

**A CONSUMER'S PERCEPTION TOWARDS CLOSE-UP AND PEPSODENT  
TOOTHPASTE**

**(A SPECIAL REFERENCE TO BUTWAL MUNICIPALITY)**

*Submitted To:*

Office of the Dean  
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## **Recommendation**

Thesis is certify that the thesis

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**“A CONSUMER PERCEPTION TOWARDS CLOSE-UP AND PEPSODENT TOOTHPASTE”** Has been approved by this Department in the prescribed format of Faculty of Management, Tribhuvan University. This thesis is forwarded for examination.

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# VIVA VOCE SHEET

This is to certify that the thesis

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## **A CONSUMER PERCEPTION TOWARDS CLOSE-UP AND PEPSODENT TOOTHPASTE**

Has been found to be original work of the student and written according to the prescribed format of office of the Dean, Faculty of Management, Tribhuvan University. We have conducted Viva – Voce examination and we recommend the thesis to be accepted as partial fulfillment of the requirement of the Master’s Degree in Business Studies (MBS).

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## **Declaration**

I hereby declare that the present thesis entitled “**A CONSUMER PERCEPTION TOWARDS CLOSE-UP AND PEPSODENT TOOTHPASTE**” has been prepared to fulfill the partial requirement of Master Degree in Business Studies(M.B.S) under kind supervision of Lecture Mr. Santosh Gyawali. This thesis has been prepared as per the format prescribed by the university and analysis carried in the study is original. Eventually, I firmly believe that the road of improvement never end so I am solely responsible for varieties of shortcomings and drawbacks admitted in the study.

**Navnita Shakya**

**Date:**

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## CHAPTER -I

### INTRODUCTION

#### 1.1 Background of the Study

Due to the globalized trend of world trade and business, tough competitive situation or environment is creating day by day whether it is in domestic market or in international market. No business organization can be isolated from influences of globalization. It is providing more and more opportunities as well as challenges. In this condition, business organizations have to conduct their activities strategically strong. A company can increase its market any other part of the world by setting or installed industries and by selling the product easily. So, the manufacturing companies are producing the several parts of product in several countries and assemble it in several countries to reduce cost and to improve the quality.

Now a day's consumer's view towards any product is quite different than previous time they give first priority to cost and quality, they mention not where the product is produce and where from imported. Consumer may easily move one product to another if they meet their priority. So, companies especially manufacturer are employing their several tactic and tools to make attention about their product and attract them. Vast competition among the manufacturers is happening in the field of marketing.

Advertisement, personal selling, publicity, trade fairs etc. are techniques, commonly used by all companies and it boosts up or hardly excited to consumers to consume the product and try a new product. It is because these techniques and tools make noise around people day-to-day life. It can make change the consumer's habits to consume product and it automatically increase in sales and sales activities. Product sale is an important aspect of marketing activities. Manufacturer's main aim is to increasing sales; increase market share and improvement of market position. Market position constitutes overall view of consumers/retailers towards a particular products, price, package, advertisement, delivery, extra benefits and market share occupied by the product.

Manufacturers are using sales promotion/consumer promotion techniques as early as 19th century therefore it is not a new technique, recently, manufactures are attracting to the consumers by giving other extra monetary benefits attached with the purchase of the product. Buying behavior of consumers is changing; they are making attention is extra-attached benefits while buying a product. So, companies are providing different extra benefits to the consumers like, buy one get one free, other prizes, scratch card, coupon etc. Manufacturers don't want to hold goods that are more finished as inventory which increases cost also, so they attached a product with other which becomes tools to increase fastest sales.

Advertisement, purchase behavior, sales promotion etc. are the most considerable factors to increase market size that each and every company's goal. Without advertisement, a company cannot sale the product in the market. So advertisement is also becomes one of the most important part of business. It can remind to each person's mind about the firm's and its products.

Marketing and sales activities had started in Nepal relatively very late as compared to other countries. Nepalese consumers have habit to use imported goods since very long period due to not availability of products within manufacture in Nepal. After democracy B.S. 2046, some well-known multinational companies had come in the country and began to produce their products in international standard. It contributes to develop marketing activities. There are so many brands in product and domestic industries also making attention to improve market position by spending significant amount in advertisement, product differentiation and product lines. The domestic industries are facing competition with international products and multinational companies. (Baral, 2003)

Considering toothpaste market, there are so many brands found in Nepalese market produced by Nepalese companies even by the foreign companies. Unilever Nepal Limited is one of the leading companies in Nepal. This company produces many kinds of consumer goods like soap, shampoo, toothpaste etc. Close-up and Pepsodent toothpaste are produced in Unilever Nepal Limited. So, the research is going to be done about the consumer perception about Close-up and Pepsodent toothpaste in context to Butwal Municipality. This study consist on the status of

consumer view towards the toothpaste products, consumption habit of the consumers are major subject factor of this study.

## **1.2 Statement of the Problem**

During the past 27 years, there was not competition in Nepalese Toothpaste market. There was no choice or no alternative brands. Consumer of Toothpaste was also not in large number. Gradually other manufacturing industries have been emerging with several brands like Brighter, Close-up, Pepsodent, Colgate and Flura and so on. Therefore the situation of Toothpaste market is quite different now; most of people has been using toothpaste due to the consciousness toward health and easy availability of various toothpaste in the market. So, size of market as well as competition in the market is increasing day by day rapidly and almost 90% market share covered by them in Nepalese market (Dabadi, 2009).

In this situation, the companies are spending significance amount in advertisement because without advertisement the product cannot be sold in the market. The manufacturers are seeking to mention their market position. Market position refers market size occupied by a particular product, advertisement, impacts, consumer's views towards company and its product etc. Since both the products are concerned with the Nepal Unilever limited, this research is different than the early research that it has explored the two different brands of same organization.

By considering above object, following problems are for discussion of the study.

1. What is the selling position of Close-up and Pepsodent in Butwal municipality city ?
2. What is consumers' view about the toothpaste in-terms of packaging, price, accessibility, benefits and quality etc?
3. What is the consumer's view of advertising of Close-up and Pepsodent brands?

## **1.3 Objectives of the Study**

General objective of this study is to analyze close-up and pepsodent toothpaste's present market situation in Butwal municipality. Among them specific objectives are as follows:

1. To identify the selling position of Close-up in comparison to Pepsodent brand.
2. To explore consumers view about the toothpaste comparing in-terms of price, packaging, accessibility, benefits and quality etc.
3. To identify consumers and shopkeepers view about advertising effectiveness of Close-up and Pepsodent brands.

#### **1.4 Significance of the Study**

Proper information is the major materials of any management to formulate policies, strategies and decision-making. Marketing management is also not exception for it. Day to day, various incidences, new challenges and opportunities are accruing in the field of marketing. Consumers may change their consuming pattern in any time especially about fast moving consumer goods products. To attract new consumers and to make loyal existing regular consumers the marketing management has to make several policies strategies and decisions. So, information from field of market through marketing research play crucial role in the marketing management

In context to Nepal, there is poor decision making system and management. Nepalese market and consumer behavior toward the fast moving consumer goods/ products is crucial to understand by producer of such kinds of product as well as marketer. The researcher has tried to find out the fact situation accrued in the market by paying preference to the consumer perception towards toothpaste special reference to Close-up and pepsodent Which may be useful for all the marketers and manufacturers for fast moving consumer goods products especially toothpaste concern to reformulate and review their policies as well as strategies. Besides other firms, seeing the proper market situation and structure will benefit for the entrance in the market.

#### **1.5 Organization of the Study**

This research work is divided into five chapters as like:- The first chapter deals with the subject matter consisting general background, focus of the study, statement of the problem, objectives of the study, Significance of the Study and the Limitations of the Study and organization of study

The Second chapter concerns with the review of the Literature that are done from the various sources such as Book, Newspaper, general websites, thesis etc.

The Third Chapter describes the research methodology adopted the carrying out the present research which deals with method and techniques that are used in the study based on both primary and secondary data. This chapter attempts to explain the method of data analysis. It includes the interpret parts research design, population and sample, data analysis tools.

The Fourth Chapter is concerned with the analytical framework data collected from questionnaires is tabulated and analyzed according to objective total around questionnaires have been filled with people of different concerned groups. The main aim to do this is to know the views of different level of people about brand loyalty and its impact on consumer behavior.

The fifth and the final chapter is concerned with suggestive framework that consists with the overall findings, conclusion and recommendations of the study.

The references and appendix are incorporated at the end of the study.

## **CHAPTER -II**

### **REVIEW OF LITERATURE**

The researcher studies different educational materials i.e., journals, magazines, newspapers, books, websites etc., after selecting the topic of the researcher is known as review of literature. During this research, the researcher has done literature review.

#### **2.1 Introduction**

The meaning and practices of marketing is modifying day by day. New and novel practices are practicing in the field of marketing with several tools and tactics. It is not sufficient that what is producing with the view to sell in current situation. Rather, a clear understanding of social aspects, market place and more specifically the consumer behavior is significant very much. Due to changing behavior of consumer and competition, a company has to pay attention not only in the sale and decoration but also at the consumer point, buying behavior, packaging and pricing policy. So it is clearly seen that marketing in today's business is facing more complexity. [http://en.wikipedia.org/wiki/Marketing#Marketing\\_environment](http://en.wikipedia.org/wiki/Marketing#Marketing_environment) (2013, April 12)

If we talk about market position there is something that comes in our mind i.e the effectiveness of sales promotion, advertisement, pricing and product attribute. Features are persuading to buy a specific product to the buyer and to sell by the seller or the percentage occupied by a product in the overall market. So the market position deals with the overall effort and achievement in the field of marketing.

#### **2.2 Conceptual Review**

##### **2.2.1 Meaning**

There may be a number of products in the market to sell for the same purpose such products consumed by consumers may give priority to a specific product among the products due to several reasons. To keep first priority in mind of consumer, companies make effort in different way. There are so many products in toothpaste out of them Close-up is one of the leading

toothpaste in the market. Market Position of the toothpaste in which market position of Close-up and Pepsodent are deal with the major marketing components such as promotion, price, product distribution as well as advertisement and buying behavior of consumers. These major factors are influencing how much is total consumption of Close-up and Pepsodent in the market and what is the percentage covered by the Pepsodent and Close-up in total toothpaste market.

Influence of the major marketing factors help directly or indirectly to increase or decrease the sales to some extent, personal selling and publicity is also one of the helpful components to increase sales but it is not possible for all kinds of products due to cost and time. Advertisement helps in the personal selling. Sales promotion is a short term strategy which encourages to consumer for use once or tries once the product by offering different prices or something extra incentives. It makes change the mind of potential consumers and come to try the product. Due to this, sales promotion helps to maintain a sound market position of the product. Price is one of the most important factors in the marketing and to increase / decrease sales volume. Price must be affordable by various categories of consumers. Product differentiation and product line can help to change price discrimination. Placement of product at right time in right place is one of the most important components of marketing. It helps to consume the product regular so frequent distribution channels must be maintained to achieve sound market position. To make regular brand awareness in marketing, advertisement is making significant role to market a product.

Advertising is not only one that makes to aware consumers. There are so many other tools but it is more costly as well as more effective and it pushes to buy the product to consumers while they are conformed or in confusion. Sales promotion seeks to show or once by consumer where advertising is indirectly hitting to potential consumer through public media regularly in mind. It is a long term strategy of creating brand awareness whereas promotional campaigns boost up sale of a product. Combine effort of sales promotion and advertising will increase sales in present as well as in future. Now a day's sales promotion campaign and advertising is going on with competition. There are many components, which directly affect the market position and sales, such as product, price, promotion, distribution, advertising etc.

### **2.2.3 Marketing**

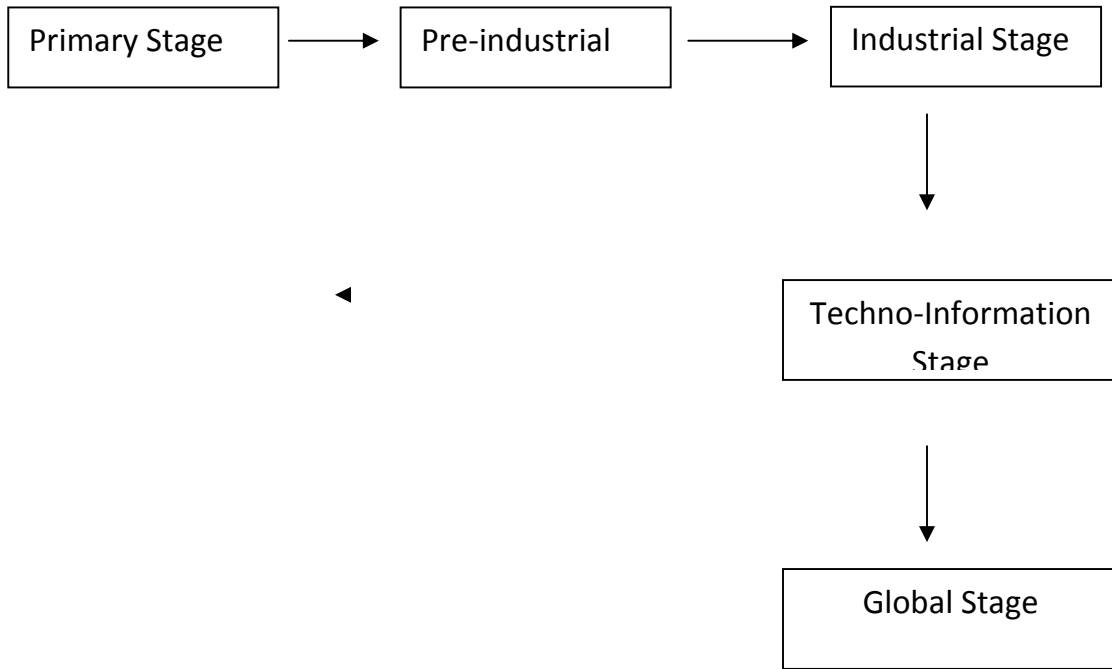
We can distinguish between a social and a managerial definition of marketing. A social definition shows the role of marketing plays in society. One marketer said the marketing role is to "deliver a higher standard of living". Here is a social definition that serves our purpose: marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, freely exchanging products and services of value with others. For a managerial definition, marketing has often been described as "the art of selling products", but people are surprised when they hear that the most important part of marketing is not selling! Selling is only the tip of the marketing iceberg. Kotler (1974), a leading management theorist, plus in this way:-There will always, one can assume, be need for some selling. But aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits them and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.

