

**CURRENT MARKET SITUATION OF CLOSE-UP AND PEPSODENT
TOOTHPASTE IN BHARATPUR MUNICIPALITY**

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Narayangarh, Chitwan

March, 2009

RECOMMENDATION

This is to certify that the thesis

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**"Current Market Situation of Close-up and Pepsodent Toothpaste in
Bharatpur Municipality"**

has been prepared as approved by this department in the prescribed format
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VIVA-VOCE SHEET

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and found the thesis to be the original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement for

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DECLARATION

I hereby declare the work reported in this thesis entitled "Current Market Situation of Close-up and Pepsodent Toothpaste in Bharatpur Municipality" Submitted to Balkumari College, faculty of Management, Tribhuvan University, for partial fulfillment of the requirement of Master of Business Studies (MBS) is my original work prepared under the guidance and supervision of Mr. Bharat Khanal lecturer of Balkumari College Narayangarh Chitwan.

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LIST OF ABBREVIATIONS

A.D.	:	Anno Domini
Adv.	:	Advertisement
B.S.	:	Bikram Sambat
CDM	:	Central Department of Management
CEDA	:	Central Economic and Development Administration
FM	:	Frequency Modulation
Gm	:	Gram
Ltd.	:	Limited
MBS	:	Master of Business Studies
NTV	:	Nepal Television
Rs.	:	Rupees
SDC	:	Shankar Dev Campus
SLC	:	School Leaving Certificate
T.U.	:	Tribhuvan Univeristy
UNL	:	Unilever Nepal Limited
WTO	:	World Trade Organization

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

It is signaling that in coming near future, the trade is being a single home around the world. The legal provisions toward the business is making homogeneous in the country wise and all over the world i.e. competition act, intellectual property right act, certificate of origin, and standardization and so on. To create a fair competitive market, subsidies and quotas provided by the government will be totally eliminated gradually within certain years. All the governments handled business will be privatized and all the trade boundaries will be liberalized which makes free movement of product as well as resources and technologies. To eliminate all trade barriers and to monitor the world trade, an umbrella organization has established almost 12 years ago named World Trade Organization (WTO), which is very democratic, participative and fair. Almost about 75 percent countries of the world has got membership that means one day will come that all the countries will be in the WTO regime. It the result of the continue practices and efforts of all the countries, regional blocks and other organizations has been doing since more than 67 years ago to liberalize and to globalize the trade through several conferences and various bilateral and multilateral treaties between the countries, between the regional blocks, organizations and among the countries. Still there are so many trade restrictions but each and every conference of regional groups and international organizations are seeking how to liberalize the trade more and more as soon as possible.

Due to globalization of the business, the world has become small. A company can easily set access to the market of the other parts of the world and can achieve their goal, i.e. increase the market share. The companies are facing various challenges to market their product over the years, the thrust has shifted from efficient production to the swift marketing. Marketing department in return, has developed different techniques to market the products.

Publicity, advertisement, personnel selling etc. have all become so usual that the consumer hardly get excited by these techniques. In the meantime, sales activities come as a catalytic agent for the manufacture, as the number of brands have increased in the market. Advertising, personnel selling and publicity create more noise for the consumer. As a result, sales activities have received greater attention and effort is made by the of the sales force to encourage sale of the product and persuade consumers to try the product. The sales have direct impact on the market share. So, the sales activities also play a vital role in market share. The use and practice of sales activity method in Nepal had started relatively very late as compared to other countries.

Being a country with rural markets, Nepal is far from modernized system. The economy is characterized by low average per capita income. The concept of buying Nepali products is very low, because of low availability of local brands. Besides practice of sales activities within the country is very limited. The reputation earned by the company helps in the follow up program of sales activities.

Market share is directly affected by the sales and is also directly affected by sales promotion, so sales promotion refers the use of different promotional tools to stimulate or to create immediate sales.

Sales is an important aspect of marketing activities. Increasing market share of the product constitutes one of the most important goals of the manufacturers. The concept of consumer promotion/sales is not new. This technique is being used by manufacturers as early as 19th century. John H. Pattson of United States, a founder of the National Cash Register Company, used this technique, for the first time. He thought that the sales of the product could be increased if monetary advantages are given to the customer. Since then companies are using this promotion technique.

This implies that the consumers are attracted to buy the product with extra benefits attached with the purchase of the product. Such behaviour of the consumers led manufacturers to make Frequent use of different new and attractive promotional tactics. In fact, in any business, cost of inventory holding has become expensive as a result of high cost storage, warehouse, interest rates and sky rocketing cost of raw materials. So manufacturers prefers the fast sale of their product, by using new promotional packages to keep their inventory at a low level as well as to increase their market share. Each and every company's goal is to increase their market share. When they try to increase their market share they have to consider things like i.e. advertising, sales promotion, purchasing behaviour, etc.

Advertising is also one of the most important part of business. It can remind to each person's mind about product. Different forms advertisements have been classified into groups. The advertising agencies in Nepal have categorized these media's into two groups they are:

- i. Above the line activities and
- ii. Below the line activities.

Above the line activities includes "NTV, cable lines, Radio Nepal, FM Radio, Daily Newspapers, various Magazines" etc. But below the lines activities includes "hoarding, banners, leaflets, pamphlets, posters, danglers, billboards" etc.

Every company spends significant amount of money in advertising to increase their sales, which directly affects their market share. Naturally the company having the highest sales has also the highest market share. Hence, market share is always dependent upon sales, which is affected by advertising.

In the context of toothpaste, there are so many brands are found in Nepalese market produced by Nepalese companies even in Foreign companies. Unilever Nepal Limited is one of the leading company 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, this study going to be done the research of current market situation of Close-up and Pepsodent toothpaste in the context of Bharatpur Municipality. This study consist on the status of using them, use rate, buying patterns, brand loyalty, buyers or 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 28 years, there was not competition in Nepalese toothpaste market the reason was only single brand 'Everest' was available in the 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 Close-up, Pepsodent, Clogate, and Flura and so on. Therefore the situation of toothpaste market is quite different now, most of people have been beginning to use 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 percent market share covered by them in Nepalese market.

In this situation, the companies are spending significant amount in ad, it is because without ad. the product can not sale in the market. The manufacturer are seeking to mention their market position, market position refers, market size occupied by a particular product, ad. impact consumers' views towards company and its product etc.

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

1. What are the sales position of Close-up and Pepsodent in Bharatpur?
2. What are the consumers' view about the Close-up and Pepsodent brand in-terms of packaging, price, accessibility, benefits and quality etc.
3. What are the consumers' view of advertising of Close-up, Pepsodent and other brands ?
4. What are the distribution channel of Close-up and Pepsodent ?
5. What are the selling growth trend of Close-up and Pepsodent toothpaste ?
6. What are the overall marketing situation of Close-up and Pepsodent ?

1.3 Objectives of the Study

To face the above problems this study is conducted with the following objectives:

- To examine the sales position of Close-up and Pepsodent brand.
- To analyze consumers' view about the Close-up and Pepsodent brands compare in-terms of price, packaging, accessibility, benefits and quality.
- To compare consumers' view about advertising effectiveness of Close-up and Pepsodent brands.

1.4 Significance of the Study

Industrialization plays vital role in development of every country. Which countries are industrialized there are many competitions occurring among industries to sell their products in the market. To success from the competition, it needs proper marketing management and policy. Nepal is dependent on agriculture, as well going on the way of industrialization slowly. "Whether it is agricultural or industrial sector, marketing plays very important role in drawing attention in consumer toward the products and improper, making policy and its inefficiency serves as a hindrance to the growth of the economy. By accumulating inventories or reducing the output of the firms, which retards or even negates the growth of an economy".

Today's marketing era is modern marketing era. The third business is running in 21st century. Even our companies are lacking by the better marketing policies, management and strategies. Unilever Nepal Limited is one of leading company in Nepal, primary objectives of the study is know the marketing policy and structure of UNL and is expected to find

out the positive/negative of its market aspects in the context of "Close-up and Pepsodent" in Bharatpur. Which may useful some same or other industries to give an insight to their own policy and reformulate it to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure and willing to take the lesson from the success or failure of their firms may be benefited by the study. Moreover, this study is concern partial fulfillment of the requirement for the degree of MBS.

1.5 Limitation of the Study

There is always many problems occur in the way of is work. So here are also many limitations during the research. Most of data used in this study have been obtained through questionnaire, interview, so most data are primary. Data are based on sample survey. This study is done in Bharatpur Municipality only and covers small segment of Nepalese market. The responses of the respondents are analyzed with percentile method and also graph chat of necessary places. The variables are also limitation of this study.

1.6 Organization of the Study

This research work is divided into five chapters as like:

1. Introduction Chapter: This chapter provides general introduction of marketing, market situation of present stage in the real field. Significance/objectives/ limitation of the study, statement of the problems, rational for selection of area is also concerned with this chapter. Introduction of Uniliver Nepal Limited is involved in first chapter.

2. Review of Literature: This chapter provides information of different issues of marketing, which is related with topic by different books, journal, reports and research.
3. Research methodology: This chapter is concerned with research methodology. The chapter includes introduction, research design, nature and sources of data, data collection procedure, sapling, population, data processing and data analysis.
4. Data presentation and interpretation: In data presentation and interpretation chapter, research data are tabulated and showing in table, bar graphs and pie chart.
5. Conclusion: And last chapter is concerned with summary, major finding and recommendation.

CHAPTER TWO

REVIEW OF LITERATURE

The researcher studies different educational materials i.e., journals, magazines, periodicals, newspapers, books, websites etc., after selecting the topic of the research 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 to day. New and novel practices are practicing in the field for 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 the social aspects, market place and more specifically the consumer behaviour is significant very much. Due to changing behaviour of consumer and competition, a company has to pay attention not only in the sale and adornment but also at the consumer attribute, buying behaviour, packaging, and pricing policy. So it is clearly seeing that marketing in today's business is facing much more complexity.

If we talk about market position there is something come in our mind that effectiveness of sales promotion, advertisement, pricing, product attribute/features are persuading to buy a specific product to the buyer and to sale the seller or the percentage occupied by a product in the occupied by a product in the overall market. So the market position deals 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 sale for the same purpose such products consumed by consumers may give priority to a specific product among the crowd of 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 is one of the leading toothpaste in the market. Market position of the toothpaste in which market position of the Close-up and Pepsodent are deal the major marketing components such as promotion, price, product and distribution as well as advertisement and buying behaviour of consumers. These major factors are influencing how much in total consumption of "Close-up and Pepsodent" in the market and what is the percentage covered by the Unilever Nepal company 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 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 to personal sales. 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 marketing and to increase/decrease sales volume. Price must be affordable by various categories consumer. Product differentiation and product line can help to charge 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 maintain to achieve sound market position. To make regular brand awareness in consumer's mind. Publicity and advertising is most important part of the 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 not 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 efforts of sales promotion and advertising well increase sales in present as well as future. Now a day's sales promotion campaign and advertising is going on which combining. There are many components which directly affect the market position and sales such as product, price, promotion, distribution, advertising etc.

2.2.2 Marketing

We can distinguish between a social and a managerial definition of marketing. A social definition shows the role marketing plays in society. One marketer said that 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, and 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. Peter Drucker, a leading management theorist, put it 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 him 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 manufacturers were swamped with orders because they had designed the "right" product based on careful marketing homework.

The American Marketing Association Offers the following definition. Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Coping with exchange processes calls for a considerable amount of work and skill. Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value. (Kotler, 1999, p-219).

2.2.3 Marketing Concepts

"Marketing has been developing together with development in human civilization. If we trace three-four hundred years back to the history of human civilization, we find marketing of that time, by modern standard was relatively uncultured. They did not need mechanism or tools or techniques of marketing as used today. But now all the situations have changed the need and want have changed. Human aspiration for excellent and better status have given birth to thousand of discoveries, inventions and innovations and established thousand of units of different types of industry to fulfill that aspiration. These changes in turn not only invented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field". (Parajuli, 2001, p 1-3).

There are five completing concepts under which organizations can choose to conduct their business. The production concept, the product concept, the selling concept, the marketing concept and the societal marketing concept. The first three concepts are of limited usefulness today. The marketing concepts holds that the key to achieving organizational goals consists of determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.

It starts with a well defined market, focuses on consumer needs, coordinates all the activities that will affects customers, and produces profits by satisfying customers.

In recent years, some have questioned whether the marketing concept is an appropriate philosophy in a world faced with major demographics and

environmental challenges. The societal marketing concept holds that the organization's task is to determine the needs, wants and interests of target markets and deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. The concept calls upon marketers to balance three considerations. (Kotler, 1999, p-221).

- * Company profits
- * Consumer satisfaction and
- * Public Interest

2.2.4 Evolution of Marketing

The evolution of marketing has been analyzed in a similar way by various authors in their independent works. Some of the authors were William J. Stanton, Philip Kotler, Gary Armstrong etc. The different stages in the process of evolution of the marketing area are as follows.

a. Production Oriented Stage

The production concept lies in the philosophy that consumers will favor products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency. (Kotler, 1997, p-221).

Kotler and Armstrong think that it is still a useful philosophy in two types of situations:

- * When the demand of a product exceeds the supply, management should look for ways to increase production.

