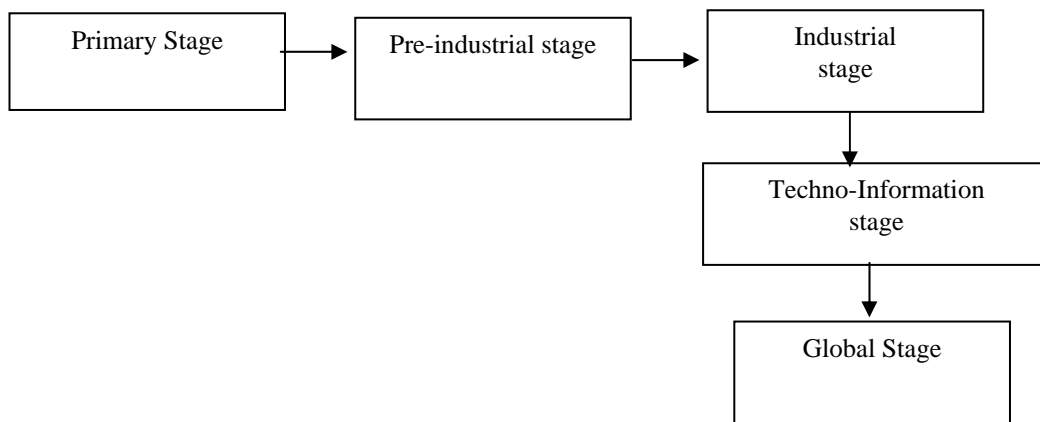
This is the latest development in the field of marketing. The stage is based upon the fact that the organization should determine the needs/wants and interest of the target markets and deliver the desired satisfaction more effectively and efficiently than do competitors in way that maintains and improves the consumer's and society's being.

## 2.5 Development of Marketing

Marketing has developed in an evolutionary rather than revolution of fashion. The progress of civilization and economic development of nation have influenced its development.

**Figure No. 2.1**

### Stages of Marketing Development



## 2.6 Market: Concept

The market is the place where buyer and seller meet and function, goods and services offered, for sale and transfer for ownership. Generally market stood for "the place where buyers and sellers gathered to exchange their goods and services, such as a village square.

According to Stanton (1978), "A market will be defined as people with

needs to satisfy, the money to spend and the willingness to spend it. Thus, in the market demand for any given product or service, three factors to consider - Market = People with need or wants + Money to spend + Willingness to spend it".

According to Kotler (1999), "A market consists of all the potential customers sharing a particular need or want that can be satisfied through the exchange and distribution. The market depends on the number of persons who exhibit the need have resources that interest others and are willing to offer these resources in exchange for what they want".

## **2.7 Marketing Mix: Concept**

Marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market. It is one of the key concepts in modern marketing. It refers to set of variables that the business uses to satisfy consumer needs, namely product, price, promotion and place. A successful company will have effective knowledge over the marketing mix.

The components of marketing mix are known as 4PS. E Jerome Mc Carthy popularized the concept of 4PS, with each p having its own mix.

- (a) Product mix: New product development, product wise planning, branding, packaging.
- (b) Price mix: Setting the base price, discounts, commissions.
- (c) Place mix: Channel management, marketing logistics.
- (d) Promotion mix: Personal selling, advertising, sales promotion, publicity, public relation.

**Figure No. 2.2**

**The tools of Marketing Mix are Known as 4 Ps.**



## **2.8 Product**

"A Product is any offering that can satisfy customer needs. It can be goods, services, ideas, experiences, events, places, properties, organizations and information". (Agrawal, 2005, 415)

A product is a set of tangible and intangible attributes, including packaging, color, price, quality and brand, plus the seller's services and reputation. A product may be a good, service, place, person or idea. In marketing we need a broader definition of product to indicate that consumers are not really buying a set of attributes, but rather benefits that satisfy their needs. We divided all products in two categories.

- (a) Consumer products
- (b) Business product

This research is concerning with consumer products.

## **2.9 Brand and Branding: Meaning and Concept**

Brand is the name of the product. Branding differentiates the products from marketers, sellers and consumers. They convey attributes, image, value and benefits.

According to Kotler (1999), "A Brand is a name, terms, sign, symbol or design or a combination of the intended to identify the goods or service of one seller or groups of seller and to differentiate from those competitors".

Branding constitutes an important part of product mix. The word brand is comprehensive encompassing other narrower terms. A brand name consists of words, letters or number that can be vocalized. A brand mark is the part of the brand that appears in the form of a symbol by sign and differentiates its product from competing products. Marketers say that branding that branding is the art and corner stone of marketing.

According to Agrawal (2001), "Building brands require a great deal of time, money, promotion and packaging. Brands suggest product difference to customers. They convey attributes, image, value and benefits most of the products are branded".

Now a days, market is being much more competitive, it is a subject of consideration. Every company should carry out a research before launching a new brand. But all Nepalese companies don't set budget a side for research and development. It is always important to study the need, interest, taste and purchasing power of the targeted customers.

"As the customer is the king of the market in today's liberal economy. Company can not be product oriented only. There is no specific formula for success. Market is different from place to place; consumer's need, taste and interest may vary from one place to another. In many cases affordability, geographical, location, culture and religion also determine people need. Therefore, success of brand largely depends on the different factors such as innovation, quality, attractive, packing, reasonable price, availability, good publicity, brand positioning, unique selling proposition, value addition, brand positioning, unique selling proposition, value

addition, relationship etc." (New Business Age, 2001).

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## **2.10 Brand Loyalty in the Cases of Toothpaste Marketing**

If consumer think a brand is good in comparison with others available brands in terms of fulfillment needs, wants and other prejudice, then they develop positive attitude towards a brand and purchase them. If this action is repeatedly happens with a specific brand that is known as brand loyalty. Brand is a great asset of a company, which is not expressed in numerical form of a balance sheet. It is completely unseen but gives results of full enjoyment.

Today leading brand are personalities in their own right and are known in all societies and cultures as film heroes, cartoon characters, sport stars or great leaders. Thousands of people related to brand personalities in the

same ways as they do to human personalities. Some brands appeal to the rational part of a person to the elements of logic and goods sense (The thinking dimension) such as toothpaste, which prevents decay and cholesterol free foods. Other appeals to the sense of smell, tested, right and sound such as fashion and cosmetic products. Some brands attract the emotional part of people appealing to the feelings, dimension to which consumer react with feelings of warmth, affection and belonging products such as Harley-Davidson on motorcycle and companies like Benetton with its global village branding exemplify these.

"Today's world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brands can play an important role here by providing simplicity and reassurance to the uninitiated, offering a quick, clear guide to a variety, of competitive products and helping consumers reach better quicker decisions" (Paul, 2003).

### **2.11 Price and Pricing: Meaning and Concept**

Price is another variable of marketing mix that creates revenue. Consumers pay price to buy products for their need satisfaction. It may be fixed on the basis of cost demand and competition. It may involve discount, allowances, credit facility etc. Price has become the important variable of marketing mix because a good marketing manager always looks towards the price of the product, so that he can penetrate the product as their capacity to pay.

Price is around us. You pay rent for your apartment, tuition for education and fee to your physician or dentist. The airline, railway, taxi and bus companies charge you a fare, the local utilities call their price a rate, and local bank charges your interest for the money you borrow. Your regular

lower may ask for a retainer to cover her services. The price of an executive is a salary, the price of sales person may be a commission, and price of a worker is a wage. Finally, although economist would disagree, many of use fill that income taxes are the price we pay for the privilege of making money (David, 1981).

Traditionally, price had operated as the major determine of buyer choice. This is still the case in poorer nations, among poorer groups and with commodity-type products. Although non price factors have become more important in buyer behavior in recent decades, price still remains one of the most important elements determining company market share and profitability. Consumers and purchasing agents have more access to price information and price discounts. Consumer shops carefully force retailers to lower their prices. Retailer put pressure on manufacturer to lower their price. The result is a market place characterized by heavy discounting and sales promotion.

Price is the marketing mix element that produces revenue, while the others produce costs. Price is also one of the most flexible elements. It can be changed quickly, unlike product features and channel commitment. At the same time, price competition is the number one problem facing company. Yet many companies do not handle pricing well. The common mistakes are these:

1. Pricing is cost oriented.
2. Price is not revised often enough to capitalize on market changes.
3. Price is not varied enough for different product items market segments and purchase occasions.
4. Price is set independent of the rest of the marketing mix rather than

In setting its pricing policy, a company follows a six step procedure:-

It selects its pricing objective survival, maximum current profit, maximum market share, maximum market skimming, or product quality leadership.

- It estimates the demand curve, the probable quantities that will select each possible price.
- It estimates how its cost varies at different levels of output, at different level of accumulated production experience, and for differentiated marketing offers.
- It examines competitors cost, price and offers.
- It selects a pricing method.
- Finally, it selects the final price, taking into account psychological pricing, and the influence of together marketing mix elements on price, company pricing policies and the impact of price on topiaries.

Company do not usually set a single price, but rather a pricing structure that reflects variations in geographical demand and cost, market-segment requirements, purchase timing, order levels and other factors.

Several price-adoption strategies are available:

- Geographical pricing.
- Price discounts and allowances.
- Promotional pricing.
- Discriminatory pricing.

Product mix pricing, which includes setting prices for product lines, optional features, captive products two part items, by-products, and product mix bundles. How price change influences brand choice and category choice? National brand expenditures on sales promotion for frequently purchased consumer products have increased dramatically in the post decade, with many companies spending more on promotions than they do on advertising (Blatber, Briesch and Fox, 1995).

## **2.12 Promotion: Meaning and Concept**

The marketing mix activities of product planning, pricing and distribution are performed mainly within a business or between a business and the members of its distribution channels. However, through its promotional activities, a firm communicates directly with potential customers and as well it is not a simple process. Promotion is another variable of marketing mix which communicates to the ultimate consumers about goods and services. It involves those activities which inform, educate and stimulate the demand for the product. It consists of advertising, publicity, personal selling and sales promotion. Company should follow effective promotional medias to inform the consumer about the product. A good marketing manager always looks towards effective promotional medias to compete with other brands. This variable is very important to stimulate sales.

"Promotion mix includes determining the promotional blend the mixture of advertising, personnel selling, sales promotion publicity and public relation to popularize the use of product in the target market" (Koirala, 2057).

## 2.13 Effectiveness of Advertising

Today, advertising finds itself in a serious bind. With a down economy, the tragedy of 9/11, and new technology that may threaten the way advertising operates, there is a need to rethink advertising as a strategic alternative. Advertising will only survive and grow if it focuses on being effective. All advertisers are expecting specific results, based on their stated objectives. Clients expect proof, and, for the most part, that proof must lead to or actually produce sales. It is no longer acceptable to tell a client, “Our ads work, we just don’t know how, when, and with what results”.

Only the advertiser (and the supporting ad agency) knows whether the ad campaign reached its objectives, and whether the ad truly was worth the money. But are all award-winning ads effective ads? Not necessarily. In August 1996, Nissan launched one of the most memorable advertising campaigns in automotive history. Lively, music-filled commercials featured dogs, dolls, a grinning Japanese man, and the friendly tagline, “Enjoy the Ride”. One spot had an action figure pick up his Barbie-like date in a toy car to the tune of Van Halen’s “You Really Got Me”. Time Magazine named it the best commercial of the year. Nissan poured \$330 million into the campaign.

Too bad it didn’t sell cars. Nissan’s U.S. sales declined steadily during the first six months of the campaign, and, more alarmingly, the number of consumers planning to buy a Nissan was at its lowest point in six years. Dealers were irate because the campaign didn’t show the car. Nissan posted a \$518 million loss in fiscal 1998. Needless to say, the company cancelled the campaign (Well, Burnett, Moriarty; 5)

Effective ads work on two levels. First, they should satisfy consumers’

objectives by engaging them and delivering a relevant message. And, as we said, the ads must achieve the advertiser's objectives. Initially, a consumer may be interested in watching an ad for its entertainment value or to satisfy her curiosity. If the ad is sufficiently entertaining, she may remember it. However, she may then learn that the ad relates to a personal need and provides relevant information about how to satisfy that need. The ad may also offer enough incentive for the consumer to risk change because it shows her how to satisfy her needs in a manageable way. Further, ads may reinforce her product decisions and remind her of how her needs have been satisfied.

The advertiser's objectives differ from the consumer's. Ultimately, Advertisers want consumers to buy and keep buying their goods and services. To move consumers to action, they must gain their attention. They must then hold their interest long enough to convince them to change their purchasing behavior, try their product, and stick with their product.

Three broad dimensions characterize effective advertising: strategy, creativity, and execution. This study highlights these three dimensions:

**Strategy:** Every effective ad implements a sound strategy. The advertiser develops the ad to meet specific objectives, carefully directs it to a certain audience, creates its message or speak to that audience's most important concerns, and runs it in media (print, broadcast, or the Internet, for instance) that will reach its audience most effectively.

**Creativity:** the creative concept is the ad's central idea that grabs your attention and sticks in your memory. A concern for creative thinking drives the entire field of advertising. Planning the strategy calls for imaginative problem solving: the research efforts need to be creative, and

the buying and placing of ads in the media require creative thinking. Advertising is an exciting field because of the constant demand for imaginative solutions to media and message problems.