When Sony designed its Walkman, when Nintendo designed a Superior Video game, and when Toyota introduced its Lexus automobile, these manufactures were swamped with orders because they had designed the "right" product based on careful marketing homework.  
<http://en.google.org/marketing#Introduction> of marketing(2012, Nov 18)

### **2.2.4 Development of Marketing**

Marketing has developed in an evolutionary rather than revolution fashions. Its development has been influenced by the progress of civilization and economic development of nations.

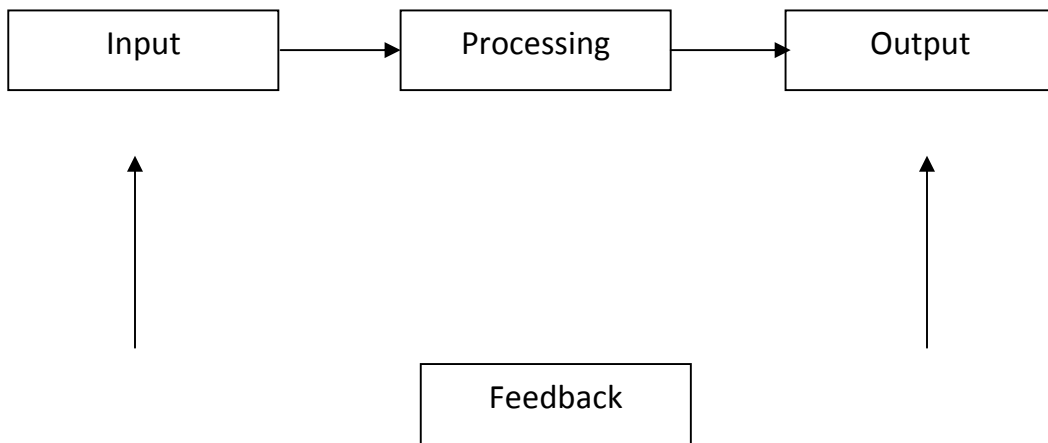
**Figure: 2.1**  
**Stages of Marketing Development**



### 2.2.5 Market System

A marketing system is a unified whole composed of interrelated and interacting subsystem (parts) to achieve desired objectives. Marketing is a dynamic system consisting of input-processing- output- feedback showing in figure:

**Figure: 2.2**  
**Marketing System**

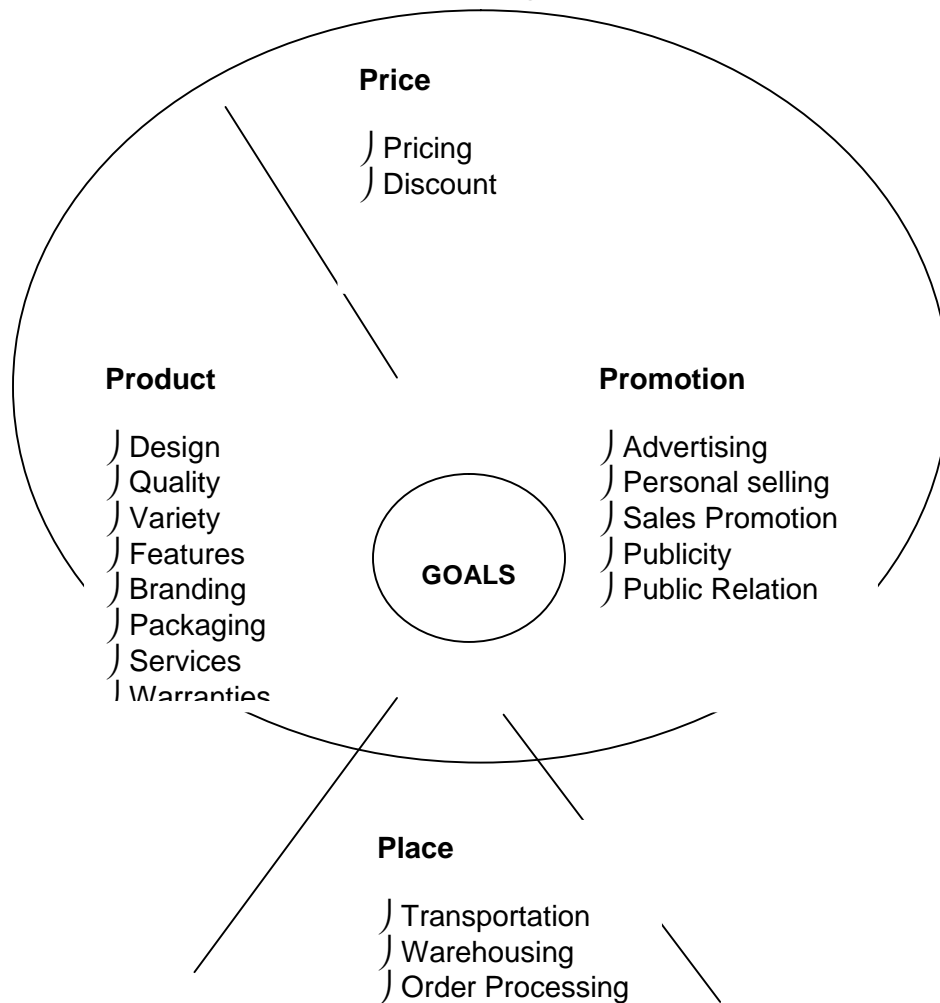


- a) Input of the marketing system consists of the marketing mix elements product, price, promotion and place.
- b) Processing of the marketing system consists of environmental influences and buyer decision processes.
- c) Output of the marketing system consists of customer response reflected by profit, market share, social welfare and organizational image.
- d) Feedback provides information to design input (Agrawal, 1999).

### **2.2.6 Marketing Mix**

Marketing is the process of choosing markets to be in, products to offer, prices to charge distributors to use, and message to send. Organization must create and maintain an effective marketing mix that satisfies customer needs. "Marketing mix is the set of marketing tools that organizations use to pursue their marketing objective in the target market."

**Figure: 2.3**  
**The Tools of Marketing Mix are known as 4 Ps.**



- The four elements of marketing mix are interrelated. Decision is one element usually affect actions in others.
- The design, implementation and evaluation of the marketing mix constitute important aspects of the total marketing effort. Organizations should offer different marketing mix for different segments of the target market.

Now, it is necessary to go in brief of tools of marketing mix. Always market situation is measured with the help of tools of marketing mix i.e. 4 ps. If we neglect one from other the effectiveness of market situation is not measured by better way. Now, respectively we discuss about: promotion, product, price and distribution channel (Agrawal, 1999).

## **2.3 Review of Books**

### **2.3.1 Product**

An identifiable form of tangible and intangible attributes, including quality, price, brand, trademark, packaging, color, and seller's service as well as reputation is known as product. It must transferable and payable. So a product may be a person, good, place, service, idea or technology. Consumers are purchasing need satisfaction in the form of the benefit they expect to receive from the product. Now we are talking about the consumer products which are not the purpose of business. Such products are intended for use by household consumer. In context of consumer's products, brand plays vital role in consumption. Brand is not anything itself but it represents the entire attributes of the product so a consumer attracted by the brand name. Brand is one of the names, which helps to make and show something different from other product among the products having similar attributes. Consequently, some products are in the market that has very much popularity and image that consumers or people feel proud in the society by using such brands.

On the globalization perspective, "Products which are easily marketed in domestic markets may not be marketed in international market. More specifically, products, which are easily marketed in US market, may not be marketed in Asian or Nepalese market. In order to match products to the international markets, the marketers need to spend a lot of time, effort and money in planning and development of products in a systematic manner" (Shrestha, 2005).

Increasing of the global market area, companies should make branding strategy whether sell all over the world with the same brand name or separate brand name for separate market through distributors. Brand names with an eye to their global reach, the name of the product should be meaningful and pronounceable in the national languages. Otherwise companies will find it very difficult in selling their products in the distant places due to the geographical structure of various countries.

## **How brands influence people?**

This first thing to recognize when we talk about brands is that they are not just names, symbols, terms, designs or combinations of these, although it is true to say that such things can and do differentiate certain products and companies from others. The additional ingredient that makes a successful brand is personality.

Today leading brands are personalities in their own right and are well known in all societies and cultures as film heroes, cartoon characters, sports stars, or great leaders. Thousands of people relate to brand personalities in the same ways as they do to human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Jung(2002) work where he described the four functions of mind-thinking, sensation, feeling and intuition. The secret to successful branding is the influence of the way in which people perceive the company or product, and brands can affect the minds of customers by appealing to these four mind functions, or combinations of them.

Some brands appeal to the rational part of a person, to the elements of logic and good sense (the thinking dimension) such as toothpaste, which contains energy, proteins and cholesterol-free foods. Others appeal to sense of smell, taste, sight and sound such as fashion and cosmetic products. Some brands attract the emotional part of the people appealing to the feelings, dimension to which consumers react with feelings of warmth, affection and belonging. Products such as Harley-Davidson motorcycles and companies like Benetton with its global village branding exemplify these.

Some of the companies and products are attractive to people who intuitively feel comfortable with them, because they see these brands as extensions of themselves, a good fit to their personality, lifestyle, aspiration and behavior. Brands influence consumer decisions to buy in any of the above ways, or through combination of them, sometimes with tremendous persuasive appeal.

The Marlboro brand personality is a good example of how a company understands and combines the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as good credit cards, watches or prestige items help people

to express themselves to others by demonstrating that they are different and have achieved something. They act as extension of the personally, so it really is all in the mind. The key of brand management and development is a clear understanding of what benefits a customer is looking for. Time and again, research shows that the real driving force behind market leadership is perceived value not price or inherent product attributes.

### People Prefer To Buy Brands

Brands are also successful because people prefer them to ordinary products. 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 (Guiltian , 2003) .

### 2.3.2 Pricing

Pricing is also one of the important components of marketing. Pricing strategy and pricing policy plays significant role to create a sound market position for the product. A company may follow different pricing methods. Price may be determined on the basis of various factors i.e. cost, nature of the product, season, competition, rules of the government, geographic and so on. Pricing of the fast moving consumer goods products is sensitive very much. Most of the fast moving consumer goods products have to face tough competition from the different factors. To charge price for such a company should understand consumers buying behavior, economic growth of the country, social aspects etc.

In the context of Nepalese consumers and Nepalese marketers/ companies, we can see now that the prices charged for any fast moving consumer goods / products on the basis of buying behavior as well as purchasing capacity of economic growth condition. Consumers are not mentioning weight of a packet of products like Close-up, Pepsodent, Colgate and so on, but how

much the price for a packet and companies always fixed the price as Rs. 15, Rs. 20, Rs. 40 etc. Whether price of the toothpaste is increasing but the companies are introducing small packets for easy pronounceable price as well as low price on the view of consumers. Such pricing strategy follows by Coke, Pepsi, toothpaste and so on like Phuchhe Pepsi for Rs13, small packet of toothpaste for Rs. 5, Purnima pack of fair and lovely for Rs. 10, Rs. 1 or Rs. 2 for a shampoo pack.

“The contemplated price must be consistent with company pricing policies. Many companies set up a pricing department to develop pricing policies and establish or approved pricing decisions. Their aim is to ensure that the sales people quote the price that is reasonable to a customer and profitable to the company ” (Aryal, 2010).

"Most companies will modify their basic price to reward customer for such acts as early payment, volume, purchase and off season buying. Description of these price adjustments called discount and allowances follow. before we begin however a word of warning is in order. Many companies are so ready to grant discount, allowances and special terms to their dealer and customer that they may fail to realize how little profit may be left. Companies should measure the cost of granting each discount or allowances against in impact on making on the sale. They should establish better policies as to what should be granted to customer are bidding for their business" ( Robert & Rostello, 2003).

### 2.3.3 Promotion

Promotion includes all the activities undertaken to communicate and promote products to the target market. The components of promotion mix consist of advertising, sales promotion, personal selling, publicity and public relation. All the promotion activities have been conducted to communicate with the firm's audiences to achieve certain goals. The situation of the company, product nature, consumer behavior, etc. may play role to pay priority for a company's which element of promotion is most important. It is to substantially change the product mix in the short run. However, organizations can control and change price mix and promotion mix in the short run to meet the challenges of the changing environment.

### 2.3.3.1 Advertising

Advertising is directed at cognitive and emotional responses: building brand awareness & brand attitude overtime.” Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by and identified sponsor targeted at mass community at a single effort. Advertising is one of the most important promotional tools that companies see to direct persuasive communications to target buyers and publics. Advertising is used to achieve various marketing goals of the firm. Some of these objectives include such as,

- To improve brand image or brand awareness;
- To inform and persuade the target audience;
- To achieve a desired sales level and improve company’s profitability;
- To successfully launch the new product to the market;
- To support the personal selling;
- To win the competition;

Advertising may be done through various means or Medias such as: print Medias; audio advertising (Radios); visual advertising (Film slides); audio- visuals (Film, televisions, etc); displays (window display, sky display, hoarding boards, electric neon, etc).

