A Study on Market Situation
Of
Toothpest Marketing in
Narayani Zone

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RCOMMENDATION

This is to certify that the thesis

Submitted by:
Punam Shriwastav
Entitled

"A Study on Market Situation
Of Toothpaste Marketing in Narayani Zone"

With reference to Close-up and Pepsodent has been prepared as approved this department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

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VIVA - VOCE SHEET

We have conducted the viva-voice examination of the thesis presented by

Punam Shriwastav

Entitled

"A Study on Market Situation

Of Toothpaste Marketing in Narayani Zone"

With Reference to Close-up and Pepsodent Toothpaste and found the thesis to be the original work of the student written according to the prescribed format we recommend the thesis to be accepted as fulfillment of the

requirement for the

Master degree in business studies (MBS)

<u>Viva - Voce Committee</u>

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Finally, I hope this work could be useful for future research in this field. I shall retain all responsibility for any errors committed in this work.

Thank You

Punam Shriwastav,
Birganj, Nepal
January, 2010

DECLARATION

I hereby declare that the thesis entitled **"A study on Market Situation of Toothpaste Marketing in Narayani Zone"** with reference to Close-up and Pepsodent toothpaste, submitted to the faculty of Management, Hari Khetan Multiple Campus, Tribhuvan University is my original work done in the format of T.U. for the partial fulfillment of the Master's Degree in Business Studies (MBS) under the supervision and guidance of Dr. Alok Dutta, Lecturer of Hari Khetan Multiple Campus Birgunj, Parsa.

_____

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CHAPTER-ONE

Introduction

1.1 Background of the Study

Nepal is land locked by India in East, West & South and by People's Republic of China in the North. Nepal lies in the northern hemisphere of the earth and it is a Himalayan kingdom in the verge of being a republic. Geographically it is located in South Asia extending at the range of $26^022'$ to $30^027'$ east in latitude and $80^04'$ to $88^012'$ north in longitude. It has the area of 1, 47,181 sq km. The length and breadth roughly extends to be 885 km and 193 km in average. The geographical periphery of Nepal is confined by the hot and fertile terrain in the south and rugged mountains including the highest peak of the world in the north.

History of Nepal is not that long when the development aspects are considered. Nepal has always been on the poorer side financially. From the inception of the National Development Plans in 1956, the plans have been directed towards social reforms and poverty alleviation. Nepal is still following a traditional mode of business, not being able to create professionalism in most of the productive sectors. Currently, Nepal is facing transitional phase in both political and industrial sector. But, this phase is looking to elongate than what it should ideally be. When speaking about a country, a couple of paragraphs or pages is never enough, but since, the area of concentration in this area is rather different than just about the country, there fore, this topic is cut short.

In the process of catching up the pace of the 21st Century, Nepal has been awarded with the membership of WTO by the Cancun Ministerial Conference (Mexico) on September 2003 as the 147th member of WTO out of 148 member countries. Nepal holds its place among 29 least developed member countries of WTO. More than 85% people are still in rural areas and most of them are not getting minimum physical facilities that are necessary for human being because of underdevelopment and their poverty. Being the economy still dependent on traditional agriculture, industrialism is way back comparatively.

There is a growing concern for the business persons in Nepal, for Nepal being the member country of WTO and now, their organizations and products should face the challenges presented by the products from all over the world. But, there is a hope of optimism so that the organization can grow and spread through out the world and operate. But, the challenges imposed by the competitors are hard enough to be tackled by a single mind and just the quality of the product. The product now needs serious implementation of marketing tools. Marketing of the products have stepped into a separate world of its own. In this modern marketing era, every marketer should understand the consumer's satisfaction. Companies are adopting many marketing policies and strategies to increase the sales. As the modern business world is highly competitive and complex, the successful marketers always think about how to win the market and make the

buyers respond to its product. Through incorporation of such features that attracts customers, marketers add value and satisfaction through the product.

Promotion, publicity, advertisement, personal selling etc. have all become so usual that, the consumer hardly gets excited by these techniques. In the meantime, sales activities come as a catalyst for the manufacturer, as the number of brand have increased in the market. Sales activities have received greater attention and efforts are being made by the sales force to encourage sales of the product. The sales have direct impact on the market share. So, the sales activities are bound to play vital role in market share. The use and practice of sales activity method in Nepal had started out relatively late.

Every brand new day has been engulfed by business activities these days. Competition in each business sector is increasing rapidly. In this situation, companies, especially manufacturing companies find the situation very tough to sell their products in the market smoothly. So, companies are using various tools and techniques to sell their products effectively. Market share is directly affected by the sales and sales depend upon sales promotion directly or indirectly, so sales promotion refers the use of different promotional tools to stimulate or to create sales.

Increasing market share of the product constitutes among the 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. Patterson of United States, 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.

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, consumer behavior etc. advertising is also an integral part of business. Different forms of advertisements have been classified into two 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 include –Television Channels, Cable Operators, Radio Stations, Newspapers and Various other publications etc.
Below the line activities includes – Hoarding boards, banners, pamphlets, posters billboards, neon signs, etc.

Every company spends significant amount of money in advertising to increase there 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 in turn is affected by advertising.

A review of sales promotion as implied here suggests that it is an important part of marketing activities. The amount of money allocated to sale promotion is hidden in advertising budgets. Whenever a company spends in advertising and sales promotion, it raises its market share because when a company spends on media it helps in increasing the sales of product, which directly affect market share.

In context of toothpaste, there are several brands abundantly available in Nepalese market manufactured by Nepalese companies as well as in foreign companies. Some of them are Colgate Palmolive, Unilever Nepal Limited, Flura Herbal, Anchor, Brighter Industry, Everest Toothpaste, Dabur Nepal Limited and so on.

Unilever Nepal Limited was formed as a subsidiary company of former Hindustan Lever Limited India (Now, Unilever India). The factory is situated at Basamadi VDC, Makwanpur district, which is located about six kilometers west from Hetauda Municipality and its corporate office, is situated at Heritage Plaza, Kamaladi, Kathmandu.

Then Nepal Lever Limited was established in 1994 as a joint venture company between Hindustan Lever Limited India and Nepali promoters under the company Act 2021. It is established under the "subsidiary company of foreign investment and technology transformation" heading of the Act. The main objective of the company is to manufacture toothpaste, soaps, detergent, cosmetics, toiletries, oleaginous, and other chemical products and market them in and outside the country under the brand name of the products of Unilever Nepal Limited.

NLL was the first subsidiary company of Hindustan Liver Limited outside India with holding 80% ownership. The authorized capital of the company is NPR 300,000,000.00 (NPR Three Hundred Million) divided into 300,000 (Three Hundred Thousand) ordinary shares of NPR 100 each and paid up capital is NPR 120,000,000.00 (NPR One Hundred Twenty Million) paid as 1,200,000 (One Million Two Hundred Thousand) shares of NPR 100 each.

Unilever India holds the 80% share of Unilever Nepal Limited which was formed as a subsidiary company of U.K. Group Company of England with 51% share. It was started nearly in 1940 A.D in India. Its Head office is in Mumbai, India.

According to the published 13th annual report of Unilever Nepal Limited, we found the production of personal product (toothpaste, shampoo & skin cream) is increasing in quantity than the previous year. The sales of the personal Product (toothpaste, shampoo & skin cream) is also increasing than the previous year. The sales volume in the previous year was 1195 worth NPR 454,190,486.00 (NPR Four Hundred Fifty Four Million One Hundred Ninety Thousand Four Hundred Eighty Six Only) but in the current year, it is 1317 tones worth NPR 486,389,440.00 (NPR Four Hundred Eighty Six Million Three Hundred Eighty Nine Thousand Four Hundred Forty Only). Thus, we can be clear that the sales volume has increased compared to previous year. Close-up and Pepsodent have been re-launched with enhanced consumer relevant proportion and improved formulations.

The Close-up and Pepsodent sassy zone theme parties and website are providing a fun way for young people to interact with each other and get to know each other; the website is gaining popularity amongst the urban youth of Nepal. A new website pepsodentcare.com also has been launched. This interactive website allows consumers to direct their dental problems to qualified dentist who responds to them. It is the only listed company in the manufacturing and processing company group under NEPSE classified as- A- grade in the year 2004.

1.1.1 Marketing Management

According to Philip Kotler Marketing management as the art and science of choosing target market and getting keeping and growing customers through creating, delivering and communicating superior customers value. "Marketing management is the conscious effort to achieve desired exchange of outcome with target market." (Kotler Philip,"Marketing Management", 2003, p.9)

Coping with exchange process, it calls for a considerable amount of work and skill. Marketing management takes places 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's value.

According to Dr. G. R. Agrawal, "Marketing management is getting the marketing jobs done by working with and through people to achieve marketing objectives. It involves analyzing, planning, implementing and controlling the marketing efforts. It coordinates physical human, financial and information resources available to marketing." (Agrawal, Dr G.R, "Marketing in Nepal" 1999, p.8)

1.1.2 Marketing Environment

A company's marketing environment consists of the factors and force outside marketing that affect marketing management's ability to develop and maintain successful relation-ship with its target customers. The marketing environment offers both opportunities and threats. Successful companies know its vitality and are at constant watch, adapting to the changing environment and coping with the threats offered to them. While, others fail either because they cannot sense the threat or they ignore or resist critical change until it is almost too late. Their strategies, structures, systems and culture rapidly grow out of date.

The marketing environment is made up of micro environment and macro environment.

1. The Micro environment is the set of forces that affects the presence of the company under consideration in the market. These elements are may not affect other companies of the same industry. The main elements of micro environment are the company itself, the suppliers, marketing intermediaries, customer markets competitor, public and other major stakeholders.

2. The Macro environment also affects the presence of the companies in the present market but its effects are broad and these affect almost all the companies in an industry simultaneously. The macro environment is beyond the control of the company and has many strands like demographic, economic, technological, political as well as cultural environments. (Agrawal, Dr G.R, "Marketing in Nepal" 1999, p.8)

a. Market:

The concept of exchange leads to the concept of a market. A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want. Thus the size of the market depends upon the number of persons who exhibit the need, have resources that interest others, and are willing to offer these resources in exchange what they want.

Originally the term market stood for "The place where buyers and sellers gathered to exchange to exchange their goods, such as a village square". Economists use the term market to refer to a collection of buyers and sellers who transact over a particular product or product class, hence the housing market, the steel market and so on. The sellers and the buyers are connected by four flows.

The seller offers goods or services in the market through communications of various modes to the market and in return they receive information and value for the product.
Similarly, a competitor is one who sells a product or service that in the view of the buyer is substitutable for some other brands; competitions operate at two level (i) Industry level and (ii) Market level.

(I)   The Industry Level Competition: -At the industry level, competition is generic where several firms offer different product options that can satisfy diverse needs. Here, the products are not substitutable but the competition is with the priority of the consumer. Competition takes place between different industries of variety of products rather than some homogeneous products of the same industry.

(II)   The Market Level Competition: - At the market level, competition is between product class and between brands. This is closer concept of competition where each firm has to closely watch the plan, programs, activities and action of competitors.

1.2 <u>Significance of the Study</u>

Industrialization plays vital role in development of every country. Industrialization creates market for the products. Therefore industrialized countries have fierce competition occurring among industries for their products. Nepal is dependent on agriculture and the process of industrialization in on going rather slowly. Whether it is agricultural or industrial sector, marketing plays very important role in drawing attention in consumer toward the products.

Today's marketing has been developed as an indispensable tool as the current business can be synonymous to marketing era. The business is being operated in 21st century even if the companies are lacking in innovative marketing policies, management and strategies. Unilever Nepal Limited is one of leading company in Nepal. Primary objectives of the study is know marketing policies and structure of Unilever Nepal Limited and is expected to find out the positive & negative aspects in the context of Pepsodent and Close-up toothpaste in Katmandu valley. This may be useful, for the organizations of same as well as other industries to give an insight to their own policy and reformulate if necessary, to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure may be the benefited by the study.

So, I have chosen the title "Market Situation of Toothpaste Marketing in Kathmandu Valley". This study may be helpful to thesis writers, marketing authors and other researchers who are related with toothpaste marketing. I think it would be helpful to retailers, distributors, consumers and marketer who buy deal in toothpastes. And it my also be helpful to future researchers and students to know about market situation of toothpaste marketing in Nepal. The major finding of the study will be based on survey of market situation; consumers' needs and wants, potential consumer, feeling about taste quality and price of toothpaste. It can be important for all the people who are related with toothpaste. So that it will be helpful for them to plan effective marketing strategy/policy.