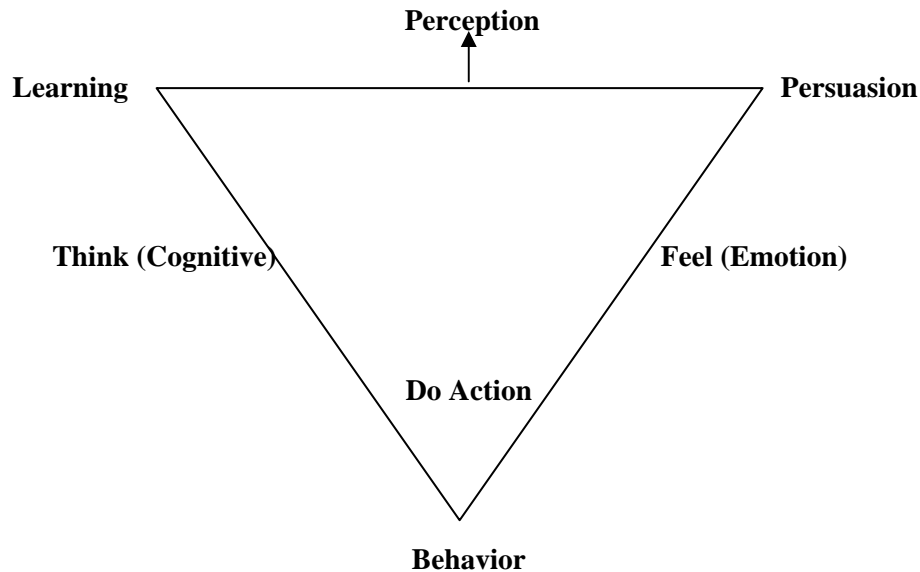
**Execution:** Finally, effective ads are well executed. That means that the details, the photography, setting, printing, and the production values all have been fine-tuned. Many of these techniques are standard in the industry, such as the use of products created by Adobe, a popular computer graphics software manufacturer.

Good advertisers know that how you say something is just as important as what you say. What you say comes from strategy, whereas how you say it is a product of creativity and execution. Strategy, creativity, and execution all contribute to whether an ad wins an award. But, as noted in the 'A matter of Principle' box, winning awards is only important if advertising objectives are achieved. Although these three conditions must be met for an advertisement/campaign to be considered effective, they are not isolated. They depend on the types of impacts advertisers hope to create in the minds of the people who read, view, or listen to the ads.

Understanding the various types of intended effects that typically are the goals of advertising is the way we evaluate whether an ad is effective. However, effectiveness only occurs to the degree that certain effects- such as the impact or results of a message are accomplished. In order, then, to understand what effectiveness means in advertising, we need to have an idea of the key effects, or results, that advertising can typically accomplish.

A simplified model of a set of typical effects that advertisers hope to achieve is presented below:

**Figure No. :2.3**  
**Effectiveness Factors**



*Source: Wells, Burnett, Moriarty*

In this model, first level is perception, which means the advertiser hopes the ad will be noticed and remembered. Then there are two categories of effects that are either focused on learning, which means the audience will understand the message and make the correct associations, or persuasion, which means the advertiser, hopes to create or change attitudes and touch emotions. The last major category of effects is behavior getting the audience to try or buy the product, or perform some other action. In advertising strategy and planning, these effects are referred as objectives. Every advertiser, deep down inside, hopes or assumes that each ad will produce sales. however, we know that to get the sale, there are communication activities that need to take place and these are often the best indicators of the success of an advertising message, because other marketing variables may have more impact on sales. The relationship may be causal- the ad created a significant volume in sales response – or it may only make a partial contribution or lead prospects part of the way to

sales. It may also reflect the kinds of communication effects that messages can be expected to deliver, such as understanding or conviction.

In addition, two other assumptions must be considered in analyzing advertising objectives. First, advertising communication objectives are derived from the company's marketing objectives, so, if any restaurant has an objective to increase market share by 5 percent, this should have a direct impact on the stated communication objectives. In other words, the advertising objectives are designed to contribute to the accomplishment of this market share objective. The second assumption is that any of the communication objectives may be legitimate, even the ones that aren't focused directly on a sale. For example, Expedia.com is a new consulting company and it views its advertising as a way to draw attention to itself, create name recognition, and create understanding of the products and services it sells.

#### **a) Advertising (Meaning)**

The word advertising is derived from the Latin word advert to: 'Ad' means 'towards' and 'verto' means 'turn'. So, the meaning of advertising is to turn people towards specific thing. In other word advertising is to draw people's attention to certain goods. Advertising is one of the main tools in marketing used to influence the consumer's awareness, interest and response to the product in order to increase the firm's sales and profit. It is an important element in modern marketing process but it can produce consistently profitable result only when the entire structure is sound and coordinated.

"A product, service and idea can be presented and promoted in a variety of ways, and advertising is only one of them. Advertising influence consumer attitudes and purchase behaviour in a variety of consolidated

manner. It has multiple objectives and roles in persuading the consumers. The technique of advertising may be direct by one or more objectives of advertising depending upon the situation" (Shrestha, 1997).

"Advertising is impersonal mass communication that the sponsor has paid for and in which the sponsor is clearly identified. The most familiar forms of ads are found in the broadcast (TV and Radio) and print (newspapers and magazines) media. However, there are many other advertising alternatives, from direct mail to bill boards and the telephone directory, yellow pages also internet" (William, 1998).

Today business organization non-business organization political organization and government organization and non-government organizations are also using advertising as tools of promoting and presenting goods and services as well as political candidates for votes.

Advertising can be understood as form of communication, which aims at bringing about some change in the behavior of the target audience, particularly the potential buyers or non-buyers towards the product or service advertised. A generally theoretical model seeks to identify a step-wise behavioral progression of non buyers towards buying action.

Simply advertising stimulates the potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firms, and increased sales. The techniques of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotional tools advertising, personal selling, and sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary.

It should be made clear that advertising and promotion seems some, are not exactly the something. Advertising is a broad form whereas advertising is just a part of promotion when we talk about promotion, it generally includes publicity personal selling, public relation and advertising. Advertising is considered to be one arm of promotion.

### **b) Personal Selling**

Personal selling consists of person to person communication between the sales persons and their prospects. Unlike advertising, it involves personal interaction between the source and the destination. The most effective method of promotion probably is to have sales persons call upon every targeted consumer. For many institutions, especially those that appeal to the mass market, this would be terribly inefficient. As a result they employ mass marketing techniques, such as advertising. Personal selling is very important in industry.

"Personal selling consists of executing sales through salespersons. It involves a two-way communication process between the seller and the potential buyer. It is a very effective form of promotion, particularly when the buyer needs full explanation of the product attributes, utilities and other associated benefits. Many firm hesitate to use personal selling on account of the heavy expenses involved in maintaining a large sales-force. Nevertheless, personal selling has several merits and it is extensively used during the introduction of a new product in a market". (Koirala, 2001, 14)

### **c) Sales Promotion**

"Sales promotion refers to short term incentives to encourage trial or purchase of a product. It creates a stronger and quicker response. It supplements advertising and facilities personal selling. It can be directed at consumers middleman and sales force" (Agrawal, 2005).

Whereas advertising offers to reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools or consumer promotion (Samples, coupons, cash refund offers, prices off, premiums, prizes, patronage, rewards, free trials, warranties, tie-in promotions, cross-promotions, point of purchase displays and demonstration); trade promotion (prices off, advertising and display allowances and free goods); and business and sales force promotion (trade shows and conventions, contest for sales raps, and specialty advertising). Those tools are used by most organizations, including non-profit organization.

Following are the tools being used for sales promotion.

**Consumer promotion**

- Free samples
- Coupons
- Rebates
- Premium/gifts
- Price-off
- Contests/prizes
- Display/demonstrations

**Trade Promotion**

- Free goods
- Allowances
- Price-off
- Sales contest
- Gift items
- Credit facilities
- Trade show

**Sales force promotion**

- Sales contest
- Trade shows/conventions
- Gift items
- Promotional kits

- Bonus and commission

#### **d) Public Relation**

Public relation promotes favorable attitudes and opinions towards an organization, its policies and products. It develops favorable groups that has interest in or impact or organization's objectives. The tools of public relation are: Public service activities, sponsorship of events, exhibits and displays, and lobbying.

"Public relations are a broad set of communication activities used to create and maintain favorable relationship with customers, government officials, press and society. It is achieved through effective personal relationship, presentation of good corporate image, social responsiveness and charity work (Koirala, 2057).

According to Philip Kotler and Gary Armstrong, "Public relation, a major mass promotion tool is building good relation with the companies various public by obtaining favorable publicity, building up a good corporate image, and handling or heading of unfavorable rumors, stories and events" (Kotler, 1999).

Public relation is used to promote products, people, places, idea, activities, organization and even nations. Public relation can have a strong impact on public awareness.

#### **e) Publicity**

Publicity refers to programs designed to promote or protect a company's image and products. It is handled in a department separate from the marketing department in a firm.

"Publicity, is communication in news story from about the organization

and its product that it transmitted through the mass media. It is achieved through the publication of a feature, article, a captioned photograph and press conference" (Koirala, 2057).

**Following are the tools of publicity:**

- Press conference and speeches.
- News releases
- Feature articles
- Publications

**2.14 Place: Meaning and Concept**

Place is another variable of marketing mix which takes product to consumer. It is concerned with distribution and physical distribution. It is also concerned with selecting a channel and place of selling. Each market contains a distribution network with many channels whose structures are unique and in the short run fixed.

"A good marketing manager always thinks of an effective channel and physical distribution system for the smooth flow of the goods at the right time at the right place and to the right person or market (Agrawal, 2059 BS).

**Components of place mix consist of :**

- Channels: They can be direct or middle man consisting of wholesaler, retailer etc.
- Physical distribution activities consisting of:
  - (i) Order processing: Receiving, handling, filling orders.
  - (ii) Warehousing: Storage facility until the product is sold.
  - (iii) Material handling: Movements of products.

- (iv) Inventory Management: Control of costs and levels of
- (v) inventory.
- (vi) Transportation: Carrier type and mode of transport

*(Agrawal, 2005)*

### **2.14.1 Channels Structure Decisions**

"Marketing channels are set of interdependent organizations involved in the process of making a product or service available for use or consumption" (Kotler, 2003).

According to Stanton (1994), "A Distribution Channel Consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user".

According to Koirala, channel selection requires a consideration of three major factors:

- Customers
- Distribution objectives
- Channel constraints.

The channel structure is a combination of channel components and channel level. The channel components are the type of channel participation involved in the channel system. The channel levels are the numbers of channel and industrial products are different. Similarly, the types of channel components also differ between consumer and industrial products.

### **2.14.2 Channel Design for Consumer Product**

There are four design alternative for the distribution of consumer goods, ranging from a zero level to level three.

## **2.15 History of Toothpaste in Nepal**

During the hunting era people were not in the habit of cleaning their teeth. Then gradually with the various other developments people used coal for cleaning their teeth and neem stick slowly. After some time various companies were established for the production of toothpaste. The production and sales of toothpaste in Nepal started in 1980 A.D., with the establishment of Nepal tooth product. The company started its marketing activities with the production and sales of "Everest" brand toothpaste. Everest toothpaste won gold medal in 1982 and 1983 A.D. The Brighter industry is the second toothpaste company, which produces "Brighter" toothpaste was established in 2042 B.S. in Thimi, Bhaktapur.

Nepal Lever Limited as a subsidiary of Hindustan Lever Limited was established in Hetauda in 1992 A.D. This company produces many products; close up is most popular toothpaste. Since its inception, it has been able to retain its top position in Nepalese market.

### **2.15.1 Nepal Lever Limited: An Introduction**

Nepal Lever Limited was established in Nepal in the year 1992 according to the company registration Act of Nepal. After the establishment of the company, it started to install its plant. It took nearly two years for NLL to start its operation. As its initial stage starting from the year 1994 the company started its venture launching two products in the market which were "Wheel detergent" and "Vim Bar". The company is a part of United Lever Ltd., which is a multinational organization. It has its branches not only in Nepal and India but also in countries like Malaysia and Indonesia. Nepal Lever Limited is a subsidiary of Hindustan Levers (a part of United Lever Ltd.), which is in India. The company aims to be one of the major companies in Nepal for fast moving consumer goods for people

convenience. Till date the company deals with twenty different products. At the initial stage in the Nepalese market NLL did not have a separate marketing department. The company only started its separated marketing department in the domestic after the heavy initiation.

## **2.16 Marketing Policy/Strategies of Close Up**

Specially, Nepal Lever Limited highlight for "close-up having fluoride. Close-up is targeting for those consumers who are student of campus as well school. NLL have strong promotion activities. NLL have appointment authorized companies dealer main city of Nepal. They are responsible for distribution for NLL products in their areas. Those marketing areas and their activities are observed by the marketing supervisor/officers/territory of the company.

Promotional Activities of Close up:

They are adopting following activities:

### **1. Media**

NLL is using different media likes: Space: Newspaper, Magazine Time: Radio/FM.

### **2. Direct Marketing**

NLL is doing direct marketing using following materials:

- Posters
- Dangles
- Backing paper
- Board/image window
- Shop board

### **3. Outdoor**

- Kathmandu
- Highway
- Big Budding
- High bridge

#### **2.17 Distribution**

"Distribution is concerned with all business activities revolving around the problem of getting the product from the place of manufacturing to the final consumer. Distribution deals with two aspects of product movement: marketing channels and distribution logistics. Marketing channels or channels of distribution is the system of relationship among the various persons and institutions involved in the process of movement and ownership of products and facilitating exchanges. Distribution logistic concerned with the physical movement of products." (Koirala, 1997).

Most producers do not sell their goods directly to final users. Between producers and final users stands one or more marketing channels, a host of marketing intermediaries performing a variety of functions. Marketing channel decisions are among the most critical decision facing management. The company's chosen channel(s) profoundly affect all other marketing decision.

