

# **CHAPTER-I**

## **INTRODUCTION**

### **1.1 General Background**

Dynamic world is running on the way of 21<sup>st</sup> century. Main concern of every nation is growth and economic development. Nepal's aim is this and running for obtain this target. Nepal aim for self reliant economic system to upgrade living standard of people and for this a lot of money has needed to achieve the targeted objectives.

Now, Nepal's economy is depending on traditional agriculture and this is land locked as well as least developed country. Agriculture plays a vital role in Nepalese economy and more than 60% peoples are still in rural areas. Most of the peoples are not getting minimum physical facilities due to their poverty and under development condition of the country. The per capita income of Nepal is just US\$ 416. The world becomes small due to globalization concept of business and everything. If the company has a better marketing plan and strategy the company can achieve their goal easily. Now a company can easily access to the market to the other parts of the world. If the company are unknown about the strategies in the market and those companies failures in the market to their goals. They must should aware to know their market condition and promotional activities are effectives or not. If his distributional are good ? Consumers satisfied are meeting or not. Why others brands are leading in the market. These are the main considering things to the company than only true company will be success. There are many definitions in the field of marketing and these are

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

Marketing is a total system of business activities designed to plan, price, promote and distribute want, satisfying, products to target markets to achieve organization objectives. (Standon, 1978).

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

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

Now, every product has many more brands in the market likes, noodles, Toothpaste, soap, shampoo etc. It shows that there is huge competition in marketing field. Today, business is facing major three challenges and opportunities. Which are advance in technology, deregulation and globalization.

Modern marketing has one main characteristics is competition. Now, dozens of probably many brands even specific products categories are being sold in the Nepalese market. Therefore, Nepalese consumers have huge choice opportunity while buying most of the products. They are not more compelled to buy any particular brand; rather they are free

to choose whatever they like among different brands. Company has launched many promotional activities in the market. Every manufacturing company is trying to prove his product as the best than other in the marketing field.

In the content of Toothpaste, there are so many brands in the Nepalese market they are through home and foreign companies. Nepal lever limited is one of the leading and popular companies in Nepal. This company produces various types of consumers' goods like soap, shampoo, Toothpaste etc. related about close-up it is one main production of Nepal Lever Limited.

## **1.2 Statement of the Problem**

There are only some brand in the market and no so high competitive market previously. The market of Toothpaste also is not competitive some years ago. But today competition is very high due to move companies entry in the market. In the market there are not only Nepalese brand are also foreign brand. Now, in the market there is no possibility without advertising, maintaining standard quality. Suitable price and consumer feedback.

This study has chosen to analyze situation of Toothpaste marketing in Chitwan. In the national income there is important role of Toothpaste due to its increase market situation day by day. I think there has not been yet the specific study on Toothpaste in Chitwan. Therefore, with lack of study of Toothpaste, i.e. 'close up' draws the attention on this sector for research purpose as this has the following issues.

- ) What is the consumer's view about on the close up ?
- ) What is distribution of close up ?

- ) What is selling position of close up in Chitwan ?
- ) What is the selling growth trend of Toothpaste ?
- ) What is consumers view about advertising of close up and other brands ?

### **1.3 Objectives of the Study**

This study has following objectives to achieve through research.

- ) To measure consumer's perception of 'close up' and other brands in forms of price, quality, brand.
- ) To compare the sales position of 'close-up' in comparison to other brands.
- ) To measures consumer's view of perception of advertising of 'close-up' and other brands.
- ) To assess and analyze of the market scenario of the 'close up'.

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

Nepal is depended on agriculture as well as going on the way of industrialization. Industrialization plays vital role for development in nation whether it is industrial or agriculture sector. Business or marketing also plays a major role in drawing attention to the products and helps to the economic growth and prosperity of the country. This is modern marketing era today with 21<sup>st</sup> century. But many company in our country are lacking by better marketing policies, management and strategies to run business smoothly. One of the leading company in Nepal lever limited. Initial objectives of the study is knowing marketing policies and structure of Nepal Lever Limited and will infect to find the positive and

negative aspects in the contest of 'close-up' in Chitwan. Some other industries to give an insight to their own policy in reformulate to draw the attention of consumers. The new firm is looking for better marketing policy and willing to learn lesson from the success or failure may be benefited through this study.

Therefore, I have chosen the title "A Study on Toothpaste Marketing of Close Up with Reference to Chitwan District." This study will be helpful to thesis writer, marketing author and other researchers that are related paste marketing. In my opinion it will be helpful, distributors, retailers, marketer and consumers who are buying and selling different types of Toothpaste. I think this is important for all the related people who are using Toothpaste. Therefore, it will be helpful to them for launch effective marketing plan and strategies.

### **1.5 Limitations of the Study**

This study has been concerned under the following limitations.