1.3 <u>Statement of the Problem</u>

Previously, market was not so competitive. There were only limited brands available in the market. In context of toothpaste also market was not this competitive few years ago. But today competition has grown high because many companies are involved in manufacturing toothpaste in Nepal. Monopolies of Nepalese brands are no more present in the market. So, without advertising, standardization, quality and other services, there are only few possibilities to sell toothpaste.

Nepalese toothpaste market till the mid 80's was not competitive because there was only a solo supplier. During that time period, Everest toothpaste was the only Nepalese brand toothpaste

available in the market. The Nepalese people had no choice of toothpaste. When the second Toothpaste, Brighter brand emerged in the Nepalese market the competition was seen. But with the establishment of Colgate, Close-up, and Pepsodent along with other brands market has become severely competitive.

Now a day, toothpaste companies are increasing rapidly in the world market, and in developing country like Nepal. Demand is increasing day by day. Many new industries are engaged to fulfill this demand. There is high competition among toothpaste trying to make tastier and qualitative. They even claim of being vegetarian to attract the veggie consumers. To reach in the market, they have to adopt product policy. To achieve the goals, they should increase the market share.

Distribution is another important factor in marketing where, it is to make sure that the product reaches to all areas and places. Where there are no proper facilities or services, it is difficult to serve in markets, because the costs are very high and there is a general trend of strong dominance of traders in Nepal. Traders have their own rules and regulation and buyers have to follow them. That is very major problem of toothpaste Companies.

Today, advertisement plays a vital role in promotion of sales through the attributes of being informative and influencing. The toothpaste industries spend a lot in advertising their product but the return is not that encouraging. It is also major problem of the company. Now a day, in the market, different kinds of toothpaste such as Close-up, Pepsodent, Dabur, Flura Herbal, Sensofoam, Anchor, and Colgate etc. are available which have different quality and price. It creates big problems for the potential consumers to select the product.

 Thus, there exist many problems in toothpaste market, which are to be solved by the related company. So, we will try to find out some solution for this existing problem.

1.4 Limitations of the Study

There are always many problems occur the way of any work. So this study also has limitations. This study is limited in Narayani Zone only.

  a) The target consumers are from Narayani Zone only.
  b) Most of the data used in this study has been is primary data and supported by secondary data.
  c) Most of the primary data are based on sample survey method.

1.5 Objectives of the Study

The Nepalese market is very small with respect to the international market. However, in this small periphery, there seems to regular inflow and outflow of products in the dynamic environment. So competition is rising. Similarly, marketers are regularly interacting with the so-called targeted groups and trying to maintain their position.

Due to the size of the market, being not too big or the area coverage not too high, the case of brand loyalty is also vivid. This research proceeds with following objectives: -

1. To identify the consumers' behaviors towards the purchase and use of toothpaste in Narayani Zone.
2. To ascertain the role and effectiveness of advertisement and promotion-schemes on sales toothpaste.
3. To analyze the reaction of consumers on product.
4. To observe the brand awareness of consumers in Toothpaste market.

1.6 Organization of the Study

This study has been divided into following **five** chapters: -

The **First Chapter** deals about the introduction that includes background of the study, significance of the study, statement of the problems, limitation of the study and organization of the study.

The **Second Chapter** deals with literature review. The chapter includes introduction of market share advertising sales promotion, buying behavior product attributes and prices. The researcher has concentrated only on literature available in Nepal.

The **Third Chapter** deals research methodology. The chapter includes introduction research design, nature and sources of data population and sampling, data collection procedure, and data processing and data analysis.

The **Fourth Chapter** deals about the presentation, tabulation, interpretation and analysis of data. The chapter consists of the techniques used in analyzing the collected data so that it takes a presentable, understandable and simple form. It is basically a representation of the study in a descriptive and analytical order.

The **Fifth Chapter** is concerned with summary of the study & conclusions presented with key findings based on the finding recommendation are made which will be helpful to the company and the students of marketing.

CHAPTER-TWO

Review of Literature

This chapter reviews the concepts concerning the subject matter that are written on textbooks on one hand. On the other hand, this chapter reviews the previous studies which are related to the subject matter of this study. So, a brief review of some project works and some thesis is done. In addition to that review of articles that are published in magazines, newsletters etc. are also done.

According to Howard K. Wolf & Prem R. Pant, "The purpose of literature review is to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead - ends in research." (Howard K.Wolf & Prem R.Pant, "A Hand Book for Social Science Research and Thesis writing", 1999, p 30)

2.1 Market/Marketing: Meaning & concept

The market is the place where buyer and seller meet and function, goods & services offered, for sale and transfer for ownership of little occur.

"A market consists of all the potential customers sharing a particular need or want that can be satisfied through the exchange and distribution. The market depends on the number of persons who exhibit the need have resources that interest others and are willing to offer these resources in exchange for what they want". (Kotler Phlip & Armstrong Gary, "Principles of Marketing", 1999, p. 215)

"A market will be defined as people with needs to satisfy, the money to spend and the willingness to spend it. Thus, in the market demand for any given product or service the market three factors to consider-market = people with need or wants+ money to spend plus willingness to spend it." (Stanton William, J., "Fundamentals of Marketing", 1978, p. 72)

Marketing is the management function, which organizes and directs all those business activities involved in an assessing and converting customer purchasing power in to effective demand for a

specific customer. So product or service and in making the product or service to the final, as to achieve the particular or other objective set by the company.

According to Philip Kotler, "Marketing is a social process by which individuals and group obtain what they need and what though through cresting offering and freely exchanging products and services of value with others." (Kotler Phlip;" Marketing Management, Analysis, Planning, Implementation &Control", 1997, p.9)

"Marketing is typically seen as the task of creating, promotion delivery goods and services to consumer and business. In fact, marketing people are involved in marketing types of entities: - goods, services, experiences, events, person, places, properties, organizations, information, and ideas." (Kotler Philip; "Marketing Management", 1999, p.3)

According to American Marketing Association, "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas; good services to create exchange that satisfy individual and organizational goods". (Koirala K.D, "Marketing Management", 1999, p.1)

Thus, through these definitions we can deduce that Marketing is a social process preformed by individuals and groups marketing are also concerned with creating offering and exchanging products and services.

Marketing has been developing together with development in human civilization. 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 change the needs and wants have changed. Human aspiration for excellent and better status have given birth to thousands 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 indented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field. (Parajuli Sanjay, "A Study of Loyalty on Branding" Unpublished MBA Thesis, SDC, 2001, p.10)

In recent years some have questioned whether the marketing concept is an appropriate philosophy in a world faced with a major demographics and environmental challenges. The societal marketing concept holds that the organization's task is to the determine the needs, wants and interest of target markets   and deliver the desired satisfaction more effectively and efficiently than competition in a way that preserve or enhances the consumer's and the society's well beings.   The concept calls upon marketers to balance three considerations. Namely Company profits, Consumer satisfaction and Public interest. (Kotler Philip, "Marketing Management", 1999 p.29)

2.2 Marketing Mix: Concept

Marketing mix is one of the key concepts in modern marketing. It refers to set of variables that the business uses to satisfy consumer needs, namely product, price, promotion and place. Each company should deeply study the marketing mix to run the business. A successful company will have effective knowledge over the marketing. "Marketing mix is the set of marketing tools that organizations use to pursue their marketing objective in the target market." (Agrawal G.R, "Marketing in Nepal", 1999, p.28)

Figure No. 1

The Components of Marketing Mix are Known as 4 Ps

The elements which can influence business activities of the firm as marketing strategy is known as marketing mix. They are product, price, place and promotion. The combinations of these elements are called 4ps.
Product, price, place and promotion (4 Ps) contribute the components of the marketing mix. Each component has its own mix. Product mix, price mix, place mix, and promotion.

2.3   Product: Concept

A product is any thing that can be offered to the consumer satisfaction. Products can differ in size, quality, feature, brand, packing etc. this is the most important variable of marketing mix. A company should deeply think over the quality of the product before market penetration. (William J/Michael J. and Bruce J, "Fundamental of Marketing", 1994, p.211)

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 good, service, place, person, or idea. In essence, then consumers are buying much more than a set of physical attributes when they a product. They are buying want satisfaction in the form of the benefits they expect to receive from the product.

2.4   Products Quality: Concept

Quality is the improved from of product, to satisfy the needs of the consumers, improving product quality has become a top priority for marketing. There is an intimate connection among product quality, customer satisfaction and objective achievement. The dimensions of quality can be performance of the product, durability of the product, serviceability of the product & feature of the product etc.

Quality is the "Totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs" (Agrawal G.R., "Marketing in Nepal", 1999 p.161)

While 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 or 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 of 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.

2.5   Brand & Branding: Meaning & Concept

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

 "A Brand is a name terms, signs, symbol, or design or a combination of the intended to identity the goods or service of one seller or group of seller and to differentiate from those competitors". (Kotler Philip, "Marketing Management", 1999, P. 404)

It is clear from above definition that brand identifies the goods to market. It can be a name trade mark, logo or other symbol. It differs from other assets such as patents and copy rights; which have expire date. It trade mark is a legally protected brands which implies ownership of the users and exclusive right to use.

Branding constitutes an important part of product mix. The word brand is comprehensive encompassing others narrower terms. A brand name consists of words, letters or number that can be vocalized. A brand mark is the part of the brand that appears in the form of a symbol, design

or distinctive color or letter. A brand mark is recognized by sign and differentiates its product from competing products.

"Building brands require a great deal of time money promotion and packaging. Brands suggest product difference to costumers. They convey attributes, image value and benefits most of the products are branded." (Agrawal G.R, "Marketing Management in Nepal, p. 287)

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

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

2.6   Brand Loyalty in the cases of Toothpaste Industry

This first to recognize when we talk about brands is that they are not just names, terms, symbols, designs or combinations of these, although it is true to say that such things can and to 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. Many of the 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 so mind-thinking, sensation, feeling and institution. The secret to successful branding is the influence the ways 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. Others appeal to the sense of smell, tested, sight, and sound such as fashion and cosmetic products. Some brands attract the emotional part of people appealing to the feelings, dimension to which consumer react with

feelings of warmth, affection, and belonging. Products such as Harley-Davidson motorcycles and companies like Benetton with its global village branding exemplify these.

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 companies understand and combine the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as reputed credit cards, watches or prestige items help people to express themselves to others by demonstrating that they are different and have the sense of achievement. They act as extensions of the personality, so it really is all in the mind. The key to brand management and development is a clear understanding of what benefits the 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**.**

Brands are also successful because people prefer them to unbranded 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. (Paul, Temporal, "The Boss" June, 2005, P. 44)

2.7   Price and Pricing: Meaning & Concept

Price is an important component of marketing mix. Price is the value of goods and services in terms of money. It depends upon the willingness and ability to pay of the customers, which in turn depends upon the value in use and value in exchange. Pricing is the process of determining the price of the product. The price determined by the company or the marketers should be responded by the consumers in the target market. It is another variable of marketing mix that creates revenue. Consumers pay price to buy products for their need satisfaction. It may be fixed on the basis of cost demand and competition. It may involve discount, allowances, credit facility etc. Price has become the important variable of marketing mix because a marketing manager always looks forward for the price of the product so that he can penetrate the market as their capacity to pay.

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

manufacturers to lower their price. The result is a market place characterized by heavy discounting and sales promotion.

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

1. Pricing is cost-oriented.
2. Price is not revised often enough to capitalize on market changes.
3. Price is set independent of the rest of the marketing mix rather than as an intrinsic element of market positioning strategy, and
4. Price is not varied enough for different product items market segments, and purchase occasion. (Kotler Philip, "Marketing Management", 1999, p. 456)

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

a. It selects its pricing objective survival, maximum current profit, maximum market share, maximum market skimming, or product quality leadership.
b. Its estimates the demand curve, the probable quantities will select each possible price.
c. It estimates how its cost varies at different levels of output, at different levels of accumulated production experience, and for differentiated marketing offers.
d. It examines competitor's cost, price and offers.
e. It selects a pricing method.
f. Finally, it selects the final price, taking into account psychological pricing, and the influence of other marketing mix elements on price, company pricing policies, and the impact price on other parties.