#### **a. Channels of Distribution**

##### **Meaning of Marketing Channels**

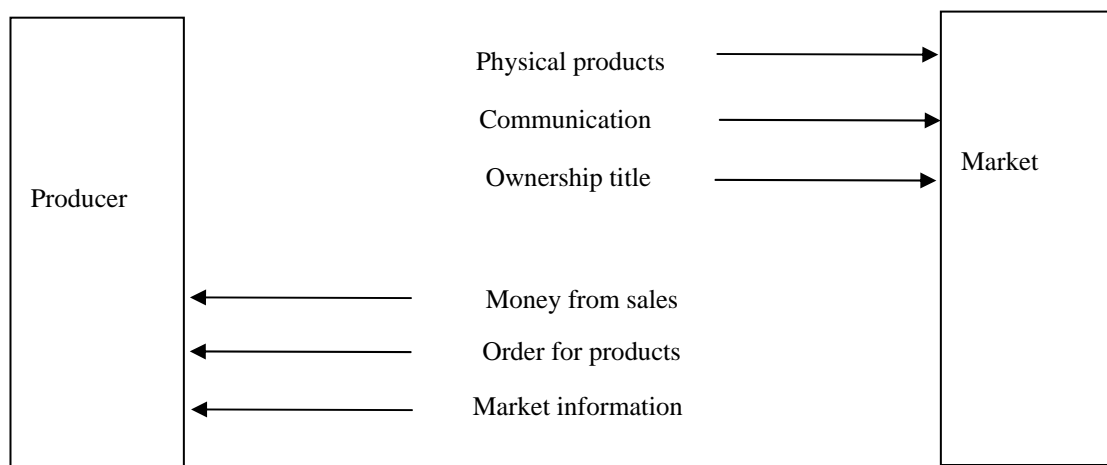
"A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user". (William J. Stanton, 1994, 214)

The channel of distribution involves several individuals and institutions

such as producer, suppliers, industrial users, brokers, agents, wholesalers, retailers and consumers. It also includes several flows in the system. It consists of forward flows and backward flows. The forward flows move from producers to the market. The backward flows are: money from sales, orders for products, and market information. (William J. Stanton, 1994).

**Figure No. 2.4**

**Channel Structure for Consumer and Industrial products**



*Source: Koirala, 1997; P-65*

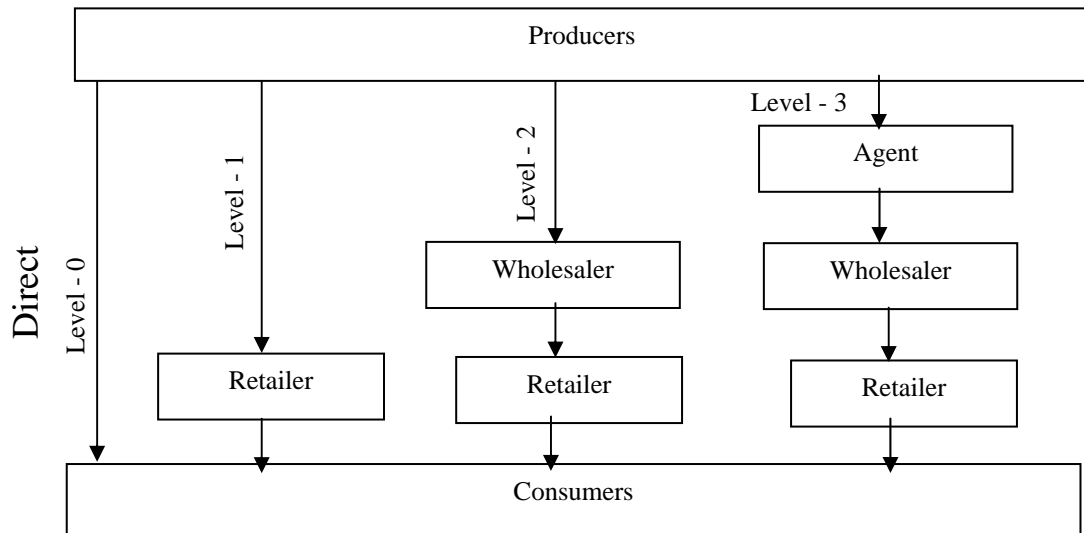
The channel structure is a combination of channel components and channel levels. The channel components are the type of channel participants involved in the channel system. The channel levels are the number of channel components in the channel system. The channel structure of consumer products and industrial products are different. Similarly, the type of channel components also differs between the two type of products.

**b. Channel Designs for Consumer Products**

There are four design alternatives for the distribution of consumer goods, ranging from a zero level to level three. Under zero level design, the producer may distribute the merchandise directly to consumers by passing all marketing intermediaries. Under level one channel design, the

producer may use retailers to reach consumers. In level two designs, the product may reach consumers through wholesalers and retailers. In level three designs, the producer may use the agents to connect and execute.

**Figure No. 2.5**  
**Channel Design for Consumer Products**



The sales transaction to different categories of buyers. The four design have been presented in the diagram above. (Koirala, 1997, P-66).

### c. Physical Distribution

In the marketing channels the products must be moved in the right quantity at the right time to the right place in order to deliver desired satisfactions to the end users or consumers. Physical distribution or marketing logistic is concerned with them management of flow of goods from the point of origin to the point of consumption. Marketing organizations must manage the flow of goods and services from their production locations to the market, and also make arrangement for a flow of information between the two points.

### 2.18 Review of Previous Research Work

There has been no research on the toothpaste and marketing in Nepal. But only related some topic of marketing has been revising below. From the

interpretation and analysis of the data and information collected from the consumer, it is found that brand awareness of the Nepalese consumers is high and most of them are brand loyal in each of the products selected for this study. Similarly, it is also found that the factors such as the consumer sex, age, marital status, income, family system etc. also affect brand loyalty.

Shrestha Rajendra Krishna, (1997) "The Role of Advertising in Brand Choice and Product Positioning A Case study of Noodles and Soft Drinks". The main objectives of the study are to analyze the effectiveness of advertising on brand choice of consumer product, evaluate the role of advertising in product positioning and the consumer perspective and consumer's response to advertisement and other promotional tools.

This study has concluded that advertisements are the important means of sales promotion. It is the study trying to show the importance of advertising as brand choice of low involvement products. It has been recommended that especially in case of instant noodles and soft drinks advertisements through electronic media were found and the companies are required to make even more effective advertisements. This research would be helpful to government companies, experts, planners and university students in future.

Bhatta Shree Chandra, (1998) "Sales Promotion and It's Effect on Sales: A Case Study of Beer Market of Nepal". The main objective of the study was to find out if the sales promotion does impact on sales of Beer, to find out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales promotion, to evaluate the effectiveness

of sales promotional activities in the sales of beers in Nepal and to predict the sales of coming years if every factors remain same. Thus, this study specially deals with the most recent and widely used methods of promotion and its impact on product.

Khanal Keshav Raj (2002), "The Study of Market Situation of Toothpaste, Pepsodent". In this study the market situation of toothpaste, pepsodent has stressed that most of the consumers in the toothpaste market seen to be loyal on the specific brand. This loyalty is found to be crated by the quality rather than the price. Similarly, the advertisement also plays important role in the sales of toothpaste. Some significant facts and major findings of the thesis are pointed out as follows:

- a. In Nepalese context, the market of toothpaste is increasing Most consumers are loyal to the specific brands.
- b. About SL% consumers are convinced by the shopkeeper's suggestion to purchase a specific brand.
- c. More than 50% consumers prefer quality in toothpaste rather than price.
- d. An effective promotional activity ensures the increment of sales in the toothpaste marketing.

Aryal Kishor Raj, (2002) "A Study of Market Share of Colgate in Comparison with Other Brand". According to his study, the sales promotion works as a starter to the toothpaste users. People who are not to educated, are not loyal towards any particular brand. Due to this, the sales promotion, advertisement easily attracts attention of those toothpaste users and as result the sales of that particular toothpaste will increase. The sales promotion is very powerful, which can easily boost the sales.

The major objectives of his study are as follows:-

1. To identify the purchase/buying behavior of toothpaste.
2. To identify the market share of Colgate toothpaste in comparison with other brands.
3. To find out the popular media of advertisement for toothpaste, this can easily attract the potential consumers on each brand of companies.

The major findings of his study are as follows:

- a. The maximum numbers of consumers use close-up than other brands.
- b. The maximum consumers purchase the toothpaste from general store and only minimum number of consumers purchase toothpaste from wholesalers.
- c. Maximum consumers take self-decision while buying toothpaste but minimum consumers take decisions according to others.
- d. Most of the consumers are attracted through T.V. media for buying toothpaste.

A Study of Mr. Neupane R. K. (2006) entitled "Study of market situation of toothpaste in Chitwan" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist, which has more weight in brand choice decision than advertising.

A Study of Ms. Adhikari Anita (2007) entitled "Impact of television advertisement in sales" has been conducted to find out the role of

advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

In Nepalese product market there are various cosmetic products are available for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favorites cosmetic product, which is produced and introduce into the Nepalese product market by Dabur Nepal Pvt. Ltd. and this is the sister concern of Dabur India Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to vatika shampoo though. It is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

### **2.19 Research Gap**

Previous researchers to study advertisement, sales, consumer behavior on different products. But the researcher found that, they are not fully concerned with the consumers behavior towards the products. Mainly they are collecting the attitudes of the consumer not only the behavioral issues with regards to the consumers point of view.

In this research, researcher conducted so far shows that researchers are

more concentrated upon the market situation of a single brand of toothpaste or comparison of market situation of a brand with all of available brands. But no research has been found which comparison of the market situation of a brand with another single brand. This gap is supposed to be filled by the current research.

## CHAPTER THREE

### RESEARCH METHODOLOGY

This chapter describes the approach, materials and procedures used in the present study.

#### 3.1 Research Design

This study will describe the market situation of close-up in Narayangarh. Therefore, it is based on the descriptive research design. The survey research approach has been adopted for this study. It is primarily based on primary data.

#### 3.2 Population and Sample

The entire number of people using close-up brand will be population for the study. As the above stated population is too large, it is not possible to include the total population in the study. So, out of total population only 90 consumers and 40 retail shops are selected for the study. Even though the sample size is very small in comparison to the total population, sufficient efforts have been made to make the sample representative of the whole population.

**Table No. : 3.1**  
**Sample Retail Outlets**

<b>Area</b>	<b>Sampling Size of Shop</b>
Shahidchowk	8
Main Road	4
Putalibazar	10
Lanku	3
Milan Road	4
Hakimchowk	2
Lilachowk	6
Chaubiskoti'	3
<b>Total</b>	<b>40</b>

### **3.3 Sources of Data**

To analyze the market situation of the Close-up primary data has been used. The study has included respondents representing different professions, age group, areas and educational backgrounds from different places in Narayangarh.

### **3.4 Data Collection Procedure**

The suitable questionnaire has been developed for different aspects. Respondents are requested to fill the questionnaire containing 18 questions. While distributing the set of questionnaire, the researcher personally visited to the respondents one by one and obtained the same process in gathering information. After collecting the completed questionnaire, they have been classified and tabulated for analysis and conclusion.

During the time in research some respondents were unable to fulfill the questionnaire at that condition research will full with the help of their oral answers. The questionnaires were distributed to consumers and businessman were surveyed through the interviews.

### **3.5 Data Analysis Tools**

Descriptive statistical tools have been used to find out the appropriate outcomes as per designed objectives of the present study. The present research has used mix of statistical tools such as table, diagrams and pie-chart according to the nature of the data.

## **CHAPTER FOUR**

### **PRESENTATION AND ANALYSIS OF DATA**

#### **4.1 Data Presentation and Interpretation**

Before going to field to research in Narayangarh a set of questionnaire including eighteen questions was prepared for primary data collection from the respondents. During the period of distributed of the questionnaire were randomly distributed to the respondents who were different in age sex and educational status, social status and differ in religions aspects who were the representative sample of different kinds of people of the area. Some of the questionnaires were distributed and collected by the personal contact and some of them were distributed and collected by visits in their office campus and shops.

After collection of data the required information have been presented the following table, bar graph and pie charts.

#### **4.2 Consumer's View**

Among the distributed 100 questionnaires only 90 were returned back from the consumers, so the respondents were 90%. They are presented in table 4.1.

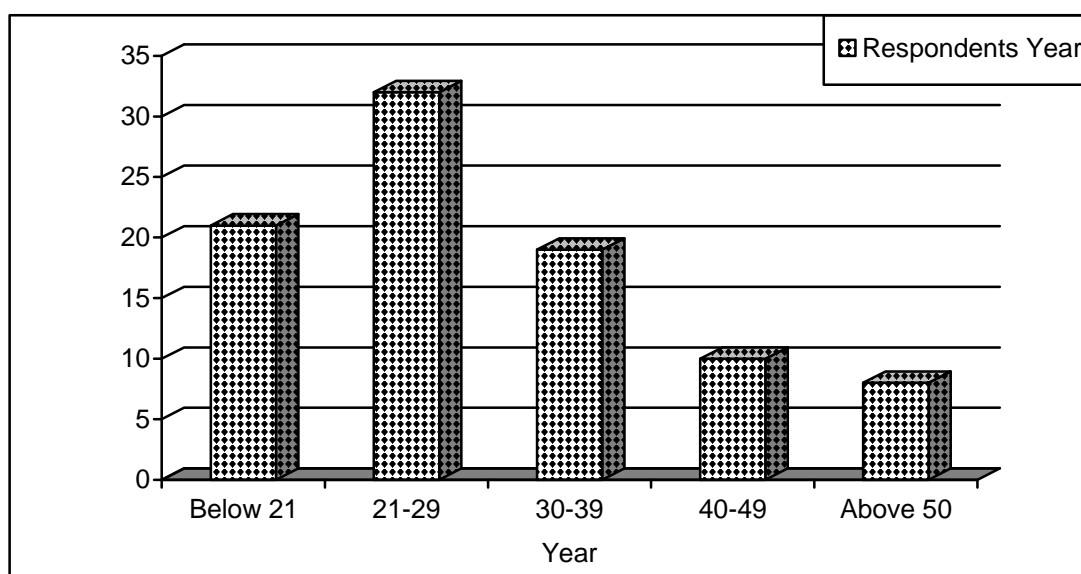
#### 4.2.1 Respondent Age

**Table No.:4.1**  
**Age of the Respondent**

<b>Age Group</b>	<b>No of Respondent</b>	<b>Percent</b>
Below 21 years	21	23
21-29 years	32	36
30-39 years	19	21
40-49 years	10	11
50 year	8	9
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

**Figure No.:4.1**  
**Age of the Respondent**



*Source: Table No. 4.1*

Among the total respondents, twenty three percent, thirty six percent, twenty one percent, eleven percent and nine percent respondent were collected from below twenty years, 21-29 years, 30-39 years, 40-49 years and 50 years above respectively.