- * When cost of production is high and is required to decrease to expand market. (Kotler, and Armstrong, 1997, p-27).

b. The Product Orientation Stage

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

c. The Sales Oriented Stage

This stage emerged with the philosophy that consumers would not buy enough of the organizations' products unless the organization undertakes a large - scale selling and promotion effort. (Kotler, 1997, p-224).

d. Marketing Orientation Stage

The basic target of this stage is that the achievements of organizations goals depend on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than do competitors. (Kotler, 1997).

e. Societal - Marketing Orientation Stage

This is the least development in the field of marketing. The stage is based upon the fact that the organization should determine the needs /wants and interests of the target markets and deliver the desired satisfactions more effectively than do competitors in a way that maintains or improves the consumer's and society's well being. (Kotler. 1997, p-227)

Table 2.1
Comparative Features of Marketing Concepts

Concept	Starting Point	Focus	Means	Ends
1. Production concepts (Aims at selling what can be produced)	Factory	Production orientation	* Mass production * Low price * Wide availability	Profit through production efficiency
2. Product concept (Aims at improving the product)	Factory	Product Quality Orientation	* High quality * Innovation * Performance * Guarantee	Profit through well-made products
3. Selling concept	Factory	Sellers needs orientation	* Aggressive Selling * Heavy Promotion	Profit through high sales volume
4. Marketing concept	Market	Customer needs orientation	* Integrate marketing	Profit through Customers satisfaction
5. Societal Marketing (Aims at promoting Social welfare)	Market	Social Responsibility orientation	* Integrate marketing * Concern for social welfare	Profit through customer and social well beings

Source: Agrawal G.R., 2001

2.2.5 The Marketing Concept in Nepal

- i. The economy of Nepal is characterized by excessive dependence on agriculture. The industrial sector is in a developing stage. The role of services has been growing in the recent years. Due to the topographic diversity of the country coupled with poor transport and communication facilities, marketing has remained fragmented.
- ii. The public sector remains dominant in the Nepalese economy. The private sector is developing and dominated by the family owned and managed business. The advent of global companies, especially in tourism and finance sectors, has resulted in the transfer of new marketing skills along with capital and technology.
- iii. Marketing has traditionally remained a neglected aspects in Nepal. Enterprises tend to concentrate on production and selling rather

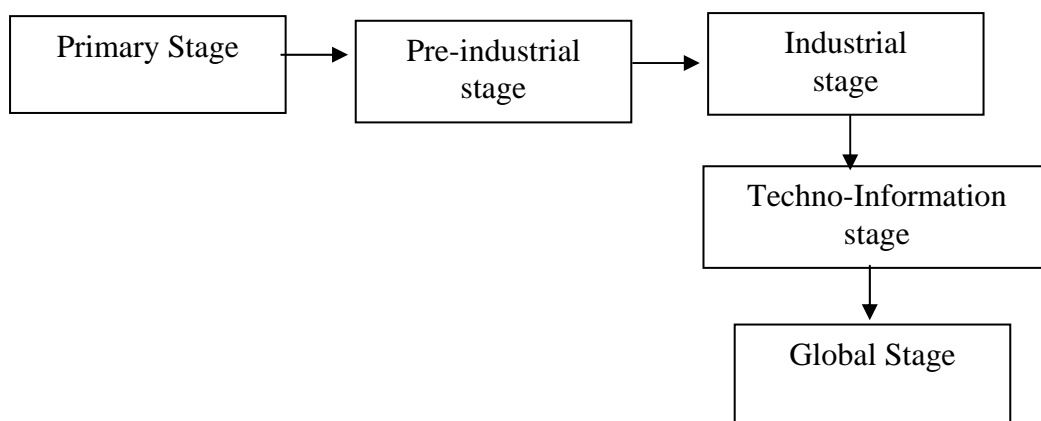
than marketing. The selling concept has been serving as the marketing philosophy of Nepalese managers. The public sector has generally remained indifferent to the marketing concept.

- iv. The marketing concept has not embraced by most Nepalese organizations. This is clear from the following points.
 - a. Management philosophy's most organizations of Nepal does not emphasize customer orientation.
 - b. Target markets have not been clearly defined by most Nepalese organizations.
 - c. Marketing information system has remained very weak in most organizations.
 - d. Marketing activities has remained fragmented in the organization structures. They have not been organizationally coordinated. Marketing department has not become a part of the top management team.
 - e. Organizations tend to be more interested in producing products and making profit through selling and production. They seem least concerned about satisfying the needs of the customers.
- v. Prospects for the Marketing concept: Nepal has experienced significant socio-economic changes over the last 25 years. The supply - driven marketing where organizations could sell everything they produced, is increasingly giving way to demand driven marketing. The realization is gradually coming that customers and their needs are important in marketing. The increasing intensity of competition in the Nepalese market has also helped in this regards. (Agrawal, 2001, p-8).

2.2.6 Development of Marketing

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

Figure No. 2.1
Stages of Marketing Development



2.2.7 Basic Principle of Marketing Concept

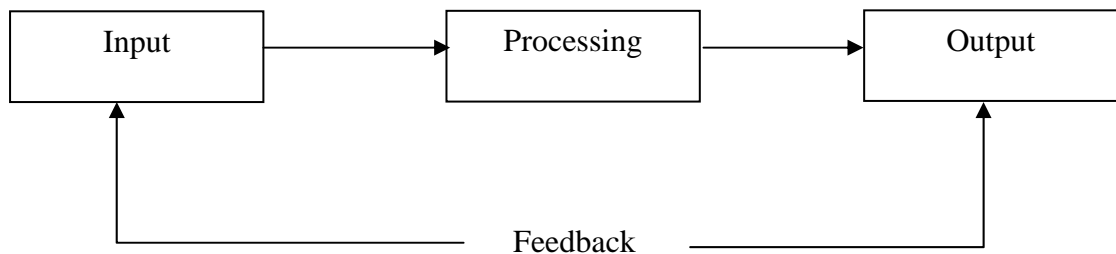
- a. Target markets should be defined carefully. No organization can operate in every market and satisfy every need.
- b. Customer orientation is the key to organization success. Organizational activities should be focused on determining and satisfying customer needs.
- c. Integrate marketing action is the essence of customer need satisfaction. All departments in the organization should work together to serve the customers interest.
- d. The ultimate purpose of marketing concept is to help organizations achieve their objectives. Organizations can best achieve objectives by providing customer need satisfaction. (Agrawal, 2001, p-3).

2.2.8 Marketing 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 No. 2.2

Marketing System



- i. Input of the marketing system consists of the marketing mix elements product, price, promotion and price.
- ii. Processing of the marketing system consists of environmental influences and buyer decision processes.
- iii. Output of the marketing system consists of customer response reflected by profit, market share, social welfare, and organizational image.
- iv. Feedback provides information to design input. (Agrawal G.R., 1999, p-5).

2.2.9 Marketing Mix

Marketing is the process of choosing markets to be in, products to offer, prices to change, distributors to use, and message to send. Organization must create and maintain an effective marketing mix that satisfied

customer needs. "Marketing mix is the set of marketing tools that organizations use to purpose their marketing objective in the target market".

Figure No. 2.3

The tools of Marketing Mix are Known as 4 Ps.



- i. The four elements of marketing mix are interrelated. Decision is one element usually affect actions in others.
- ii. 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 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 measure with the help of tools of marketing mix i.e. 4ps. If we neglect one from other the effectiveness of market situation is not measure by better way. Now, respectively we discuss about : promotion, product, price and distribution channel. (Agrawal, 1999, p-4).

2.3 Review of Books

2.3.1 Products

In a narrow sense, a product is a set of attributes assembled in an identifiable form. Each product is identified by a commonly understood descriptive (or generic) name, such as steel, insurance, tennis rackets or entertainment. Product attributes such as brand name and postsale service that appeal to consumer motivation or buying patterns play no part in this narrow interpretation.

In marketing we need a broader definition of product to indicate that consumers are not really buying a set of attributes, but rather benefits that satisfy their needs. A product is a set of tangible and intangible attributes, including packaging, color, price, quality, and brand, plus the seller's services and reputation. A product may be a goods, service, place, person, or idea. In essence, then, consumers are buying much more than a set of physical attributes when they buy a product. They are buying want satisfaction in the form of the benefits they expect to receive from the product. We divided all products into two categories:

- a. Consumer Products
- b. Business Products

This research is concerning with consumer product so, go ahead with consumer products.

"Consumer products are intended for use by household consumer for non business purpose". (William/Michael and Bruce, 1994, p-7-9).

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 determine on the basis of various factors i.e., cost, nature of the products, season, competition, rules of the government geographic and so on. Pricing of the fast moving consumer goods product 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 understood consumers buying behaviour, economic growth of the country, social aspects etc.

In context of Nepalese consumer and Nepalese marketers/ companies, we can see now that the prices charged for the any fast moving consumer goods products on the basis of buying behaviour as well as purchasing capacity on economic growth condition. Consumers are not mentioning wight of a packet of toothpaste like Clouse-up, Pepsodent, Colgate, and so on, but how much the price for a packet and companies always fixed the price such 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. Similar pricing strategy follows by coke, Pepsi, instant noodles and so on like pouched pepsi for Rs. 10, small packet of instant noodles 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 of 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, 2002, p-7).

"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 its impact on making on the sale. They should establish better policies as to what should be granted to customer are bidding for their business." (Michel, Robert and Rostello, 2003, p-23).

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 behaviour etc. may play role to pay priority for a company's which element of promotion is most important. It is difficult 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.

a. Advertising

Advertisement is directed at cognitive and emotional responses: building brand awareness and brand attitude over time. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an 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 media such as ; print media; audio advertising (Radios); visual advertising (Film Slides); audio visuals (Film, television, etc.); displays (Window displays, Sky displays, hoarding boards, electric neon's, 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 possess several requirements; such as attract attention of target customers towards the company offer, understand the target audience properly and convince the target customers effectively. (Shrestha, 2005, p 1-3).

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 using 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.

b. 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, this would be terribly inefficient. As a result, they employ mass marketing techniques, such as advertising. Personal selling is very important in industry.

c. Sales Promotion

According to the American marketing Association, sales promotion consist 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 major promotional tool. It is used to coordinate and supplement the advertising and personal selling programmes. Sales

promotion has increased considerably in importance in recent years as management has sought measurable short-term sales result. Sales promotion should receive the same strategic attention that a company gives to advertising and personal selling. This means establishing objectives and appropriate strategies. Separate budget should be set for sales promotion. Sales promotion can be directed towards final consumers, middle men, or a company's own employee.

d. Public Relation

Marketers engage in public relation in order to develop a favorable image of their organizations and products in the eyes of the public. These activities to parties other than target consumer. They are; public at large, labour union, the press, and environmental groups. Public relation activities include sponsoring, lobbying, and using promotional messages to persuade members of the public to take up a desired position. The term public relation refers to a firm's communications and relationships with the he various section of the public. These sections include the organization customers, suppliers, shareholders, employee, the government, the general public and the society in which the organizations operates.

e. Publicity

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

Public relations and publicity are the last two promotional methods. Public relations are the brand, 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 an organization and/or its products that is not paid for by company benefiting from it. Typically these two activities are handled in a department separate from the marketing department in a firm. (Rathor, 1996, p-9).

2.3.4 Distribution

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

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

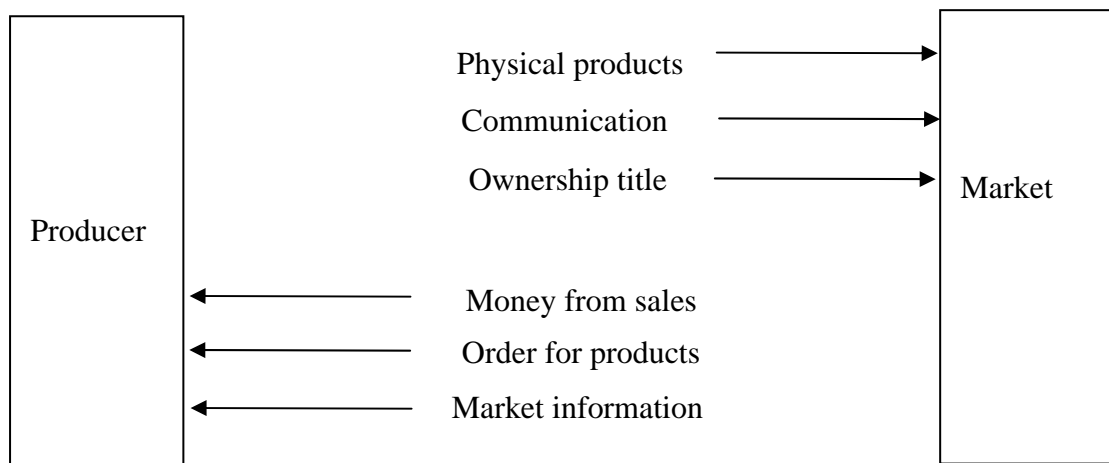
a. Channels of Distribution

Meaning of Marketing Channels

According to William J. Stanton, "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 channel of distribution involves several individuals and institutions such as producer, suppliers, industrial users, brokers, agents, wholesalers, retailers and consumers. It also includes several flows in the system. It consists of forward flows and backward flows. The forward flows move from producers to the market. There are three forward flows: product flow, communication flow and ownership flow. The backward flows move from the market to the producers. The backward flows are: money from sales, orders for products, and market information. (William J. Stanton, 1994).

Figure No. 2.4

Channel Structure For Consumer and Industrial products



The channel structure is a combination of channel components and channel levels. The channel components are the type of channel participants involved in the channel system. The channel levels are the number of channel components in the channel system. The channel structure of consumer products and industrial products are different.

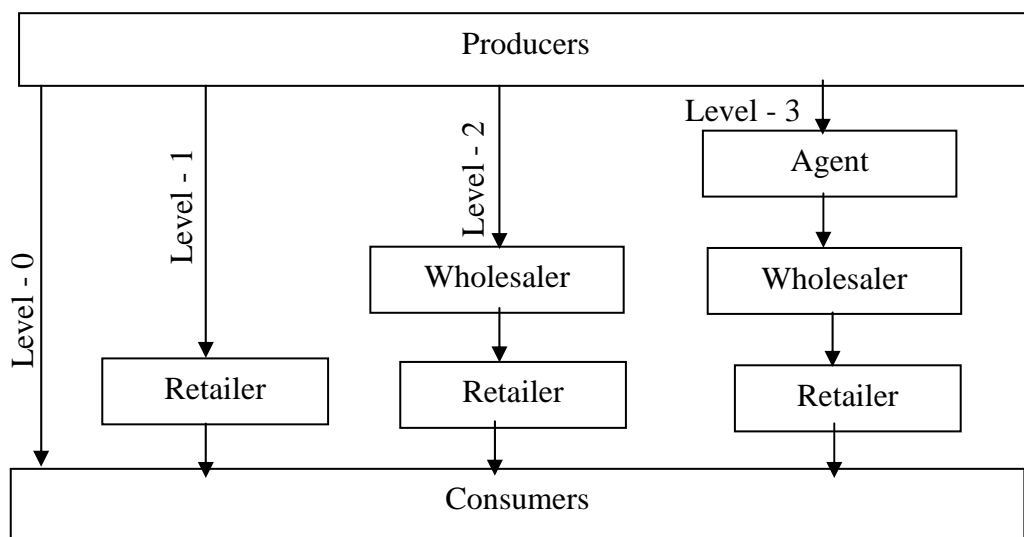
Similarly, the type of channel components also differs between the two type of products. (Koirala, 1997).

b. Channel Designs for Consumer Products

There are four design alternatives for the distribution of consumer goods, ranging from a zero level to level three. Under zero level design, the producer may distribute the merchandise directly to consumers by passing all marketing intermediaries. Under level one channel design, the producer may use retailers to reach consumers. In level two designs, the product may reach consumers through wholesalers and retailers. In level three designs, the producer may use the agents to connect and execute.