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

Several price adaptation strategies are available: -
(I)   Geographical pricing.
(II)   Price discounts and allowances.
(III)   Promotional pricing.
(IV)   Discriminatory pricing.

Product-mix, pricing, which are included setting prices for product lines, optional features, captive products, two part items, by-products, and product bundles. (Kotler Philip, "Marketing Management, 1999, pp.482/83)

2.8 Promotion: Meaning & concept

"Promotion is the element of an organization's marketing mix that serves to inform, persuade, and remind the market of a product and for the organization selling it, in hopes of influencing the recipient feelings, beliefs, or behavior." (William J/Michael J. and Bruce J, "Fundamental of Marketing", 1994, p. 456)

"Promotion is another variable of marketing mix which communicates to the ultimate consumer bout goods and services. It involves those activities which inform, educate and stimulate the demand for the product. It consists of advertising, publicity, personal selling and sales promotion. Company should follow effective promotional Medias to inform the consumer about the product. A good marketing manager always looks towards effective promotional media to compete with other brands. This variable is very important to stimulate sales." (Agrawal G.R, Marketing Management in Nepal, 2059, p. 47)

The marketing mix activities of product planning, pricing, and distribution are performed mainly within a business or between a business and the members of its distribution channels. However, through its promotional activities, a firm communicates directly with potential customers.

2.9 Place: Meaning & concept

Place is another variable of marketing mix which takes product to consumer. It is concerned with distribution, channels of distribution and physical distributions. It is also concerned with selecting channels of distribution and place for the physical movement of the product.

"A good marketing manager always thinks of an effective channel and physical distribution system for the smooth flow of the goods at the right time at the right place and to the right person or market." (Agrawal G. R, "Marketing Management in Nepal", 2059, p. 4)

Philip Kotler defines marketing mix as the set of marketing tools that the firm uses to pursue its marketing objectives in the target marketing. The popularized a four-factor classification of these tools called the four Ps (product, price, promotion, and place).

2.10 Advertising and Other Promotional Activities: Concept

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

"Advertising is the most visible marketing tool, which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertisement. Activity advertising unlike salesmanship, which interacts with the buyer face, is non-personnel. It is directed towards a mass audience, and cot at an individual, as in personnel selling." (Aryal Kishwor Raj, "The study of Market Share of Colgate in Comparison with other Brand" SDC, 2002, p.52)

Advertising is defined as a firm of mass communication where message is through different sources and is acquired by the consumers. It is referred as non-personal, presentation because non-personal media are used to convey the message. Basically, media of mass communication are only two viz., publications and electronic media such as radio and television.

The advertiser needs to have comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behavior.

Today business organization, social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and services as well as political candidates for votes.

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

Simply advertising stimulates the potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firms, and increased sales. The techniques of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotional tools advertising, personal selling, and sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary. (Shrestha R.K, "The Role of Advertise in Brand Choice and Product Positioning" MBA Thesis, T. U., 1997, p.1-2)

It should be made clear here that advertising and promotion though seems same are not exactly the same thing. Promotion is a broad from whereas advertising is just a part of promotion. When

we talk of promotion it generally includes publicity, personal selling, public relation and advertising, but advertising comprises the most of the portions that comprises promotion. Advertising is considered to be one arm of promotion. Advertising promotion consists of other four element personal selling, sales promotion, public relation and publicity.

a. Personal selling

Personal selling consists of face to face communication between the sales persons to 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 institutions, especially those that appeal to the mass market, this world be terribly inefficient. As a result, they employ mass marketing techniques, such as advertising. Personal selling is very important in industry.

b. Sales promotion

According to the American Marketing Association, sales promotion consists of those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, shows, and expositions, demonstrations, and various non-recurrent selling efforts not is the ordinary routine. Sales promotion is one of the major promotional tools. It is used to coordinate and supplement the advertising and personal selling programmers. 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.

c. Public relation

Marketers engage in public relation in order to develop a favorable image of their organizations and product in the eyes of the public. They are: public at large, labor 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 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 organization operates.

d. 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

most common type of publicity is news releases, 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 broad, overall promotional vehicle for improving or maintaining an organization's image and its favorable relationship with its public. Publicity is any promotional communication regarding an organization and its products that are not paid for by company benefiting from it. Typically these two activities are handled in a department separate from the marketing department is a firm.
(Khanal, Keshav Raj: A Market Situation of Toothpaste 'Pepsodent' MBS Thesis SDC, 2002, p.34)

2.11 A Review of Previous Research Work

There has been no research on the Toothpaste and marketing in Nepal. But only related some topic of marketing has been revising below. From the interpretation and analysis of the data and information collected from the consumer. It is found that brand awareness of the Nepalese consumers is high and most of them are brand loyal in each of the products selected for this study. Similarly, it is also found that the factors such as the consumer sex, age, marital status, income, family system etc. also affect brand loyalty. The consumers relate with brand loyalty but degree and directions of relationship varied across product.

) **Aryal Kishwor Raj, "The Study of Market Share of Colgate in Comparison with Other Brand" SDC, 2002**

According to in his study, the 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, the sales promotion, advertisement easily attracts attention of those toothpaste users and as result the sales of that particular Toothpaste will increase. The sales promotion is very powerful, which can easily boost the sales have its impact of market share.

The major objectives of his study are as follows: -
1. To identify the purchase/buying behavior of Colgate toothpaste.
2. To identify the market share of Colgate toothpaste in comparison with other brands.
3. To find out the popular media of advertisement for toothpaste, this can easily attract the potential consumers on each brand of companies.

The major findings of his study are as follows:-
1. The maximum numbers of consumers use Close-up than other brands.
2. The maximum consumers purchase the toothpaste from general store and only minimum number of consumers purchase than toothpaste from wholesalers.
3. Maximum consumers take self-decision while buying toothpaste but minimum consumers take decision according to others.
4. Most of the consumers are attracted through T.V. media for buying toothpaste.

) **Khanal Keshav Raj, "The Study of Market Situation of Toothpaste" 'Pepsodent'**

In this study "The Study of Market Situation of Toothpaste 'Pepsodent'. Has stressed that most of the consumers in the marketing of toothpaste seen to be loyal on the specific brand this loyalty is found to be created by the quality rather than the price; similarly the advertisement also plays important role in the marketing. Sales especially the visual ads advertisement seen on the screen is quite considerable for them. Some significant facts and major findings of the thesis are pointed out as follows.

1. In Nepalese context, the market of toothpaste is increasing.
2. Most consumers are loyal to the specific brands.
3. About 51% consumers are convinced by the shopkeepers' suggestion to purchase a specific brand.
4. More than 50% prefer quality in toothpaste rather than price.
5. An effective promotional activity ensures the increment of sales in the toothpaste marketing.

) **A Study on Market Situation of Instant Noodles "Yum-Yum"**

The main objectives of the study were to analyze the Yum-Yum noodles' market, its sales, its position, taste, price, quality and customers loyalty in compared with other brands of Noodles in Narayanghat. Arun Kumar Thapailaya conducted a study on "Market situation in instant Noodles Yum-Yum." It also had objectives to suggest company for marketing activities for better distribution.

In his study he concluded that consumption of instant noodles is being increased in Narayanghat. There is high competition of different brands in terms of price, quality taste on the consumer's side and incentives, profit margin etc. on the marketing side. The product of general food industry Yum-Yum brands ranked second in market on the basis of sales of volume. Thought, its price is reasonable, its taste and quality has dissatisfied consumers need. The factory has adopted multistage sales mechanism, the drawback of its marketing system is that it hasn't devised attractive scheme to promote sales for wholesalers and consumers the company lacks feedback from wholesaler, distribution and consumers. (Thapaliya Arun Kumar "A Study on Market Situation of Instant Noodles Yum-Yum", MBA Thesis, 1999.)

This study recommends to the general food industry to produce variety of brands with improvement in taste quality and price. It also suggested distributor for its sales promotion. The company must take marketing feedback from consumers, wholesaler and distributors.

) **The Role of Advertising in Brand Choice and Product Positioning, Especially in Case of Noodles and Soft Drinks.**

The main objectives of the study are to analyze the effectiveness of advertising on brand choice of consumer product, evaluate the role of advertising in product positioning and the consumer perspective and consumer's response to advertisement and other promotional tools.

This study has concluded that advertisements are the important means of sales promotion and consumers respond-well on these. Advertisements are the means that introduce the products among consumer and the advertisements are most effective.

It has been recommended that especially in case of instant noodles and soft drinks advertisements through electronic media were found and the companies are required to make even more effective advertisements. This research would be helpful to Govt. companies, experts, planners and university students in future. (Shrestha, Rajendra Krishna "The Role of Advertising in Brand Choice and Product Positioning" Case of Noodles and Soft Drinks, MBA Thesis, 1997)

2.12 <u>History of Toothpaste in Nepal</u>

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 stem of Neem tree slowly evolved. After elapse of some time various other developments, companies were established for the production of toothpaste.

The production and sales of toothpaste in Nepal started in 1980 AD, with the establishment of Nepal Tooth Product. The company started its marketing activities with the production and sales of "Everest" brand toothpaste.
The Brighter industry is the second toothpaste company, which produces "Brighter" Toothpaste was established in 2042 B.S. in Thimi, Bhaktapur.

Unilever Nepal Limited as a subsidiary of Hindustan Unilever Limited was established in Hetauda in 1994 A.D. Among the several product lines of the company; Close-up and Pepsodent are popular brands from toothpaste industry.

CHAPTER- THREE

Research Methodology

3.1 Introduction

Methodology is the research method used to test the hypothesis. Research methodology is a systematic way to solve the research problems. It describes the methods and process applied in the entire aspects of the study. It refers to the various sequential steps to be adopted by a researcher in studying a problem with certain objectives in view. (C.R. Kothari, "Research Methodology Methods and Techniques", 1994, P.19)

"Research Methodology is a way to solve the problem. Market research specifies the information requires addressing 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" New Marketing Research Definition Approved, Marketing News, Jan 2 , p. 1)

In the context of view of marketing, "Marketing is the principle 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 partly because of not closely interwoven with technology. It covers the issues like production, planning, development, pricing, promotion and distribution. (Joshi P.R., "Research Methodology", 2002, p. 17)

3.2 Research Design

"Research design is the plan, structure, and strategy of investigation conceived so as to obtain answer to research questions and to control variance." (F. N. Kerlinger, "Foundation of Behavioral Research", 2002, p.300)

It is the specification of methods and procedures for acquiring the information needed. In this study historical as will as descriptive research design is adopted. This study is an exploratory type of study. The main aim of this study is to find out the market situation of Toothpaste marketing in Kathmandu Valley. For the study the survey research design is adopted, on the basis of information analysis, this study suggests to the company of Unilever Nepal Limited needs to strengthen the market in future seeing present scenario. To fulfill this purpose raw data related with different aspects are collected through the questionnaire method. Thus, to evaluate and analyze the market situation of toothpaste marketing analysis descriptive type of survey research design has been followed through the study.

3.3   Nature and Sources of Data

Similarly, two categories of data are used in this study primary and secondary. Most of the data used in this study are primary nature. Primary data are those data collected from shops wholesalers, retailers and consumers. Some secondary data have also been used for the purpose of study. The secondary data has been collected from the toothpaste companies and research organizations. Most of the information is collected through sample therefore, from the different professions, age groups, areas, educational background are included to avoid any biasness in the data. The questionnaire was developed for the purpose of collecting data from the shops and real consumers.

3.4   Data Collection Procedure

The questionnaire was distributed through personal contract and the researcher also collected information through personal interview with the shopkeepers of Toothpaste.

During research, some shopkeepers were unable to fill the answer. A that condition researcher helped them to answer the questionnaire. Primary sources are through the questionnaire and oral conversation with the concerned distributors, wholesalers, retailers and consumers. The questionnaires were distributed to the consumers and business man of Katmandu valley for the collection of necessary information. Some business man and consumers have been orally interviewed.

3.5   Population and Sampling

The population of the study area was the residents of Narayani Zone. It was difficult for the researcher to cover all shops of Narayani Zone. So the researcher took only 20 places between 100 sample sizes on his research by random sampling, which is based on area wise sampling. In the above stated & places, population is very huge. It is almost impossible to include the total population in the study.