However, an effective advertisement is one, which can change the target audiences’ attitudes in favor of the firm’s offer. To achieve any attitudinal change, advertisement should posses several requirements; such as attract attention of target customers towards the company’s offer, understand the target audience properly and convince the target customers effectively (Shrestha, 2005).

In reality, consumers do not believe to a product, which is not seen in advertisement and cannot make decision to buy. Advertising becomes life partner of a product for marketing. Advertising cost is higher than production cost of some product. It seems that advertising is being strong components in promotion very much.

Now a day, stars from different field such as sports, music, movies etc. are being used in advertising to attract consumer. However, there is controversial analysis whether it is effective or not but most of companies has been introducing them as a brand ambassador also.

### 2.3.3.2 Personal Selling

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

### 2.3.3.3 Sales Promotion

According to American Marketing Association,” Sales promotion consists of those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows and expositions, demonstrations and various non recurrent selling efforts not is the ordinary routine.”

Sales promotion is the third promotional tool. It is used to coordinate and supplement the advertising and personal selling programs. It is a program of limited duration that encourages sales by attraction of the price on perceived value of product.

Jeffkins (1977) says “Sales promotion is sometimes described as the bridge between advertisement and sales.”

“It is (consumer promotion) often used to retaliate against a competitor’s sales promotions or to reduce a seasonal decline in sales. Consumer promotion is either aimed at reaching the consumer at his home or place of business or in the store.” (Koirala, 2002)

According to Kotler, (1974) “Sales promotion consist of a diverse collection of incentive tools, mostly short term, design to stimulate quicker or greater purchase of a particular product by consumer of the trader.”

To motivate middle channels between producer and consumer and customer/ real consumer to sale or to consumer at least once, various tactics are introducing company’s day by day such as giving extra margin/percentage discount to the sellers, buy two get one free for the consumers, display on retail sales stores and so on. Such kinds of promotional activities are introduced on the occasion of different festivals like New Year offer.

In case of Nepalese market, promotional tactics has been seeing but some extent, some sales stores are offering discount such as 50% off, buy one get one free etc. are not really discount. It is because; there is not identifiable price of the product. Such kind of practices can be seen on fashionable readymade clothes, which is making wrong impact on consumers mind towards sales promotion activities.

In case of Nepalese toothpaste market, various promotional programs has been seeing such as buy two get one free, and so on. All these promotional tactics are really sales promotion tools which help to sale the product in large scale.

#### 2.3.3.4 Public Relation

Public relation is media attention without paying for it, usually generated through a product champion and involvement in stories, which are relevant, and of interest to news media. It gives an impression of objectivity since it is unpaid for. Marketer engage in public relation in order to develop a favorable of their organizations and products in the eyes of the public, so major objectives of public relation are to build awareness, to build credibility, to stimulates sales free and dealer, to hold down promotion cost and so on.

“Public relation has become an important marketing tool these days. The basic philosophy of public relation is that if the image of the company is poor in society, no other marketing efforts including quality product and service can satisfy the customers. In order to gain good image in

society, a company must establish a good relation with the publics. Publics are several groups of society, including customers, stockholders, staffs or employees, dealers, the press, the financial community and the general community. A company must have good relations with these groups, if it really wants to promote its sales and develop an established market for its product and services. Public relation is defined as a social philosophy of management expressed in policies and practices, which, through sensitive interpretation of events based upon two-way communication with its publics, strives to secure mutual understanding and goodwill” (Shrestha, 2005).

Now days, building public relation by organization in society are vital marketing tools to promote the product and to establish brand loyalty.

#### 2.3.3.5 Publicity

Publicity means of promoting the mass market and similar to advertising except that it free, is found in the additional portion of the news media and pertains to newsworthy events. The most common type of publicity is news release (also known as press release), photographs and feature stories. Promotion can be directed towards final consumer’s middlemen or companies’ own employees.

“Public relations and publicity are the last two promotional methods. Public relations are the broad, overall promotional vehicle for improving or maintaining an organization’s image and its favorable relationship with its publics. Publicity, a part of public relations is any promotional communication regarding and organization and / or its products that are not paid for by company benefiting from it. Typically there two activities are handled in a department separate from the marketing department is a firm” (Rathor, 2005).

#### 2.4 Distribution

Distribution includes the various activities undertaken to make the product accessible and available to target customers in right time and place. Components of distribution consist of channels (direct or middlemen wholesaler, retailers etc.) physical distribution activities such as

order processing, warehousing and location, material handling, inventory management, transportation.

According to Koirala (2002), “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 is concerned with the physical movement of products.”

Most of producers do not sell their products directly to consumers. There may be two or more than two intermediary's stands between consumers and producers. These are the marketing channels which play vital role to distribute the product. So, marketing channel decisions are among the most critical decision facing management.

According to Staton (1990) , “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.” The distribution channel includes several individuals and institutions such as producers, suppliers, industrial users, brokers, agents, wholesalers, retailers and consumers. It also consist several flows in the system which is forward flows and backward flows. The forward flows more from producers to the market. There are three forward flows: product flow, communication flow and ownership flow. The backward flow is money from sales, orders for products and market information.

For the distribution of consumer products, we can introduce four options channels design such as producer may distribute directly to final users, the producer may use retailers to reach consumers, the producer may reach consumers through wholesalers and retailers and producer may go through agents and retailers. In the context of Nepal, especially in toothpaste marketing, most of the toothpaste production companies are following the producer through distributor, retailer and consumers.

## Packaging

Packaging is the work of putting goods in safety covers . Generally it use for food packaging .Food packaging is packaging for food. It requires protection, tampering resistance, and special physical, chemical, or biological needs. It also shows the product that is labeled to show any nutrition information on the food being consumed ( Heldman,2003).

## Accessibility

Accessibility is the degree to which a product, device, service, or environment is available to as many people as possible. Accessibility can be viewed as the "ability to access" and benefit from some system or entity. Read more:<http://www.businessdictionary.com/definition/quality>.( 2013, June 16)

## Benefit

Benefit increased wealth or ability to satisfy needs and wants with respect to production, distribution, and consumption of goods and services.

## Quality

product in order to satisfy specific costumer or user requires. ISO 8402-1986 standard defines quality as "the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs.

<http://www.businessdictionary.com/definition/quality>.( 2013, June 13)

## 2.5 Review of Articles, Journals and Magazines

### Product Quality

When considering the physical product apart from the additional attributes real or fancied, bestowed on it by an effective marketing program, the manufacture's attention is usually

centered on "Product quality". In this context product quality is often measured in terms of the purity of grade of materials used, the technical perfection of design, and exacting standards of production. The level of quality is usually set in terms of either meeting or beating competition. Once a level of product quality, in this sense, has been determined, most firms carry out rigorous programs of quality control and product are upheld (Kuch & Ralph, 2003).

### 2.5.1 Brand Flexibility

Many marketers face, at one time or another, a decision involving brand flexibility: should a new product be placed under an existing brand's umbrella, or should its own stand- alone brand? For example, should Coca-cola used to brand pair of jeans? Would Nike be a good brand name for a sports drink?

Using the current name has some advantages. The brand enjoys good level of awareness and a positive image. Its product distribution is good. Using the existing brand name would reinforce self impact for the entire line. On the other hand, the current brand's equity may not translate to new product not based on the intergradient for which the brand is known. Some fear that using the brand as an umbrella covering and expanded product line could dilute the brand. Both sides have a well rationalized set of arguments those with a restrictive interpretation say that because the brand's equity has been built over 50 years around product based on the one ingredient, using the same brand name for product made without ingredient would only confuse the consumer about what the brands for. This confusion could weaken the established brand. Furthermore, the brand equity may not translate well to products without the ingredient so that there could be little benefit to using it. Those with a flexible view of brand equity find comfort in consumer research where they see proof of their brands flexibility. The issue isn't new. It's faced by all those who have to introduce new products and by those who have acquired a company with branded products. Does the new product need a new brand name or should it be placed under the umbrella of an existing product? Should the acquired product line stand on its own brand or should it be using and endorsement from the new corporations is that the issue should not be

viewed in the sole contexts of the new brand or new products but also in the context of the existing brand. How will it be affected? Will it suffer dilution?

When faced with this situation may help to keep in mind the following:

Brands are associated with a set of values, seldom with a specific ingredient. There are a few exceptions but, generally, values are what define a brand. A brand like star bucks for instance is associated with coffee. But, more than just the ingredient, it stands for expertise in bean selection and roasting, high quality, competent staff, young professional crowd, a pause during a busy day, etc. If there was another product that could benefit from the same values, it could fit right in Cigars or Cognac could come Close but have their own set of problems.

Umbrella branding is a very efficient brand scheme. A paper published in Mckinsey Quarterly under the title "Brand Leverage" concludes that strong brands that are used across product categories produce shareholder return on equity that is five percent above the average for their industry. A strong umbrella brand can help a new product generate faster distribution and trail. On the other hand, umbrella brands are weakened when they are used for sub-par products or products or that fail- an unavoidable risk with new product introductions. They also make consumer research more difficult, in part because of the high level of false awareness they generate. The effect of advertising copy on consumer behaviour is thus more difficult to evaluate because it tends to benefit the entire brand as opposed to the one new product is advertised.

The best and possibly the only tool you need is a very clear idea of what values the brands involved stand for. In fact, if this is the only thing you do, you should write a brand strategy for your own brands and for the brands you wish to acquire before you make any branding decision and preferably before an acquisition takes place (Shrestha, 2005).

## 2.5.2 How Brands Influence People?

This first thing to recognize when we talk about brands is that they are not just names, symbols, terms, designs or combinations of these, although it is true to say that such things can and do differentiate certain products and companies from others. The additional ingredient that makes a successful brand is personality.

Today leading brands are personalities in their own right and are well known in all societies and cultures as film heroes, cartoon characters, sports stars, or great leaders.

Thousands of people relate to brand personalities in the same ways as they do to human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Jung (2002) work where he described the four functions of mind- thinking, sensation, feeling and intuition. The secret to successful branding is the influence the way in which people perceive the

Some brands appeal to the rational part of a person, to the elements of logic and good sense (the thinking dimension) such as toothpaste, which prevents decay and cholesterol-free foods. Others appeal to the sense of smell, taste, sight and sound such as fashion and cosmetic products. Some brands attract the emotional part of people appealing to the feeling, dimension to which customers react with feelings of warmth, affection and belonging. Products such as Harley Davidson Motorcycles and companies like Benetton with its global village branding exemplify these.

Then there is the strange phenomenon of intuition. Some of companies and products are attractive to people intuitively feel comfortable with them, because they see these brands as extensions of themselves, a good fit to their personality, lifestyle, aspiration and behaviour-companies like the body soap, with the environmental approach.

Brands influence consumer decisions to buy in any of the above ways, or through combination of them, sometimes with tremendous persuasive appeal.

The Marlboro brand personality is a good example of how a company understands and combines the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as good credit cards, watches or prestige items help people to express themselves to others by demonstrating that they are different and have achieved something they act as extension of the personality, so it really is all in the mind. The key to brand management and development is a clear understanding of what benefits a customer is looking for. Time and again, research shows that the real driving force behind market leadership is perceived value- not price or inherent product attributes (Guitian, 2003).

your product. The fear of loss drives a sale as much as the customer's desire for the product or service remind the customer that they can either use your product or service, or they can live with the consequences, you could say something like, "The choice is yours. You can live the life you have always dreamed of, or you can stick with your dead- end job for the next thirty years."

#### c) So Many Choices, So Much indecision

The most successful advertisement focus on one product or service. Do not make the mistake of trying to list all your products and services in one advertisement. Do not give the customer a choice. If they have to deal with more than one product, you will have mass indecision on your hands. Make the choice as easy as possible, or you will lose the sale.

#### d) Increase Buying

A wide variety of buying methods exist for one reason not everyone likes to buy the same way. Some people like to order over the phone, someone line, some through mail, some through fax. And not everyone likes to use credit cards, some people like to use cheque or cash. The points are, when you increase your buying options, you appeal to more people. Give your customers what they want, and they will give you what you want the sale.

#### e) Simplify the Process

The easier something is, the more people want to do it your customers do not want to deal with a difficult ordering or purchasing process, so make the procedure as simple, quick and pleasant as possible (Baral L , 2003).

### **2.6 Review of Previous Research Works**

There has been no research on the toothpaste marketing in Nepal. So, only related some topic of marketing have been revised below.

Khanal, (2012) in conclusion this study shows that the major competitor companies in Nepalese toothpaste market are Nepal Level Ltd. and Colgate Palmolive Nepal Ltd. any time one of this company can set access its market quickly it is because, most of consumers are using both company's brand. Most of consumers are loyal toward both company's brand. Market situation of toothpaste is in liquid position in nature. So pricing, quality, packing, promotion etc. are the tactics and strategy to achieve large market size.

Parajuli, (2011) from the interpretation and analysis of the data and information collected from the consumer, it is found that brand awareness of Nepalese consumers are high and most of them are brand loyal in each of the product selected for this study. Similarly, it is also found that the factors such as the consumer's sex, age, marital status, income, family system etc. also affect brand loyalty.

Aryal, (2010) in summary, sales promotion works as a starter to the toothpaste users. People, who are not so educated, are not loyal towards any particular brand. Due to this, sales promotion, advertisement easily attracts attention of those toothpaste consumers and as result the sales of that particular toothpaste will increase. The sales promotion is very powerful, which can easily boost up the sales and market share will be increased.

Thapaliya, (2009) concluded that the use of toothpaste has become a general consumption phenomenon in Kathmandu. There are various brands of toothpaste available in the market and market of noodles has turned to be competitive in recent years. The company does not have

effective and reliable channel to collect information from wholesalers, distributors and consumers.