Figure 2.5

Channel Design for Consumer Products



The sales transaction to different categories of buyers. The four design have been presented in the diagram above. (Koirala, 1997, p-8).

c. Physical Distribution

In the marketing channels the products must be moved in the right quantity at the right time to the right place in order to deliver desired satisfactions to the end users or consumers. Physical distribution or

marketing logistic is concerned with them management of flow of goods from the point of origin to the point of consumption. Marketing organizations must manage the flow of goods and services from their production locations to the market, and also make arrangement for a flow of information between the two points.

2.4 Review of Articles, Journals and Magazines

2.4.1 What is Product Quality ?

When considering the physical product apart from the additional attributes, real or fancied, bestowed on it by an effective marketing program, the manufacturer'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 testing to ensure that technical standards of product quality are upheld. (Alfred and Ralph, 2003, p-114).

2.4.2 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 ?

A few weeks ago, I visited a medium sized food company X. company X's sales are centered around one product line and include several preparations of the same ingredient. If uses the company name as its brand name. The company is successful and appears very profitable and

has ambitious growth plans best on the introduction of several new products. But company X is not sure about whether it should market its new products under its current brand name or a new one, yet to be created.

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 ingredient for which the brand is known. Some fear that using the brand as an umbrella covering an 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 brand is 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 brand's 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 endorsement from the new corporation 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 it 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 Starbucks 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 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 and for the brands you wish to acquire before you make any branding decision and preferably before an acquisition takes place. (Jacques, 2003, p-67).

2.4.3 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 Carl Jung's 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 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 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 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.

Then there is the strange phenomenon of intuition. Some of 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 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 personally, 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. (Paul, 2003, p-25).

2.4.4 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. (Pau, 2003, p-25).

2.4.5 How to convert Customer desire into a Sale ?

Consumer always want more. It does not matter what is being offered. If it is there, they have at least a twinge of desire for it. But how do you take

that desire and convert it into a sale? To push a sale across the finish line you need buying stimulators. The stimulators are:

a. Appeal to the Emotions

People buy a product or use a service because they expect to feel a certain way after ward. We buy vitamin supplements because they will make us feel stylish and affluent.

So think about the benefits of your product and convert those benefits into feelings. If you are selling a business opportunity, emphasize on how great people will feel when they work for themselves with no boss and no set schedule. I you sell sports equipment, focus on how your quality goods will improve technique and make your customers winners.

Use vivid, picturesque words to dramatize the feelings your customers will experience after they buy your product or service.

b. Fear of Loss

One of the best stimulants for buying is not only to say how the customer will benefits from your product, but to mention how they will use if they do not buy 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 thirsty years."

c. So many Choice, 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 otherwise you will lose the sale.

d. Increase Buying Options

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 checks or cash. The points is, when you increase your buying options, your 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. (Lisa Lake, 2003, p-65).

2.5 A Revive of Previous Research Work

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

Khanal Shiva Raj, (2004) 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.

Aryal Kishor Raj, (2002) 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 sale 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.

Parajuli Sanjay, (2001) 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.

Thapaliya Anup Kumar, (1999) concluded that the use of instant noodles has become a general consumption phenomenon in Kathmandu. There are various brands of instant noodles 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 Hari, (1998) 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.

2.6 History of Toothpaste in Nepal

During the hunting era people of Nepal were not in the habit of cleaning their teeth. Then gradually with the various other developments people used Coal for cleaning their teeth and later on they shifted into Daryun 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 products, 'Close - up' and 'Pepsodent' are popular toothpaste. Since its inception, it has been able to retain its top position in the 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 marketed by Anchor Health and Beauty Care pvt. Ltd. It seems Close-up, Pepsodent, Colgate, Anchor are the top brands in the market. (Aryal, 2002).

2.7 Research Gap

Review of research conducted so far shows that researchers are more concentrated upon the market situation of a single brand of toothpaste or comparison of market situation of a brand with all of available brands. But no research has been found which compares the market situation of a brand with another single brand. This gap is supposed to be filled by the current research.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a scientific technique or an art of inquiry in order to collect necessary data or information's. It produces knowledge systematically and scientifically.

"Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology. When we take of research methodology we not only talk of the research methods but also consider the logic behind the method we use in the context of our research study and explain why we are using the particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher himself or by them." (Kothari, 2000).

Research methodology is a way to solve the problems. Market research specifies the information required to address these issues, designs the methods of collecting information, manages and implements and data collection process, analyzed the results and communicate the findings and their implication.

In the context of marketing, "Marketing is the principal revenue generating activity while other is revenue consuming. Marketing research deals with production and distribution problems, marketing institutions, marketing policies and practices. It is better established than production research part because of not Closely interwoven with technology. It covers the issues like production planning, development, pricing, promotion and distribution" (Joshi, 2002, p-7).

All above-mentioned views deals that the research methodology covers the objectivity, reliability and validity of study. It seems that variable used in the study as well as data collection and analysis.

3.2 Research Design

Research design is planning of research programmed before it starts. It includes explaining researching matter, when, why, where, how much and how research will be done, what kind of data how, when, where will be collected, how samples are collected, research time/period, schedule, data analysis and reporting techniques etc. It guides the research to fulfill its objectives within the available time and budget.

"Research design is the specification of procedures for collecting and analyzing the data necessary to help identify or react to a problem or opportunity". (Tull and Hawkins, 1998)

This research is basically exploratory in nature. The main aim of this study is to find out the toothpaste market position in Bharatpur municipality reference to Close-up and Pepsodent. This study suggests to the company to make strength the market position. To fulfill this purpose,

related information from different aspects is collected through the structured questionnaire for consumers and channels of distribution such as retailers. For the study, the survey research design is adopted to collect raw data and descriptive type of survey research design has been followed to evaluate and analyze the study.

3.3 Natures and Sources of Data

Most of the data used in this study are primary in nature. Some secondary data has been also used for the purpose of the study. All the primary data were collected from shops and consumers and some information's are taken from authorized distributors of the companies as well as concerned company. the sample size is categorized in different professions, age groups, area, educational background, and sex and so on.

3.4 Data Collection Procedure

The questionnaire developed in structure from for different aspect according to objectives of the study and marketing complications are applicable to different aspect of marketing practices. Two different sets of questionnaires were prepared for the real consumer and shop owner. The questionnaire distributed through personal contact one by one and requested respondent to fill it and the researcher also filled the questionnaire by personal interview with shop owner who were stocking toothpaste.

3.5 Population

The population of the study area was residence of Bharatpur Municipality i.e. consumers, shopkeepers, and distributors respectively 150, 52 and 1.

3.6 Sampling

As the above-mentioned population, it is impossible to include the total population in the study. So out of total population 150 consumers and 52 retailer were surveyed randomly which are based on area wise sampling the researcher took there areas and the sample size in his both shop and consumer research as follows.

Table No. 3. 1
Sample of Consumer and shop

Area	Sample size for consumer	Sample size for shop
Kamalnagar	15	7
Putali Bazar	15	7
Bel Chowk	15	7
Lions Chowk	15	7
Hakim Chowk	15	4
Krishnapur	15	4
Prembasti	15	4
Gondrang	15	4
Chhetrapur	15	4
Bhojad	15	4
Total	150	52

(Source: Primary Data)

3.7 Data Processing and Analysis

All the questionnaires were distributed and collected by the researcher himself so there was not any delay in collection of questionnaires, which were distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was 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. Necessary adjustment has been made for attaining the objective of the study. Analysis has been made by percentile method.

3.8 Data Presentation

The collected data are 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 are presented on the tabular form for easy calculation and analysis. The data are presented and interpreted in different headings. Data can be presented clearly and divided either in table or bar graph and pie chart according to the nature of data.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Current Toothpaste Consumption and 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 alternatives 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, Clogate, Dabur, Anchor etc. are well know 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 Bharatpur Municipality, researcher developed two types of separate questionnaires for consumer behaviour survey and retailer survey. The responses collected from 150 real consumers and 52 shopkeepers in Bharatpur 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 from and analyzed in different aspects, which the study needs.

4.3 Consumers Behaviour

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

4.3.1.1 Response Received

Table No. 4.1

Response Received

Place	Response Received	Percentage
Bharatpur Municipality	150	100
Total	150	100

Source: Field Survey, 2008.

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

4.3.1.2. Gender Classifications

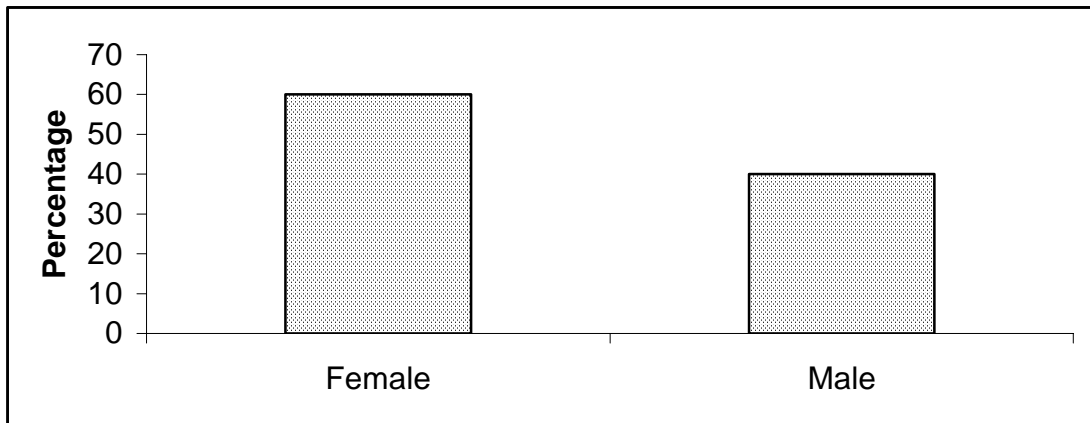
Table No. 4.2

Gender Classifications

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

Source: Field Survey, 2008.

Figure No. 4.1
Gender Classifications



Source: Table No. 4.2

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

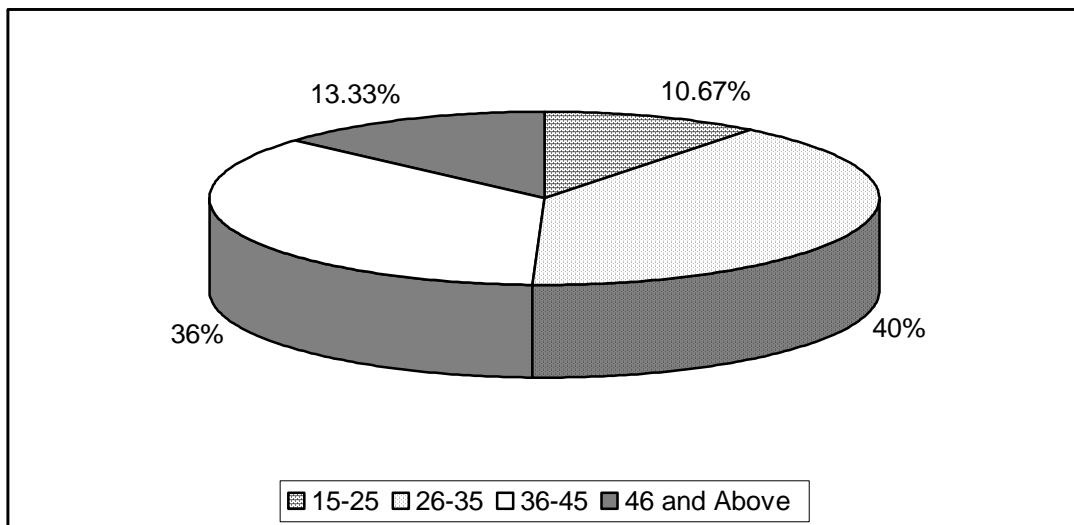
4.3.1.3. Age Group of Consumers:

Table No. 4.3
Consumers' Age Group in Years

Age Group	Respondents	Percentage
15-25	16	10.67
26-35	60	40
36-45	54	36
46 and Above	20	13.33
Total	150	100

Source: Field Survey, 2008.

Figure No. 4.2
Consumers' Age Group in Years



Source: Table No. 4.3

Most of the samples were taken from age group 26-35 years and 36-45 years. These age groups represent most of consumers' behavioural determinants.

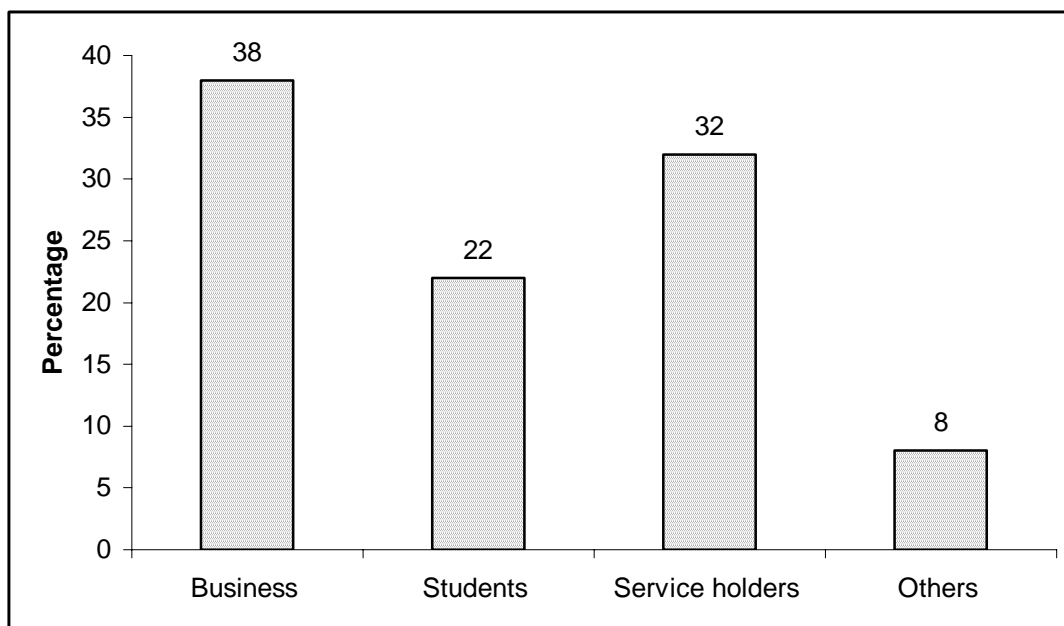
4.3.1.4 Profession of the Consumers:

Table No. 4.4
Profession of the Consumers

Profession	Respondents	Percentage
Business	57	38
Students	33	22
Service holders	48	32
Others	12	8
Total	150	100

Source: Field Survey, 2008.