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

## **1.6 Organization of the Study**

This research work is divided into five chapters which are as like

**Chapter I : Introduction :** This chapter provides general introduction of marketing, present stage market situation in the field, significance, objectives, limitation of the study, statement of the problems, rational for selection area is also related in this chapter.

**Chapter II: Review of Literature :** Review of literature chapter provides information of many issues of marketing which is related with topic by different books, journals, reports, research. This chapter also provides review of previous research work related to this research work.

**Chapter III: Research Methodology :** This chapter deals on the research methodology and describes the research design, population and sample data, data collection methods use and data analysis tools.

**Chapter IV: Data analysis and Presentation:** This chapter is concerned with presentation and interpretation of data. Research data are tabulated and shown in the tables, charts and diagrams. The major findings of the study are also presented in this chapter.

**Chapter V: Summary, Conclusion and Recommendation:** This is last chapter and it presents the study summary, conclusion and recommendation of the research work.

## **CHAPTER - II**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

Review the literature chapter review the concepts concerning the subject matter which are written on textbooks, and reviews the previous studies which are related to subject matter of this study. This begins with a search for a suitable topic and regular throughout the time period of research: Review of literature focus of know the outcome of those investigations in areas where same concept and methodologies has been used. "The Purpose Literature review is to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides the foundation of developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead ends in research" (Wolf and Pant : 1999).

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

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

Marketing management takes 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 value.

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

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

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

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

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

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

This review of above various definitions of marketing helps to conclude that, marketing is a social process performed by individuals and groups and is also with heating, offering and exchanging products and services that satisfying individual and organizational objectives.



Marketing has been developing with development in human civilization. If we trace three-four hundred years back to the history of human civilization. We find marketing of that time, by modern standard was relatively uncultured. They did not need mechanism or tools or techniques of marketing as used today. But now all the situations have changed, the needs and want 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 sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field (Parajuli, 2001).

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

## **2.4 Evolution of Marketing**

From the earlier stage of marketing, the evolution of marketing has been analyzing in similar way by some authors in their independent works. From these authors some of the authors are William J. Stanton, Phillip Kotler, Gray Armstrong, the different stages in the process of evolution of marketing are as follows below:

### **(a) Production Oriented Stage**

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

Kotler and Armstrong think that it is still a useful philosophy in the two types of situations which are follows.

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

When cost of production is high and is require to decrease to expand market (Kotler and Armstrong: 1997).

### **(b) The Product Oriented Stage**

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

### **(c) The Sales Oriented Stage**

This stage emerge with the philosophy that consumers would not buy enough of the organizations product unless the organization undertake a large scale selling and promotional effort.

### **(d) Marketing Oriented Stage**

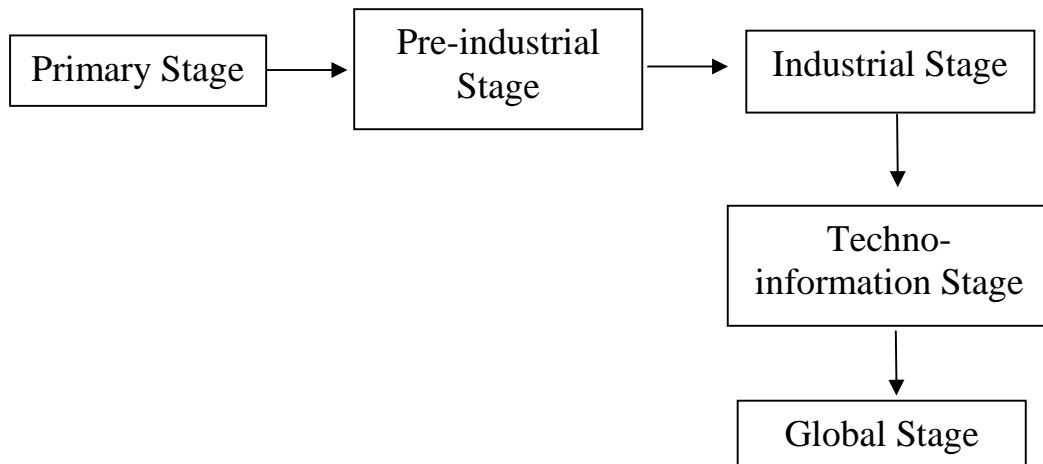
The main basis target of this stage is that the achievements of organizations goals depend on determining the needs and wants to target markets and delivering the desired satisfaction more effectively and efficiently than the competitors.

### **(e) Societal Marketing Orientation Stage**

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

## **2.5 Development of Marketing**

Marketing has been developed in an evolutionary rather than revolution of fashion. The development of civilization and economic growth and development of the world have influenced for its development. The various stages of marketing development are as follows in below in figure.