Lamichhane, (2006) concluded that advertising is considered as the primary source of information. The advertisement of Coke, Pepsi and branded cold drinks are found in Kathmandu. Coca-cola brand is more popular than other brand. Consumer gives more preference to the brand but less preference to quality and test. Television is the mostly favorite media for advertisement. The major reasons of brand switching are the taste of the product. Most of consumers are found brand loyal. If they don't get the desired brand, they use the alternative brand. So the marketers are suggested to give proper attention on their distribution system.

Baral, (2009) describes PDDP distributes milk and milk products in Pokhara area. The quality of milk is affected in different seasons. In flush seasons, when PDDP has less milk collection, then quality of milk is not found satisfactory. In peak seasons milk becomes excess and PDDP stops collecting milk from farmer for a few days that is called milk holiday. In false seasons the required amount of milk falls short.

Though it is the largest dairy product company, still other private dairy companies are creating tough competitions to PDDP.

Sharma, (2006) results of this study showed that though advertisements were able to generate Rudimentary Response (tentative belief and recall) they are not doing so well in terms of emotionally associating (Emotional Response) themselves with consumers. To have favorable market share (Active Response) brands extensively resorted to special promotion campaigns (Noodles) or to magnify out of promotion miniscule brand differences (Toothpaste and Washing soaps). In other words, advertisements are limited merely to the task of disseminating information.

Hence, the research concludes that market has sound position. Consumers are brand conscious and their family size, age income affects the brand. Advertisement is most necessary to increase the sales promotion in the competitive market.

## **2.7 History of Toothpaste in Nepal**

During the hunting area people of Nepal were not in the habit of cleaning their teeth. They gradually with the various other developments people used Coal for cleaning their teeth and later on they sniffed into Datyun Stick and Neem Stick slowly. After sometime 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 a gold medal in 1982 and 1983 A.D. The Brighter Industry is the second toothpaste company, which produces 'Brighter' toothpaste and was established in 2042 B.S. in Thimi, Bhaktapur.

Nepal Lever Limited as a subsidiary of Hindustan Lever was established in Hetauda in 1992 A.D. In 2004, the Nepal Lever Limited was changed into Unilever Nepal Limited. This company produces many product, it has been able to retain its top position in Nepalese market. After that Colgate Palmolive Nepal was established at Hetauda in 1996 and started to produce toothpaste in 1997. Recently one another brand 'Anchor' is produced and marketing by Achor Health and Beauty Care Pvt. Ltd. It seems Close-up, Pepsodent, Colgate, Anchor are toppest brands in market (Aryal, 2010).

## **CHAPTER-III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research is survey based descriptive research design. The main aim of this study is to find out the toothpaste market position in Butwal Municipality especially with reference to Close-up and Pepsodent. This study will suggest to the company to make strength the market position. To fulfill this purpose, related information from different aspects will be collected through the structured questionnaire for consumers and channels of distribution such as retailers and wholesalers. For the study, the survey research design will be adopted to collect raw data and descriptive type of survey research was followed to evaluate and analyze the study.

#### **3.2 Nature and Sources of Data**

Most of the data used in this study was primary and secondary in nature. Data was collected from shops and consumers and some information were taking from authorized distributors of the companies as well as concerned company. The sample size is categorized in different professions, age groups, areas, educational background, and sex and so on. Primary data are collected by consumers whereas secondary data are collected by shopkeepers, wholesalers and distributors.

#### **3.3 Data Collection Procedure**

The questionnaire were develop in structure form for different aspect according to objectives of the study and marketing complications are applicable to different aspect of marketing practices. Three different sets of questionnaires were prepared for the real consumer, shop owner (retailer) and dealer (distributors). The questionnaire will distribute through personal contact one by one and request respondent to fill it .

### 3.4 Population

The population of the study was included consumers, shopkeepers and distributors of Butwal Municipality.

### 3.5 Sampling

As the above mentioned population, it was impossible to included the total population in the study. So out of total population 150 consumers, 52 shops including dealer were surveyed judgmentally which are based on area wise sampling the researcher took their areas and the sample size in his both shop and consumer research as follows.

**Table-3.1**  
**Sampling for data collection**

S. N.	Area	Sample size for Consumers	Sample size for shop
1.	Chauraha chowk	15	7
2.	Milan Chowk	15	7
3.	Bus Park	15	7
4.	Nepalgunj Road	15	7
5.	Traffic chowk	15	4
6.	Amarpath	15	4
7.	Campus Road	15	4
8.	Golpark	15	4
9.	New Road	15	4
10.	Maina Bagar	15	4
<b>Total</b>		<b>150</b>	<b>52</b>

### 3.6 Data Analysis

All the questionnaires was distributed and collected by the researcher herself so there were not any delay in collection of questionnaires, which was distributed among the respondents. Every questionnaire was thoroughly checked after the collection and found correct in style of fillings

the same response of the collected questionnaires were put into one place under the respective headings and the total responses were counted. The total response was presented in one master table with the help of the data master table. Analysis was made by using simple mathematical and statistical tools such as percent table etc.

### **3.7 Data Presentation**

The collected data was recorded systematically, identified and the available information is grouped as per the need of the research work. In order to meet the research objectives the collected data was presented on the tabular form for easy calculation and analysis. The data was presented and interpreted in different headings. Data could presented clearly and divided either in table or bar graph and pie- chart according to the nature of data.

### **3.8 Limitations of the Study**

- a) This study is based in selected ten places of in Butwal Municipality only which does not covered the whole part of the country.
- b) Judgemental sampling was used to select the respondents for the purpose of questionnaire .
- c) Primary data were collected only from selected ten area of Butwal Municipality .
- d) Findings from the present research could not be generalized in other geographical settings.

## **CHAPTER- IV**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Current Toothpaste Consumption & Market Scenario**

Due to rapid growth of population, the demand of basic needs of human being like food, shelter and cloths are increasing day by day. At the same time, urbanization is also in increasing trend as well as other needs like cosmetics goods, toothpastes, luxurious goods, home appliance goods etc. Peoples have no alternative to clean their teeth in urban area as well as semi-urban area. Still in village area, most of the people use tooth powder and other natural things like coal, small sticks and so on. But at the movement, demand of toothpaste is increasing and habit of Nepalese peoples to consume toothpaste is increasing. Now, there are so many brands of toothpaste in Nepalese market and tough competition exists. Close-up, Pepsodent, Colgate, Dabur, Brighter, Anchor etc., well known brands in the market. But most of market share lead by Close-up, Colgate, Pepsodent and Dabur.

#### **4.2 Market Position Study**

To conduct the study in Butwal Municipality, researcher developed three types of separate questionnaires consumer behavior survey, retailer survey and distributor survey. The responses collected from 150 real consumers, 52 shopkeepers in Butwal Municipality. Researcher has always tried to reach more accuracy; questionnaires were distributed on the basis of sex, age, income level, education, profession and area wise that can represent the population for randomly selected samples.

Collected responses are converted in several tabular forms and analyzed in different aspects, which the study needs.

### 4.3 Consumer Behavior

Consumers are always the most important for marketer. To understand consumer habit towards toothpaste, 150 questionnaires were distributed to real consumers and returned back all. The following tables give the details.

#### 4.3.1 Detail of Consumers

Table-4.1  
No. of Response Received

Place	Response received	Percentage
Butwal Municipality	150	100
Total	150	100

(Source: Field Survey, 2013)

All the distributed questionnaires were received i.e. 100 percent received.

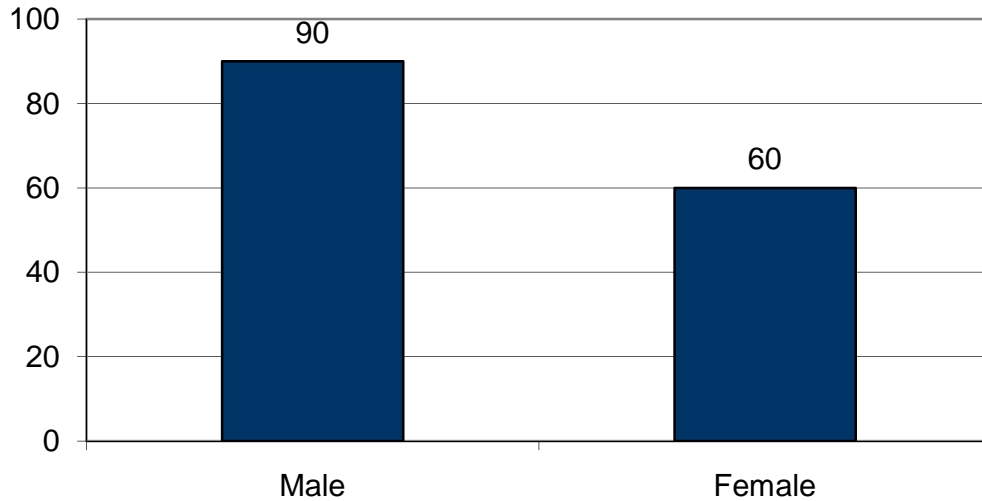
Table-4.2  
No. of Male / Female Respondents

Sex	Respondents	Percentage
Female	90	60
Male	60	40
Total	150	100

(Source: Field Survey, 2013)

Figure-4.1

No. of Male / Female Respondents



Comparatively numbers of female respondents are more than male. Researcher took questionnaire to housewife is the reason behind it.

Table-4.3

Consumer's age group in years

Age group	No of Respondents	Percentage
15-25	16	10.67
26-35	60	40
36-45	54	36
46 & above	20	13.33
Total	150	100

(Source: Field Survey, 2013)

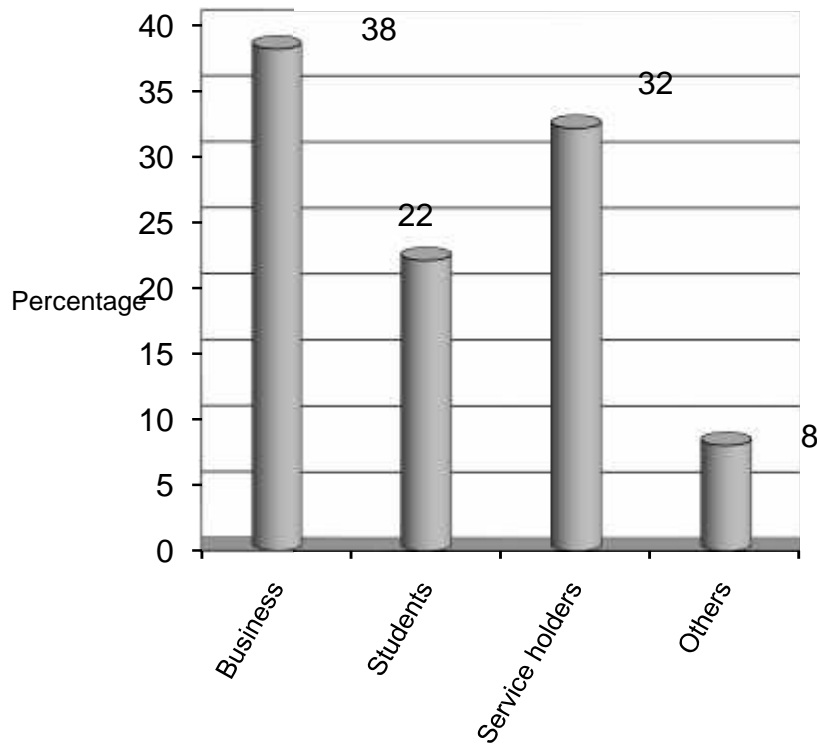
Most of the samples were taken from age groups 26-35 years & 15-25 years. These age groups represent most of consumers' behavioral determinants.

Table-4.4  
Profession of the Consumers

Profession	No. of Respondents	Percentage
Business	57	38
Students	33	22
Service holders	48	32
Others	12	8
Total	150	100

(Source: Field Survey, 2013)

Figure-4.2  
Profession of the Consumers



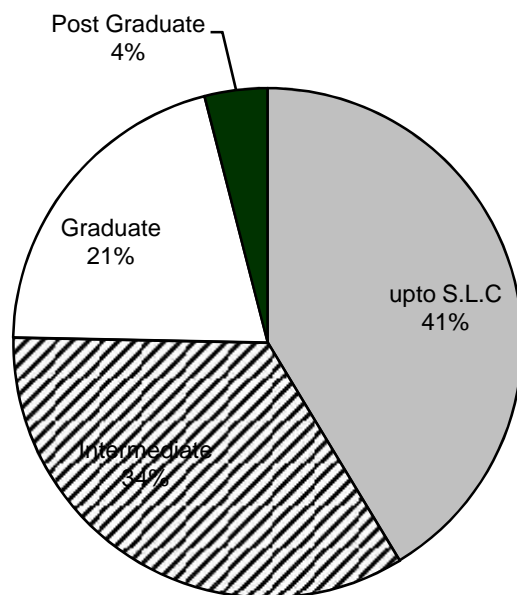
Among

the respondents, 38 percentages involve in their own business which is the highest than other level of profession, 8 percentage respondents are dependents upon agriculture and semi-

agriculture profession which indicates that most of people in Butwal Municipality is dependent upon business and service and very small number of population are other profession.