Figure No. 4.3
Profession of The Consumers



Source: Table No. 4.4

Among the respondents, 38 percent involve in their own business which is the highest than other level of profession, 8 percent respondents are dependents upon agriculture and semi-agriculture profession which indicates that most of people in Bharatpur Municipality are dependent upon business and service and very small number of population are in other profession.

4.3.1.5 Respondents Education:

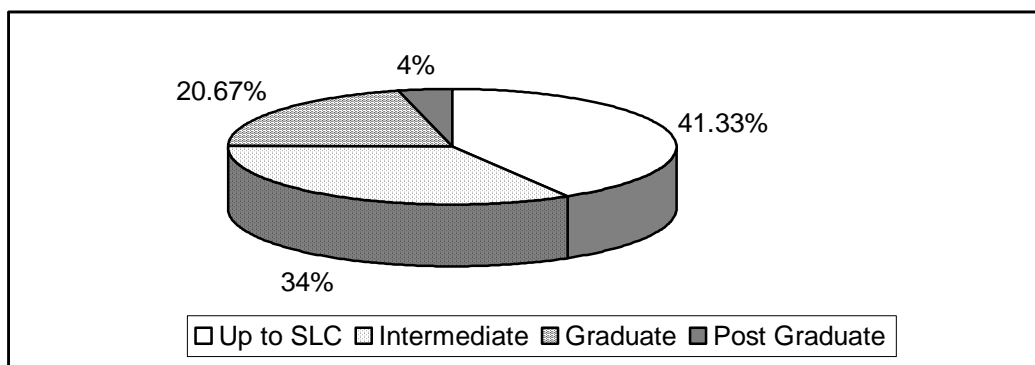
Table No. 4.5

Education Level of Respondents

Academic Level	Respondents	Percentage
Up to SLC	62	41.33
Intermediate	51	34
Graduate	31	20.67
Post Graduate	6	4
Total	150	100

Source: Field Survey, 2008..

Figure No. 4.4
Education Level of Respondents



Source: Table No. 4.5

Most of the housewife are up to SLC and intermediate in academic level. To collect accurate response frequently such level of respondents were found very interesting and easy. Post graduate level respondent few in nature and they are busy also.

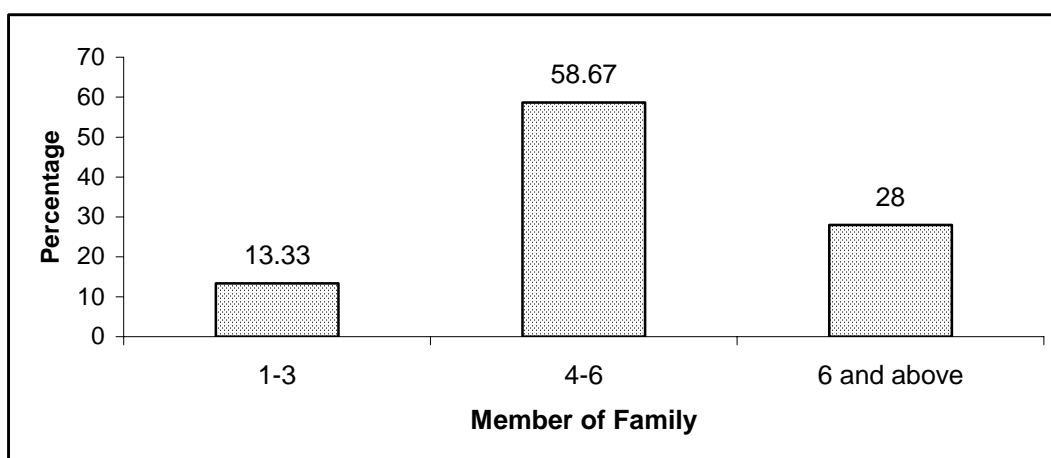
4.3.1.6 Family Size of Respondents

Table No. 4.6
Respondent's Family Size

Member of Family	Respondents	Percentage
1-3	20	13.33
4-6	88	58.67
6 and above	42	28
Total	150	100

Source: Field Survey, 2008.

Figure No. 4.5
Respondent's Family Size



Source: Table No. 4.6

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 family member with 4-6. Minimum member of family like 1-3 is less or 13.33 percent. Above 6 member's Family size is also significant.

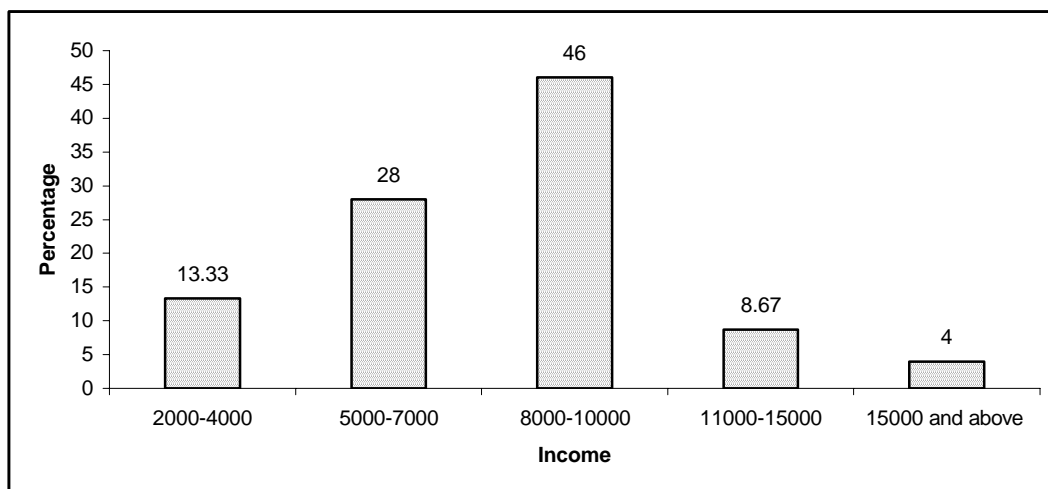
4.3.1.7 Monthly Family Income of Respondents:

Table No. 4.7
Monthly Family Income of Respondents

Income (Rs.)	Respondents	Percentage
2000-4000	20	13.33
5000-7000	42	28
8000-10000	69	46
11000-15000	13	8.67
15000 and above	6	4
Total	150	100

Source: Field Survey, 2008.

Figure No. 4.6
Monthly Family Income of Respondents



Source: Table No. 4.7

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 Behaviour of Consumers

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

4.3.2.1 The Brands Consumers Usually Buy

Table No. 4.8

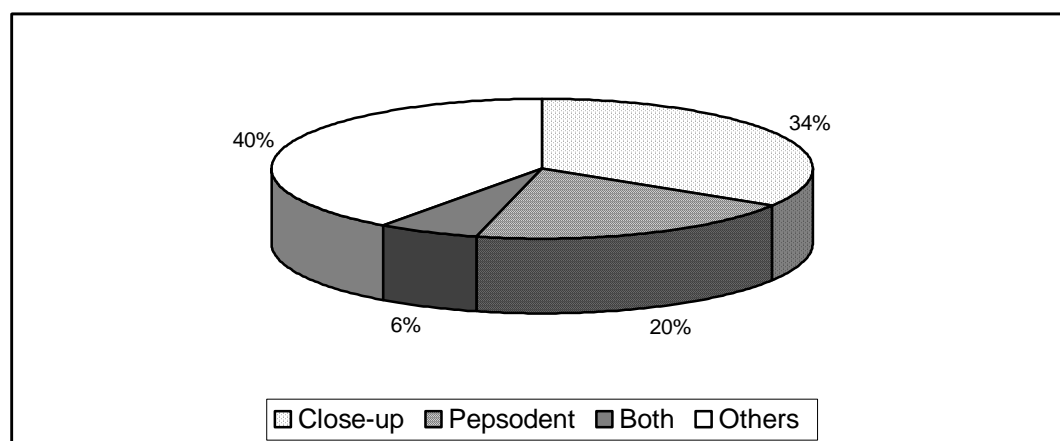
The Brands Consumers Usually Buy

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

Source: Field Survey, 2008.

Figure No. 4.7

The Brands consumers Usually Buy



Source: Table No. 4.8

Above- mentioned responses on the table no. 4.8 and figure no. 4.7 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.

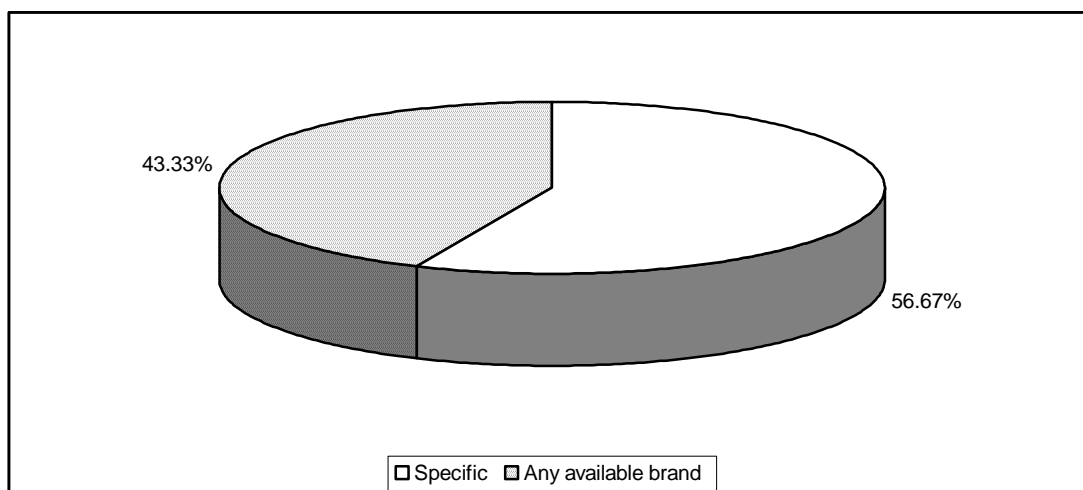
4.3.2.2 Use of Specific Brand

Table No. 4.9
Use of Specific Brand

Brand Name	Respondents	Percentage
Specific	85	56.67
Any available brand	65	43.33
Total	150	100.00

Source: Field Survey, 2008.

Figure No. 4.8
Use of Specific Brand



Source: Table No. 4.9

The responses show that still there is many consumers are 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 percent consumer's means there are waiting large market size for any toothpaste manufacturing company.

4.3.2.3 Factors That Consumers Consider While Buying Toothpaste

Table No. 4.10

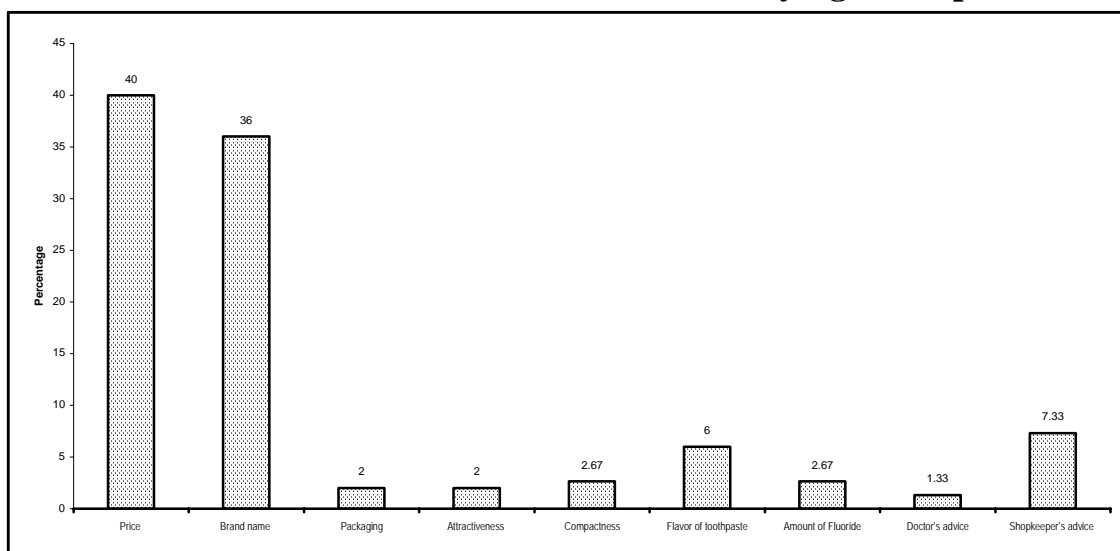
Factors That Consumers Consider While Buying Toothpaste

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	100.00

Source : Field Survey, 2008.

Figure No. 4.9

Factor That Consumers Consider while Buying Toothpaste



Source: Table No. 4.9

Presentation of above responses show that 40 percent consumers directly mentioned to make decision to buy toothpaste whereas 36 percent are

follow brand name. It seems that price and brand image significant for and company to attract buyers. Other factor like flavor of toothpaste, shopkeeper's advice etc. are also to some extent influencing factors but its present is very low.