#### 4.2.2 Occupation of the Respondent

**Table No.:4.2**

**Occupation of the Respondent**

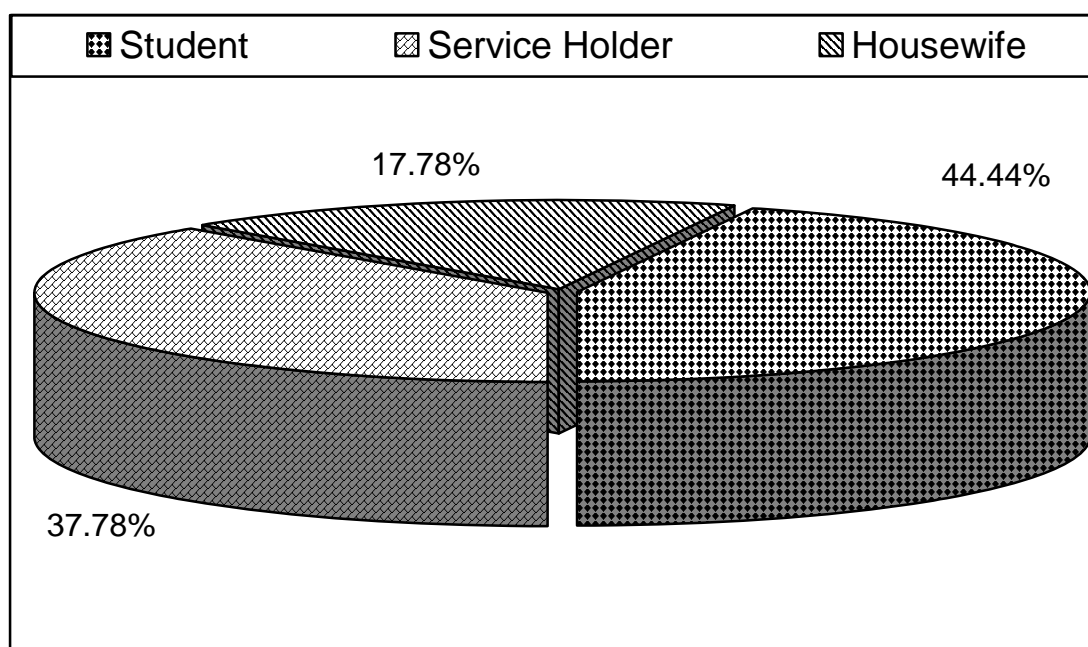
<b>Occupation</b>	<b>No. of Respondent</b>	<b>Percent</b>
Student	40	44.44
Service	34	37.78
House wife	16	17.78
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

Above table shows about occupational wise 44.44 percent, 37.78 percent and 17.78 percent of the respondent are student, service holder and housewife respectively.

**Figure No.:4.2**

**Occupation of the Respondent**



*Source: Table No. 4.2*

### 4.2.3 Qualification of the Respondent

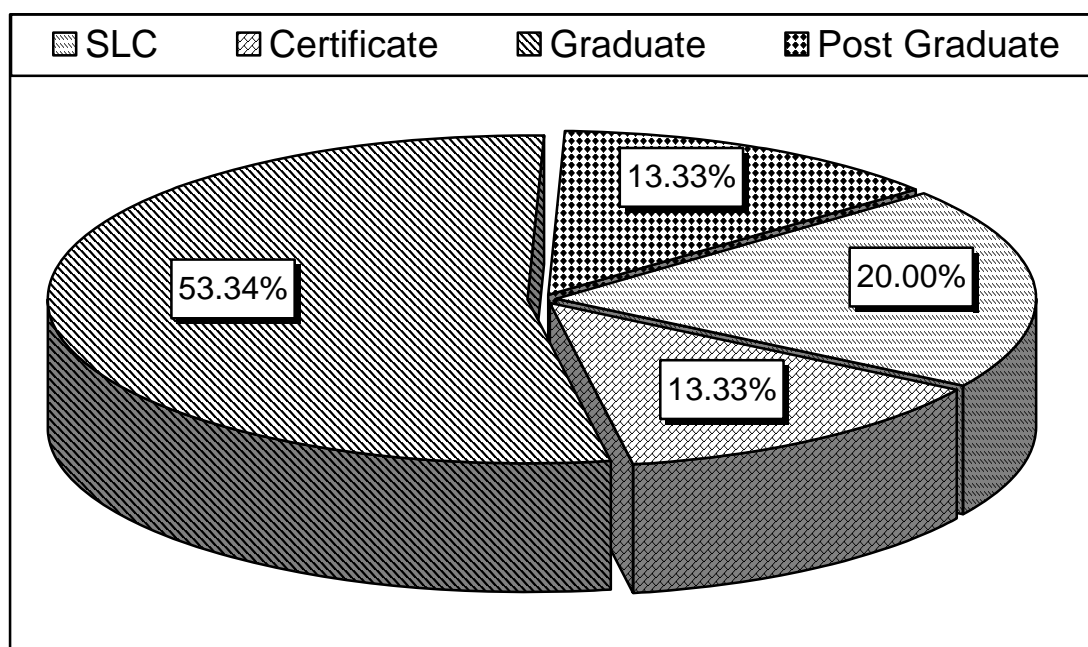
**Table No. 4.3**  
**Qualification of the Respondent**

Education Level	No. of Respondent	Percent
SLC	18	20.00
Certificate	12	13.33
Graduate	48	53.34
Post Graduate	12	13.33
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

Above table shows that most of respondent 53.34% are graduate, 20% are SLC level and 13.33% respondents are certificate & post graduate level respectively. Above data presenting in below figure.

**Figure No.:4.3**  
**Qualification of the Respondent**



*Source: Table No. 4.3*

#### 4.2.4 Respondent Priority While Buying Tooth Paste

Table No. :4.4

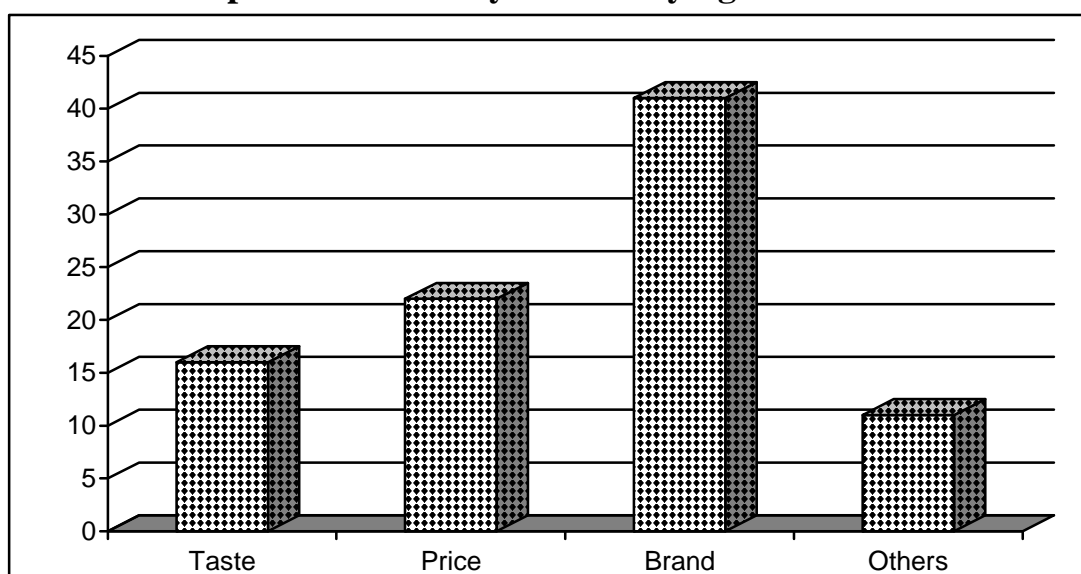
Respondents Priority While Buying Tooth Paste

Priority Variable	No. of Respondent	Percentage
Taste	16	17.78
Price	22	24.44
Brand	41	45.56
Other	11	12.22
<b>Total</b>	<b>90</b>	<b>100</b>

Source : Field Survey, 2011

The above table shows that the consumers consider the brand factor i.e. 45.56% while buying tooth paste. 24.44% consumers give priority for price to tooth paste. 17.78% consumers buy tooth paste which is good taste and 12.22% consumers give others priority. Above data presenting in below figure.

Figure No.:4.4  
Respondents Priority While Buying Tooth Paste



Source: Table No. 4.4

#### 4.2.5 Involvement in Decision to Buy a Particular Brand

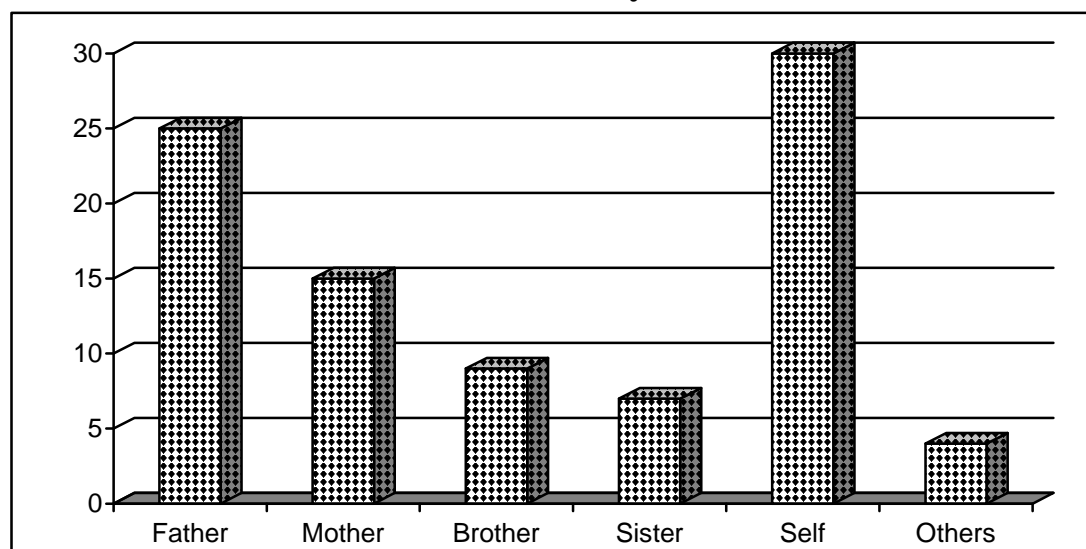
**Table No. :4.5**  
**Involvement in Decision to Buy a Particular Brand**

Decision Maker	No. of Respondents	Percentage
Father	25	28.78
Mother	15	16.67
Brother	9	10.00
Sister	7	7.78
Self	30	33.33
Others	4	4.44
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

Above table shows that maximum number of consumers make decision themselves. It is proved by above tabulation self decision percentage in maximum than others, i.e. 33.33% as so father takes decision on buying particular brand i.e. 28.78% similarly mother 16.67% brother 10% , sister 7.78% and other 4.44% respectively among the respondents of Narayangarh.

**Figure No.:4.5**  
**Involvement in Decision to Buy a Particular Brand**



*Source: Table No. 4.5*

#### 4.2.6 Preference of Category of Toothpaste

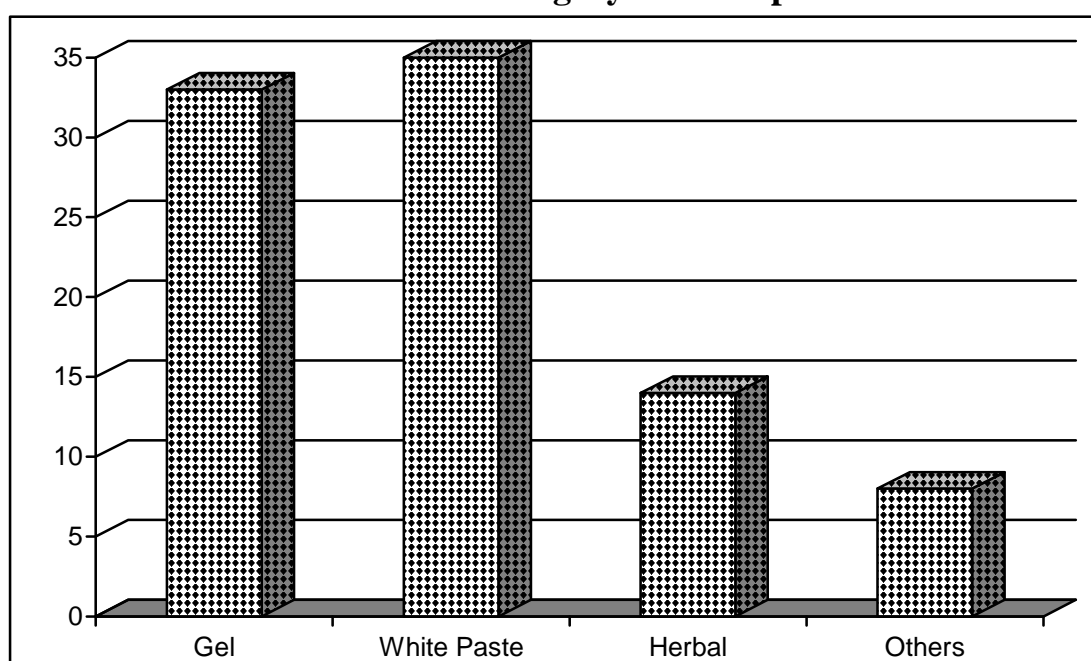
**Table No. :4.6**  
**Preference of Category of Toothpaste**

Category	No. of Respondent	Percent
Gel Paste	33	36.66
White Paste	35	38.89
Herbal	14	15.56
Others	8	8.89
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

The above table shows that 38.89% of respondents preferred whiter paste, similarly 36.66% of respondent preferred gel, 15.56% of respondent and 8.89% of respondent preferred get herbal and others respectively. By the above table it was found that the maximum number of respondents preferred white paste and get among the category of toothpaste.