Figure-4.3

Education Level of Respondents



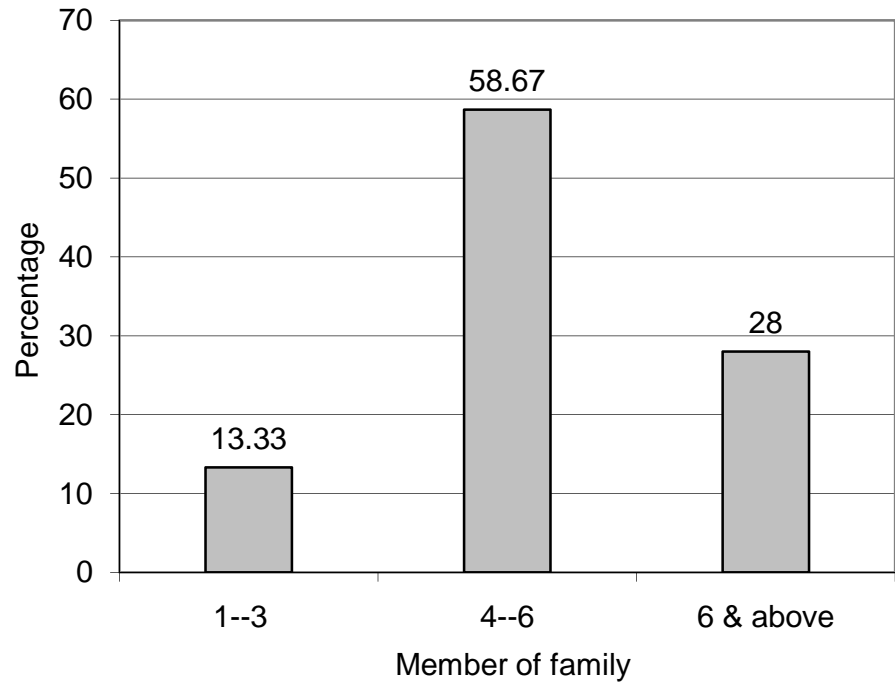
Most of the housewives are up to S.L.C and Intermediate academic level. To collect accurate response frequently such level of respondents were found very interesting and easy. Post graduate level responses few in nature and they are busy.

Table-4.5  
Respondent's Family Size

Member of family	No. of respondents	Percentage
1-3	20	13.33
4-6	88	58.67
7 & above	42	28
Total	150	100

(Source: Field Survey, 2013)

Figure-4.4



**Respondent’s Family Size**

Table no. 4.6 and above figure indicates that 58.67 percent respondents have 4-6 members in their family. It means maximum respondents were from member with 4-6. Minimum member of family like 1-3 is less or 13.33 percent only and above 6 member’s family size is also significant.

Table-4.6  
Monthly Family Income of Respondents

Income (Rs)	Respondents	Percentage
2000- 5000	20	13.33
5000- 8000	42	28
8000- 11000	69	46
11000- 15000	13	8.67
15000 & above	6	4
Total	150	100

(Source: Field Survey, 2013)

Figure-4.5  
Monthly Family Income of Respondents

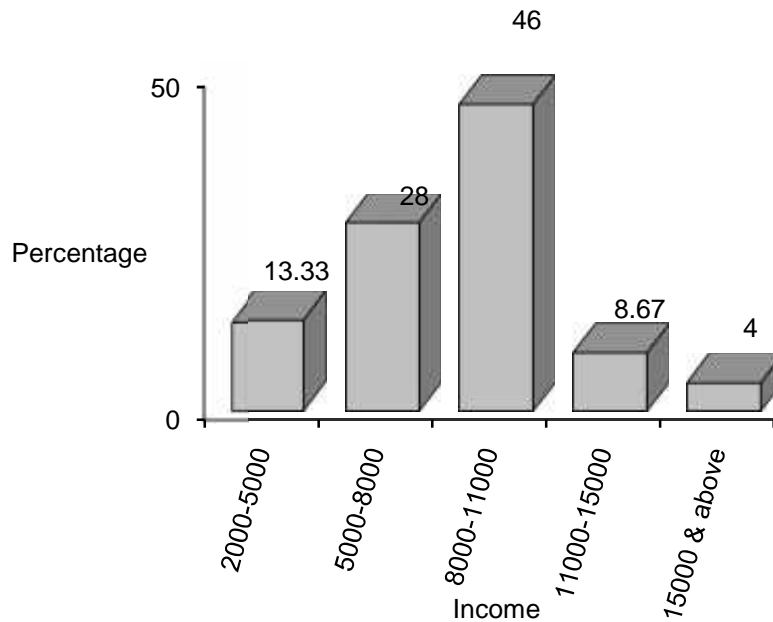


Table no. 4.7 and figure no. 4.6 shows that the most of respondents have their monthly family income lies between Rs.8000 to Rs.10000. Least income level of respondents is few as well as highest income level respondents are lower in number. Most of respondents don't like to show their actual income due to different reasons so that the respondents having monthly income more than Rs.15000 may be seen in least size.

### 4.3.2 Buying behavior of consumers

Consumers buying habit is a significant determinants to determine market situation. To explore the hidden matter, researcher kindly asked to respondents with so many brand names of toothpaste through his structured questionnaire that usually they buy as well as about specific brand and considerable factors while buying. The following details obtained from respondents as:

Table-4.7

The Brands Consumers Usually Buy

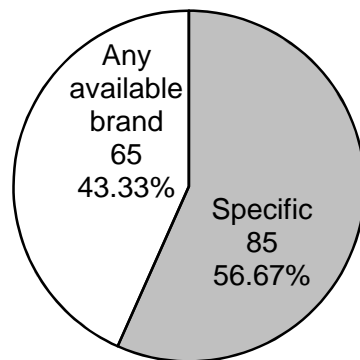
Brand name	Respondents	Percentage
Close-up	51	34
Pepsodent	30	20
Both	9	6
Others	60	40
Total	150	100

(Source: Field Survey, 2013)

Above mentioned responses on the table 4.8 shows that Close-up and Pepsodent brands have bought 34 percent and 20 percent of the consumers and both brands are used 6 percent of the consumers. But only, 40 percent consumers are used other brands. Most of people are used Close-up toothpaste according to response mentioned above.

Figure-4.6

No. of Respondents Who Use of Specific Brand



The responses show that still there is many consumers are not loyal to specific brand but most of them are within the two or three brands consuming. It seems that there is more possibility to increase sales by attracting them by launching different campaigns. It is because 43.33 percentage of consumers means there waiting large market size for any toothpaste manufacturing company.

Table-4.8  
Factor that Consumer Consider While Buying close-up Toothpaste

Considerable factors	Respondents	Percentage
Price	60	40
Brand name	54	36
Packaging	3	2
Attractiveness	3	2
Compactness	4	2.67
Flavor of toothpaste	9	6
Amount of Fluoride	4	2.67
Doctor's advice	2	1.33
Shopkeeper's advice	11	7.33
Total	150	100

(Source: Field Survey, 2013)

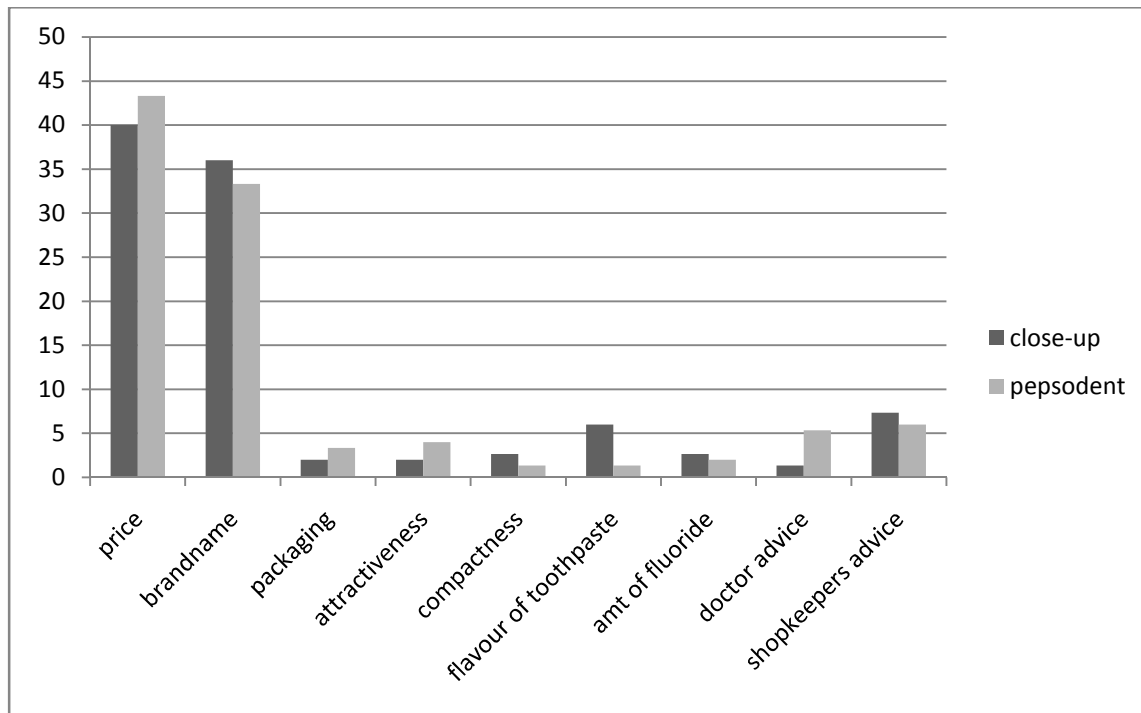
Table-4.9  
Factor that Consumer Consider While Buying Pepsodent Toothpaste

Considerable factors	Respondents	Percentage
Price	65	43.33
Brand name	50	33.33
Packaging	5	3.33
Attractiveness	6	4.2
Compactness	2	1.35

Flavor of toothpaste	2	1.33
Amount of Fluoride	3	2
Doctor's advice	8	5.33
Shopkeeper's advice	9	6
Total	150	100

Table -4. 7

Comparative record of factors that consumer consider while buying close-up and pepsodent toothpaste



Presentations of above responses show that 40 and 43.33 percent of close-up and pepsodent consumers directly mentioned to make decision to buy toothpaste where as 36 and 33.33 percent are following brand names. It seems that price and brand image is significant for the company to attract buyers. Other factor like packaging , flavor, amount of fluoride, doctors advice and shopkeepers advice are also to some extent influencing factors but its presence is very low.

Table-4.10

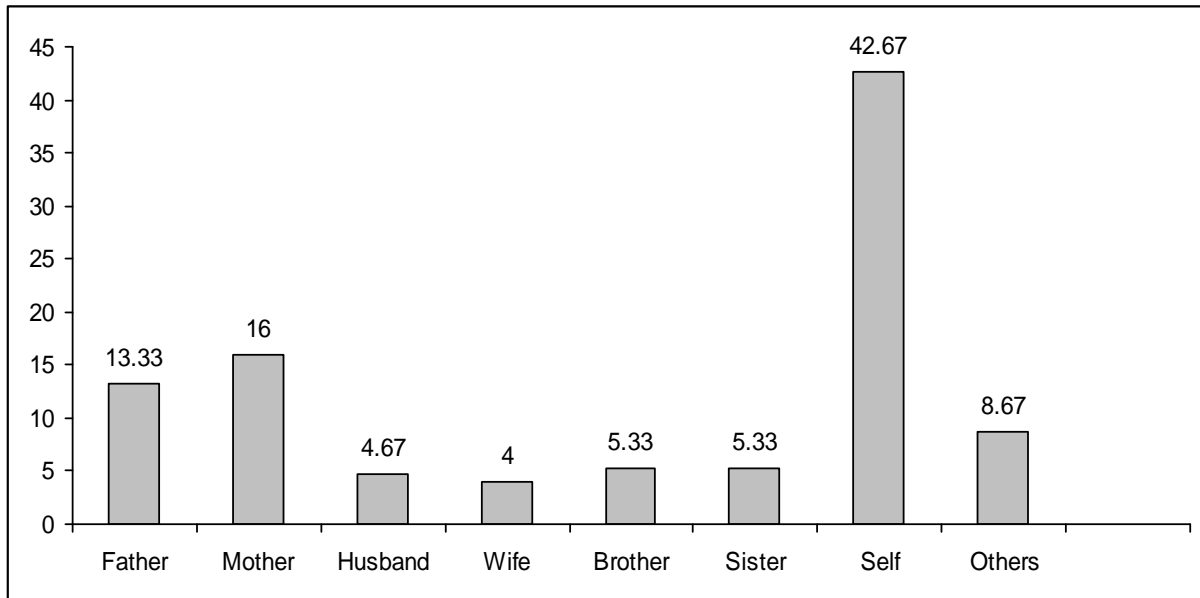
Who Usually Makes the Decision to Buy Toothpaste

Decision Maker	Respondents	Percentage
Father	20	13.33
Mother	24	16
Husband	7	4.67
Wife	6	4
Brother	8	5.33
Sister	8	5.33
Self	64	42.67
Others	13	8.67
Total	150	100

(Source: Field Survey, 2013)

Figure: 4.8

Who Usually Makes the Decision to Buy Toothpaste



Above responses shows that most of respondent make decision self i.e. 42.67 percent. Most of them are housewife's and this study show that ladies plays important role to make buying decision.