4.3.2.4 Who Usually Makes the Decision to Buy Toothpaste

Table No. 4.11

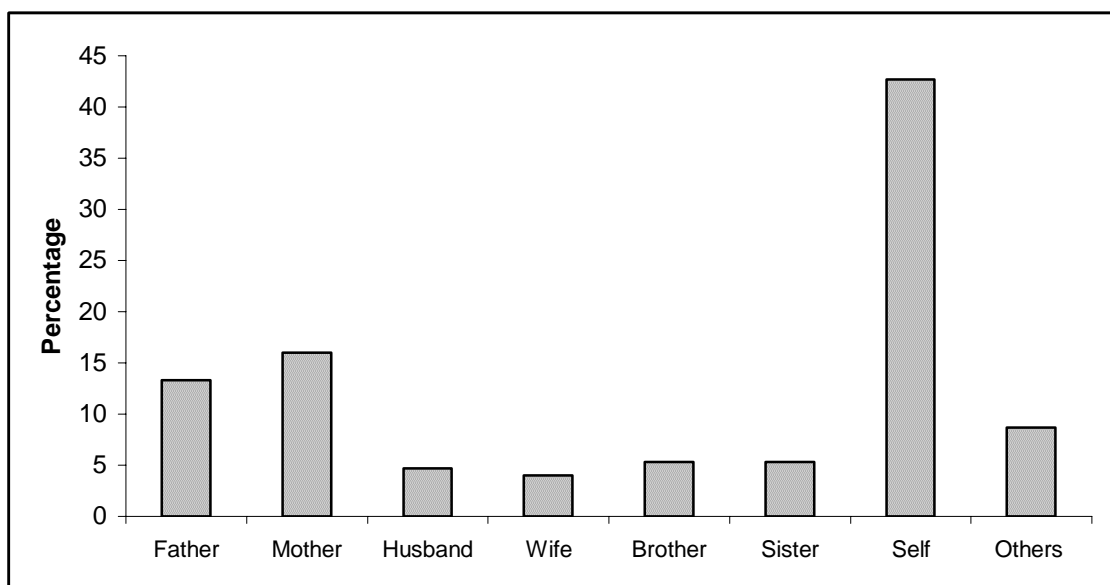
Who Usually Makes the Decision to Buy Toothpaste

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, 2008.

Figure No. 4.10

Who Usually Makes the Decision to Buy Toothpaste



Source: Table No. 4.11

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

4.3.2.5 Which Shop Consumer Buy Toothpaste

Table No. 4.12

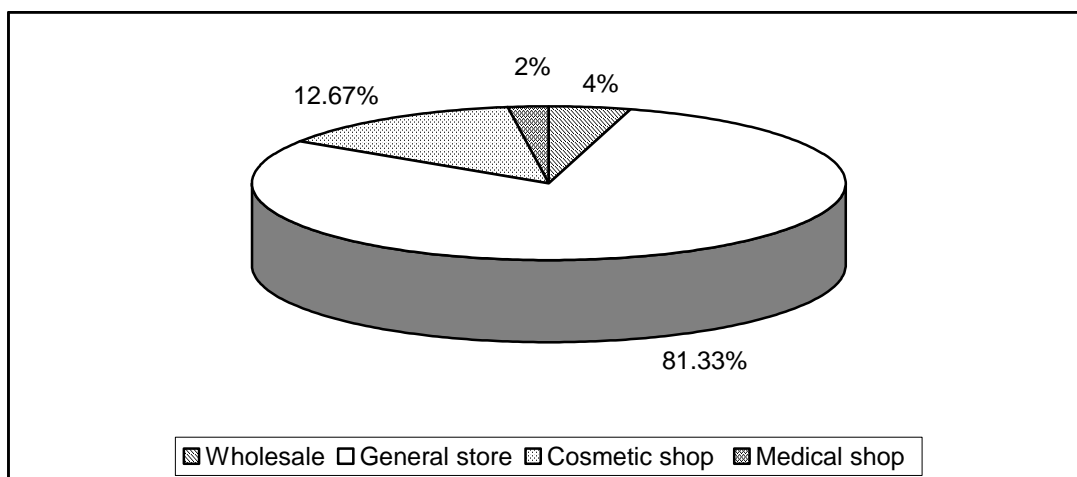
Which Shop Consumer Buy Toothpaste

Type	Respondents	Percentage
Wholesale	6	4
General store	122	81.33
Cosmetic shop	19	12.67
Medical shop	3	2
Total	150	100

Source: Field Survey, 2008.

Figure No. 4.11

Which Shop Consumer Buy Toothpaste



Source: Table No. 4.12

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 hole sale and 2 percent medical shop.

4.3.2.6 Easy Availability of Your Brand:

Table No. 4.13

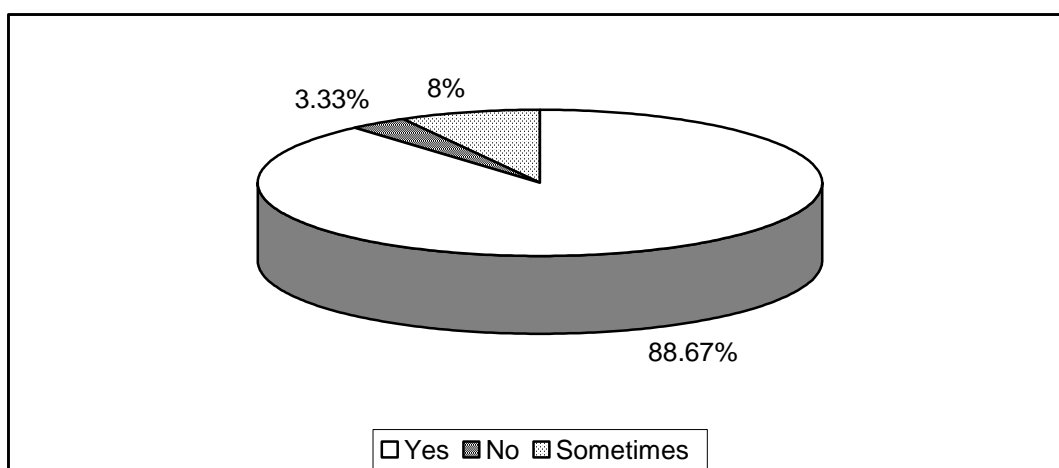
Easy Availability of Your Brand

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

Source: Field Survey, 2008.

Figure No. 4.12

Easy Availability your Brand



Source: Table No. 4.13

Above table and figure shows 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.

4.3.2.7 Notice Trend of Advertisement

Table No. 4.14

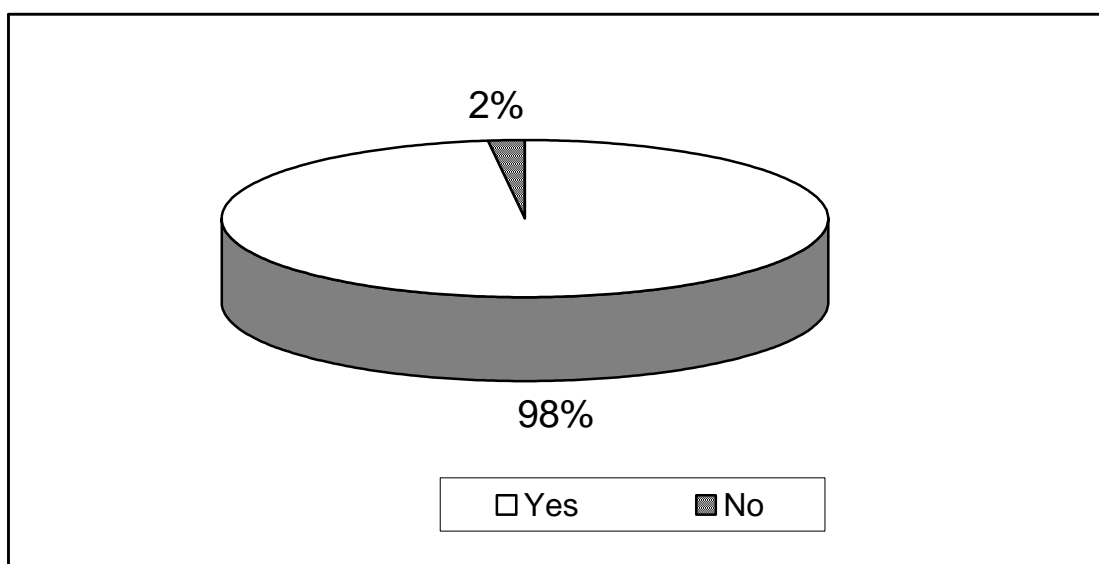
Notice Trend of Advertisement

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

Source: Field Survey, 2008.

Figure No. 4.13

Notice Trend of Advertisement



Source: Table No. 4.14

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

4.3.2.8 The Best Media for Advertisement of the Toothpaste

Table No. 4.15

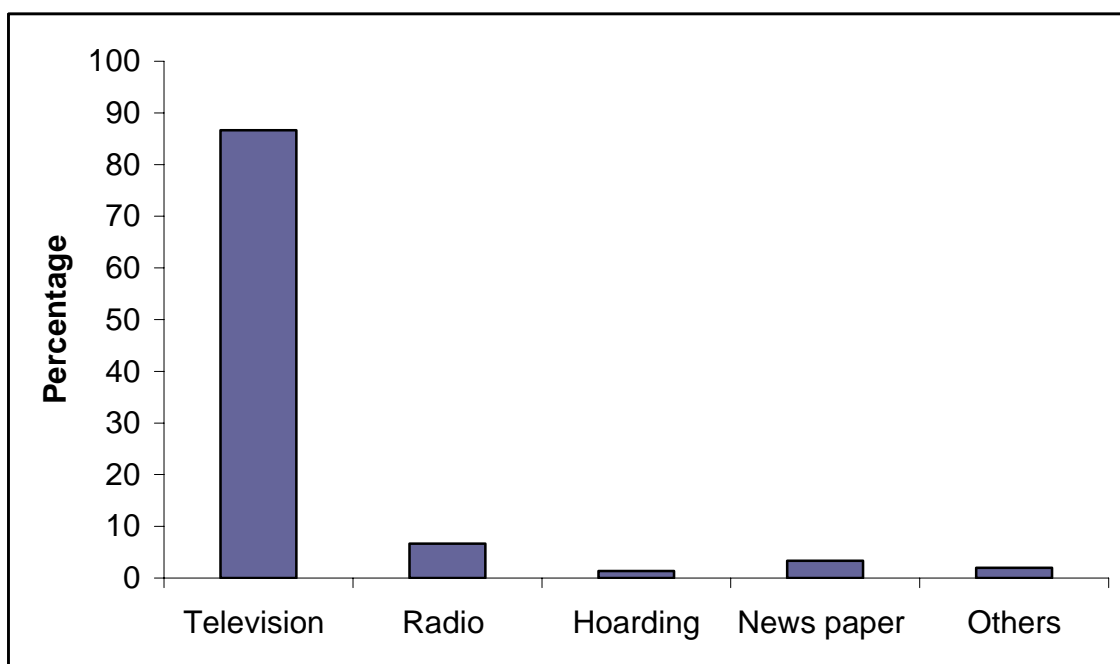
The Best Media For Advertisement of The Toothpaste

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, 2008.

Figure No. 4.14

The Best Media For Advertisement of The Toothpaste



Source: Table No. 4.15

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

4.3.2.9 One of the Best Advertisement of the Two Brands

Table No. 4.16

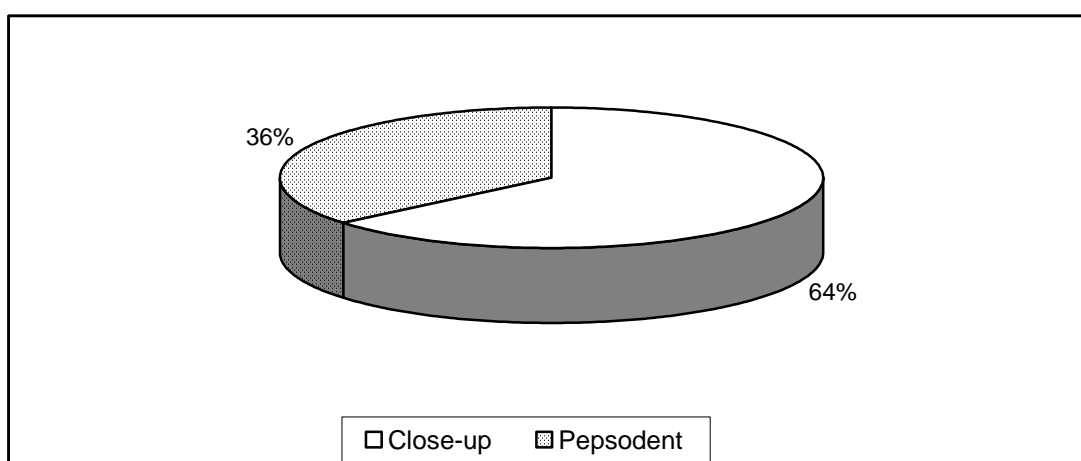
One of the Best Advertisement of the Two Brands

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

Source: Field Survey, 2008.

Figure No. 4.15

One of the Best Advertisement of the Two Brands



Source: Table No. 4.14

The table and figure 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.

4.3.2.10 Best Quality

Table No. 4.17

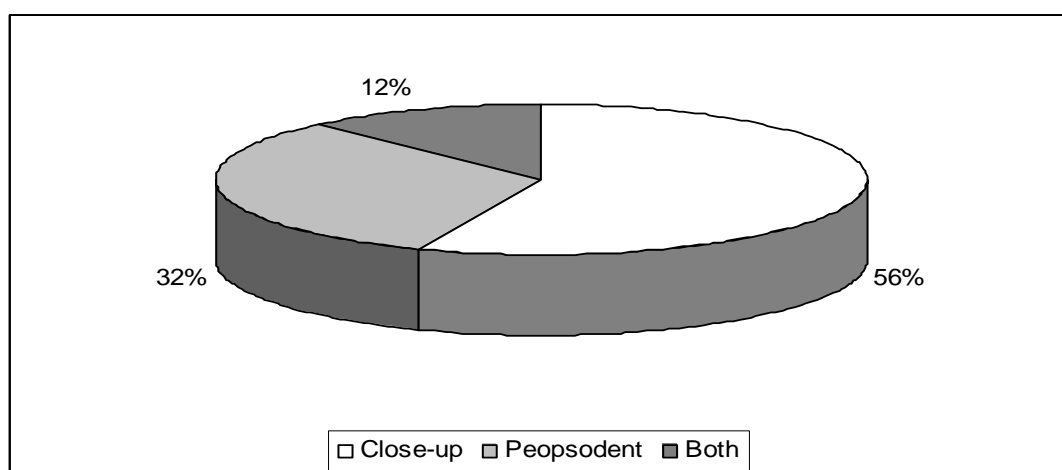
Best Quality

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

Source: Field Survey, 2008.

Figure No. 4.16

Best Quality



Source: Table No. 4.17

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 Peepsodent toothpaste and 12 percent respondents prefer as the best quality is both toothpaste.