The population included in the sample is therefore from the different professions, age groups, income groups, educational background and equally of both sexes, i.e. male & female. In the survey, all respondents had to responds through filled up questionnaire.

The areas covered by researcher during her study are Birgunj, Kalaiya, Jeetpur, Parwanipur, Simara, Amlekhganj, Hetauda, Makwanpur, Rampur, Bharatpur, Tadi, etc. The sample size of consumers & sample size of shops are taken 5 for each area of the study.

3.6   Data Processing and Analysis

All the questionnaires were distributed and collected by the researcher himself. So there was not any delay in collection of questionnaire, which was distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was found correctly filled up. The same responses of the collected questionnaires were put into one place under the respective heading and the total responses were counted. The total responses were presented in one master table with the help of the data of the master table; necessary presentation have been made for attaining the objectives of the study.

All the analysis is made on the basis of the data as presented in the master table. Data is analyzed both descriptively & statistically. For statistical analysis, required tools such as simple mean, percentage, chi-square pie-chart, and diagram etc. are adopted.

3.7   Data Presentation

To answer the research questions and to achieve objectives information and data collected are systematically and properly analyzed. The collected information's are concerned with the objectives of the study.

After its collection data are presented and interpreted in different headings. Purposes data has been presented clearly and vividly in table, simple mean, percentage, chi-square test, diagram and pie-chart according to the nature of the data which are either available in the secondary or in the primary form.Such activities are mentioned in Appendices.

CHAPTER-FOUR

Presentation of Data Analysis

In this chapter, the data which we got on the master table is analyzed descriptively as will as statistically with the help of necessary tools related with it and presented them in an accurate and clear manner.

4.1   Consumers' Behavior

This research is mainly an exploratory type; the researcher has tried to representative of the whole population. So, two ways of collection and interpretation of data is considered and given in this study.

First types of data are those from the survey conducted by person who lives in Naryani Zone and the shops trading toothpastes. Second type of data is based on secondary data, which was taken from toothpaste companies. Survey data was analyzed and interpreted from the response taken from the final consumers.

The researcher took 100 questionnaires from the final consumer, stockholder (wholesalers, agents, retailers) and target customers. So in this study, the researcher has shown the demographic profile of only 100 respondents who are considered as the final consumer and the other 100 questionnaire is based on the role and effectiveness of advertisement and promotion-schemes in toothpaste marketing.

4.2   Consumers' Profile

The researcher took only 20 places between 100 sample sizes on his research by random sampling. The researcher taken out of 100 questionnaires were distributed to the consumers who are from Narayani Zone. Out of 100 questionnaires distributed, we have received 100% response.

⌐ **Analysis of Age of the Consumers Who Use Toothpaste**

Table No.1

Age Group	No. of Close-up users & %		No. of Pepsodent users & %		No. of Colgate users & %		No. of Dabur users & %		No. of Anchor users & %		No. of Other users & %		Total
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Under-20	16	16	10	10	8	8	4	4	3	3	3	3	**44**
20-40	19	19	6	6	8	8	3	3	2	2	3	3	**41**
40-above	2	2	5	5	3	3	2	2	1	1	2	2	**15**
Total	**37**	**37**	**22**	**22**	**19**	**19**	**9**	**9**	**6**	**6**	**8**	**8**	**100**

[Source: - Field survey]

This table shows the age wise preference of toothpaste. The table shows that 16% consumers less than 20 years, 19% consumers 20-40 years and 2% consumer's 40-above years prefer to Close-up brand.
Similarly 10%, 6%, 5% are the consumers of Pepsodent brand and are of age below 20 years, 20-40 years and above 40 years respectively.
8% of the consumers' of age below 20 years, 8% of consumers' of age 20 to 40 years and 3% consumers' above 40 years prefer Colgate brand.

⌐ **Occupational Wise Analysis of Toothpaste Users**

Table No.2

Occupation	No. of Close-up users & %		No. of Pepsodent users & %		No. of Colgate users & %		No. of Dabur users & %		No. of Anchor users & %		No. of Other users & %		Total
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Students	22	22	10	10	7	7	3	3	2	2	5	5	**49**
Service Holders	8	8	4	4	3	3	2	2	1	1	2	2	**20**
Business	3	3	3	3	3	3	1	1	1	1	2	2	**13**
Farmers	3	3	2	2	2	2	1	1	2	2	1	1	**11**
Others	2	2	-	-	2	2	-	-	1	1	2	2	**7**
Total	**38**	**38**	**19**	**19**	**17**	**17**	**7**	**7**	**7**	**7**	**12**	**12**	**100**

[Source: - Field survey]

The above table shows that, there are 22%, 10% 7% 4% 2% & 5% of the students use Close-up, Pepsodent, Colgate, Dabur, Anchor and Other brands respectively.
8%, 4%, 3%, 2%, 1%, & 2% are the service holders, who use Close-up, Pepsodent, Colgate, Dabur, Anchor and Other brands respectively.
Similarly 3%, 2%, 2%, 1%, 2%, & 1% of farmers use Close-up, Pepsodent, Colgate, Dabur, Anchor and Other toothpastes respectively.

3%, 3%, 3%, 1%, 1%, and 2% of consumers who engaged in Business use toothpastes of Close-up, Pepsodent, Colgate, Dabur, Anchor and Other brands respectively.

And finally, 2%, 0%, 2%, 0%, 1%, and 2% of the consumers of other occupation, who use Toothpaste of Close-up, Pepsodent, Colgate, Dabur, Anchor and Other brands respectively.

This table can be show the following Pie-Chart

Figure No. 2

Occupational wise Analysis of ToothpasteUsers

- 25.2
- 39.6
- 46.8
- 176.4
- 72

Legend:
- ☐ Students
- ■ Services holders
- ☐ Business man
- ☐ Farmers
- ■ Others

∫ **Sex Wise Analysis of Consumers Who Use Toothpaste**

Table No. 3

36

Sex	No. of Close-up users & %		No. of Pepsodent users & %		No. of Colgate users & %		No. of Dabur users & %		No. of Anchor users & %		No. of Other users & %		Total
	NO	%	NO	%	NO	%	NO	%	NO	%	NO	%	
Male	25	25	9	9	8	8	5	5	4	4	3	3	54
Female	20	20	8	8	7	7	4	4	3	3	4	4	46
Total	45	45	17	17	15	15	9	9	7	7	7	7	100

[Source: - Field survey]

In above table, 100 consumers are covered as 100%. Out of 100 consumers 54% are male and 46% are female. The table shows sex wise preference of toothpaste.

It shows, 25%, 9%, 8%, 5%, 4%, and 3% consumers are male who use toothpastes of Close-up, Pepsodent, Colgate, Dabur, Anchor and Other brand respectively.

Similarly, 20%, 8%, 7%, 4%, 3%, and 4% are female who use toothpastes of Close-up, Pepsodent, Colgate, Dabur, Anchor and Other brand respectively.

This table can be presented following Bar-Diagram

Figure No. 2
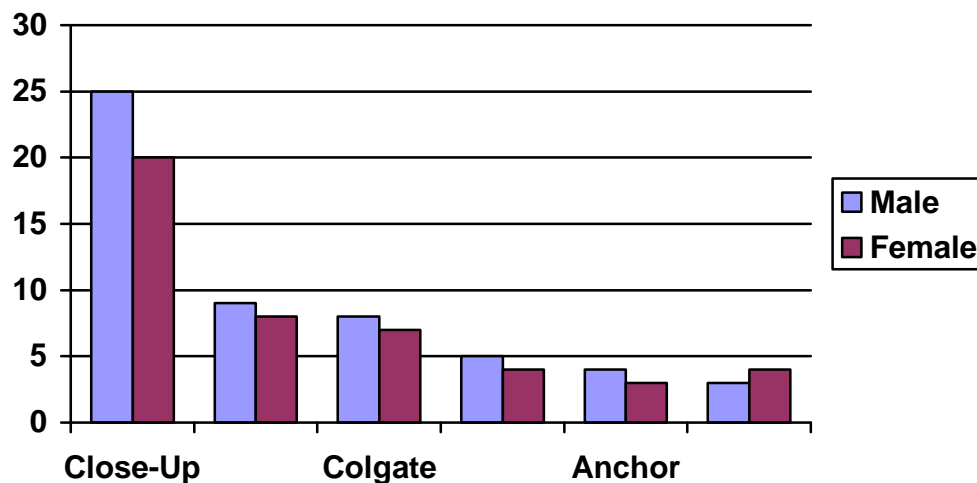
4.3   Consumers' Buying Habit

About the consumers' buying habit, the researcher started from very preliminary questionnaire like "Which of the following brands of Toothpaste do you usually buy?" to the very specific question like "Do you have any specific brand or not?" If yes give name the following series of the table presents the response acquired.

)   **Which Brand Do You Usually Buy?**

(In Narayani Zone)

Table No.4

Brand Name	Nos.	Percentage (%)
Close-up	43	43
Pepsodent	24	24
Colgate	23	23
Dabur	4	4
Anchor	3	3
Others	3	3
Total	100	100

[Source: - Field survey]

The table shows that out of total collected responses to the questionnaire 100% People use Toothpaste in Narayani Zone. Our tabulation shows that most of people i.e. 43% people use Close-up toothpaste. 24% consumers use Pepsodent. 23% of the consumers use Colgate Toothpaste, similarly as many as 4 percentages of people used Dabur, and Anchor and other brands of toothpastes got only 3% users each.

) **Product Feature While Buying Toothpaste**
(In Narayani Zone)

Table No. 5

Considering variables	Nos.	Percentage (%)
Price	38	38
Brand name	22	22
Flavor	11	11
Offered Attributes	8	8
Attractiveness	12	12
Fluoride Content	3	3
Packaging	6	6
Total	100	100

[Source: - Field survey]

The above table shows that the consumers consider the price factor, i.e. 38% while buying Toothpaste. Consumers are also aware about the brand name, which according to our tabulation shows the value as 22%. Similarly a consumer considering flavor is 11% and rest consumers consider these things attractiveness 12%, Offered Attributes 8% and consumers care less about fluoride content and packaging which according to the table are only 3% and 6% respectively. Maximum consumers consider price while buying Toothpaste and minimum consumers considers about its fluoride content & packaging content in Toothpaste.

) **Source of Toothpaste Buying in Narayani Zone**

Table No. 6

Buying place	Nos.	Percentage (%)
General stores	55	55
Retailer	30	30
Departmental store	6	6
Wholesalers	1	1
Cold stores	6	6
Medical store	2	2
Total	100	100

[Source: - Field survey]

The above table indicates that most of the consumers of Narayani Zone purchase their Toothpaste from general store i.e. 55% and 30% respondents purchase from retail shop. Consumers who purchase their toothpastes from Departmental stores as well as Cold Stores account to 6% each and 2% of consumers purchase it from medical stores. Maximum people purchase the toothpaste from general store and retail shops while minimum consumers purchase their Toothpaste from wholesalers.

4.4 Buying Decision of Consumers

About the consumers buying decision the researchers started from very grass root with the very specific questions like "Who make decisions to buy a particular brand? To which factor do you give more importance to buying your toothpaste?" The following of table shows the respondents acquired.

) **Who Usually Make the Decision to Buy a Particular Brand?**
  (In Narayani Zone)

Table No. 7

Decision Maker	Nos.	Percentage
Father	20	20
Mother	12	12
Brother	13	13
Sister	8	8
Self	40	40
Others	7	7
Total	100	100

[Source: - Field survey]

Above table shows the decision maker among the respondent's family who decide in buying toothpastes. It can be depicted by above tabulation that, self decision percentage is maximum than other i.e. 40%, as so father takes decision on buying particular brand i.e. 20%, Similarly, mother 20%, brother 13%, sister 8% and others 7% respectively decide on purchase of toothpastes among the respondents of Narayani Zone. Hence, according to the above table, people take self decision and buying toothpaste. Maximum people take self-decision and minimum people take decision according to others in buying toothpaste.

)   **Factors Affecting the Buying Decision of Consumers in Narayani Zone**

Table No. 8

Affecting Factors	Nos.	Percentage (%)
Family's Advice	55	55
Trial	25	25
Doctor's Advice	15	15
Friend's Advice	3	3
Others	2	2
Total	100	100

[Source: - Field survey]

Above table indicates that out of the total consumers has been taken into consideration, more important factor in buying decision is Family's Advice which is 55%. After then, trial of new toothpaste and Doctor's advice are also important factor for consumers which account to 25% and 15% respectively. Similarly, friends' advice and others are 3% and 2% are affecting factors for buying decision. Maximum consumers take importance to Family's Advice while buying toothpaste and some consumers give less importance to the other factors which according to above tabulation is only 2%.