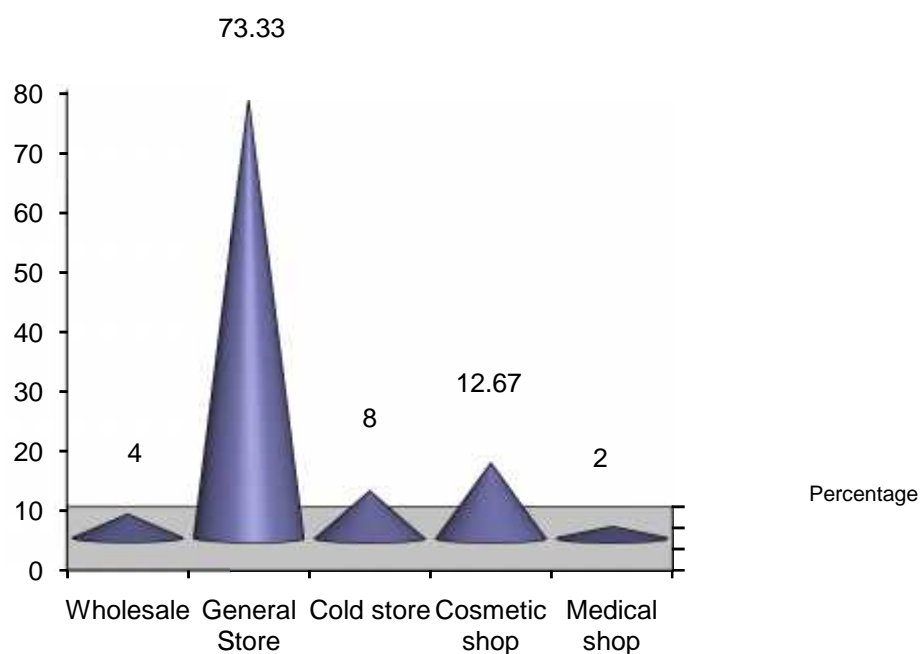
Table-4.11  
Which Shop Consumer Buy Toothpaste

Types	Respondents	Percentage
Wholesale	6	4
General Store	110	73.33
Cold store	12	8
Cosmetic shop	19	12.67
Medical shop	3	2
Total	150	100

(Source: Field Survey, 2013)

Figure-4.9

Which Shop Consumer Buy Toothpaste



Above table and figure signals that most of consumer purchased by general store. This categories show that 73.33 percent general stores, 12.67 percent cosmetic shop, 8 percent cold store, 4 percent wholesale and 2 percent medical shop.

Table-4.12  
Easy Availability of Preferred Brand

Availability	Respondents	Percentage
Yes	133	88.67
No	5	3.33
Sometimes	12	8
Total	150	100

(Source: Field Survey, 2013)

Above table try to show that 88.67 percent respondents among response get what they like the brand. 8 percent respondents are not getting regular i.e. sometimes available and sometimes not. Still 3 percent respondents are not getting easily.

Table-4.13  
Notice Trend of Advertisement

Availability	Respondents	Percentage
Yes	147	98
No	3	2
Total	150	100

(Source: Field Survey, 2013)

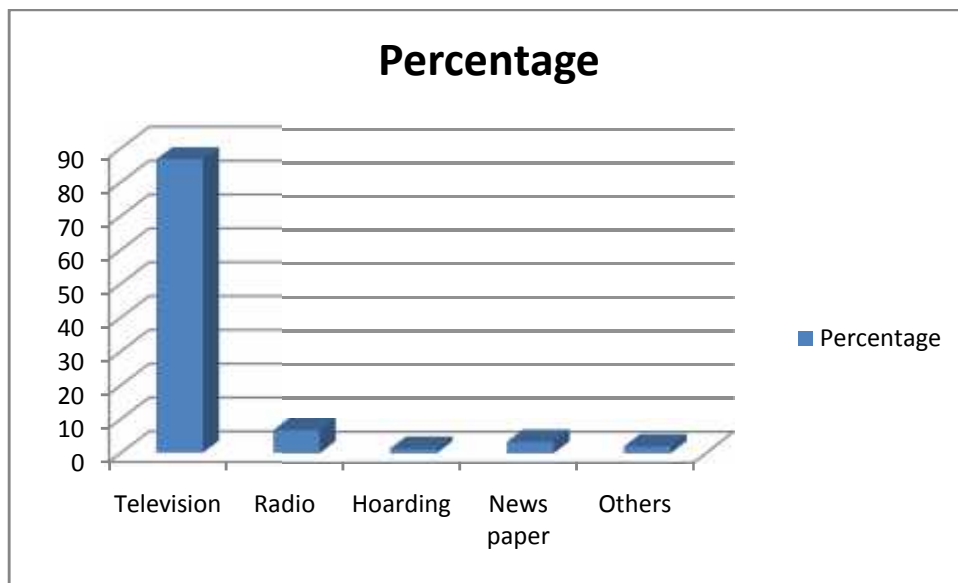
Above responses clearly shows 98 percent respondents that means almost all the consumers notice the advertisement of Close-up and Pepsodent toothpaste. Only 2 percent respondents isolate from advertisement notice, which is a few very much.

**Table-4.14**  
**The Best Media for Advertisement of the Toothpaste**

Media	Respondents	Percentage
Television	130	86.67
Radio	10	6.67
Hoarding	2	1.33
News paper	5	3.33
Others	3	2
Total	150	100

(Source: Field Survey, 2013)

**Figure-4.10**  
**The Best Media for Advertisement of the Toothpaste**



Among the responses most of respondent prefer as the best media for advertisement is television i.e. 86.67 percent respondents belief.

**Table-4.15**

**One of the Best Advertisements of the Two Brands**

Brand Name	Respondents	Percentage
Close-up	96	64
Pepsodent	54	36
Total	150	100

(Source: Field Survey, 2013)

The table shows that 64 percent respondents like advertisement of Close-up and is looking more effective one. And 36 percent respondents like advertisement of Pepsodents toothpaste.

**Table-4.16**

**Best of Quality**

Brand Name	Respondents	Percentage
Close-up	84	56
Pepsodent	48	32
Both	18	12
Total	150	100

(Source: Field Survey, 2013)

Among the responses most of respondent prefer as the best quality is Close-up toothpaste i.e. 56 percent respondents belief. But only 32 percent respondent prefer as the best quality is Pepsodent toothpaste and 12 percent respondents prefer as the best quality is both toothpaste.

**Table-4.17**

**The Brands Consumers Suggest to Buy**

Brand Name	Respondents	Percentage
Close-up	56	37.33
Pepsodent	34	22.67
Others	60	40
Total	150	100

(Source: Field Survey, 2013)

The table shows that 37.33 percent and 22.67 percent respondents suggest buying Close-up and Pepsodent toothpaste. And 40 percent respondents suggest buying other available brand

**Table-4.18**

**Offers available in Close-up and Pepsodent Toothpaste**

Incentives	Respondents	Percentage
Brush Free	30	15
Shampoo Free	10	13.33
Quantity discount	10	13.33
Gogs Free	30	15
No scheme	10	13.33
Rs. off	30	15
Gm Extra	30	15

(Source: Field Survey, 2013)

The Gogs , brush , gm extra and Rs. off offers are available in Close-up and Pepsodent toothpaste now. So, most of respondent recognized the incentives of Close-up and Pepsodent toothpaste i.e. 15 percent respondents recognize the incentives of Close-up and Pepsodent toothpaste.

Table-4.19  
In Consumers Experiences Most of the Consumers like offers are as follows

Incentives	Respondents	Percentage
Any goods free	45	30
Rs. off	75	50
Gm Extra	10	6.67
Quantity discount	20	13.33
Total	150	100

(Source: Field Survey, 2013)

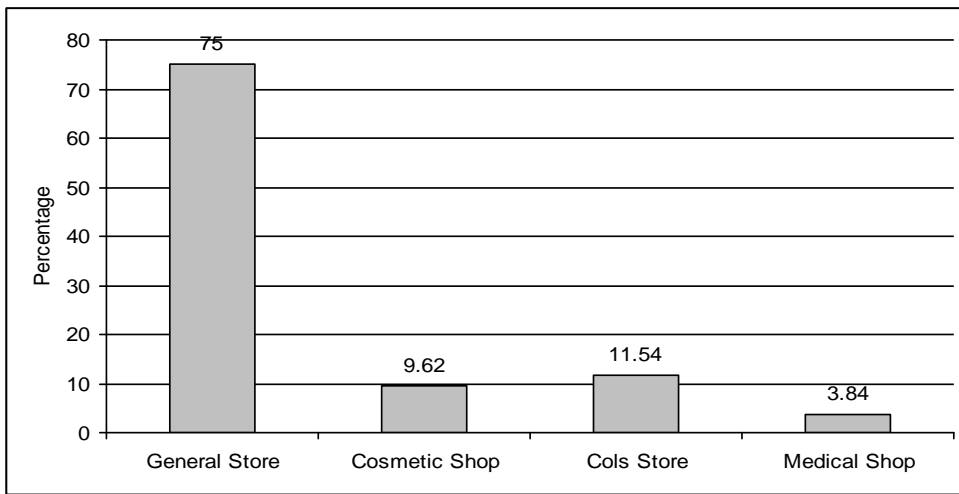
Above table indicates that most of customers i.e. 50 percent like Rs. off scheme according to consumers. Likewise, any goods free also one of the better incentives scheme in their experience. These incentives directly can influence on sales.

#### **4.4 Retail Sales/ Shopkeeper Behaviour**

Shopkeepers are nearest mediator with consumers for any fast moving consumer's good manufactures. Their behaviours and attitude towards a brand have significant effect on sales. So their preference towards a brand helps to determine sales of a product. Here, researcher includes a study due to importance of their behaviour with toothpaste brand. Researcher develops 52 questionnaires for retail sales survey and responses are obtained as follows:

**Figure-4.11**

**Shop Categories where from Various Brands of Toothpaste are Selling**



Above figure signals that toothpaste has been selling buy general store in the large scale. This categories show that 75 percent represents general stores, 9.62 percent represent cosmetic shop and 11.54 percent cold store as well as 3.84 percent medical shop.

**Table-4.20**

**Brands Stock in a Shop for Sale**

Brand Name	Respondents	Percentage
Close-up	47	90.38
Pepsodent	36	69.23
Others	24	46.15
Total	150	100

(Source: Field Survey, 2013)

Above table shows that 90.38 percent of close-up toothpaste and 69.23 percent of pepsodent are seen as stock in a shop .Similarly, others are above 40 percent.

Table-4.21

## Shopkeeper's buying behavior

Source of buying	No. of shops	Percentage
Distributors	22	42.30
Wholesellers	18	34.60
Both	12	23.10
Total	52	100

(Source: Field Survey, 2013)

Most of the shopkeepers i.e. 42.30 percent buy Close-up and Pepsodent toothpaste from distributors only and 34.60 percent shopkeepers purchase from wholesaler only. Remaining 23.10 percent are buying from distributors as well as wholesaler.

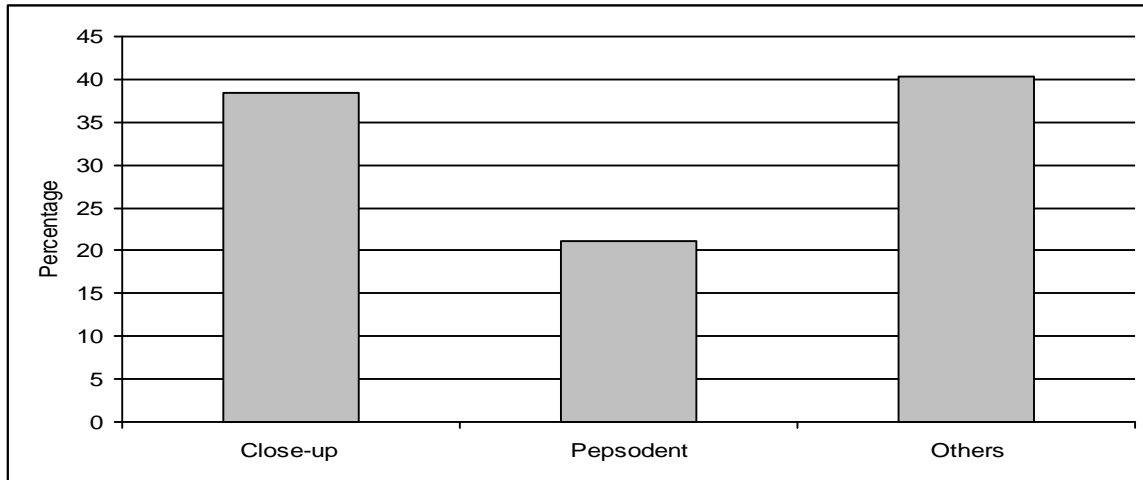
Table-4.22

## Which brand has more sales from your shop?

Brand name	No. of shops	Percentage
Close-up	20	38.46
Pepsodent	11	21.15
Others	21	40.39
Total	52	100

(Source: Field Survey, 2013)

**Figure-4.12**  
**Which brand has more sales from your shop?**



The table and figure shows that Close-up toothpaste has more sales from the shops i.e. 38.46 percent sale on Close-up. From some shops, Pepsodent also have more sales i.e. 21.15 percent sales on Pepsodent and only 40.39 percent sales on other available toothpaste. It seems that the Unilever Nepal Ltd. has captured the large market share in Butwal Municipality.

**Table-4.23**  
**Convincing Behavior of Shopkeepers**

Convince	No. of shopkeepers	Percentage
Yes	42	80.77
No	10	19.23
Total	52	100

(Source: Field Survey, 2013)

Above table shows that 80.77 percent shopkeepers convince their consumers if they don't ask a specific brand and 19.23 percent shopkeepers mention not. It seems that sales may be depended on seller's convincing behavior at some extent.

**Table-4.24****No. of Followers of Shopkeeper's Advice**

Followers	No. of shopkeepers	Percentage
100%	10	19.23
90%	3	5.77
80%	3	5.77
70%	2	3.85
60%	3	23.07
50%	12	23.07
40%	3	5.77
30%	2	3.85
20%	2	3.85
10%	2	3.85
Refuse	10	19.23
Total	52	100

(Source: Field Survey, 2013)

Above mentioned data on the table show that how much percentage customers are convinced by sellers. So push sell is also influencing factor to increase sales by giving extra benefit to sellers.