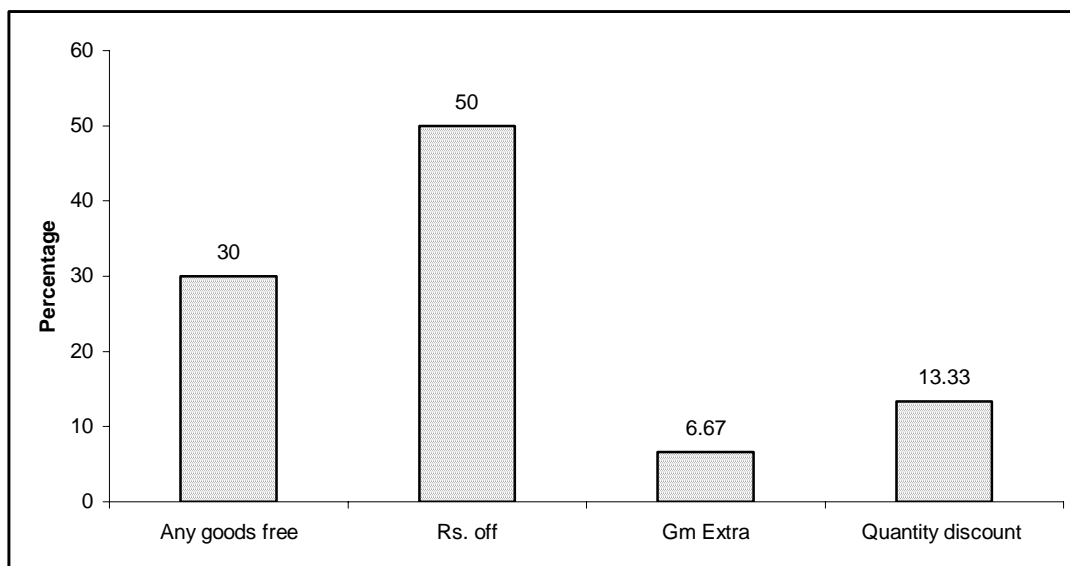
4.3.2.11 In Consumers Experiences Most of the Consumers like Incentives are as follows

Table No. 4.18
In Consumers Experiences Most of the Consumers like Incentives 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, 2008.

Figure No. 4.17
In Consumers Experiences most of the Consumers like Incentives are as Follows:



Source: Table No. 4.18

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 goods 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 12 questionnaires for retail sales survey and 52 responses are obtained as follows:

4.4.1 Shop Categories where from Various Brands of Toothpaste are Selling

Table No. 4.19

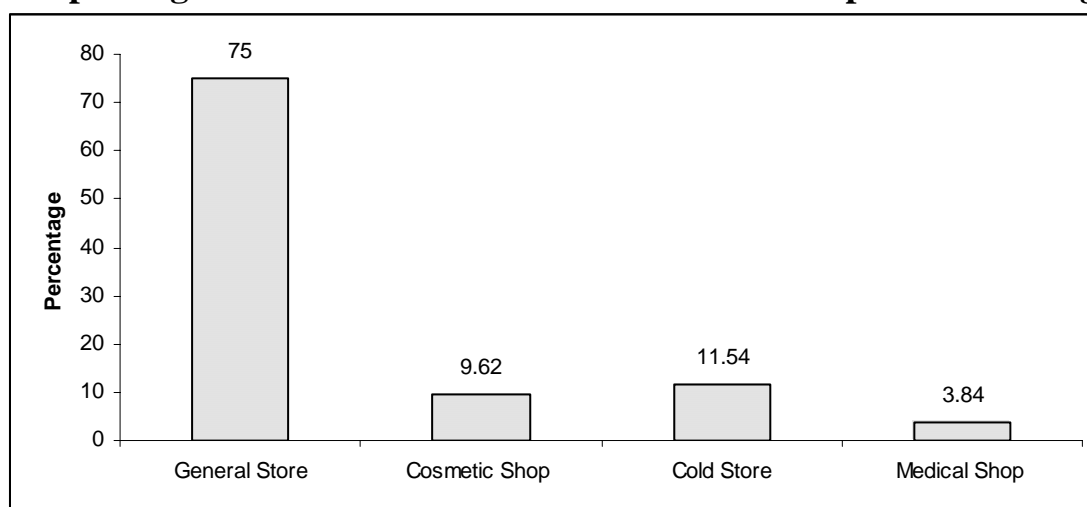
Shop Categories where from Various Brands of Toothpaste are Selling

Type	Quantity	Percentage
General Store	39	75
Cosmetic Shop	5	9.62
Cold Store	6	11.54
Medical Shop	2	3.84
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.18

Shop Categories where from Various Brands of Toothpaste are Selling



Source: Table No. 4.19

Above table and figure signals that toothpaste has been selling by 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.

4.4.2 Brands Stock in a Shop for Sale

Table No. 4.20

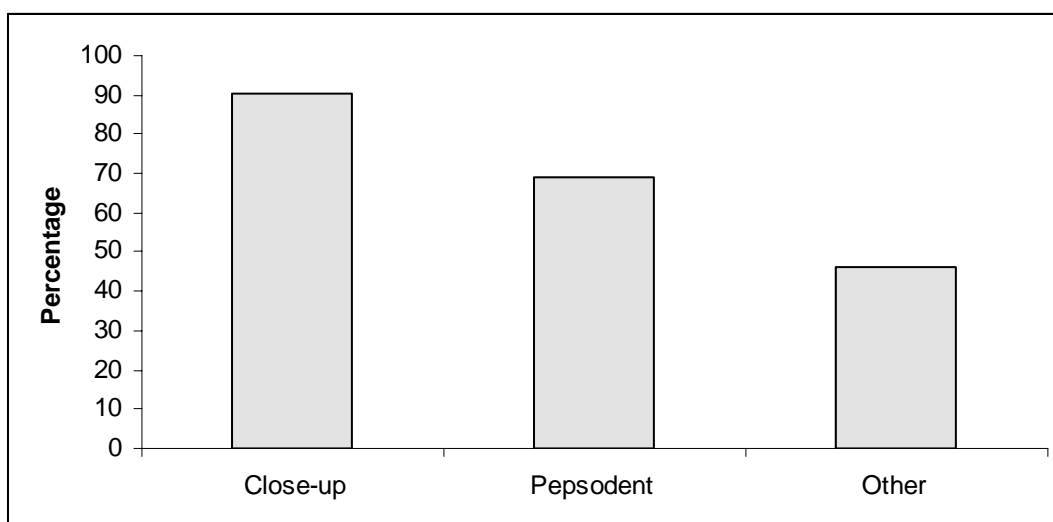
Brands Stock in a Shop for Sale

Brand Name	Quantity	Percentage
Close-up	47	90.38
Pepsodent	36	69.23
Other	24	46.15

Source: Field Survey, 2008.

Figure No. 4.19

Brands Stock in a Shop For Sale



Above table and figure shows the sales of toothpaste in Bharatpur and that most of the shopkeeper have stock that brands Close-up and Pepsodent. In 90.38 percent shops found Close-up, 69.23 percent shops have Pepsodent and only 24 percent shops have other available brand.

4.4.3 Shopkeepers Buying Behaviour

Table No. 4.21

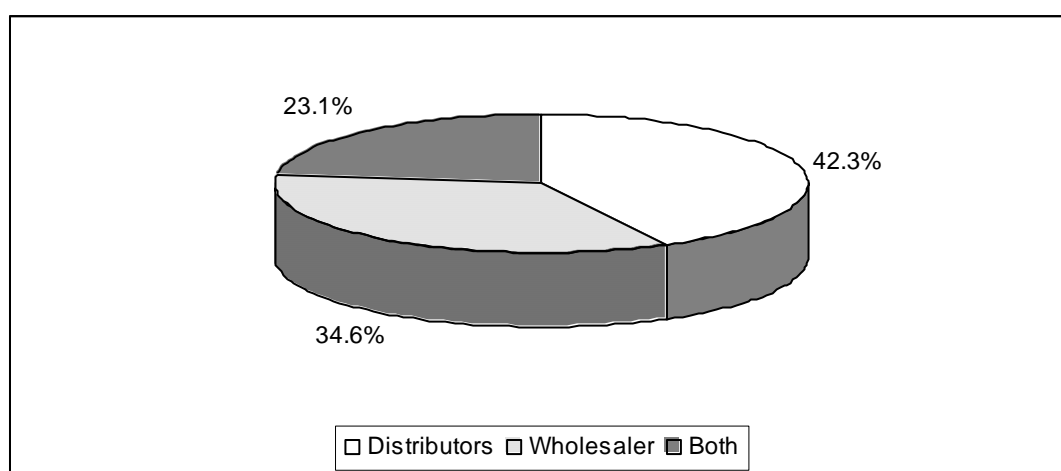
Shopkeepers Buying Behaviour

Source of Buyer	Quantity	Percentage
Distributors	22	42.30
Wholesaler	18	34.60
Both	12	23.10
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.20

Shopkeepers Buying Behaviour



Source: Table No. 4.21

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

4.4.4 Which Brand has more Sales from your Shop?

Table No. 4.22

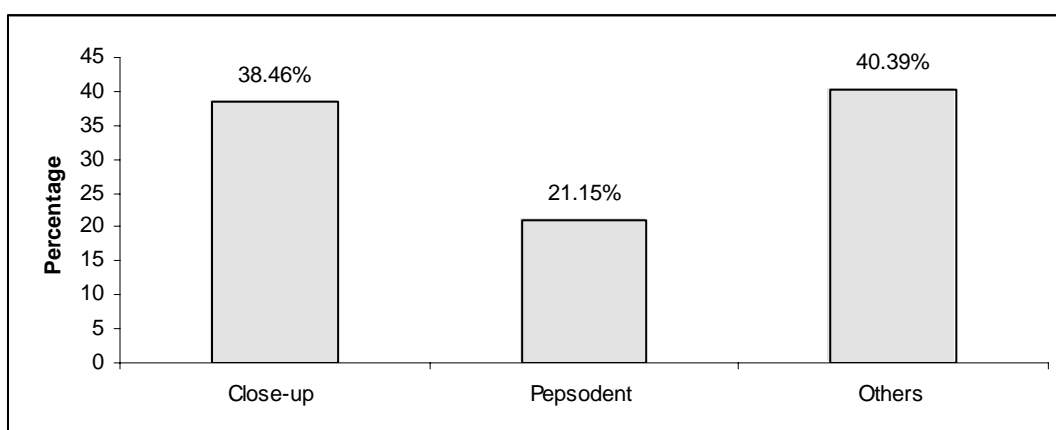
Which Brand has more Sales from your Shop?

Brand name	Quantity	Percentage
Close-up	20	38.46
Pepsodent	11	21.15
Others	21	40.39
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.21

Which Brand has more Sales from your Shop ?



Source: Table No. 4.22

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 sale on other available toothpaste. It seems that the Uniliver Nepal Ltd has capture the large market share in Bharatpur Municipality.

4.4.5 Convincing Behaviour of Shopkeepers

Table No. 4.23

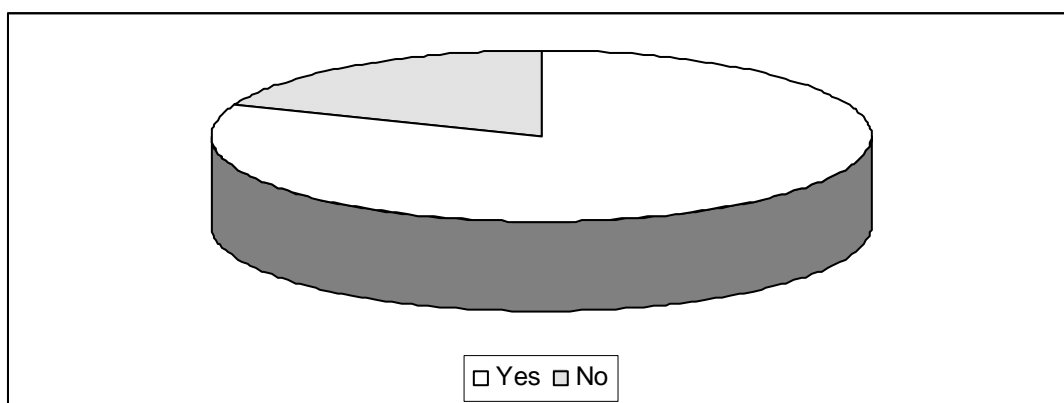
Convincing Behaviour of Shopkeepers

Convince	Quantity	Percentage
Yes	42	80.77
No	10	19.23
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.22

Convincing Behaviour of Shopkeepers



Source: Table No. 4.23

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 depend on seller's convince behaviour at some extent.

4.4.6 Followers of Shopkeeper's Advice

Table No. 4.24

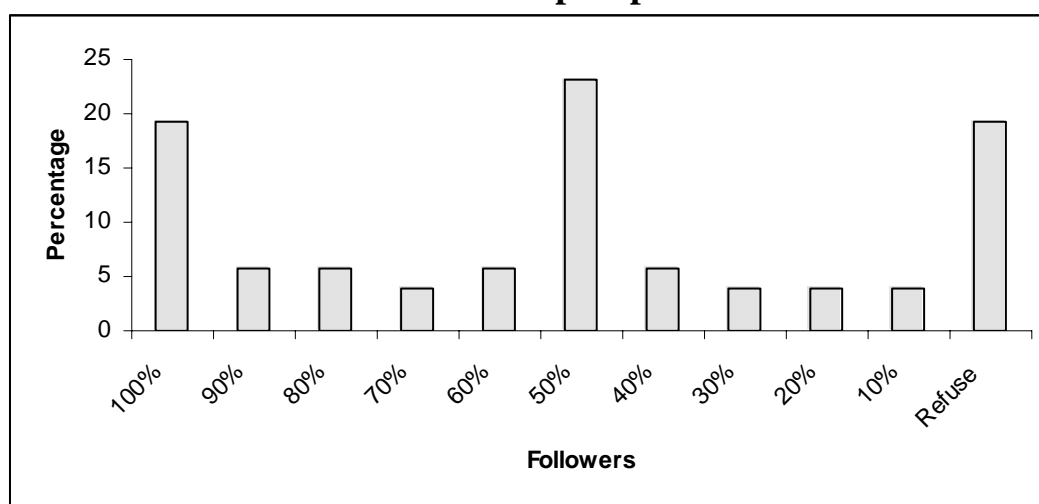
Followers of Shopkeeper's Advice

Followers	Quantity	Percentage
100%	10	19.23
90%	3	5.77
80%	3	5.77
70%	2	3.85
60%	3	5.77
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, 2008.