4.5   Media Recognition of Toothpaste

Media is the best method of identifying goods & services to the consumers. The products can be promoted by a company by means of effective media. Generally, media includes Radio Stations, Television Channels, Newspapers, Hording Board, Wall Painting, Friends and Cinema etc.

Table No. 9

Media	No. of persons	Percentage (%)
Radio Stations	23	23
Television Channels	35	35
Newspapers	10	10
Hoarding Board	7	7
Wall painting	3	3
Friends	17	17
Cinema	1	1
Others	4	4
Total	100	100

[Source: - Field survey]

In this table, the television channels are the most popular media. 35% consumers were made familiar to the toothpaste by the television channels and 23% were informed by the Radio Stations. Similarly, Newspaper, friends, Hoarding Board, Wall painting, Cinema and others recognized toothpaste to the consumers accounting to 10%, 17%, 7 %, 1% and 4% respectively. Maximum people believe that television channels are the familiar media and it attracts them a lot through this media and minimum people give importance to cinema and wall painting.

Influence By The Advertisement

Table No. 10

Description	Frequency	Percentage
Yes	21	21
No	25	25
Don't Know	54	54
Total	100	100

[Source: - Field survey]

The above table shows that out of 100 consumers, 25% replied that they were not influenced by advertisements, 54% are not sure about the influence of advertisement in buying decision. While, 21% know the factor influenced by advertisement therefore, it can be concluded that less number were influenced by the advertisements.

Maximum people are not concerned about the influence of advertisements and only few numbers of consumers have a concern upon advertisement.

This table presented in following Bar-diagram

<u>Figure No. 4</u>
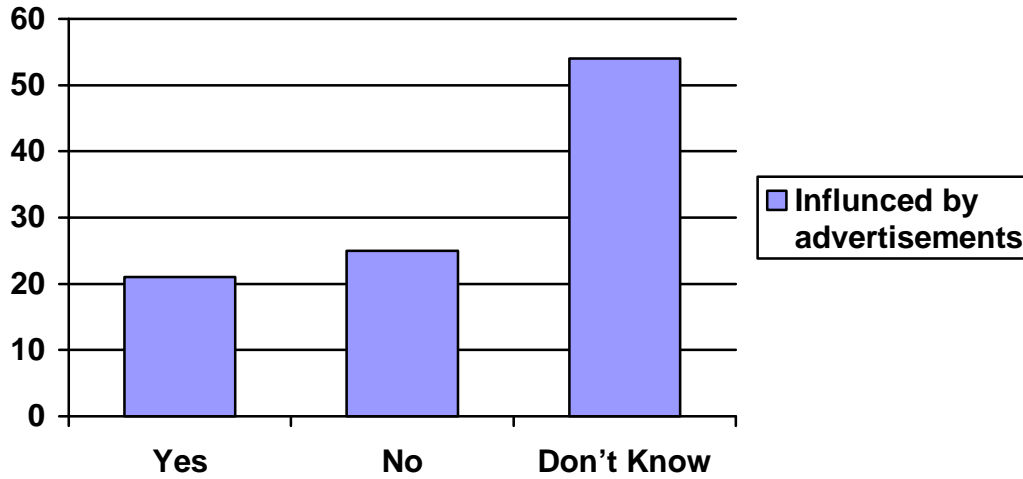
)   **The Advertisement Attractiveness of Various Brands in Television Channels.**

Table No.11

Brands Name	Frequency	Percentage
Close-up	38	38
Pepsodent	23	23
Colgate	18	18
Dabur	12	12
Anchor	7	7
Others	2	2
Total	100	100

[Source: - Field survey]

The above table indicates that Close-up toothpaste holds the first position in television channels. Similarly, others brands i.e. Pepsodent holds the second position and Colgate holds the third position in television channels and the Dabur, Anchor and others brands hold the fourth, fifth and sixth position   respectively. Most of the consumers were found attracted by Close-Up's advertisement in television advertisement thus they gave the first preference for it.

This table can be showed by the following Pie-chart

The Advertisement Attractiveness among various brands in NTV
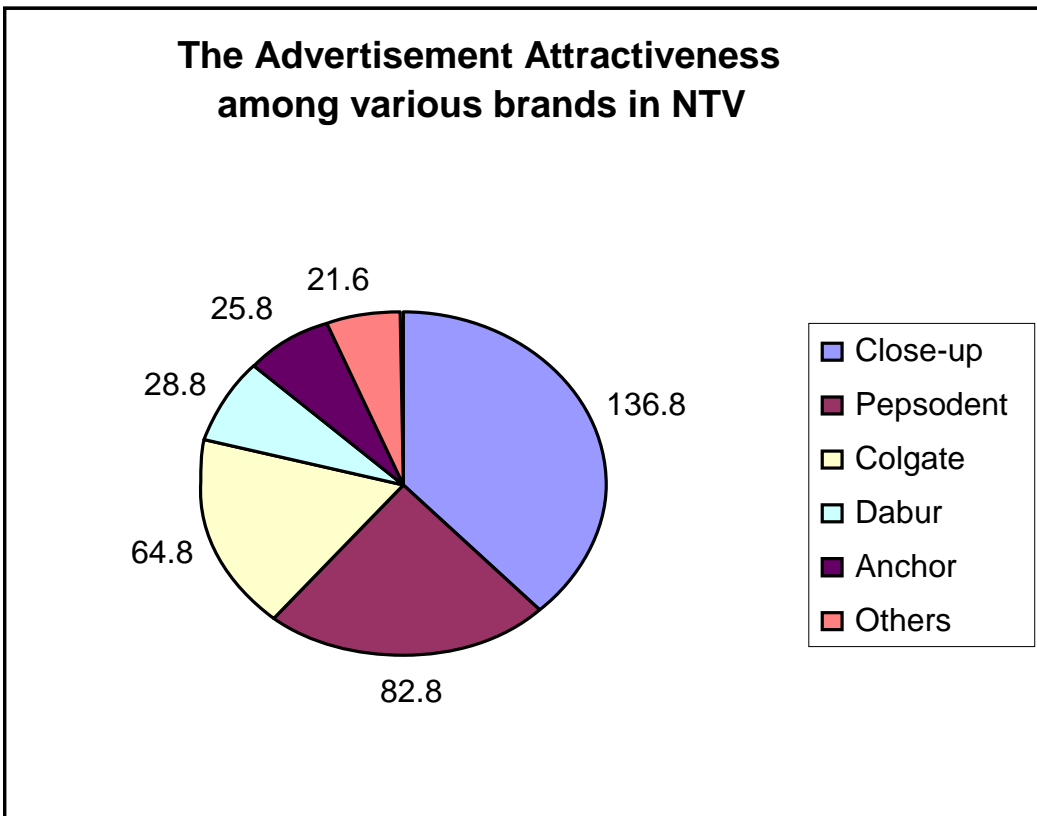
⌡)   **The Advertisement Attractiveness Test in Radio Stations**

Table No. 12

Description	Frequently	Percentage (%)
Close-up	35	35
Pepsodent	24	24
Colgate	26	26
Dabur	6	6
Anchor	5	5
Others	4	4
Total	100	100

[Source: - Field survey]

From the table No. 12 it can be seen advertisement that Close-up holds the first position among radio stations. The similarly Dabur holds the second position and Pepsodent holds the third position. Thus it can be concluded that most respondents were influenced by Close-up advertisement in radio stations, and gave first preference on it.

This table is presented in following pie-chart

The Advertisement Attractiveness in Radio Stations

Close-up — 126
Pepsodent — 86.4
Colgate — 93.6
Dabur — 21.6
Anchor — 18
Others — 14.4
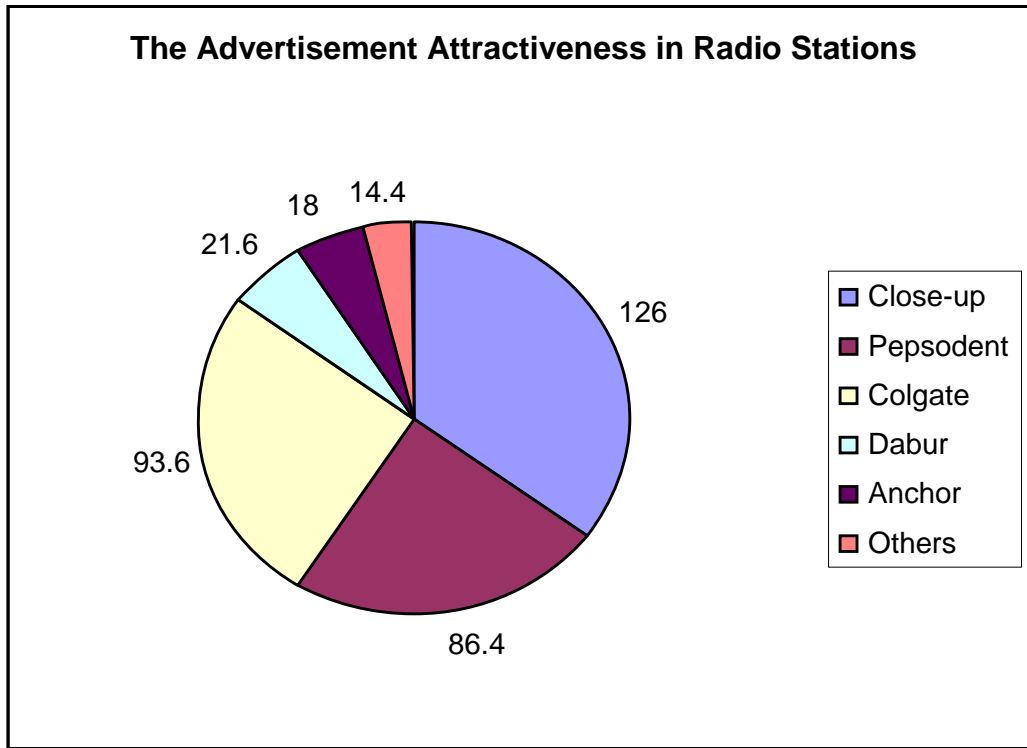
ʃ **The Advertisement Attractiveness in Newspaper**.

Table No. 13

Description	Frequently	Percentage (%)
Close-up	40	40
Pepsodent	25	25
Colgate	20	20
Dabur	5	5
Anchor	5	5
Others	5	5
Total	100	100

[Source: - Field survey]

The above table indicates that 40% consumers know about Close-up from newspaper. Similarly 25% of consumers were made familiar of Pepsodent brands through newspaper followed by Colgate, Dabur, Anchor and other brands with 20%, 5%, 5% and 5% respectively.

This table is presented in following Pie-Chart

Figure No. 7
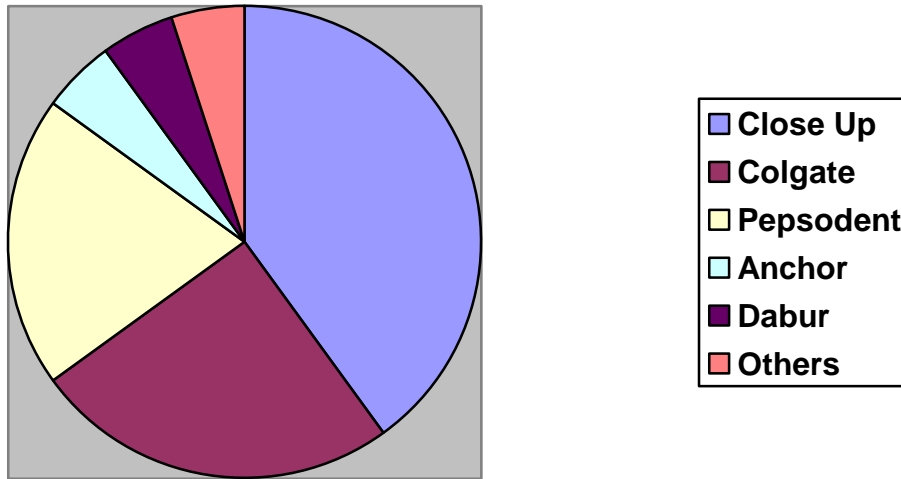
) Which Toothpaste Advertisement is best preferred in Narayani Zone?