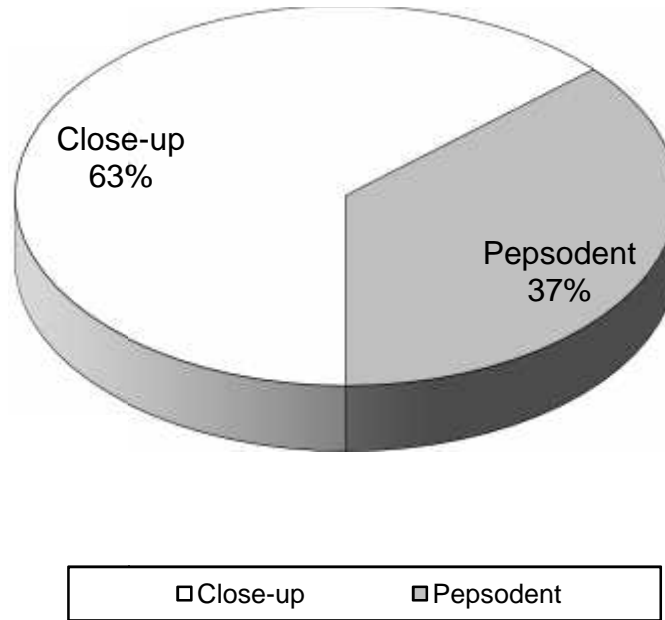
**Table-4.25****The Best Advertisements of the Brand on Shopkeeper's View**

Brand Name	Quantity	Percentage
Close-up	33	63.46
Pepsodent	19	36.54
Total	52	100

(Source: Field Survey, 2013)

Figure-4.13

The Best Advertisements of the Brand on Shopkeeper's View



Above table and figure shows that 63.46 percent shopkeeper's like advertisement of Close-up brand and is looking more effective one. And only 36.54 percent shopkeepers like advertisement of Pepsodent toothpaste.

Table-4.26

The Best Advertisements of the Brand on Shopkeeper's View

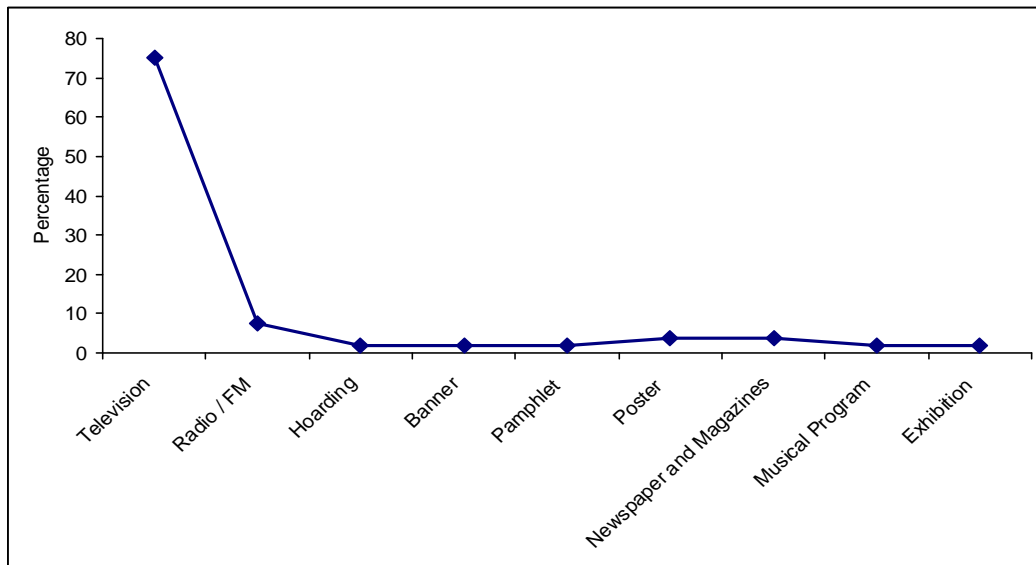
Media	No. of Retailers	Percentage
Television	39	75
Radio / FM	4	7.69
Hoarding	1	1.92
Banner	1	1.92

Pamphlet	1	1.92
Poster	2	3.85
Newspaper and Magazines	2	3.85
Musical Program	1	1.92
Exhibition	1	1.92
Total	52	100

(Source: Field Survey, 2013)

Figure-4.14

Advertisement noticed on different media by retailers



Among the responses most of shopkeepers prefer as the best media for advertisement is television i.e. 75 percent shopkeepers belief.

Table-4.27

## The More Selling Brands

Brand Name	No. of respondents	Percentage
Close-up	18	34.62
Pepsodent	7	13.46
Others	27	51.92
Total	52	100

(Source: Field Survey, 2013)

On the view of 34.62 percent shopkeepers close-up brand has more profit than other. But most of the shopkeepers i.e. 51.92 percent are getting more profit than Nepalese leading brands.

Table-4.28

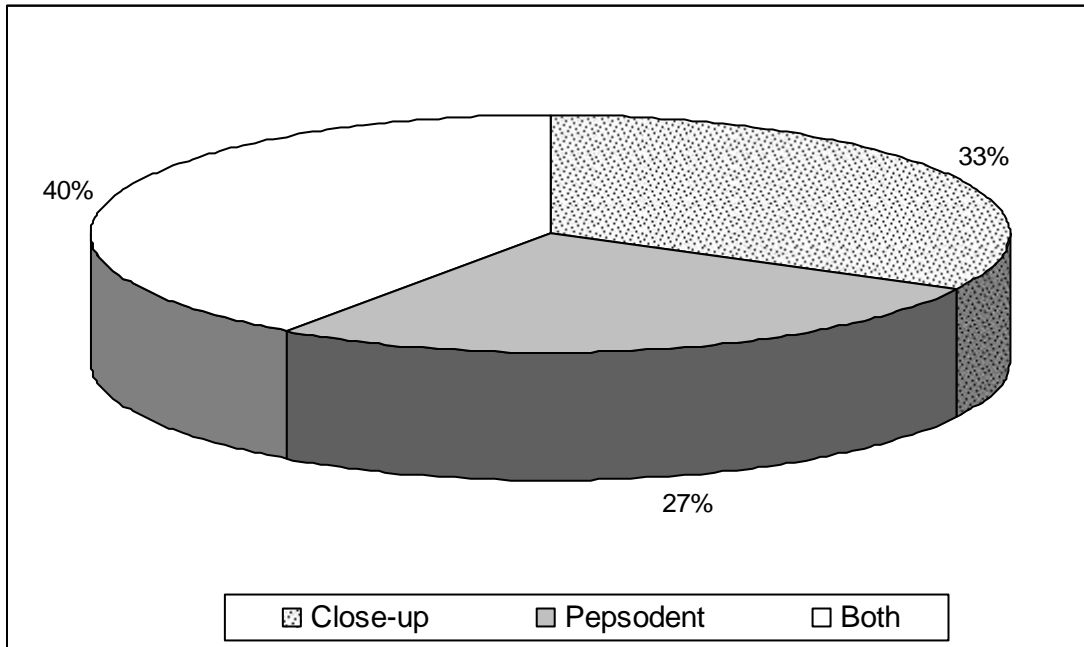
## The Response regarded to the packaging

Brand Name	No. of respondents	Percentage
Close-up	17	32.69
Pepsodent	14	26.92
Both	21	40.38
Total	52	100

(Source: Field Survey, 2013)

Table-4.15

The Response regarded to the packaging



On the view of 40.38 percent shopkeepers says that both brand are best packaging. But 32.69 percent shopkeepers says Close-up brand and 26.92 percent shopkeepers says Pepsodent brand is the best packaging.

Table-4.29

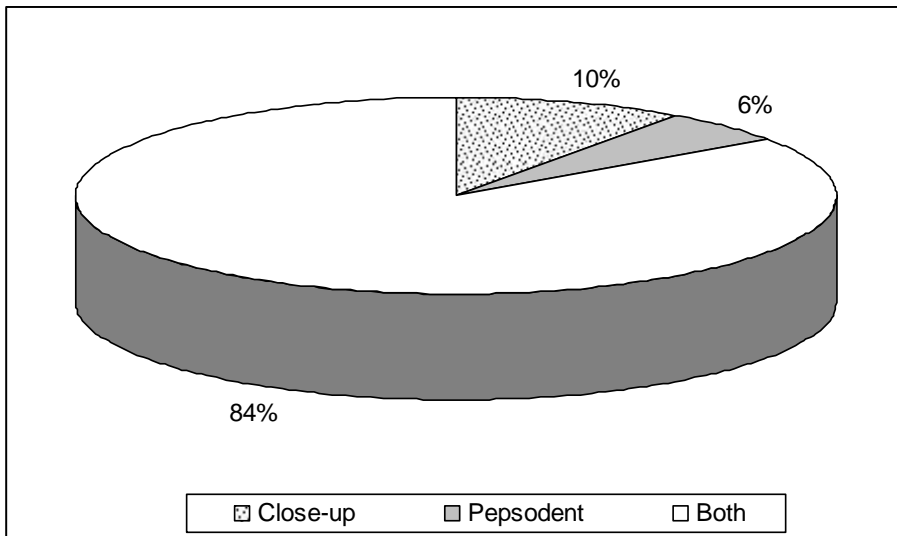
The Good Distribution Channel of the Toothpaste

Brand Name	No. of respondents	Percentage
Close-up	5	9.62
Pepsodent	3	5.78
Both	44	84.60
Total	52	100

(Source: Field Survey, 2013)

Figure-4.16

The Good Distribution Channel of the Toothpaste



Among the responses most of shopkeepers said that both brand have a good distribution channel i.e. 84.60 percent shopkeepers belief.

Table-4.30

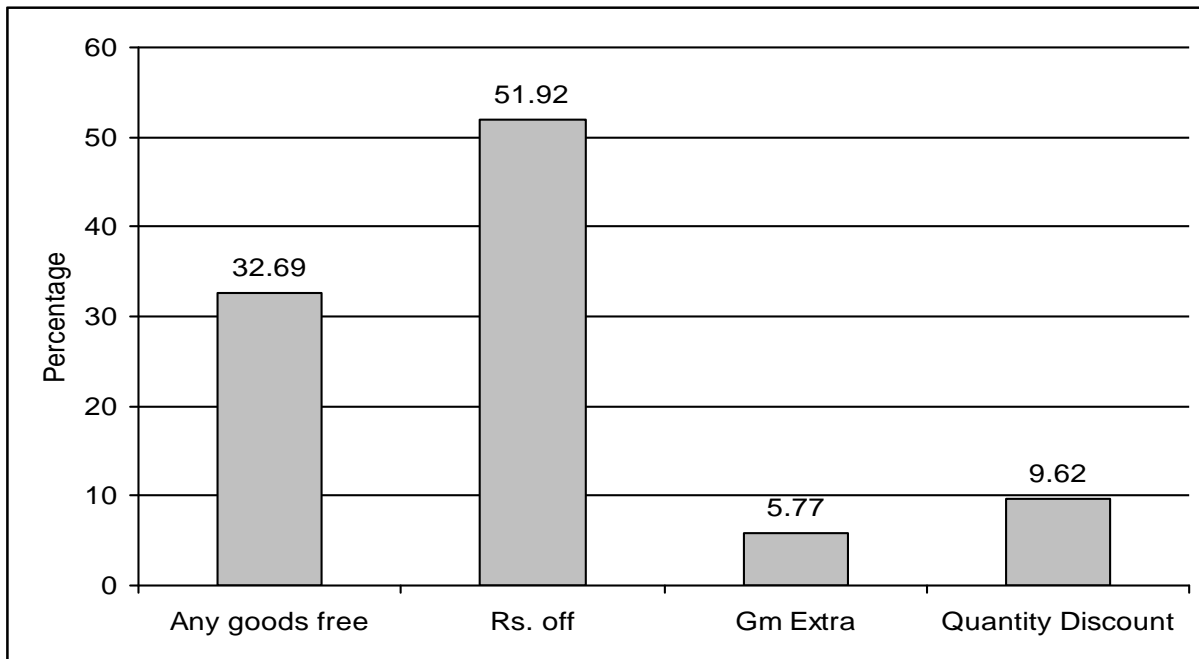
In Shopkeepers Experiences Most of the Customers like offers are as Follows

Incentives	No. of respondents	Percentage
Any goods free	17	32.69
Rs. off	27	51.92
Gm Extra	3	5.77
Quantity Discount	5	9.62
<b>Total</b>	<b>52</b>	<b>100</b>

(Source: Field Survey, 2013)

Figure-4.17

In Shopkeepers Experiences Most of the Customers like offers are as follows



Above table indicates that most of customers i.e. 51.92 percent like Rs. off scheme according to shopkeepers. Likewise, any good free is also one of the better incentive schemes in their experience. These incentives directly can influence on sales.

#### 4.5 Distributors Survey

The business in Nepal is becoming complex day by day. Several business companies are being established in Nepal, producing similar products, with their own brand. For increasing their market, these companies are also taking the advantages of sales promotion. They try to be strong in distribution system, which plays vital role in raising sales. If distribution is good, the customer who has brand awareness will never shift to another brand because they will find their brand easily whenever they want. Hence, the distribution plays the vital role for each and every company in increasing their market share. So, researcher collects the information for distributor's sales survey and responses are obtained as follows:

Table-4.31

Sales of the Close-up Toothpaste from the Sales Book on 2008 to 2012

<b>Year</b>	<b>Sales Amount (in Rs.)</b>
2008	35,20,800
2009	35,42,400
2010	44,15,040
2011	52,66,080
20012	43,41,600

(Source: Field Survey, 2013)

This sales record shows that Close-up toothpaste is gradually increasing its market. But last year (in 2012) sales are slowly decrease.