Figure No. 4.23

Followers of Shopkeeper's Advice



Source: Table No. 4.23

Above-mentioned data on the table shows that customers convinced by sellers. So push sell is also influencing factors to increase sales by giving extra benefit to sellers.

4.4.7 The Best Advertisements of the Brand on Shopkeeper's View

Table No. 4.25

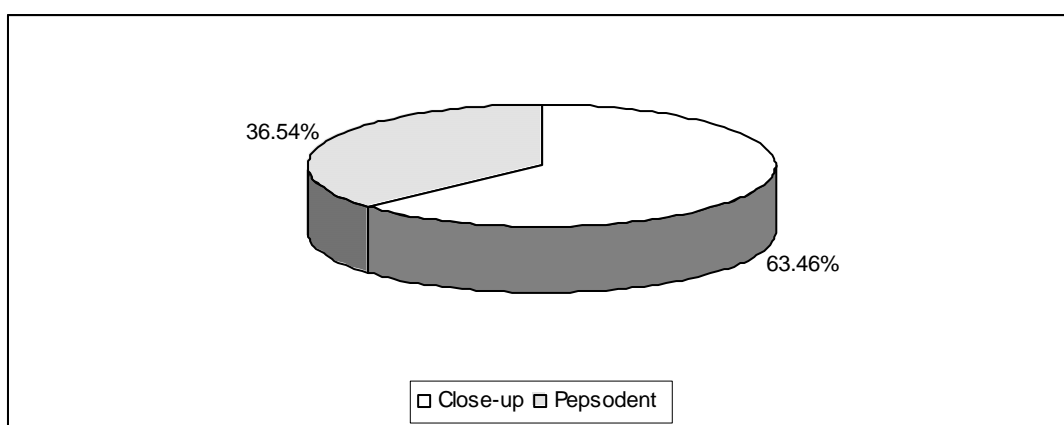
The Best Advertisements of the Brand on Shopkeeper's View

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

Source: Field Survey, 2008

Figure No. 4.24

The Best Advertisements of the Brand on Shopkeeper's View



Source: Table No. 4.23

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

4.4.8 The Best Media for Advertisement of the Toothpaste

Table No. 4.26

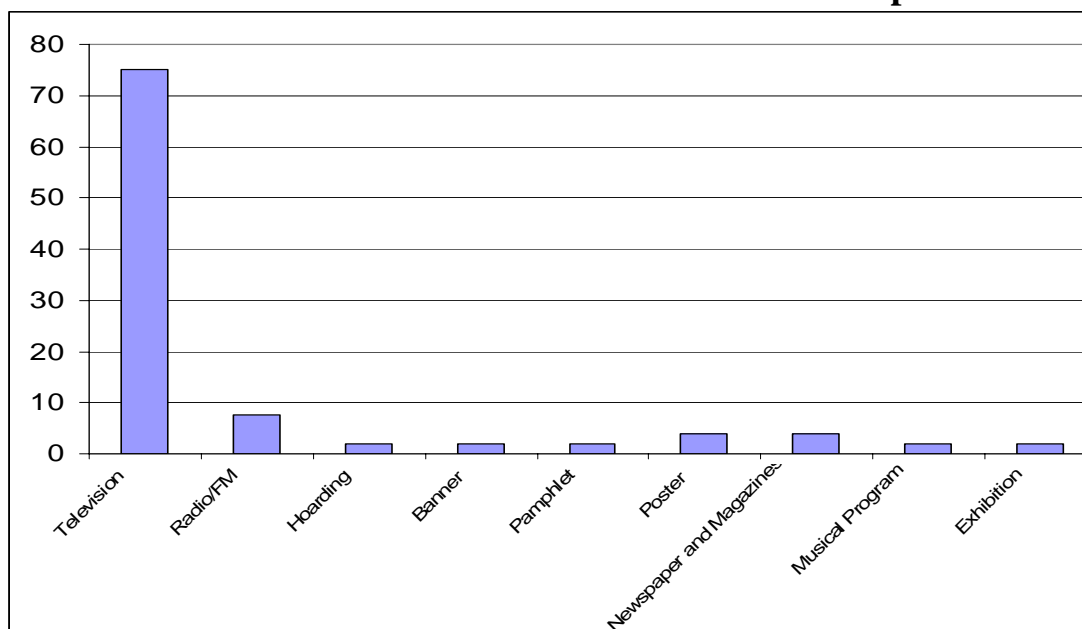
The Best Media for Advertisement of the Toothpaste

Media	Quantity	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, 2008.

Figure No. 4.25

The Best Media for Advertisement of the Toothpaste



Source: Table No. 4.26

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

4.4.9 The More Profitable Brand than Another

Table No. 4.27

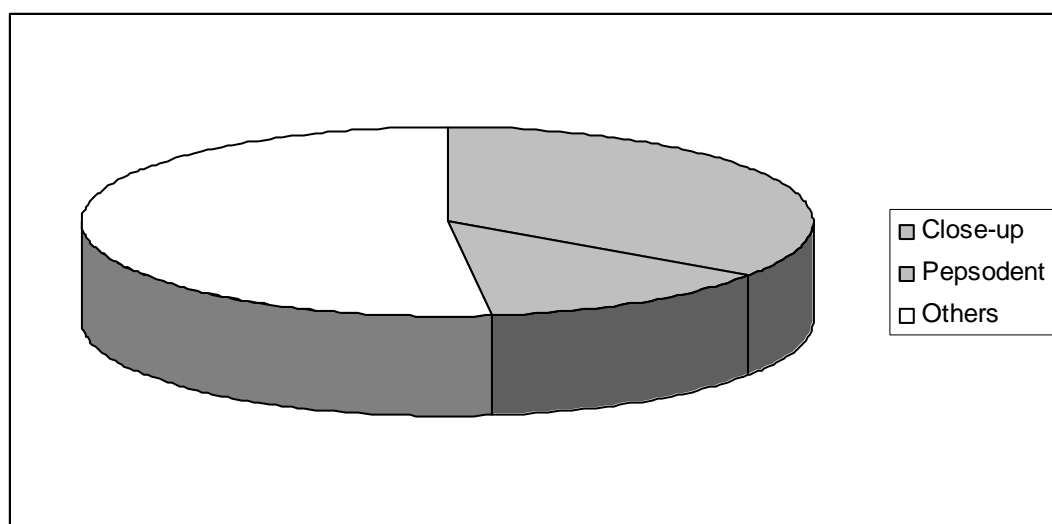
The More Profitable Brand than Another

Brand Name	Quantity	Percentage
Close-up	18	34.62
Pepsodent	7	13.46
Others	27	51.92
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.26

The More Profitable Brand than Another



Source: Table No. 4.27

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 getting more profit than Nepalese leading brands.

4.4.10. The Best Packaging of the Toothpaste

Table No. 4.28

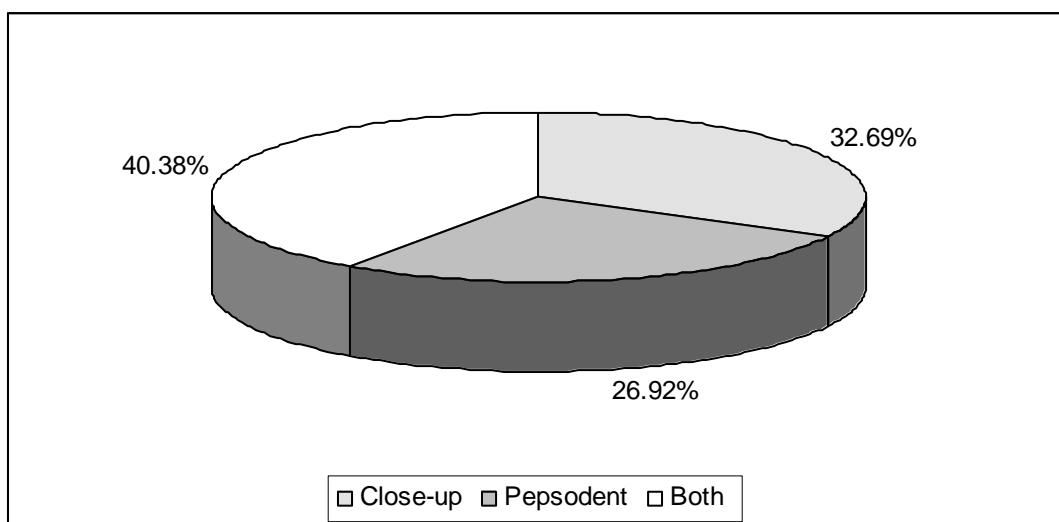
The Best Packaging of the Toothpaste

Brand Name	Quantity	Percentage
Close-up	17	32.69
Pepsodent	14	26.92
Both	21	40.38
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.27

The Best Packaging of the Toothpaste



Source: Table No. 4.28

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.

4.4.11 The Good Distribution Channel of the Toothpaste

Table No. 4.29

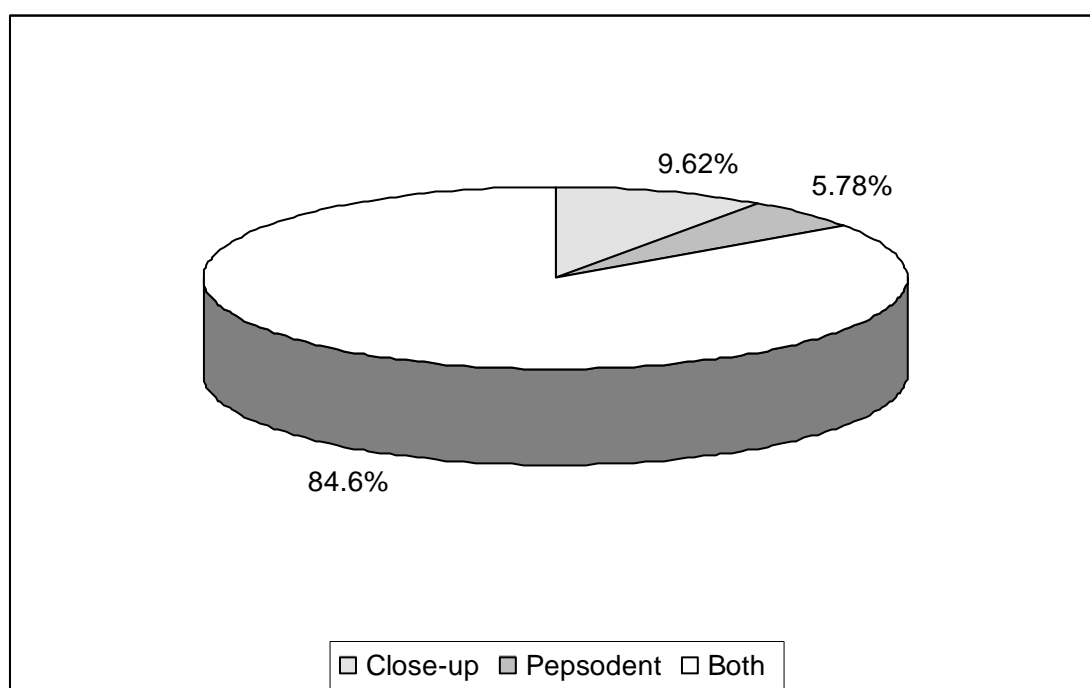
The Good Distribution Channel of the Toothpaste

Brand Name	Quantity	Percentage
Close-up	5	9.62
Pepsodent	3	5.78
Both	44	84.60
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.28

The Good Distribution Channel of the Toothpaste



Source: Table No. 4.28

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

4.4.12 In Shopkeepers Experiences most of the Customers like Incentives are as Follows

Table No. 4.30

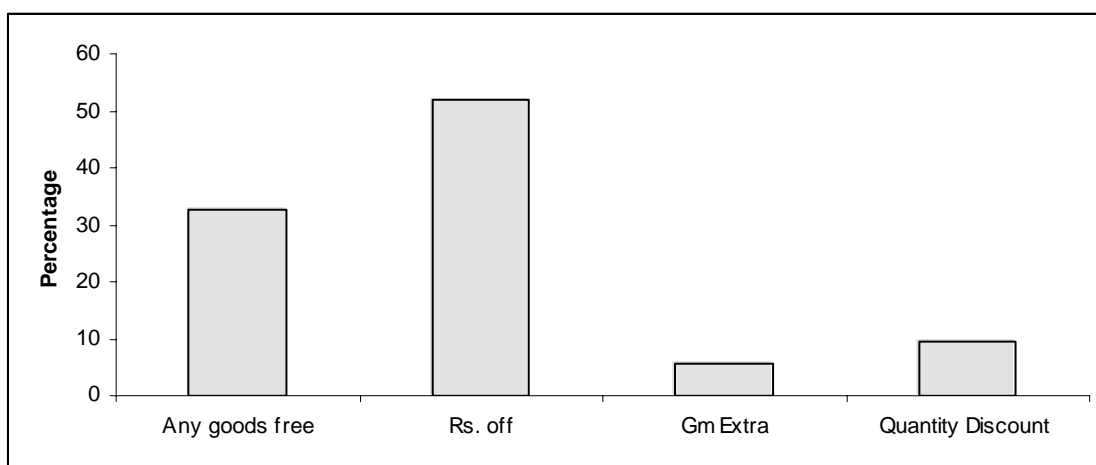
In Shopkeepers Experiences most of the Customers like Incentives are as Follows

Incentives	Quantity	Percentage
Any goods free	17	32.69
Rs. off	27	51.92
Gm Extra	3	5.77
Quantity Discount	5	9.62
Total	52	100

Source: Field Survey, 2008.

Figure No. 4.29

In Shopkeepers Experiences most of the Customers like Incentives are as Follows



Source: Table No. 4.30

Above table indicates that most of customers i.e. 51.92 percent like Rs. off scheme according to shopkeepers. Likewise, any goods free also one of the better incentive scheme 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 have 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 distributors sales survey and responses are obtained as follows.