Table No. 14

Brands	Nos.	Percentage (%)
Close-up	42	42
Pepsodent	22	22
Colgate	23	23
Dabur	9	9
Anchor	2	2
Others	2	2
Total	100	100

[Source: - Field survey]

The above table shows that the consumers like the advertisement of Close-up which according to our tabulation is 44% and Pepsodent is 22%. Similarly others brands value are as follows Colgate 23%, Dabur 9%, Anchor and others 2% respectively. The consumers think that close-up advertisement is the best and the advertisement of Anchor and others brands are less marked by the consumers.

) Suitable Media for Toothpaste Advertisement (In Narayani Zone)

Table No.15

Medias	Nos.	Percentage (%)
TV Channels	70	70
Radio Stations	9	9

Hoarding Board	7	7
Newspaper	5	5
Pamphlets/Banners	1	1
Wall Panting	7	7
Others	1	1
Total	100	100

(Source: field survey)

In the above table indicates that 70% consumers feel that television media is base for toothpaste advertisement. 9% consumers think radio stations will pay the worth. 7% respondents prefer hoarding boarding 5% respondents prefer daily newspapers.7% respondents prefer wall panting. 2% each respectively respondents prefer pamphlets and others. Consumers think that TV media is the most effective media to advertise toothpaste. Beside this, respondents have rated less for others media that includes hoarding boards, newspaper, banners, wall panting and others.

With the help of various tables above, it can be said that media have the effective impact among the people. It proves that various media have to be used by the competitor to survive in the tough competition. Media will help to increase the market share of a product.

4.6. Quality Determination of Toothpaste by Consumers

Table No. 16

Quality	Nos.	Percentage (%)
High quality	40	40
Good Quality	20	20
Moderate	40	40
Total	100	100

(Source: field survey)

This table mainly concerns for what the consumers perceive about the toothpaste they are using. The above table shows that 40% of consumers think that toothpaste is of high quality. 20% consumers say it is normal quality and also 40% consumers say that it is moderate quality.

This table can be shown in the following pie-chart

Figure No. 8
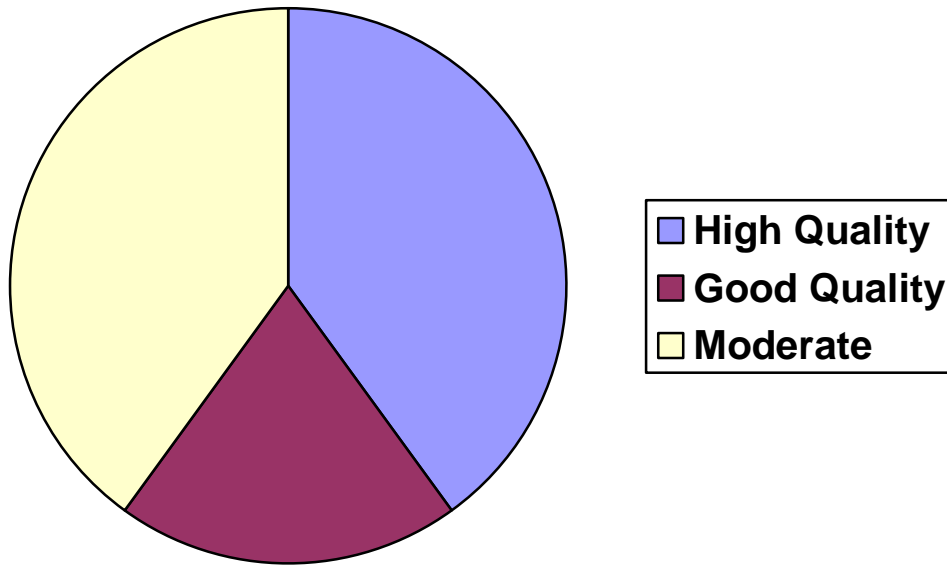
) **Ranking of Different Brands According to Quality**

Table No.17

Brand Name / Ranking	Close-up	Pepsodent	Colgate	Dabur	Anchor	Others
1	75	35	40	5	2	10
2	15	30	35	15	8	32
3	5	15	20	34	40	23
4	2	5	1	10	19	20
5	3	15	4	36	31	15
Total	100	100	100	100	100	100

(Source field survey)

The above table shows the rank of specific brands of toothpaste in market. According to the above table, it is found that 75% Consumers view showed the Close-up toothpaste in the first ranking of the brand. Similarly, 15%, 5%, 2% & 3% of the consumers prioritized the Close-up toothpaste as 2, 3, 4 & 5 brands ranking respectively.

It is found that 35% of the consumers view showed the Pepsodent toothpaste in the first ranking of the brand. Similarly, 30%, 15%, 5%, & 15% of the consumers prioritized the Pepsodent as 2, 3, 4, & 5 brands ranking respectively.

And also it is found that the minimum 2% of the consumers view showed the Anchor toothpaste in the first ranking of the brand. Similarly, 8%, 40%, 19%, & 31% of the consumers Prioritized the Anchor as 2, 3, 4, & 5 brands ranking respectively.

)   **Reaction of Consumers towards the Price of Toothpaste**

Table No. 18

Reaction	Nos.	Percentages (%)
Expensive	30	30
Reasonable	60	60
Cheap	10	10
Total	100	100

(Source: field survey)

In this table shows that price consideration, 30% of consumers think that toothpaste is expensive, and 60% of the consumers that the price is reasonable, remaining of the consumers think that it is cheap. Thus, we can conclude that the pricing of toothpaste is accepted as reasonable in the market.

This table can be presented in following diagram

<u>Figure No. 9</u>
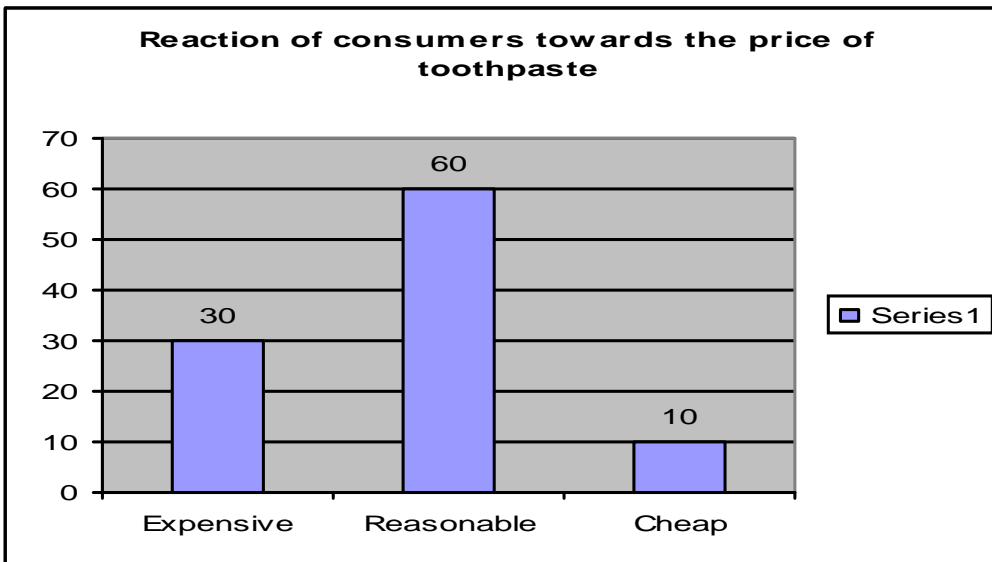
)   **Taste Preference of Consumers towards Toothpaste.**

Table No. 19

Taste rank	No. of consumers	Percentage (%)
Very good	24	24
Good	48	48
Normal	28	28
Total	100	100

(Source: field survey)

In the above table shows that the table of toothpaste, 48% consumers thinks that it is good. As a 24% consumers said it is very good and remaining of them think it is normal. The taste of toothpaste in the entire industry should be improved according to consumers demand it is aspires to be competitive in the market.

4.7   Distribution of Toothpaste

In Nepal, the business is being complex day by day. Several business companies are being established, producing similar products, with their own brand. For increasing their market share, these companies are also taking the advantages of sales promotion. They try to be strong in distribution system, which plays a vital role in raising sales. If distribution is good, the customers 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.

)   **Distribution of Toothpaste Impact in Health That Consumers Feel About**

Table No 20

Impact in health	No. of consumers	Percentage (%)
Good	74	74
Negative	2	2
Moderate	24	24
Total	100	100

(Source: field survey)

Table No. 20 shows that the no. of consumers who think that toothpaste is hazardous to health is very low at 2%, and 24% consumers said that it is normal and 74% of consumers take it to be good for health or teeth.

)   **Which Toothpaste Company Has Good Distribution? (In Narayani Zone)**

Table No. 21

Companies	No. of consumers	Percentage (%)
Unilever Nepal	53	53
Colgate	34	34
Dabur Nepal	8	8

Anchor	5	5
Total	100	100

(Source: field survey)

Table No. 21 indicates that Unilever Nepal has good distribution channel with the value of 53%. Similarly, the people have rated Colgate also with good distribution channel. And other brands available in the market also have gained 8% and 5% of public support regarding their distribution channel according to above tabulation.

) **Market Share of Toothpaste in Narayani Zone**

Table No. 22

Brands	No. of consumers	Percentage (%)
Close-up	36	36
Pepsodent	24	24
Colgate	23	23
Dabur	13	13
Anchor	4	4
Total	100	100

(Source: field survey)

Table No. 22- indicates that the market share of Close-up is 36%. Likewise Colgate and Pepsodent occupy 23% and 24% of market share respectively. After that the other brands share on the lesser side of the market that is Dabur 13 % and Anchor 4 %.

Close-up toothpaste has the maximum market share while Anchor has the least share according to above tabulation.

This table is presented in following pie-chart

Figure No. 10
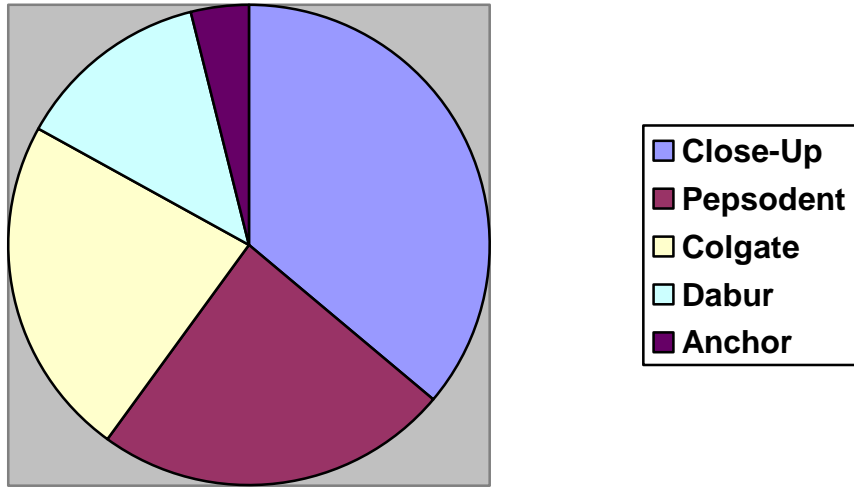
) **What Scheme is more effective in Sales Promotion?**

Table No. 23

Scheme	Nos.	Percentage (%)
Reduction in price	42	42
Weight free	16	16
Brush free	13	13
Shampoo Free	12	12
Display	8	8
Free goods	5	5
Others	4	4
Total	100	100

(Source: field survey)

The above table shows that reduction in price scheme is more effective, 42% consumers prefer it than other schemes. Then weight free scheme is also effective i.e. 16%. Similarly, brush free is 13% effective, shampoo free is 12%, display is 8%, goods free are only 5% and others are 4% effective respectively. Regarding the scheme effectiveness, maximum people prefer reduction in price scheme than others.

CHAPTER – FIVE

Summary and Conclusion

5.1 Summary:

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

Marketing is a system which can be compared with human system, as it has its input output and process marketing environment is influenced by many factors and is broadly classify as external and internal factor. The firm should have thorough knowledge of these factors so that it can formulate plans and policies in order to achieve its objectives.

The importance of marketing is increasing day by day as the competition in the market has been increasing. The marketing concept seen in present world market has passed through different stage of development and finally involved as social concept of marketing. All the firms have to pass through various stages while delivering its product in market and it has to formulate its plans and policy and apply it with flexibility. The product passes through the various stages of life cycle like: development, introduction, growth, maturity and decline stage to the market.