**Figure No.:4.6**  
**Preference of Category of Toothpaste**



*Source: Table No. 4.6*

#### 4.2.7 Preference of Toothpaste among Toothpaste Varieties

**Table No. :4.7**  
**Preference of Toothpaste among Toothpaste Varieties**

<b>Varieties of Toothpaste</b>	<b>No. of Respondent</b>	<b>Percent</b>
Close Up	40	44.44
Pepsodent	18	20.00
Dabur	7	7.78
Colgate	12	13.33
Brighter	7	7.78
Others	6	6.67
<b>Total</b>	<b>90</b>	<b>100</b>

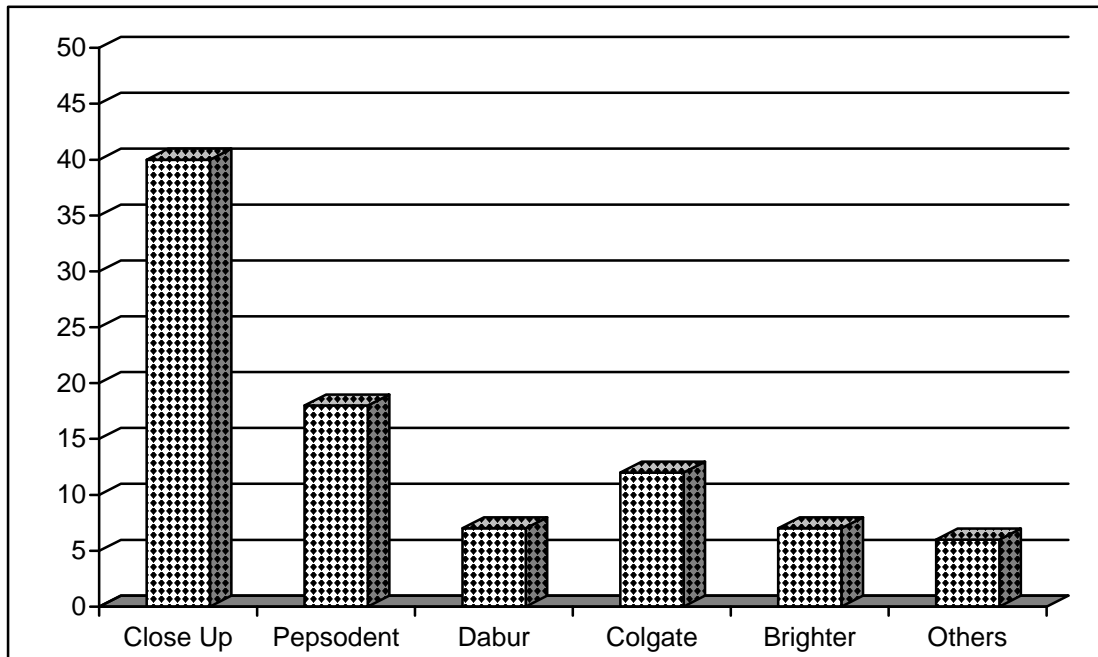
*Source : Field Survey, 2011*

This table shows that maximum number of consumers preferred close-up among the toothpaste varieties. From the above table 44.44 percent of respondents were preferred close-up similarly 20 percent, 7.78 percent, 13.33 percent, 7.78 percent and 6.67 percent of consumers preferred presodent, Dabur, Colgate, Brighter and other brands of toothpaste respectively.

From the above tabulation it is found that there is competition among the close-up, Pepsodent and Colgate. But in current situation it is known that close-up is in higher position than the other toothpastes. This is also shows by the following figure.

**Figure No.:4.7**

**Preference of Toothpaste among Toothpaste Varieties**



*Source: Table No. 4.7*

**4.2.8 Reasons for Not Preferred Close-Up**

**Table No. 4.8**

**Reasons for Not Preferred Close-Up**

Reasons	No. of Respondent	Percent
Habitually use other	26	52
Low Quality	5	10
Taste	5	10
Schemes	4	8
Price	10	20
<b>Total</b>	<b>50</b>	<b>100</b>

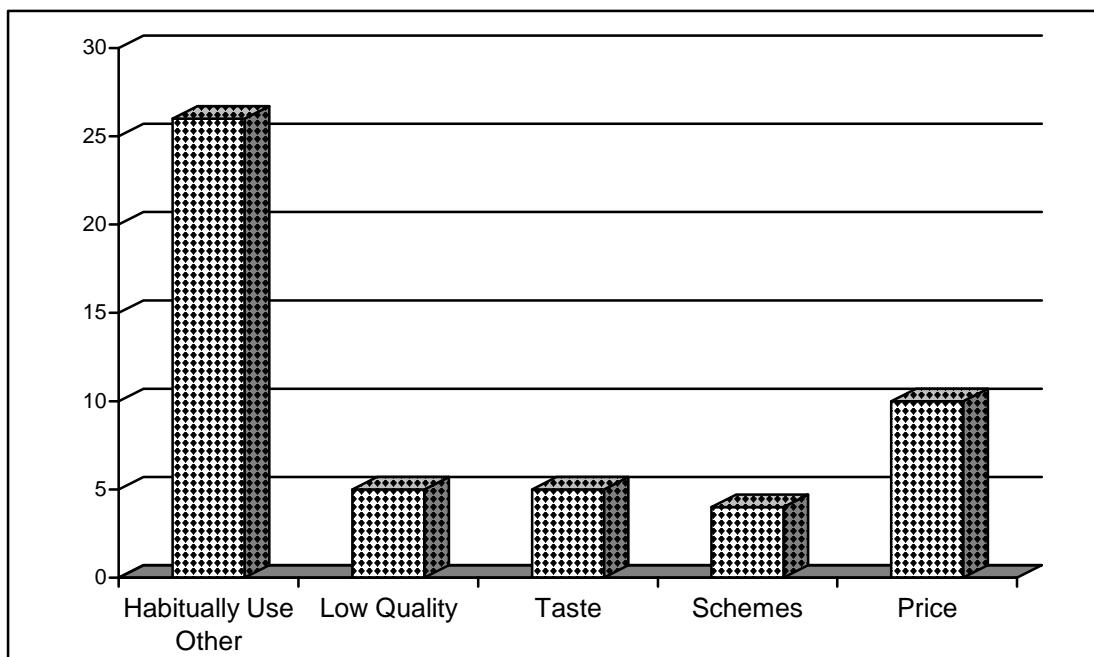
*Source : Field Survey, 2011*

*Note: Total Respondents are 90 but above table shows 40 respondent are use Close Up so rest 50 respondent reasons for avoided Close-Up which is presenting in this table.*

Above data shows 52 percent of respondents use habitually other paste. 20 percent of respondents not preferred close-up because of higher price than other pastes. 10 percent of respondents so not use close-up because they think it has less quality and other 10 percent of respondents do not like its taste; then 8 percent of consumers think other brands have more schemes than close-up.

**Figure No.: 4.8**

**Reasons for not Preferred Close-Up**



*Source: Table No. 4.8*

By analysis of the above figure it is found it is found that most of the consumers who do not use close-up because they are using habitually other pastes.

#### 4.2.9 Availability of Close-up

**Table No. 4.9**

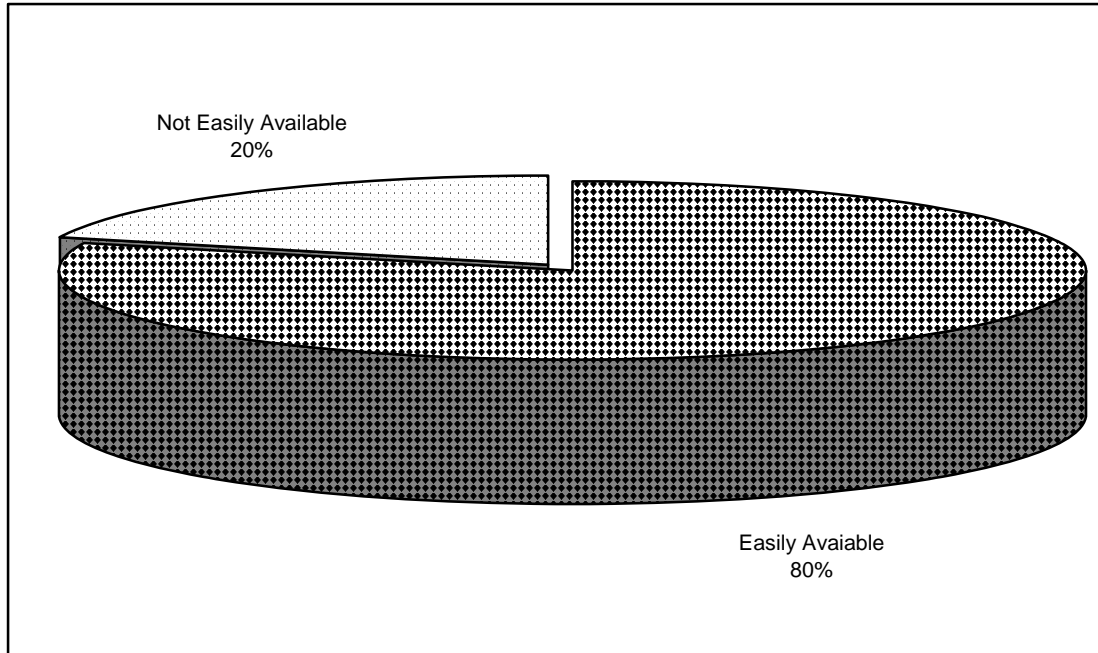
**Availability of Close-up**

<b>Availability</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Easily available	72	80
Not easily available	18	20
Total	90	100

*Source : Field Survey, 2011*

By analyzing the above table it was found that 80 percent of respondent were says it is easily available and 20 percent were not easily available. So, it was found that close-up (NLL) brand of toothpaste is easily available than the other brands.

**Figure No.: 4.9**  
**Availability of Close-up**



*Source: Table No. 4.9*

By analysis the above pie-chart it can be found that close-up toothpaste the NLL brand toothpaste is easily available in the market in Narayangarh.

#### 4.2.10 Improvement Aspect for Better Use of Close-up

Table No. 4.10

##### Improvement Aspect for Better Use of Close-up

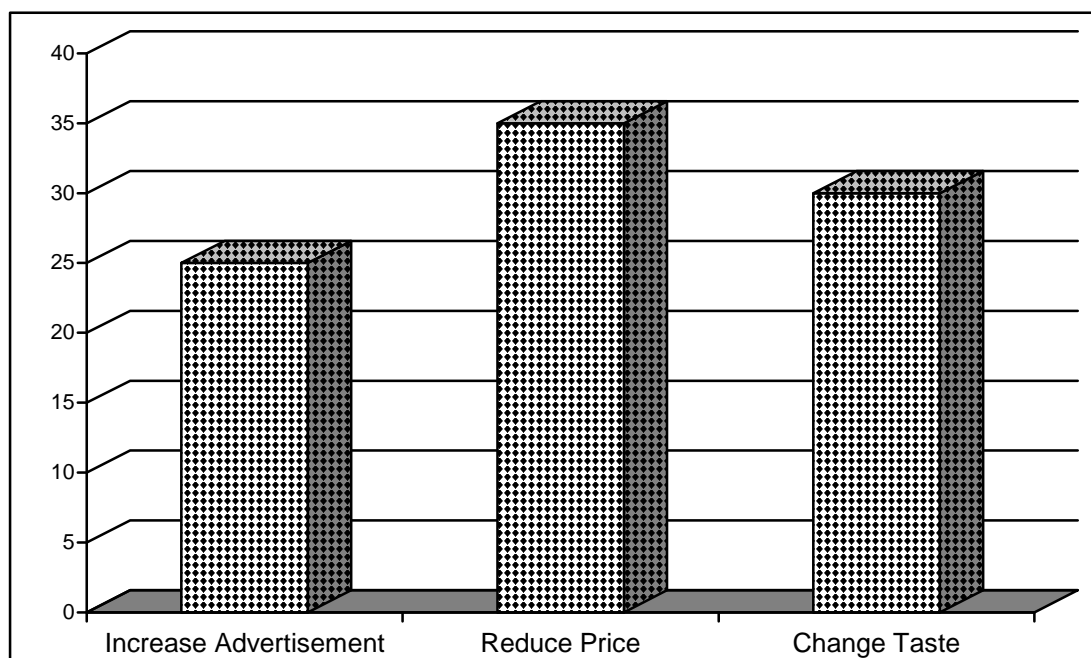
Aspect should Improve	No. of Respondent	Percentage
Increase advertisement	25	27.78
Reduce price	35	38.89
Change taste	30	33.33
<b>Total</b>	<b>90</b>	<b>100</b>

Source : Field Survey, 2011

The above table shows that higher no of the respondent i.e. 38.89% suggested that reducing price is the main aspect to be improved for close-up and 33.33% of the respondent suggested for change its taste and rining and 27.78 of the respondent suggested to increase advertisement.