4.5.1 Sales of the Close-up Toothpaste from the Sales Book on 2003 to 2007

Table No. 4.31

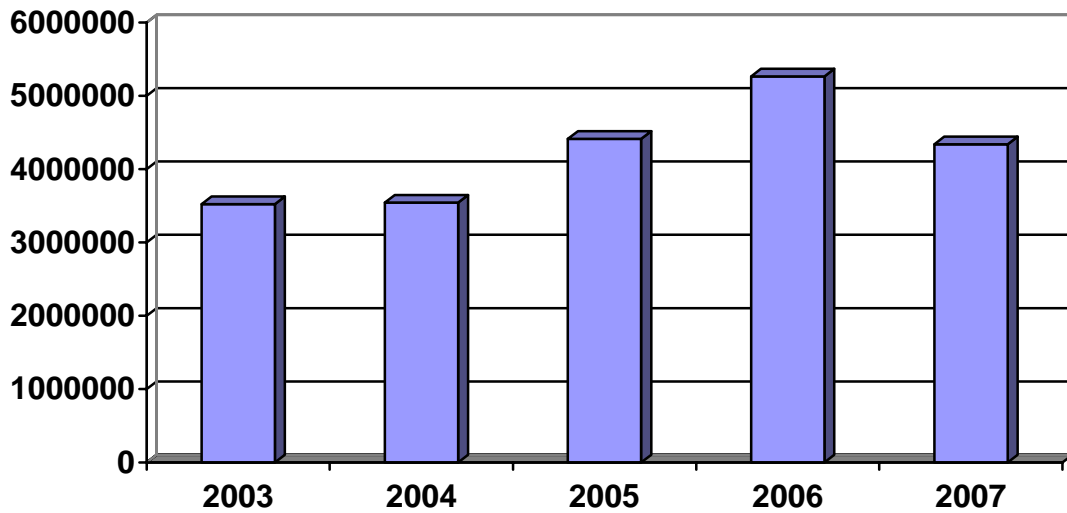
Sales of the Close-up Toothpaste from the Sales Book on 2003 to 2007

Year	Sales Amount (In Rs.)
2003	3520800
2004	3542400
2005	4415040
2006	5266080
2007	4341600

Source: Sales Book of Narayangarh Distributors.

Figure No. 4.30

Sales of the Close-up Toothpaste from the Sales Book on 2003 to 2007



Source: Table No. 4.31

This sales record shows that Close-up toothpaste is gradually increasing its market. But last year (In 2007) sales are slowly decrease.

4.5.2 Sales of the Pepsodent Toothpaste From the Sales Book on 2003 to 2007

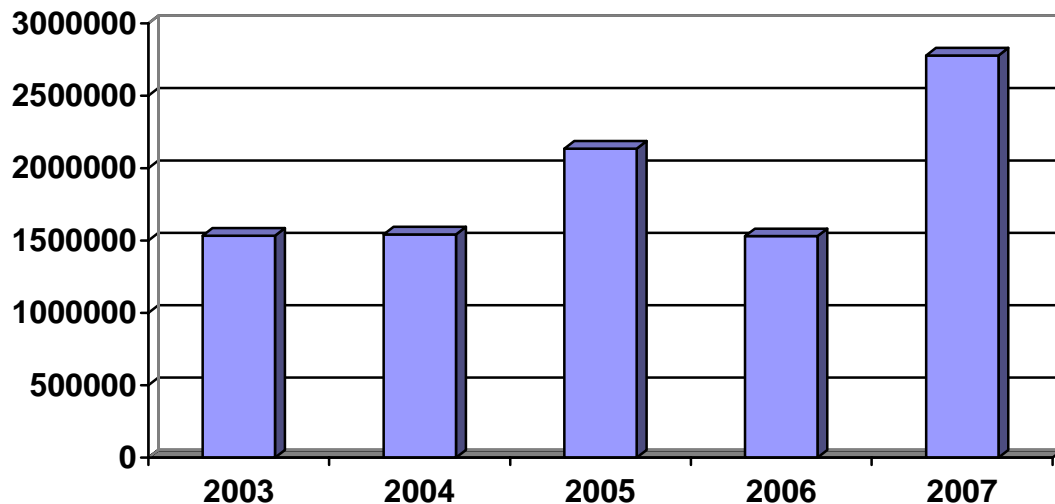
Table No. 4.32

Sales of the Pepsodent Toothpaste From the Sales Book on 2003 to 2007

Year	Sales Amount (In Rs.)
2003	1533600
2004	1542240
2005	2134080
2006	1529280
2007	2777760

Source: Sales Book of Narayangarh Distributors.

Figure No. 4.31
Sales of the Pepsodent Toothpaste from the Sales Book on
2003 to 2007



Source: Table No. 4.32

This sales record shows that Pepsodent toothpaste is also gradually increasing its market. In 2006, the sales are slowly decrease. Then Pepsodent toothpaste was maintained their distribution channel and lunch the different scheme. So, the sales of Pepsodent toothpaste is increase in 2007 and so on.

4.5.3 Comparative Sales Record of Close-up and Pepsodent Toothpaste on 2003 to 2007

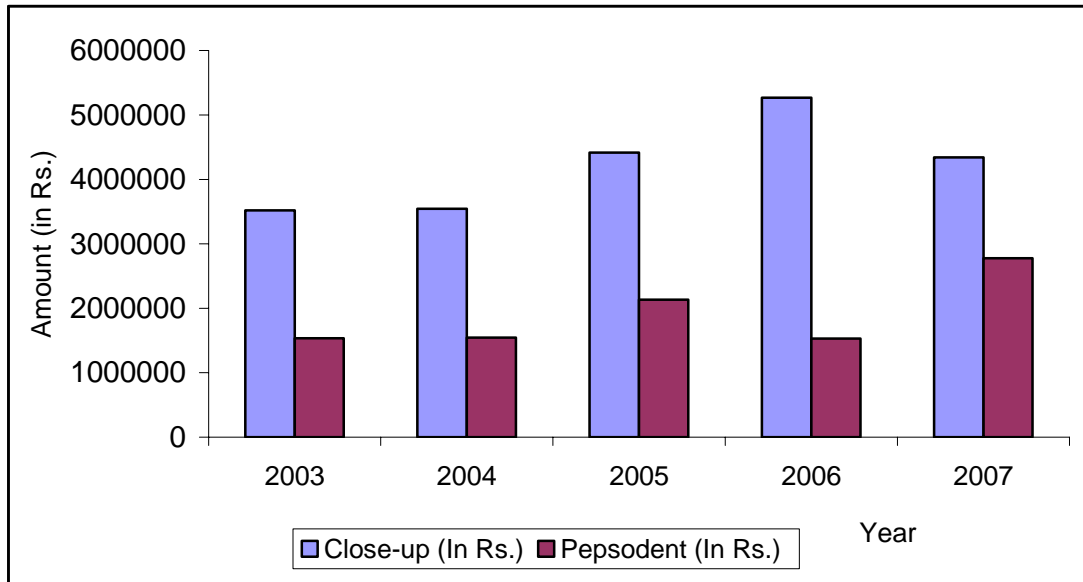
Table No. 4.33
Comparative Sales Record of Close-up and Pepsodent Toothpaste on
2003 to 2007

Year	Close-up (In Rs.)	Pepsodent (In Rs.)
2003	3520800	1533600
2004	3542400	1542240
2005	4415040	2134080
2006	5266080	1529280
2007	4341600	2777760

Source: Sales Book of Narayangarh Distributors.

Figure No. 4.32

Comparative Sales record of Close-up and Pepsodent Toothpaste on 2003 to 2007



Source: Table No. 4.33

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 Bharatpur Municipality. In 2007, 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 2006 then Pepsodent toothpaste was maintained their distribution channel and lunch the different promotional tools. So, the sales of Peosodent was increased in 2007 and so on.

In total sales of Unilever Nepal Ltd. is increasing pattern and the total sales of toothpaste in 2007 is also increase. So, the market share of Unilever Nepal Ltd. is better than the other company.

4.6 Major Finding of the Study

On the basis of Presentation and analysis of the field survey and subsequent analysis, the study has following outcomes.

1. The people have age of 26-45 purchased toothpaste mostly.
2. Most of People involve in their own business and their average income almost similar.
3. Most of people are used Close-up toothpaste.
4. In Bharatpur, females have the main decision power than males to purchase toothpaste.
5. Most of consumers are loyal towards any specific brand but they prefer two or three brands.
6. Most of consumer are encourage to buy for price and brand name.
7. Most of consumer purchased by general store.
8. Consumers get easily which brand they like.
9. Most of consumer are easily noticed the advertisement of Close-up and Pepsodent toothpastes.
10. Advertisement on television is effective for toothpaste.
11. In consumers' view, the best advertisements of Close-up then the Pepsodent toothpaste.
12. Consumers prefer as the best quality is Close-up toothpaste than the Pepsodent toothpaste.
13. Most of consumer suggest to buy Close-up toothpaste then the other brand.
14. Many consumer recognized the incentives of Close-up and Pepsodent toothpaste.
15. Most of consumer like incentives of Rs. off and any goods free.
16. Toothpaste has been selling by general store in the large scale.

17. Almost all the shop has in stock to sale Close-up than the Pepsodent toothpaste.
18. Shopkeepers bought from distributors and wholesaler but more from distributors.
19. In shopkeeper's view, Close-up toothpaste has more sales from their shop.
20. Most of Shopkeepers convinced their customers to buy, so push sell has more power to increased sales of those brands.
21. In shopkeepers view, the best advertisement of Close-up then the Pepsodent toothpaste.
22. In shopkeepers view, advertisement on television is effective for those toothpaste.
23. The Close-up toothpaste is getting more profit than Pepsodent toothpaste.
24. The both toothpaste are best packaging according to shopkeepers.
25. The both toothpaste had a good distribution channel according to shopkeepers.
26. Rs. off scheme is more effective scheme for consumers on the experience of shopkeepers.
27. Gradually sells are increasing each year and found sound market position of Close-up and Pepsodent toothpaste in Bharatpur municipality.
28. In Bharatpur, overall demand of Close-up and Pepsodent toothpaste are more than Rs. 7000000 (seven millions) yearly.
29. The market share of Close-up toothpaste is high than the Pepsodent toothpaste in Bharatpur Municipality.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary and Conclusion

Research on marketing is fruitful to a marketer for each step of marketing activities. Tough competition and responsibility towards society both controversial situation have to face a marketer in current environment. Marketing management or a marketer has to understand exactly whether the company stands up in the overall market position and what will do for future to make further steps ahead.

Toothpaste market is a fast moving consumer goods market which product has become a part of basic needs of people in the society. In context of Nepalese consumers, they also have interest very much to use the toothpaste among the various brands. Now so many brands of toothpastes are in the market around the country. Among the brands, Close-up, Pepsodent, Colgate, Dabur, Anchor etc. are familiar brands with Nepalese consumers. Flura Himal, R.B. Brush etc. are national toothpaste manufacturing companies where Unilever Nepal, Colgate Plamolive and Dabur Nepal are multinational companies.

Multinational companies has been expending large amount of money in advertisement from the different local, national and international medias. So naturally their brands are popular and familiar among the consumers. Most of consumers use the brands, which have produced by these companies.

This research was conducted to find out the current market position of Close-up and Peosodent toothpaste in Bharatpur Municipality. Consumers, sellers and distributors in Bharatpur Municipality are the main source of data for study. The researcher developed the two type of questionnaire, one type of questionnaire for consumer side and other is shopkeeper side. It was not possible to visit more consumer and shopkeepers due to many limitations. So, randomly, questionnaires were distributed and collected. All the responses were analyzed by only percentile method on tabular form and figures.

This study indicates that overall toothpaste is increasing therefore expenditure on sales promotion and advertising campaigns can expand market by toothpaste company.

The researcher found that the market share of Close-up is higher than Pepsodent and other brands. Simultaneously Peopsodent has the better market share among toothpaste. During the survey it was also felt that the education level among the people was good, because the questionnaire was filled accurately.

Most of the consumers are not loyal for any specific company or brand; therefore cash prizes are greatly effective for toothpaste as promotional tools. Consumers are not conscious about oral care most of them do not check their teeth. People brush their teeth only once a day in the morning. So companies can excess their market by providing health care programs in this area.

Close-up and Pepsodent toothpaste are the brand of Unilever Nepal Ltd. which has best popular multinational company than the other company.

The study shows that Close-up is popular among the respondents and it has had good market share and has been able to make its own identity in the market. Its quality, advertisements are also good than the other brands. The Pepsodent toothpaste has also good market share and has been able to make its own identity in the Bharatpur. So, overall UNL has good market situation in Bharatpur municipality.

5.2 Recommendations

Achieve and continue of sound market position is priority of any organization. Toothpaste market has a good market potential in the country as compare as other consumer goods. Toothpaste is being a necessary or basic thing 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 applicable for concerned.

1. 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.
2. 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 lunch more and more participative dental health care campaigns which increase demand of toothpaste. It is because; most of people brush one a day, which is due to unconscious about health.

3. The language and message used in advertisement should be effective and easily understandable to all types of consumer groups.
4. An improvement of toothpaste in the quality and fixing reasonable price can be helpful measure to increase the volume of sales in the market.
5. Shopkeepers can make push sell which brand have more profit than others. so company have to give some extra cash incentives for a long time. It will be also a better to increase sales.
6. Retailers are middleman between company and last users, so company should provide benefit to their (retailer) by giving different scheme/bonus etc. If scheme/bonus are coming in near future it should be inform timely. It will be also a better to increase sales volume.

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www.unilevernepal.com

www.colgatepamolive.com

APPENDIX-I
QUESTIONNAIRE FOR CONSUMER'S BEHAVIOUR SURVEY

Dear Respondents

I am a student of MBS from Balkumari College Narayangarh and going to conduct a survey for partial fulfillment of Masters level. So, I request you to take a few minutes time, I assure you that all your response will be kept confidentially and will be used only for my study.

Name:

Age:

Sex: Male/Female

Family monthly income:

Size of your Family:

Education:

Profession:

1. Which of the brands of toothpaste do you usually buy?
a. Close-up b. Pepsodent c. Both d. Other (Specify)
2. Does your family use specific brand or any available brand?
a. Specific brand b. Any brand
3. What do 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 f. Others (Specify)
5. Where do you usually buy toothpaste ?
a. Whole sale b. General store
d. Cosmetics 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. 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 Retail Sales Survey

Dear Respondents

I am a student of MBS from Tribhuvan University and going to conduct a survey for partial fulfillment of Masters Level. So, I request you to take a few minutes time, I assure you that all your response will be kept confidentially and will be used only for my study.

1. In which category does your shop exist ?
a. General store b. Cosmetic shop
c. Cold store d. Medical shop
2. In which brands are you more 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%
k. Refuse
7. Between the two brand 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 have 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.