In this study, an attempt is made to analyze the marketing strategy. Potential users, consumer preference (taste, price, quality), popular media for the product in the market of Narayani Zone based on the survey of the consumer, produces and dealers, opinion as well as the all toothpaste company strategies.

After analyzing the information collected from primary data, a conclusion is to be made on the study of market situation of toothpaste marketing. The main objective of this study is to find out the consumers behavior toward toothpaste with reference to different brands available in the market. To find out these goals, the primary data was collected from consumers & shopkeepers with the help of questionnaire. These data were analyzed by mean, chi-squire test, tabulation pie-chart & bar-diagram.

It is found that the Close-up toothpaste and Pepsodent toothpaste were in higher position in comparison to the other brands of toothpaste. The study has showed that Close-up & Pepsodent toothpaste were popular among the consumers. It has also quite good market share & has been able to make its own identity in the market. The quality, advertisement and distribution of the both brands were found good in comparison to other brands in the market.

 In Nepal, the toothpaste company production and sales started in 1980 A.D. which the establishment of Nepal Tooth Product. The company started its marketing activities with the product and sales of "Everest" Brand Toothpaste. The Brighter Industry is the second Toothpaste Company, which produce "Brighter" Toothpaste & was established in 2042 B.S. in Thimi Bhaktapur.

Unilever Nepal Limited as a subsidiary of Hindustan Lever was established in Hetauda in 1992 AD. This company produces several products; Close-up and Pepsodent are some of the popular products in their manufacturing wing. Since its inception, it has been able to retain its top position in Nepalese market.

From the study, it was found that the demand of toothpaste has been increasing in recent years among various brands. Close-up & Pepsodent brands, the product of Unilever Nepal Limited has covered most market. The extensive use of media for advertisement as TV Channels, Radio, Wall painting, Cinema, Hoarding Board, Newspaper, etc. has familiarized the product to consumers.

5.2 Findings:

The major findings of the study are as given below:

1. Close-up and Pepsodent toothpastes share the highest share in Narayani Zone.

2. Demand & supply of toothpaste and Close-Up and Pepsodent are highly increasing in Narayani Zone.

3. Consumers give more preference to the quality and less preference to the brand.

4. The distribution of different brands by their quality, the Close–Up is the best quality toothpaste and the Pepsodent follows in the second position.

5. Television is the most popular media of advertisement in Narayani Zone. Radio follows on second & Hoarding boards and Wall paintings follows on combined third position respectively.

6. There are large numbers of consumers who are not influenced by advertisement.

7. The advertisement of the Close-up & Pepsodent in television is more attractive with respect to other brands.

8. Consumers are brand loyal most of consumers suggest to decrease or not to increase the price of Close-up & Pepsodent and maintaining the best quality.

9. In Narayani Zone, the main competitive brands of toothpaste are Close-up, Pepsodent & Colgate.

10. People staying in Narayani Zone use a particular brand, if they can't get their used brand then only they purchase another brand.

5. 3 Conclusion

On the basis of the study under taken in the area, the following conclusions can be made regarding market situation of Toothpaste of Close-up and Pepsodent in Narayani Zone.

1. It has high demand in Narayani Zone.

2. Toothpaste use is prevalent in Narayani Zone.

3. Advertisement has high influence on the preference of the brand by consumers.

4. There are various brands of Toothpastes available and the market is highly competitive in recent years.

5. Various brands of Toothpaste available are made well known to the consumers by advertising through various media available in the market.

6. There is high competition among different brands. The factors price, quality, availability in the market, incentives, profit margin, etc determines the portion occupied by the individual brand.

7. Consumers give more preference to quality rather than brand and price.

8. Various new brands are coming in the market but producers' aren't considering about improving and quality consumers are getting new brands with price competition and incentives.

9. The marketing mechanism, advertising and advertising activities have an important role in establishing a product in a market and sustaining it over time.

5.4   Recommendations

On the basis of analysis and conclusion, the following recommendations are made:

1. An improvement in the quality and fixing reasonable price can be helpful measures to increase the volume of the sales in the market.

2. The company should adopt effective marketing mechanism & activities to compete with Close-up and Pepsodent.

3. The company should increase the incentive to the wholesalers/ distributors so as to motivate and encourage them to focus their transactions on specific brands.

4. The company should undertake frequent market studies and establish an information system to understand the brands loyalty and the preferences of the consumers and design the products and product qualities accordingly.

5. The government has to encourage the toothpaste industries and create suitable environment to the entrepreneurs by easing the availability of raw materials. The government at the same time should bring strong the legal provision against unhealthy competition.

6. The language and message used in advertisement should be easily understandable to all types of consumer groups.

Suggestions from consumer's perspective

1. Increase the quality with the price remaining consistent.

2. Try decreasing the price if the quality remains same.

3. Attractive packaging and increased attention in promotion.

Suggestions from shopkeeper perspective

1. The product should possess its own quality and identity and uniqueness.

2. Shopkeepers are middleman between companies and last users so company should provide benefit to them (shopkeepers) by the means of different facilities.

3. If any discount /special price scheme and facilities being initiated in near future should be inform timely.

4. Retailing system should be good.

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APPENDICES

Appendix-1

Analysis of Age of the Consumers Who Use Toothpaste

Age	No. of Close-up users and %		No. of Pepsodent users and %		No. of Colgate users and %		No. of Dabur users and %		No. of Anchor users and %		No. of Other users and %		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Under20	16	16	10	10	8	8	4	4	3	3	3	3	44
20-40	19	19	6	6	8	8	3	3	2	2	3	3	41
40 - Above	2	2	5	5	3	3	2	2	1	1	2	2	15
Total	37	37	22	22	19	19	9	9	6	6	8	8	100

We can use x^2-test for above table
Ho – there is no significance difference between potential consumers by age.
H1 – there is significance difference between potential consumers by age.

Age	O	E	(O-E))	(O-E)2	(O-E)2/E
Under-20	16	5.55	10.44	109.09	19.65
	10	5.55	4.45	19.8	3.57
	8	5.55	2.45	6	1.08
	4	5.55	-1.55	2.4	0.43
	3	5.55	-2.55	6.5	1.17
	3	5.55	-2.55	6.5	1.17
20 to 40	19	5.55	13.45	180.9	32.59
	6	5.55	0.45	0.20	0.04
	8	5.55	2.45	6	1.08
	3	5.55	-2.55	6.50	1.17
	2	5.55	-3.55	12.60	2.27
	3	5.55	-2.55	6.50	1.17
40-above	2	5.55	-3.55	12.60	2.27
	5	5.55	-0.55	0.30	0.54
	3	5.55	-2.55	6.50	1.17
	2	5.55	-3.55	12.60	2.27
	1	5.55	-4.55	20.70	3.73
	2	5.55	-3.55	12.60	2.27
Total	100				77.64

Here,

E =100/18
=5.55

Degree of freedom = n-1

18-1= 17

The tabulated value of x^2 of degree of freedom at 5% level of significance is 27.6 and calculation value is x^2=77.64. Hence, calculation value is greater than tabulated value. So the null hypothesis (Ho) is rejected at the 5% level of significance. So, we conclude that there is significance difference between potential consumers by age.

Appendix-2

Occupational Wise Analysis of Toothpaste Users

Occupation	No. of Close-up users and %		No. of Pepsodent users and %		No. of Colgate users and %		No. of Dabur users and %		No. of Anchor users and %		No. of Other users and %		Total
	No	%	No.	%	No	%	No	%	No	%	No	%	
Students	22	22	10	10	7	7	3	3	2	2	5	5	49
Service	8	8	4	4	3	3	2	2	1	1	2	2	20
Business	3	3	3	3	3	3	1	1	1	1	2	2	13
Farmers	3	3	2	2	2	2	1	1	2	2	1	1	11
Others	2	2	-	-	2	2	-	-	1	1	2	2	7
Total	38	38	19	19	17	17	7	7	7	7	12	12	100

We can use x^2-test for above table
Ho – there is no significance difference between potential consumers by occupation
H1 – there is significance difference between potential consumers by occupation.

Occupation	O	E	(O-E))	(O-E)2	(O-E)2/E
Students	22	3.33	18.67	348.57	104.67
	10	3.33	6.67	44.49	13.36
	7	3.33	3.67	13.47	4.05
	3	3.33	-0.33	0.11	0.03
	2	3.33	-1.33	1.77	0.53
	5	3.33	1.67	2.79	0.84
Job holder	8	3.33	4.67	21.81	6.55
	4	3.33	0.67	0.45	0.14
	3	3.33	-0.33	0.11	0.03
	2	3.33	-1.33	1.77	0.53
	1	3.33	-2.33	5.43	1.63
	2	3.33	-1.33	1.77	0.53
Businessman	3	3.33	-0.33	0.11	0.03

	3	3.33	-0.33	0.11	0.03
	3	3.33	-0.33	0.11	0.03
	1	3.33	-2.33	5.43	1.63
	1	3.33	-2.33	5.43	1.63
	2	3.33	-1.33	1.77	0.53
Farmers	3	3.33	-0.33	0.11	0.03
	2	3.33	-1.33	1.77	0.53
	2	3.33	-1.33	1.77	0.53
	1	3.33	-2.33	5.43	1.63
	2	3.33	-1.33	1.77	0.53
	1	3.33	-2.33	5.43	1.63
Others	2	3.33	-1.33	1.77	0.53
	-	3.33	-3.33	11.09	3.33
	2	3.33	-1.33	1.77	0.53
	-	3.33	-3.33	11.09	3.33
	1	3.33	-2.33	5.43	1.63
	2	3.33	-1.33	1.77	0.53
Total	100				151.53

Here,

$E = 100/30$

$\quad = 3.33$

Degree of freedom $= n-1 = 30-1 = 29$

$X^2 = (O-EO)/E = 151.53$

The tabulated value of x^2 of degree of freedom at 5% level of significance is 42.6 and calculation value is $x^2 = 151.53$. Hence, calculation value is greater than tabulated value. So the null hypothesis (Ho) is rejected at the 5% level of significance. So, we conclude that there is significance difference between potential consumers by occupation.

Calculation of Pie-chart

Students	$49/100 \times 360^0 = 176.4^0$
Service holders	$20/100 \times 360^0 = 72^0$
Business man	$13/100 \times 360^0 = 46.8^0$
Farmers	$11/100 \times 360^0 = 39.6^0$
Others	$7/100 \times 360^0 = 25.2^0$

Appendix-3

Sex Wise Analysis of Consumers Who Use Toothpaste

Sex	No. of Close-up users and %		No. of Pepsodent users and %		No. of Colgate users and %		No. of Dabur users and %		No. of Anchor users and %		No. of Other users and %		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	

Male	25	25	9	9	8	8	5	5	4	4	3	3	54
Female	20	20	8	8	7	7	4	4	3	3	4	4	46
Total	45	45	17	17	15	15	9	9	7	7	7	7	100

We can use x^2-test for above table

Ho – there is no significance difference between potential consumers by sex.

H1 – there is significance difference between potential consumers by sex.

Sex	O	E	(O-E))	(O-E)2	(O-E)2/E
Male	25	8.33	16.67	277.89	33.36
	9	8.33	1.08	1.17	0.14
	8	8.33	-0.33	0.11	0.01
	5	8.33	-3.33	11.09	1.33
	4	8.33	-4.33	18.75	2.25
	3	8.33	-5.33	28.41	3.41
Female	20	8.33	11.67	136.19	16.35
	8	8.33	-0.33	0.11	0.01
	7	8.33	-1.33	1.77	0.21
	4	8.33	-4.33	18.75	2.25
	3	8.33	-5.33	28.41	3.41
	4	8.33	-4.33	18.75	2.25
Total	100				64.98

Here,

$E = 100/12 = 8.33$

Degree of freedom (n-1) = 12-1 = 11

$X^2 = (O-E)/E = 64.98$

The tabulated value of x^2 of degree of freedom at 5% level of significance is 19.7 and calculation value is $x^2 = 64.98$. Hence, calculation value is greater than tabulated value. So the null hypothesis (Ho) is rejected at the 5% level of significance. So, we conclude that there is significance difference between potential consumers by sex.