Table-4.32

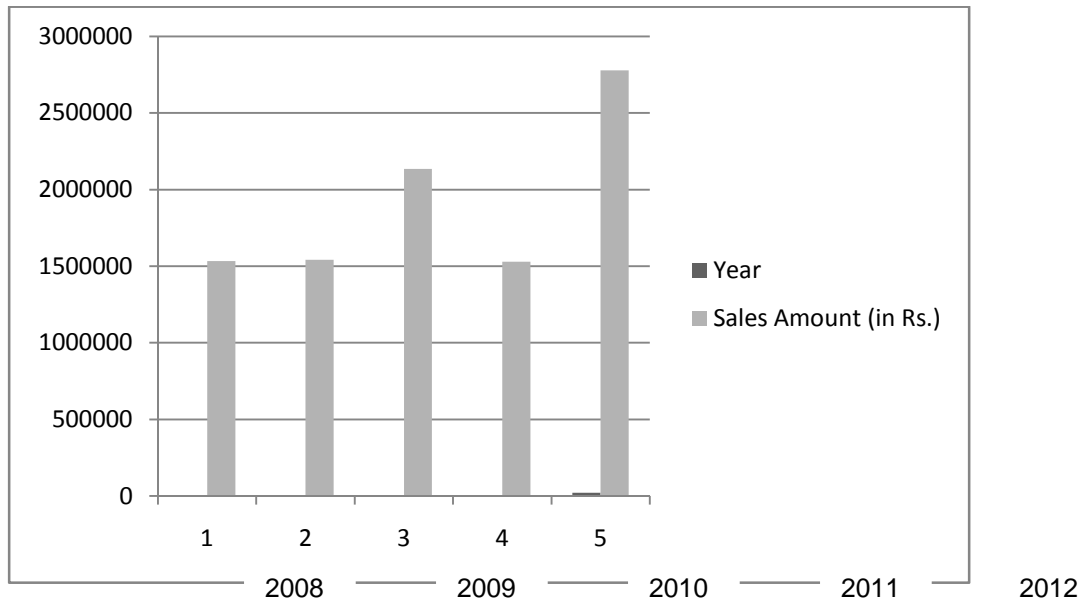
Sales of the Pepsodent Toothpaste from the Sales Book on 2008 to 2012

<b>Year</b>	<b>Sales Amount</b>
2008	1533600
2009	1542240
2010	2134080
2011	1529280
20012	2777760

(Source: Field Survey, 2013)

Figure-4.18

Sales of the Pepsodent Toothpaste from the Sales Book on 2008 to 2012



This sales record shows that Pepsodent toothpaste is also gradually increasing its market. In 2010, the sales are slowly decreased. Then Pepsodent toothpaste was maintained their distribution channel and lunch the different scheme. So, the sales of Pepsodent toothpaste is increase in 2010 and so on

Table-4.33

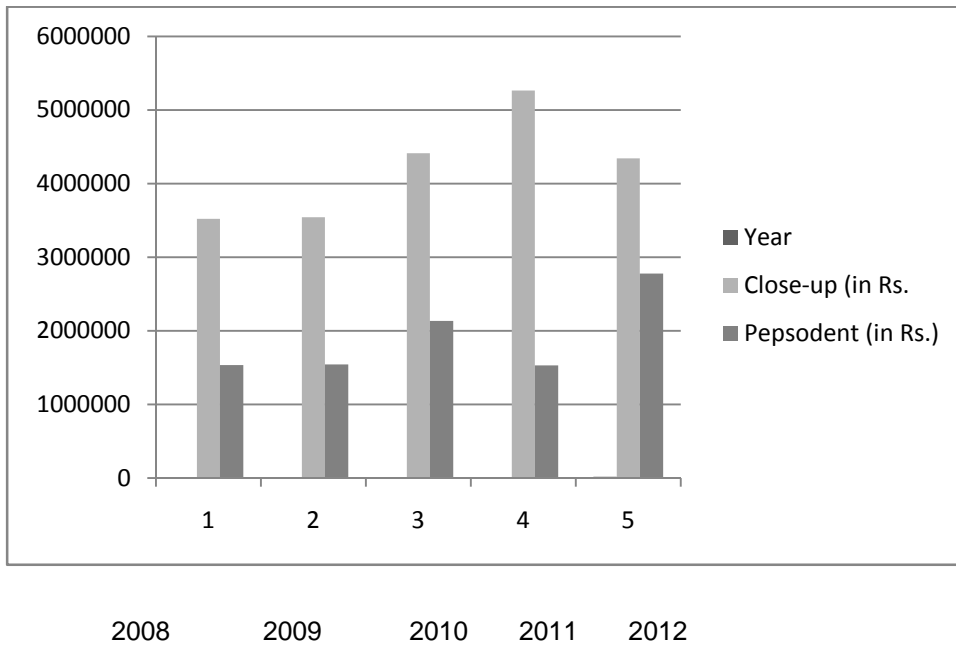
Comparative Sales Record of Close-up and Pepsodent Toothpaste on 2008 to 2012

Year	Close-up (in Rs.)	Pepsodent (in Rs.)
2008	3520800	1533600
2009	3542400	1542240
2010	4415040	2134080
2011	5266080	1529280
20012	4341600	2777760

(Source: Field Survey, 2013)

Figure-4.19

Comparative Sales Record of Close-up and Pepsodent Toothpaste on 2008 to 2012



This sales record shows that Close-up toothpaste is in top position then Pepsodent toothpaste. The market share of Close-up toothpaste is high in Butwal Municipality. In 2012, sales position of Close-up was slowly decreased. So, they will try to maintain their distribution channel.

On the other hand, the sales position of Pepsodent toothpaste was slowly decreased in 2011 then Pepsodent toothpaste was maintained their distribution channel and lunch the different promotional tools. So, the sale of Pepsodent was increased in 2010 and so on.

In total sales of Uniliver Nepal Ltd. is in increasing pattern and the total sales of toothpaste in 2012 is also increase. So, the market share of Uniliver Nepal Ltd. is better than the other company.

## **CHAPTER- V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

Researcher work are divided into five parts where:-

The first chapter is related with the subject matter of the toothpaste market in Nepal consisting general background, statement of the problem where researcher found that without advertisement, market cannot exist and the consumer view towards toothpaste in quality , accessibility , price , packaging etc.It also includes objectives of the study and limitations.

The second chapter is related with the review of literature which includes the marketing system , 4 P's of marketing , brand oriented people as well as product , advertisement collected from the various source such as books , newspaper , websites , and thesis.

The third chapter is related with Research Methodology which includes different sources of data like primary and secondary data using population and sampling methods and data analysis tools.

The fourth chapter is related with the data presentation and analysis where the data are presented using tables and figures which was collected from the questionnaire filled by different peoples such as customers, retailers , and wholesalers.

#### **5.2 Conclusions**

On the basis of presentation and analysis of the Field Survey and subsequent analysis, the study has following findings .

In Butwal Municipality females have the main decision power than males to purchase toothpaste. Most of consumers are not loyal towards any specific brand but they prefer two or three brands. Most of consumer are encouraged to buy for price and brand name. Most of consumer purchased from general store. Consumers get their brand easily. Most of consumer are easily noticed The people have age of 26-45 purchased toothpaste mostly.Most of People involve in their own business and their average income almost similar. Most of People are using

Close-up toothpaste. Advertisement on television is effective for toothpaste. In consumer's view, the better advertisement is of Close-up than the Pepsodent toothpaste. Consumers prefer as the best quality is Close-up toothpaste than the Pepsodent toothpaste. Most of consumer suggests to buy Close-up toothpaste than the other brand. Many consumers recognized the incentives of Close-up and Pepsodent toothpaste. Most of consumer like incentives of Rs. off and any goods free. Toothpaste is being sold by general store in the large scale. Almost all the shop has the stock to sell Close-up than the Pepsodent toothpaste. Shopkeepers, Retailers buys from distributor and wholesaler. In shopkeeper's view Close-up toothpaste have more sales from their shop. Most of the shopkeepers convinced their customers to buy, so push sell has more power to increase sales of any brands. The Close-up toothpaste is getting more profit than Pepsodent toothpaste. Gradually sales are increasing each year and found sound market position of Close-up and Pepsodent toothpaste in Butwal Municipality.

In Butwal Municipality , overall demand of Close-up and Pepsodent toothpaste are more than Rs. 7000000 (seven millions) yearly. In market share of Close-up toothpaste is higher than the Pepsodent toothpaste in Butwal Municipality.

### **5.3 Recommendations**

Achieve and continue of sound market position is priority of any organization. Toothpaste market has a good market potential in the company as compare as other consumer goods. Toothpaste is being the most necessary things in human life. Therefore, good quality as well as reasonable price having toothpaste may achieve large market size.

On the basis of above study, some suggestions are occurred which may be applicable for concerned.

Attractive sales promotion tools can easily increase sales of toothpaste that must be related with cash prizes. There were found, mostly consumers are not loyal for any particular brand name, so the company has to make clear about quality and content of product which is extraordinary than other brand of something different.

Advertisements on electronic Medias are more effective, so the design and story of advertisement have to make typical or something extra as possible. People are not conscious about their oral health therefore company has to launch more and more participative dental health care campaigns which increase demand of toothpaste. It is because; most of people brush once a day, which is due to unconscious about health.

Shopkeepers can make sell which brands have more profit than others. So, companies have to give some extra cash incentives for a long time. It will be also a better to increase sales.

Retailers are middleman between company and last users, so company should provide benefit to their (retailer) by giving different skim/ bonus etc. If skim/bonus is coming in near future it should be informed timely. It will be also a better to increase sales volume.

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Website

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[www.colgatepamolive.com](http://www.colgatepamolive.com)

[www.daburnepal.com](http://www.daburnepal.com)

[www.google.com](http://www.google.com)

[www.wikipedia.com.org](http://www.wikipedia.com.org)

## Appendex-I

### Questionnaire for Consumer's Behavior Survey

I am Navnita Shakya, a student of MBS of New Horizon Campus, Butwal. I am doing a thesis for the partial fulfillment of Master Degree in MBS (Master of Business Studies). In course of my study I need your kind support for collecting information regarding my topic “A *CONSUMER PERCEPTION TOWARDS CLOSE-UP AND PEPSODENT TOOTHPASTE.*” I have made a set of questionnaires for you and request you to fill up them. I assure you that the information provided by you will be kept confidential and used only for my research purpose.

Thanks

Sex: - Male / female                      Age: - \_\_\_\_\_                      Family size: \_\_\_\_\_

Profession:- \_\_\_\_\_ Education: \_\_\_\_\_ monthly income: \_\_\_\_\_

#### **Questions:**

1. Which of the brands of toothpaste do you usually buy?

a. Close-up    b. Pepsodent                      c. Both

2. Does your family use specific brand or any available brand?

a. Specific brand                                      b. Any brand

3. What do you consider when you buy toothpaste?

a. Price                                      b. Brand name                      c. Packaging

d. Attractiveness                      e. Compactness                      f. Flavor of toothpaste

g. Amount of fluoride    h. Doctor's advice    i. Shopkeeper's advice

4. Who usually makes the decision to buy toothpaste?

a. Father                      b. Mother                      c. Husband

d. Wife                        e. Brother                      f. Sister

g. Self                              h. Other (Specify)

5. Where do you usually buy toothpaste?

a. Whole sale                      b. General Store                      c. Cold store

d. Cosmetic shop                      e. Medical shop

6. Do you get the brand easily which you want?

a. Yes                      b. No                      c. Sometimes

7. Have you noticed the advertisement of Close-up and Pepsodent toothpaste?

a. Yes                      b. No

8. According to you which is the best media for the toothpaste advertisement?

a. Television                      b. Radio                      c. Hoarding

d. News paper                      e. Others (Specify)

9. Between the two brand advertisements, which one is the best?

a. Close-up                      b. Pepsodent

10. Which toothpaste is the best quality?

a. Close-up                      b. Pepsodent                      c. Both

11. Which brand do you suggest to buy?

a. Close-up      b. Pepsodent      c. Other (specify)

12. Which incentives are available in Close-up and Pepsodents toothpaste now?

a. Brush free      b Shampoo free      c. Watch free

d. Quantity discount      e. Gogs free      f. No scheme

g. Rs. off      h. Gm extra

13. In your experience, what kinds of incentives most of customers like?

a. Any Goods Free      b. Rs. Off      c. Gm Extra

d. Quantity discount

## Appendix-II

### Questionnaire for Retailers' Survey

I am Navnita Shakya, a student of MBS of New Horizon Campus, Butwal. I am doing a thesis for the partial fulfillment of Master Degree in MBS (Master of Business Studies). In course of my study I need your kind support for collecting information regarding my topic “*A CONSUMER PERCEPTION TOWARDS CLOSE-UP AND PEPSODENT TOOTHPASTE.*” I have made a set of questionnaires for you and request you to fill up them. I assure you that the information provided by you will be kept confidential and used only for my research purpose.

Thanks

#### Questions:

1. In which category does your shop exist?

- a) General Store      b) Cosmetic Shop      c) Cold Store
- d) Medical Shop

2. In which brand are you stocking in your shop for sale?

- a) Close-up      b) Pepsodent      c) Other (Specify)

3. Where do you buy from toothpaste?

- a) Distributors      b) Wholesaler      c) Both

4. Which toothpaste has more sales from your shop?

- a) Close-up      b) Pepsodent      c) Other (Specify)

5. Do you convince your customer?

- a) Yes      b) No

6. If yes, how many percentage of customers accept you advice?

- a) 100%            b) 90%            c) 80%            d) 70%            e) 60%
- f) 50%                      g) 40%            h) 30%            i) 20%            j) 10%

7. Between the two advertisements which one is the best?

- a) Close-up            b) Pepsodent

8. In your opinion which is the best media for the toothpaste advertisement?

- a) Television            b) Radio/ FM            c) Hoarding
- d) Banner            e) Pamphlet            f) Poster
- g) Newspaper and magazines            h) Musical program    i) Exhibition

9. Which brand gives more profit than another?

- a) Close-up            b) Pepsodent            c) Other (Specify)

10. Which toothpaste is the best packaging?

- a) Close-up            b) Pepsodent            c) Both

11. Which toothpaste has a good distribution channel?

- a) Close-up            b) Pepsodent            c) Both

12. In your opinion, what kinds of incentives most of customers like?

- a) Any goods free    b) Rs. off            c) Gm Extra            d) Quantity discount