Figure No. :4.10

##### Improvement Aspect for Use of better Use of Close-up



Source: Table No. 4.10

#### 4.2.11 Is the Advertisement Increase Sales Volume

**Table No. 4.11**

##### **Is the Advertisement Increase Sales Volume**

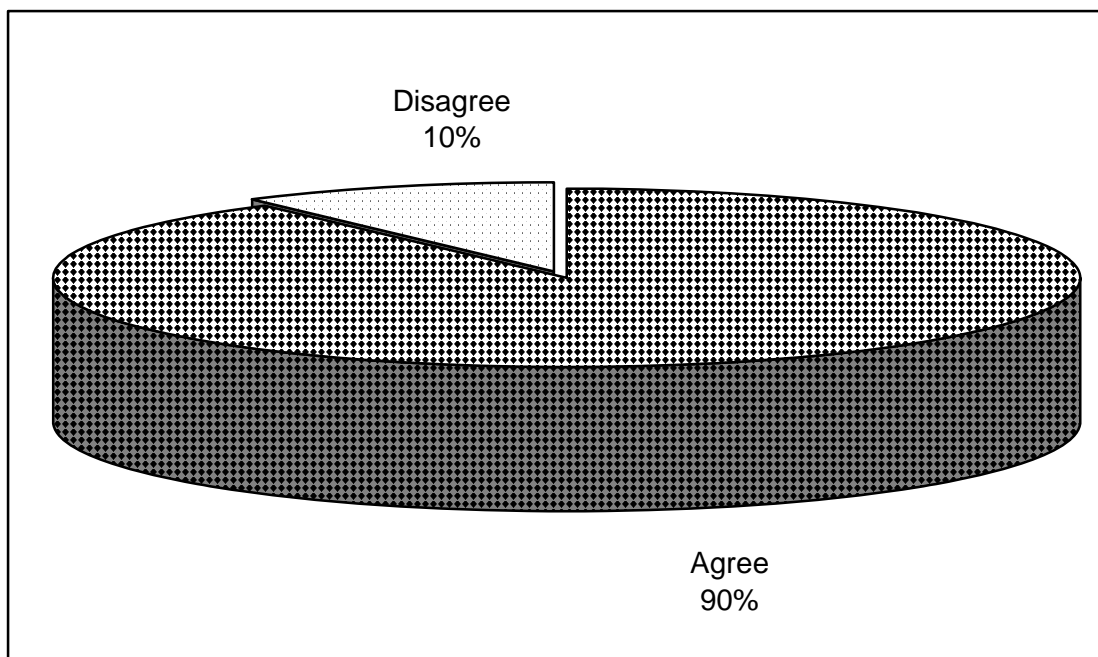
<b>Options</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Agree	81	90
Disagree	9	10
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

The above table shows that most of the respondent thought advertising increase sales volume which is 90% and 10% though only advertisement is not increase sales volume because others factors effect any product.

**Figure No.: 4.11**

##### **Is the Advertisement Increase Sales Volume**



*Source: Table No. 4.11*

#### 4.2.12 Trend of Watching Advertisement of Close-up on TV

Table No. :4.12

Trend of Watching Advertisement of Close-up on T.V.

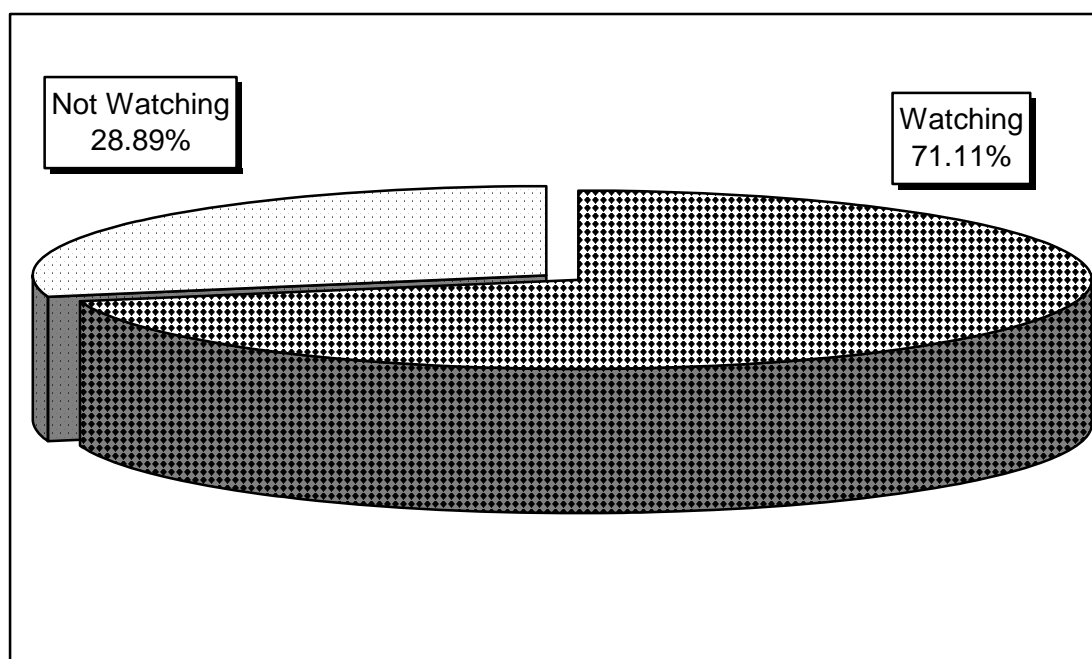
Response	No. of Respondent	Percentage
Watching	64	71.11
Not watching	26	28.89
<b>Total</b>	<b>90</b>	<b>100</b>

Source : Field Survey, 2011

By analysis the above table it was found that 71.11% of respondent were watching the advertisement of close-up rest 28.89% of respondent were not watching the advertisement of close-up. By this information we can concluded that most the consumers in Narayangarh had seen the advertisement of close-up on TV.

Figure No.: 4.12

Trend of Watching Advertisement of Close-up on T.V.



Source: Table No. 4.12

#### 4.2.13 Effective Media for Advertisement

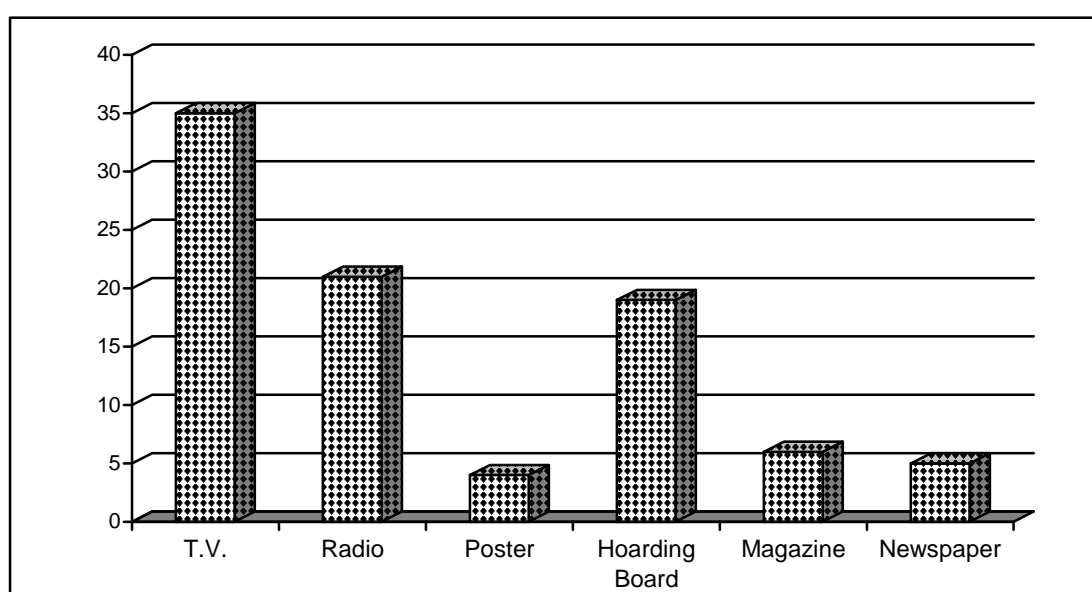
**Table No. 4.13**  
**Effective Media for Advertisement**

Effective Media	No. of Respondent	Percentage
T.V.	35	38.89
Radio	21	23.33
Poster	4	4.44
Hoarding Board	19	21.11
Magazine	6	6.67
Newspaper	5	5.66
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

From the above table the higher no of respondent i.e. 38.89% think television is the most effective media for advertisement, similarly 23.33%, 21.11%, 6.67%, 5.66% and 4.44% of the respondent think the most effective media for advertisement is Radio, hoarding boards, magazines, newspapers and posters respectively.

**Figure No. :4.13**  
**Effective Media for Advertisement**



*Source: Table No. 4.13*

By analyzing the above figure it can be find that television is the most effective media for advertisement than the others.

#### 4.2.14 Comparison of Advertisement of Close-up with Pepsodent

**Table No. :4.14**

##### **Comparison of Advertisement of Close-up with Pepsodent**

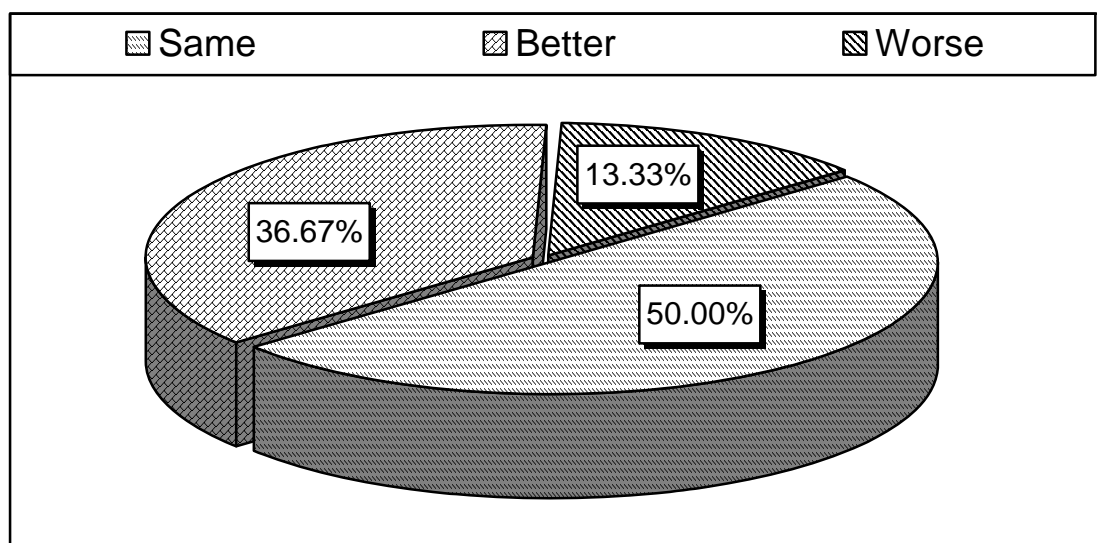
<b>Comparison</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Same	45	50.00
Better	33	36.67
Worse	12	13.33
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

The above table shows that most of the 50% respondents think that advertisement of close-up and Pepsodent is same, and 36.67% of respondent and 13.33% of respondent think advertisement of close-up is better than Pepsodent and it is worse than the advertisement of Pepsodent respectively.

**Figure No. :4.14**

##### **Comparison of Advertisement of Close-up with Pepsodent**



*Source: Table No. 4.14*

The above pie is also showing the higher number of respondent i.e. 50% think that the advertisement of close-up is same to advertisement of Pepsodent. So we can concluded that most of the consumer think advertisement of close-up is same to Pepsodent and least no of people i.e. 13.33% think it is worse than Pepsodent it means close-up have to improve its advertisement.

#### 4.2.15 Comparison of Advertisement of Close-up with Colgate

**Table No. 4.15**

**Comparison of advertisement of close-up with Colgate**

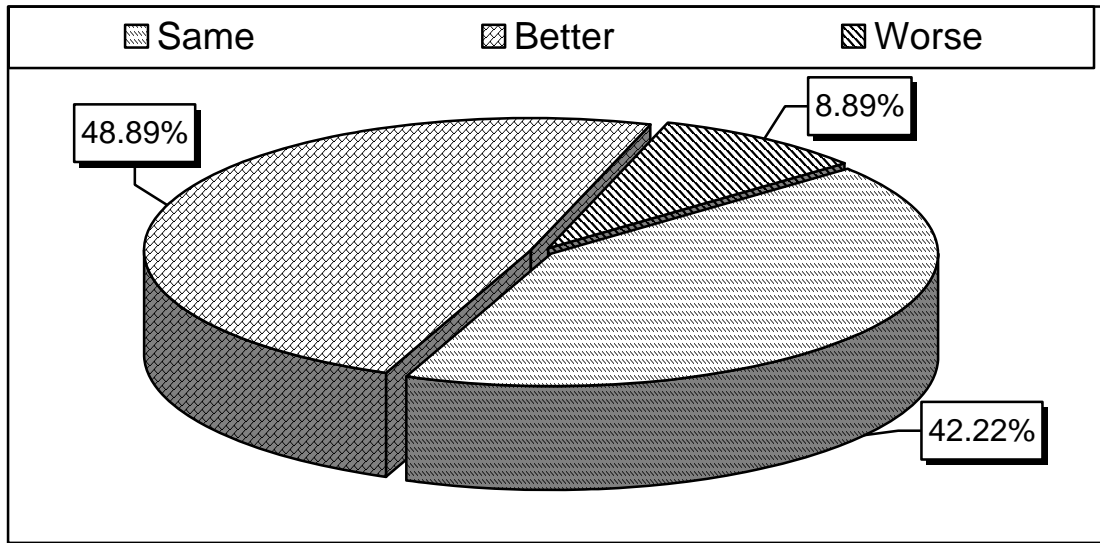
<b>Comparison</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Same	38	42.22
Better	44	48.89
Worse	8	8.89
<b>Total</b>	<b>90</b>	<b>100</b>

*Source : Field Survey, 2011*

By analysis of the above table 48.89 percent of respondent think the advertisement of close-up is better than the advertisement of Colgate. 42.22 percent of respondent think it is same to Colgate and rest of the respondent i.e. 8.89 percent think it is worse than Colgate. Finally, we can concluded that most of the consumers in Narayangarh think it is better than Colgate and least of consumer think it is worse than the Colgate.