Appendix -4

Which Brand Do You Usually Buy?
(In Narayani Zone)

Brand Name	Nos.	Percentage (%)
Close-up	43	43
Pepsodent	24	24
Colgate	23	23
Dabur	4	4
Anchor	3	3

Others	3	3
Total	100	100

Appendix -5

Product Feature While Buying Toothpaste
(In Narayani Zone)

Considering things	Nos.	Percentage (%)
Price	38	38
Brand name	22	22
Flavor	11	11
Offered Attributes	8	8
Attractiveness	12	12
Fluoride	3	3
Packaging	6	6
Total	100	100

Appendix-6

Source of Toothpaste Buying
(In Narayani Zone)

Buying place	No. of consumers	Percentage (%)
General stores	55	55
Retailer	30	30
Departmental store	6	6
Wholesalers	1	1
Cold stores	6	6
Medical store	2	2
Total	100	100

Appendix- 7

Who Usually Make the Decision to Buy a Particular Brand?
(In Narayani Zone)

Decision Maker	Nos.	Percentage (%)
Father	20	20
Mother	12	12
Brother	13	13
Sister	8	8
Self	40	40
Others	7	7
Total	100	100

Appendix- 8

Factors Affecting the Buying Decision
(In Narayani Zone)

Affecting Factors	Nos.	Percentage (%)
Family's Advice	55	55
Trial	25	25
Doctor's Advice	15	15
Friends Advice	3	3
Others	2	2
Total	100	100

Appendix-9

Media Recognition of Toothpaste

Media	No. of persons	Percentage (%)
Radio Stations	23	23
Television Channels	35	35
Newspaper	10	10
Hoarding Board	7	7
Wall painting	3	3
Friends	17	17
Cinema	1	1
Others	4	4
Total	100	100

Appendix-10

Influence by the Advertisement

Description	Frequency	Percentage (%)
Yes	21	21
No	25	25
Don't Know	54	54
Total	100	100

Appendix-11

The Advertising Attractiveness Tests of Various Brands in TV Channels

Brands Name	Frequency	Percentage (%)
Close-up	38	38
Pepsodent	23	23
Colgate	18	18

Dabur	8	8
Anchor	7	7
Others	6	6
Total	100	100

Calculation of pie-chart

Close-up $\quad$ $38/100 \times 360^0 = 136.8^0$
Pepsodent $\quad$ $23/100 \times 360^0 = 82.8^0$
Colgate $\quad$ $18/100 \times 360^0 = 64.8^0$
Dabur $\quad$ $8/100 \times 360^0 = 28.8^0$
Anchor $\quad$ $7/100 \times 360^0 = 25.2^0$
Others $\quad$ $6/100 \times 360^0 = 21.6^0$

Appendix-12

The Advertisement Attractiveness Test in Radio Station

Description	Frequently	Percentage (%)
Close-up	35	35
Pepsodent	24	24
Colgate	26	26
Dabur	6	6
Anchor	5	5
Others	4	4
Total	100	100

Calculation of pie-chart

Close-up $\quad$ $35/100 \times 360^0 = 126^0$
Pepsodent $\quad$ $24/100 \times 360^0 = 86.4^0$
Colgate $\quad$ $26/100 \times 360^0 = 93.6^0$
Dabur $\quad$ $6/100 \times 360^0 = 21.6^0$
Anchor $\quad$ $5/100 \times 360^0 = 18^0$
Others $\quad$ $4/100 \times 360^0 = 14.4^0$

Appendix-13

The Advertisement Attractiveness in Newspaper

Description	Frequency	Percentage (%)
Close-up	40	40
Pepsodent	25	25
Colgate	20	20
Dabur	5	5
Anchor	5	5
Others	5	5

| Total | 100 | 100 |

Calculation of pie-chart

Close-up $40/100 \times 360^0 = 144^0$
Pepsodent $24/100 \times 360^0 = 90^0$
Colgate $20/100 \times 360^0 = 72^0$
Dabur $5/100 \times 360^0 = 18^0$
Anchor $5/100 \times 360^0 = 18^0$
Others $5/100 \times 360^0 = 18^0$

Appendix-14

Which Toothpaste Advertisement is the Best?

Brands	Nos.	Percentage (%)
Close-up	42	42
Pepsodent	22	22
Colgate	23	23
Dabur	9	9
Anchor	2	2
Others	2	2
Total	100	100

Appendix-15

Suitable Media for Toothpaste Advertisement
(In Narayani Zone)

Media	Nos.	Percentage (%)
Television Channels	70	70
Radio Stations	9	9
Hoarding Board	7	7
Newspaper	5	5
Pamphlets/ banners	1	1
Wall Panting	7	7
Others	1	1
Total	100	100

Appendix-16

Quality Determination in Toothpaste by Consumers

Quality	Nos.	Percentage (%)

High quality	40	40
Good Quality	20	20
Moderate	40	40
Total	100	100

Calculation of pie-chart

High quality	$40/100 \times 360^0 = 144^0$
Good Quality	$20/100 \times 360^0 = 72^0$
Moderate	$40/100 \times 360^0 = 144^0$

Appendix-17

Ranking of Different Brands According to Quality

Brands Name \ Ranking	Close-Up	Pepsodent	Colgate	Dabur	Anchor	Others
1	75	35	40	5	2	10
2	15	30	35	15	8	32
3	5	15	20	34	40	23
4	2	5	1	10	19	20
5	3	15	4	36	31	15
Total	100	100	100	100	100	100

Calculation of individual mean of ranking different brands

Close-up

Ranking (x)	No. of consumers (f)	fx
1	75	75
2	15	30
3	5	15
4	2	8
5	3	15
Total	N=100	fx=143

$$\text{Mean}(x) = fx/N = 143/100$$
$$= 1.43$$

Pepsodent

Ranking (x)	No. of consumers (f)	fx
1	35	35
2	30	60
3	15	45
4	5	20
5	15	75
Total	N=100	fx=235

Mean(x) =   fx/N =235/100
             =2.35

Colgate

Ranking (x)	No. of consumers (f)	fx
1	40	40
2	35	70
3	20	60
4	1	4
5	4	20
Total	N=100	fx=194

Mean(x) = fx/N =194/100
           =1.94

Dabur

Ranking (x)	No. of consumers (f)	fx
1	5	5
2	15	30
3	34	102
4	10	40
5	36	180
Total	N=100	fx=357

Mean(x) =   x/N =357/100
           = 3.57

Anchor

Ranking (x)	No. of consumers (f)	fx
1	2	2
2	8	16
3	40	120
4	19	76
5	31	155
Total	N=100	fx=369

Mean(x) = fx/N =369/100
           = 3.69

Others

Ranking (x)	No. of consumers (f)	fx
1	10	10
2	32	64
3	23	69

4	20	80
5	15	75
Total	N=100	fx=298

Mean(x) =   fx/N =298/100
=2.98

Appendix-18

Reaction of Consumers towards the Price of Toothpaste

Reaction	Nos.	Percentages (%)
Expensive	30	30
Reasonable	60	60
Cheap	10	10

Appendix-19

Taste preference of Consumers towards Toothpaste.

Taste rank	No. of consumers	Percentage (%)
Very good	24	24
Good	48	48
Normal	28	28
Total	100	100

Appendix-20

Distribution of Toothpaste Impact in Health that Consumers Feel About

Impact in health	No. of consumers	Percentage (%)
Good	74	74
Negative	2	2
Moderate	24	24
Total	100	100

Appendix-21

Which Toothpaste Company Has Good Distribution?
(In Narayani Zone)

Companies	No. of consumers	Percentage (%)
Unilever Nepal	53	53
Colgate	34	34

Dabur	8	8
Anchor	5	5
Total	100	100

Appendix-22

Market Share of Toothpaste

Brands	No. of consumers	Percentage (%)
Close-up	36	36
Pepsodent	24	24
Colgate	23	23
Dabur	13	13
Anchor	4	4
Total	100	100

Calculation of pie-chart

Close-up $\quad$ $36/100 \times 360^0 = 129.6^0$
Pepsodent $\quad$ $24/100 \times 360^0 = 86.4^0$
Colgate $\quad$ $23/100 \times 360^0 = 82.8^0$
Dabur $\quad$ $13/100 \times 360^0 = 46.8^0$
Anchor $\quad$ $4/100 \times 360^0 = 14.4^0$

Appendix-23

What type of scheme is more effective in Sales Promotion?
(In Narayani Zone)

Scheme	Nos.	Percentage(%)
Reduction in price	42	42
Weight free	16	16
Brush free	13	13
Shampoo Free	12	12
Display	8	8
Free goods	5	5
Others	4	4
Total	100	100

Questionnaire

Survey of **Consumer's** *Toothpaste choice*

Name: Date:
District: Education:
Metro/ Sub Metro/Municipal/VDC: Profession:
Age:

1. Have You Used Toothpaste?

   Yes | · | No | · |

2. If you have used when did you start to Use Toothpaste?

   (a) Two years ago | · |

   (b) Five years ago | · |

   (c)   More than five years ago | · |

3. How many types of Toothpaste you have usually seen in Market? Which bases Do You Buy the Toothpaste available at Market?

   a) In the basis of brand | · |

   b)   In the basis of personality | · |

   c) In the basis of investigation | · |

4. Which Toothpaste Do You Prefer the Most?
   (a) Close-up   (d)   Anchor
   (b) Dabur   (e)   Colgate
   (c) Pepsodent   (f)   Any Other

5. Which Priority do you give in Buying Toothpaste?

   (a) Taste | · | (b)   Name | · |

   (c) Quality | · | (d)   Brand | · |

   (e)   Others | · |

6. In Which Category Do You Prefer the Most?
   (a) Vary good   (b) Good
   (c) Moderate   (d) Other

7. According to the Price now do you rate your Toothpaste?
   (a) Cheap
   (b) Expensive
   (c) Reasonable

8. How do you rate the price for following brands of Toothpaste?

	Cheap	Expensive
(a) Colgate	| · |	| · |
(b) Pepsodent	| · |	| · |
(c) Anchor	| · |	| · |
(d) Dabur	| · |	| · |
(e) Close-Up	| · |	| · |
(f) Other	| · |	| · |

8. Give your view in the Quality the following Brand of Toothpaste with Priority in the Position.

Brands   Position

Brands	1	2	3	4	5
(a) Colgate	| · |	| · |	| · |	| · |	| · |
(b) Pepsodent	| · |	| · |	| · |	| · |	| · |
(c) Close-Up	| · |	| · |	| · |	| · |	| · |
(d) Anchor	| · |	| · |	| · |	| · |	| · |
(e) Dabur	| · |	| · |	| · |	| · |	| · |
(f) Other	| · |	| · |	| · |	| · |	| · |

9. Through which media you came to know about the toothpaste you are using?

a) From adv. of radio | · |
b) From adv. of TV | · |
c) From adv. of Newspaper | · |
d) From adv. of poster & pamphlets | · |
e) From friends | · |
f) From hoarding board | · |
g) From cinema | · |
h) From adv. of wall painting | · |
i) All of the above | · |
j) Don't know | · |

10. According to your view which of the following brands has made the most attractive advertisement?

(a) Close-up	| · |	(b) Colgate	| · |
(c) Dabur	| · |	(d) Anchor	| · |
(e) Pepsodent	| · |	(g) Other	| · |

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11. Which toothpaste's advertisement have you seen the Most?

(a) Pepsodent ⬚   (b) Colgate ⬚

(c) Dabur ⬚   (d) Anchor ⬚

(e) Close-Up ⬚   (f) Others ⬚

12. Which toothpaste's advertisement have you heard the most?

(a) Dabur ⬚   (b) Pepsodent ⬚

(c) Colgate ⬚   (d) Anchor ⬚

(e) Close-Up ⬚   (f) Others ⬚

13. Which toothpaste's advertisement have you read the most?

(a) Anchor ⬚   (b) Pepsodent ⬚

(c) Dabur ⬚   (d) Colgate ⬚

(e) Close-Up ⬚   (f) Others ⬚

14. What type of advertisement do you like the most?

a) Different type ⬚

b) Similar type ⬚

c) Not different type ⬚

15. When did you buy toothpaste after watching its advertisement?

a) Recently ⬚

b) After watching two – three times ⬚

c) After more information ⬚

16. How much do you believe in advertisements?

(a) Believe fully ⬚

(b) Believe in some extent ⬚

(c) Do not believe ⬚