**Figure No. :4.15**

**Comparison of Advertisement of Close-up with Colgate**



Source: Table No. 4.15

**4.2.16 Attractive T.V. Advertisement of Toothpaste**

**Table No. :4.16**

**Attractive T.V. Advertisement of Toothpaste**

Options	No. of Respondent	Percent
Close-up	29	32.22
Pepsodent	20	22.22
Dabur	14	15.56
Brighter	8	8.89
Colgate	13	14.44
Other	6	6.67
<b>Total</b>	<b>90</b>	<b>100</b>

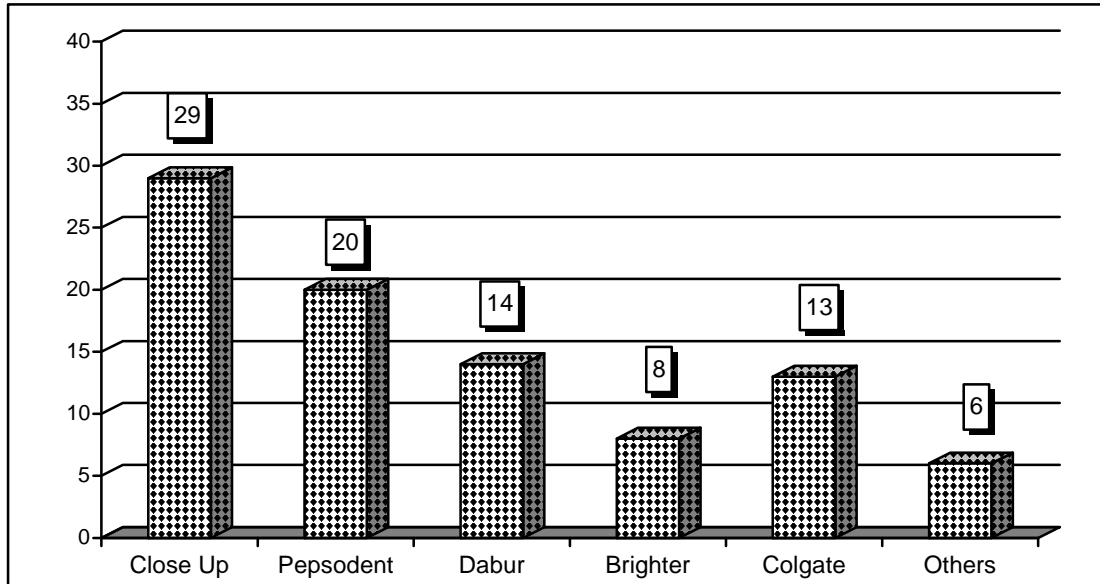
Source : Field Survey, 2011

The above table shows that the higher number of respondent i.e. 32.22% think close-up has attractive advertisement on T.V. then T.V. advertisement of Pepsodent and Dabur are in 2nd and in 3rd position which is 22.22% and 15.56%, Brighter, Colgate and other toothpaste are in

fourth, fifth and sixth position 8.89%, 14.44 and 6.67% respectively. Above data is presented in following figure.

**Figure No. 4.16**

**Attractive TV Advertisement of Toothpaste**



Source: Table No. 4.16

**4.2.17 Consumer's Views in Price for Different Brand**

**Table No. :4.17**

**Consumer's Views in Price for Different Brand**

Brand	Cheap	Reasonable	Expensive
Close-up	10	52	28
Pepsodent	8	46	36
Dabur	11	42	37
Colgate	13	38	25
Brighter	16	52	22

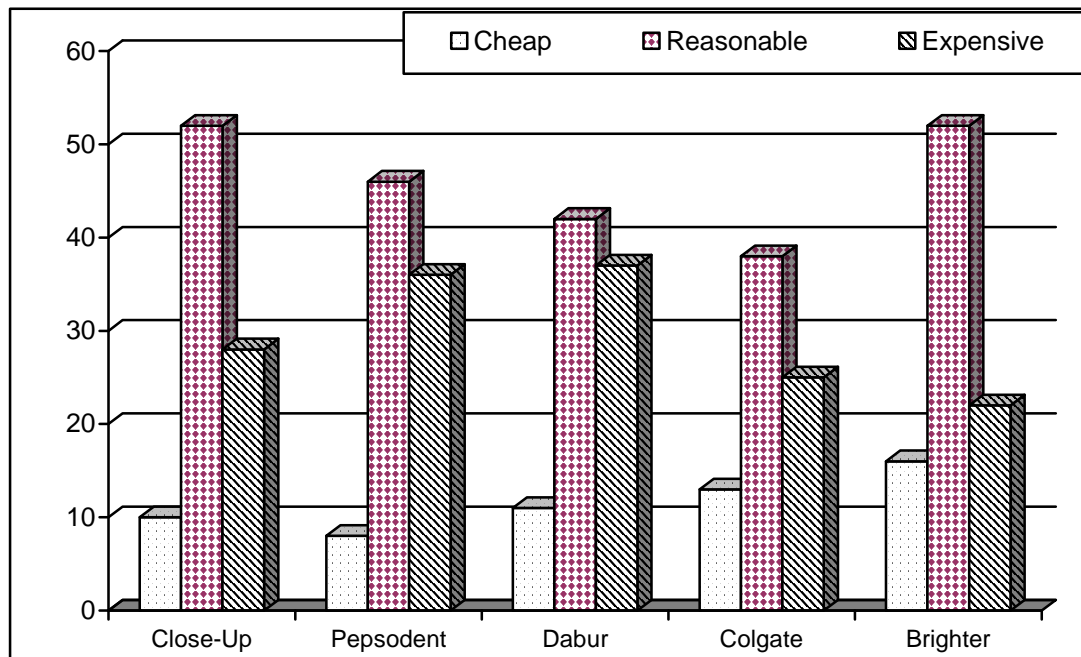
Source : Field Survey, 2011

The above table shows that views of the higher number of respondent i.e. 52 is close-up and Brighter have reasonable price than other brands of toothpaste. In context of expensive price the highest number i.e. 37 think

Dabur toothpaste has expensive price and in context of cheap price the higher no i.e. 16 consumer think Brighter toothpaste have cheap price than other toothpastes. Above data presenting in below figure.

**Figure No. :4.17**

**Consumer's Views in Price for Different Brand**



*Source : Table No. 4.17*

### **4.3 Shopkeeper's View**

During the research time out of total population 90 consumers including 40 shops were surveyed. Consumer's were surveyed though the questionnaires. Consumers were requested to fulfill the questionnaires but shopkeepers were surveyed through personal interviews and observations, researcher has collected primary data with help of their oral answers and observation.

**Table No. :4.18**  
**Types of Shops**

<b>Types of Shops</b>	<b>No. of Shops</b>	<b>Percentage</b>
General shops	24	60.00
Cold store	9	22.50
Cosmetics	4	10.00
Wholesale	3	7.50
<b>Total</b>	<b>40</b>	<b>100</b>

*Source : Field Survey, 2011*

The above table is showing most of the research is focus on general stores because most of the general shops are available in the market.

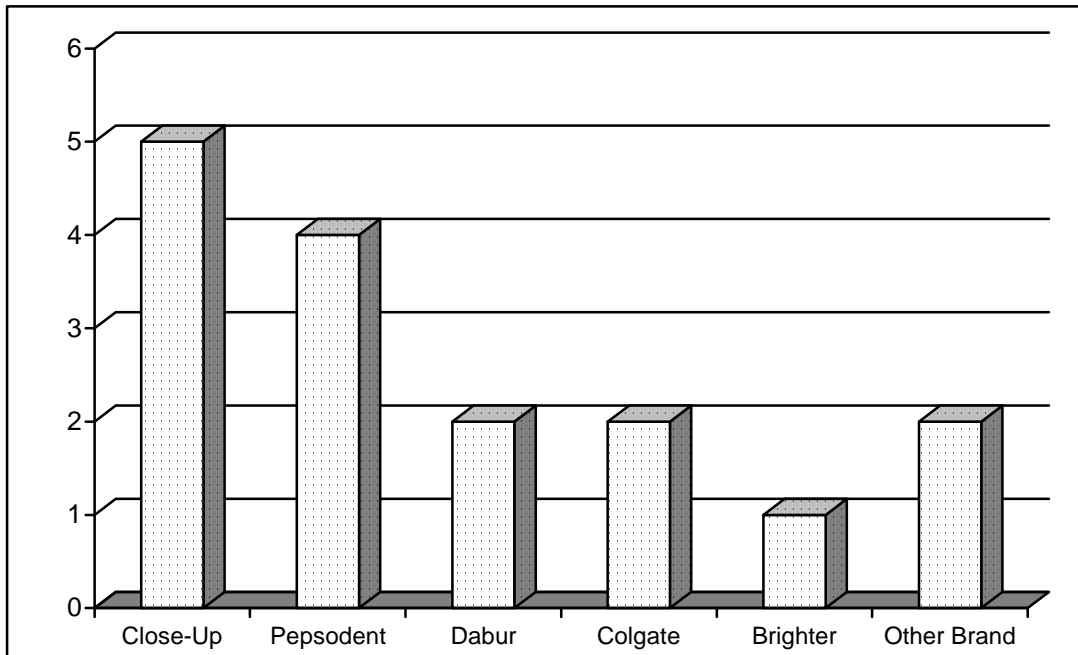
**Table No. :4.19**  
**Stock wise Situation of Toothpaste in General Stores**

<b>Brands toothpaste</b>	<b>Stores in Cartoon in Average</b>
Close-up	5
Pepsodent	4
Dabur	2
Brighter	1
Colgate	2
Other brands	2

*Source : Field Survey, 2011*

By analysis the above table it can be find out that the stock wise position of the close-up is very good than the other brands. Close-up is five cartoon in average. Pepsodent, Dabur, Brighter, Colgate and other brands stock was less than the close-up brand of toothpaste. So we can concluded than the close-up position is very good than the other brands of brands of toothpaste. This table is also presented in following figure.

**Figure No. :4.18**  
**Stock wise Situation of Toothpaste in General Stores**



*Source : Table No. 4.19*

**Table No.: 4. 20**  
**Stock wise toothpaste in Cold Stores**

<b>Brands of Toothpaste</b>	<b>Stores in Cartoon in Average</b>
Close-up	4
Pepsodent	2
Dabur	2
Brighter	1
Colgate	1
Other brands	1

*Source : Field Survey, 2011*

By analysis the above table it can be conclude that the stock-wise position of close-up is better than the other brands in cold stores in Narayangarh.

**Table No. :4.21**  
**Stock-wise Toothpaste in Cosmetic Shops**

<b>Brands of Toothpaste</b>	<b>Stores in Cartoon in Average</b>
Close-up	2
Pepsodent	1
Dabur	1
Brighter	1
Colgate	1
Other brands	1

*Source : Field Survey, 2011*

The above table also showing that the stock wise position of close-up toothpaste is very good than the other brands of toothpaste. But stock of the other toothpaste is in same condition.

**Table No. :4.22**  
**Stock-wise Toothpaste in Wholesale**

<b>Brand of Toothpaste</b>	<b>Stores in Cartoon in Average</b>
Close-up	12
Pepsodent	9
Colgate	6
Dabur	6
Brighter	3
Other Brands	4

*Source : Field Survey, 2011*

By analysis the above table it can be concluded that close-up position is better than the other toothpaste. Stock of close-up is twelve cartoon in average. Then Pepsodent is in 2nd position with nine cartoons in average. Colagate and Babur toothpaste are in same position and other different brand is four cartoons in average. Stock Brighter toothpaste is three cartoons in average. By which it can be said that close-up is in good

position than the other brands of toothpaste.

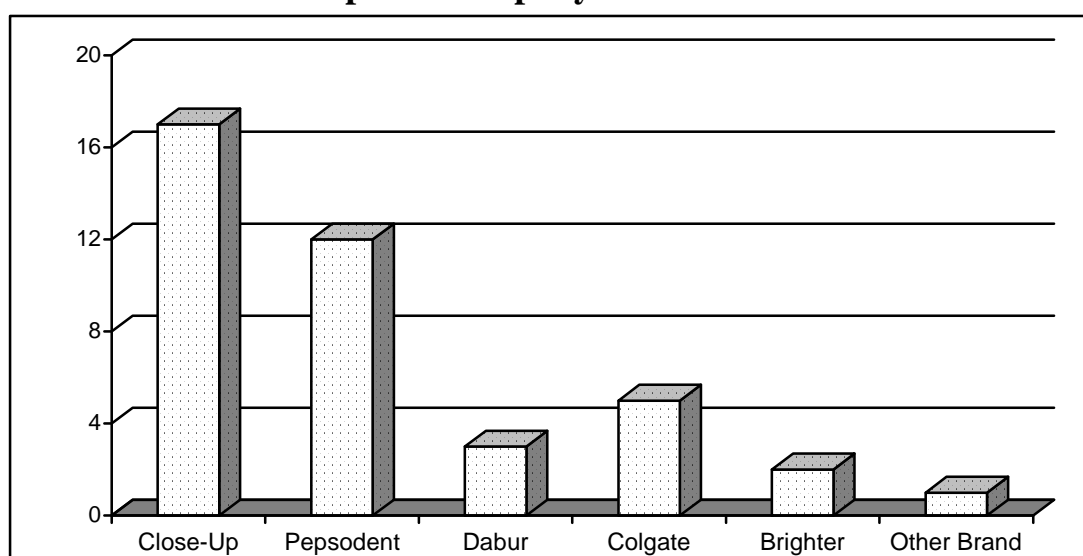
**Table No. 4.23**  
**Which Toothpaste Company has Good Distribution?**

<b>Companies</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Close-up (NLL)	17	42.50
Pepsodent (NLL)	12	30.00
Dabur	3	7.50
Colgate	5	12.50
Brighter	2	5.00
Other	1	2.50
<b>Total</b>	<b>40</b>	<b>100</b>

*Source : Field Survey, 2011*

Above table indicates that Nepal lever limited has good distribution channel with the value of 42.50%, similarly Pepsodent has also good distribution channel. Nepal lever limited has good distribution in comparison to the other competitor brands. This is also presented in the following figure.

**Figure No. :4.19**  
**Which Toothpaste Company has Good Distribution?**



*Source : Table No. 4.23*

**Table No. :4.24**

**Schemes Effective in Sales Promotion**

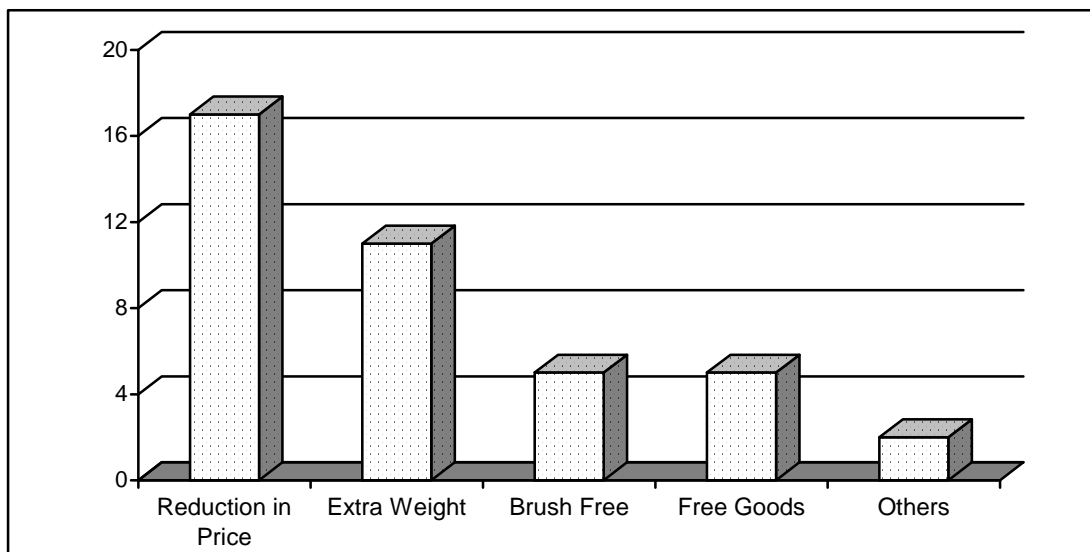
<b>Schemes</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Reduction in Price	17	42.50
Extra Weight	11	27.50
Brush free	5	12.50
Free goods	5	12.50
Others	2	5.00
<b>Total</b>	<b>40</b>	<b>100</b>

*Source : Field Survey, 2011*

The above table shows that reduction in price schemes is more effective i.e. 42.50% shopkeepers prefer. Extra weight schemes is also effective i.e. 27.50%, brush free is 12.50%, effective free goods is also 12.50% and others are 5% effective respectively. Regarding the scheme effectiveness maximum people prefers reduction in price scheme than others. Above data we can see on below figure.

**Figure No. :4.20**

**Schemes Effective in Sales Promotion**



*Source : Table No. 4.24*

#### 4.4 Major Findings

- Most of the total respondents, 23%, 36%, 21%, 11% and 9% respondent were collected from below twenty years, 21-29 years, 30-39 years, 40-49 years and 50 years above respectively.
- About occupational wise 44.44%, 37.78% and 17.78% of the respondent are student, service holder and housewife respectively.
- Most of respondent 53.34% are graduate, 20% are SLC level and 13.33% respondents are certificate & post graduate level respectively.
- Most of the consumers consider the brand factor i.e. 45.56% while buying tooth paste. 24.44% consumers give priority for price to tooth paste. 17.78% consumers buy tooth paste which is good taste and 12.22% consumers give others priority.
- Almost out of total respondents self decision in maximum than others, i.e. 33.33% as so father takes decision on buying particular brand i.e. 28.78% similarly mother 16.67% brother 10% , sister 7.78% and other 4.44% respectively among the respondents of Narayangarh.
- Out of total respondents 38.89% of respondents preferred whiter paste, 36.66% of respondent preferred gel, 15.56% of respondent and 8.89% of respondent preferred get herbal and others respectively.
- 80 percent of respondent were says it is easily available and 20 percent were not easily available. So, it was found that close-up (NLL) brand of toothpaste is easily available than the other brands.
- Most of the respondent i.e. 38.89% suggested that reducing price is the main aspect to be improved for close-up and 33.33% of the respondent suggested for change its taste and rining and 27.78 of

- Most of the respondent thought advertising increase sales volume which is 90% and 10% though only advertisement is not increase sales volume because others factors effect any product.
- 71.11% of respondent were watching the advertisement of close-up rest 28.89% of respondent were not watching the advertisement of close-up. By this information we can concluded that most the consumers in Narayangarh had seen the advertisement of close-up on TV.
- The higher no of respondent i.e. 38.89% think television is the most effective media for advertisement, 23.33%, 21.11%, 6.67%, 5.66% and 4.44% of the respondent think the most effective media for advertisement is radio, hoarding boards, magazines, newspapers and posters respectively.
- Most of the 50% respondents think that advertisement of close-up and Pepsodent is same, 36.67% of respondent and 13.33% of respondent think advertisement of close-up is better than Pepsodent and it is worse than the advertisement of Pepsodent respectively.
- 48.89 percent of respondent think the advertisement of close-up is better than the advertisement of Colgate. 42.22 percent of respondent think it is same to Colgate and rest of the respondent i.e. 8.89 percent think it is worse than Colgate.
- The higher number of respondent i.e. 32.22% think close-up has attractive advertisement on T.V. then T.V. advertisement of Pepsodent and Dabur are in 2nd and in 3rd position which is 22.22% and 15.56%, Brighter, Colgate and other toothpaste are in fourth, fifth and sixth position 8.89%, 14.44 and 6.67% respectively.
- The higher number of respondent i.e. 52 is close-up and Brighter have reasonable price than other brands of toothpaste. In context of

- Most of the focus on general stores because most of the general shops are available in the market.
- Above research can be concluded that the stock-wise position of close-up is better than the other brands in cold stores in Narayangarh.
- The stock wise position of close-up toothpaste is very good than the other brands of toothpaste. But stock of the other toothpaste is in same condition.
- It can be said that close-up is in good position than the other brands of toothpaste.
- Nepal lever limited has good distribution in comparison to the other competitor brands.
- The reduction in price schemes is more effective i.e. 42.50% shopkeepers prefer. Extra weight schemes is also effective i.e. 27.50%, brush free is 12.50%, effective free goods is also 12.50% and others are 5% effective respectively. Regarding the scheme effectiveness maximum people prefers reduction in price scheme than others.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

Marketing has gained the new dimensions the new dimensions in the recent years and passed through different stages to reach at the present stage of societal marketing concept which aims to maximizing social welfare through delivering goods and services are produced to satisfy social wants and are produced according to consumer preferences.

This research has conducted on the topic, "A Study on Toothpaste Marketing in Narayangarh (with reference to Close-up)", the field there are specific objectives of the study, so that fifteen questions were prepared in a set of questionnaire. The topic was very vast. Although making specific objectives is easy for specific study. Specially marketing has 4ps (product, promotion, price and place), so giving attention for these 4ps activities of Nepal Lever Limited for Close-up study has been done in Narayangarh.

Nepal Lever Limited as a subsidiary of Hindustan Lever Limited was established in 1992 A.D. This company produces many products, close-up is most popular toothpaste. Since its inception, it has been able to retain its top position in Nepalese market.

From this study, it is found that the demand of toothpaste is increased in recent years among various brands. Close-up and Pepsodent brand products of Nepal Lever Limited has covered most market of Toothpaste. The toothpaste company is using many media of advertisement as NTV,

Radio Nepal, F.M., Wall painting, Hoarding Boards and Newspapers etc. to make familiar of their product to consumers. the study has shown that close-up toothpaste is popular among the consumers. It has also good market share and has been able to make its own identity in the market. The quality, advertisement and distribution of the close-up is found very good in comparison to other brands in the market.

## **5.2 Conclusion**

Nepal is still following traditional styles of business and is not able to reach a high professional level. We need more human resources and business expertise in areas such as marketing management. At the moment, Nepal is in transition stage where industries are trying to take a big leap from traditional to modern style of handling business. In this modern, marketing era, every marketer should understand the consumer's satisfaction. Companies are adopting many marketing policies and strategies to increase the sales. But only few companies win the target. So a company always should aware to know his market situation i.e. is his promotional activities are effective? Is his distribution channel is good? Is consumers are satisfied with his product (like, price, quality pack and test)? Why other brands are leading? These are the main questions of the research.

Every product has so many brands in market. It means competition is high. So marketing field is challenging field, although if marketer could find out the driving way of the marketing skills, always he is in peak. Business is facing today three challenges and opportunities. They are advance in technology, globalization and deregulation. Cathro at competition is the main characteristics of the modern marketing. Nepal is not exception to this competition have been very through in the Nepalese

consumer market together with increase in the number of units of industries producing different types of consumer goods. Today, dozens or probably more brand even specific product categories are being sold in the Nepalese market. Consequently, Nepalese consumer has wider choice while buying most of the products. They are no more compelled to buy any particular brands, rather they are free to choose whatever they like among different brands.

Every seller is trying to prove his product as the best. This can be witnessed from the promotional efforts, seller are making TV commercials, radio advertisement, newspaper, posters, signboards and many tools appealing to buy their products. Consumers buy a specific brands to satisfy their physiological stimuli aware by different promotional campaign including advertising. Their are so many brands are found in market produced by Nepalese companies even in foreign companies. Nepal Lever Limited is one of the leading companies in Nepal. This company produces many kinds of consumer goods like soap, shampoo, toothpaste etc. Concerning about close-up, it is production of Nepal Lever Limited. By analyzing and presenting the above raw data, it is found that close-up toothpaste market is better than the other toothpastes. It is increasing trend in the market position. It is higher than the other toothpaste's quality and cheap in price. But recently some other company launches new products in the market. That is way, Nepal Lever Limited has to face challenges by the other toothpastes. So the company must be aware to maintain the best quality than the other toothpaste. Advertising is the effective means to notify the product. So the company has to expand its advertising by the means of television, newspaper, hoarding board as seem as possible.

### **5.3 Recommendations**

#### **Suggestions from Consumer side**

- Increase the quality and decrease the price is the most common suggestions for Close-Up (NLL).
- Develop different category of toothpaste, like white paste herbal, etc.
- Increase the advertisement in different media.
- Offer schemes for consumers.

#### **Suggestions from Shopkeeper**

Shopkeepers are middleman between companies and consumers, so company should provide benefit to them by giving different schemes and facilities.

- The product should identify the owns quality and identity.
- If schemes/bonus are coming in near future, it should be inform in time.
- Some shopkeepers are unhappy with agent and want to substitute.
- Due to increase in price of Close-Up, the sale is decreasing.

#### **Suggestions given by the Researcher**

- An improvement in the quality and fixing reasonable price can be helpful to increase the volume of sales.
- The company should adopt effective marketing mechanism and activities to compete with other companies.

- The company should continue advertising by using different media.
- The company should increase incentives to the wholesalers, distributors to motivate and encourage them to focus their transactions on specific brand.
- Offer different bonus / schemes / prizes for consumers.
- The company should undertake frequent market studies and establish an information system to understand the brand's loyalty and the preferences of the consumers.
- The company should establish good distribution channels for easily delivering their products to consumers.

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**APPENDIX I**  
**QUESTIONNAIRE**

*Please you are requested to tick the answer of your choice or wherever appropriate put in order of preference from 1 to last number. Number 1 stands for the most important and the last number for least,*

Name. Address

Age Qualification

Office /Organization. .... Occupation. ....

1. To which variables you give priority while buying toothpaste?

- (a) Taste (b) Price (c) Quality
- (d) Brand (e) Other

2. Who usually make the decision to buy a particular brand ?

- (a) Father (b) Mother (c) Brother
- (d) Sister \_\_\_\_\_ (e) Self (f) Others.....

3. Which category of toothpaste do you prefer the most?

- (a) Gel Paste (b) White Paste
- (c) Herbal (d) Others

4. Which toothpaste do you prefer the most?

- (a) Close-up (b) Pepsodent (c) Dabur
- (d) Colgate (e) Brighter (f) Others ....

5. If you do not use 'Close-up', what is the reason?

- (a) Habitually use other paste
- (b) Due to Low Quality
- (c) Do not like its taste
- (d) Other brands have schemes
- (e) It is expensive

6. Do you easily find 'close-up' toothpaste in the nearest shop ?

- (a) Easy Available
- (b) Not Easy Available

7. Which aspect should 'close-up' improve?

- (a) Increase advertisement
- (b) Reduce price
- (c) Change taste

8. Do you agree advertisement increase sales volume of any product?

- a) Agree
- b. Disagree

9. Have your ever seen the advertisement of 'Close-up'?

- (a) Watching
- (b) Not Watching

10. In which media do you see or listen it?

- (a) TV
- (b) Radio
- (c) Poster
- (d) Hoarding Board
- (e) Magazine
- (f) Newspaper

11. Please compare the following advertisement of toothpaste that you have seen/heard/read the most?

	Same	Better	Worse
(a) Close up Vs. Pepsodent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Close up Vs. Dabur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Close up Vs. Brighter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Close up Vs. Colgate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. In which of the following toothpaste has made the most attractive TV advertisement?

- |              |               |           |
|--------------|---------------|-----------|
| (a) Close up | (b) Pepsodent | (c) Dabur |
| (d) Brighter | (e) Colgate   | (f) Other |

13. Give your view in price for following brands of toothpaste.

Brand	Cheap	Reasonable	Expensive
(a) Close-up			
(b) Pepsodent			
(c) Dabur			
(d) Colgate			