**Fig. No. 2.1.: Stages of Marketing Development**

## **2.6 Market : Concept**

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

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

A market consists of all the potential customers sharing a particular need or want than can be satisfied through the exchange and distribution. The market depends on the no. of persons who exhibit the need have resources that interest others and are willing to offer these resources for what they want (Kotler, 1999).

## **2.7 Marketing Mix: Concept**

The set of marketing tools the firm uses to pursue its marketing objectives in the target market is marketing mix. This is key concept of modern marketing. It refers to set of variables that business uses to satisfy consumer needs, price, promotion, place and namely product. A successful company will have effective knowledge over the marketing mix. The 4Ps components are known marketing mix. E Jerome MC Carthy popularized the concept of 4Ps, with each P having its own mix.

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

## **2.8 Product**

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

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 service, place, good person and idea. In marketing we need a broder definition of product to indicate that consumes are not really buying a set of attributes, but rather benefits that

satisfy their needs. All product are divided in two categories (a) Consumer products (b) business product

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

Brand is the business name of any product. Branding differentiates the any product from sellers, marketers and consumers. They deliver to consumers attributes, image benefits and values.

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

Branding constitutes an major part of product mix. The word brand is comprehensive encompassing next narrower terms. A brand name consists of words, letters of number which can be vocalized. A brand mark is the part of the brand which appears in the form of a symbol by sign and differentiates its product from competing mile stone of every types of marketing. Building brands require a great deal of time, money, promotion and packaging. Brands suggest product difference to customers. They convey attributes, image, value and benefits most of the products are branded (Agrawal, 2001).

Now a days, market is facing more competition than before. It is a subject of thinking for business man. Every industrial and business company should carry out a market research before launching their new brand in the market. But all Nepalese companies don't budget for research and development to their product. It is always a important to analysis the need interest, consumer behaviour, choice and taste and purchasing power of targeted customers.

As the customer is the king of the market in today's liberal economy. Company cannot be product oriented only. There is no specific formula for success. Market is different from place to place; consumer's need, taste and interest may vary from one place to another. In many cases affordability, geographical, location, culture and religion also determine people's need. Therefore, success of brand largely depends on the different factors such as innovation, quality, attraction, packaging, reasonable price, availability, good publicity, brand positioning, unique selling proposition, value addition, relationship etc. (New Business Age, 2001).

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

If any consumer consider a brand is good in comparison with others available brands in terms of fulfillment needs, wants and other prejudice, then they develop positive attitude towards a brand and purchase those types of goods. If this action is repeatedly happens with a specific brand that is known as brand loyalty. Brand is a great asset of any business company, which is not expressed in numerical form of a balance sheet. This is completely unseen and gives results of full enjoyment. This is intangible types of subject matter.

Today leading brand are personalities in their own right and also known in all societies and cultures as film heroes, cartoon characters, sport stars and great leaders. Thousands of people related for brand personalities in the same ways as they do to human personalities. In the market some brand appeal to the rational part of people to elements of logic and good sense such as Toothpaste, which prevents decay and cholesterol free goods. Some appeal to the sense of smell, taste, right and sound such as fashion and cosmetic products. Some brands attract the

emotional part of public appealing to the feelings, dimension to which consumer react with feelings of warmth, affection and belonging products such as Harley-Davidson on motorcycle and comprises like Benetton with its global village branding exemplify those.

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

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

One another variable of marketing mixed factor is pricing which generates revenue. Every consumer pay price for any goods or services for their need and satisfaction. Price may involve allowances, credit, discount and facility also. Price has become a important variable factor of marketing mix because good marketing manager looks towards the price of product, so that manager has can penetrate the product as their capacity to pay.

Price is that type of variable factor which is always is around us. I pay rent for my rooms, fee for physician and tuition for education. The airline taxi, railway companies charge you a fare, the local utilities call their price of rate and regular lower may ask for a retailer to cover nor services. Executive price is salary, commission may be a price of salesman and worker or labors price is wages instead for their work. Finally economist although would disagree, many of use fill that income taxes are the price we pay for the privilege of making money (David, 1981).



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

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

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

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

- ) It selects its pricing objective survival maximum of market share, maximum of current profit, maximum of market skimming or product quality leadership.
- ) It estimates how its cost varies at different levels of output, at different level of accumulated production experience, and for differentiated marketing offers.
- ) It selects a pricing method.
- ) It examines competitors cost, price and offers.
- ) It estimates the demand curve, the probable quantities that will select each possible price.
- ) Finally, it selects two final price, taking into account psychological pricing, and influence of together marketing mix elements on price, company pricing policies, and the impact of 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.

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

Product mix pricing, which includes setting prices for product lines, optional features, captive products two part items, by-products, and product mix bundles.

How price change influences brand choice and category choice ?

National brand expenditures on sales promotion for frequently purchased consumer products have increased dramatically in the post decade, with many companies spending more a promotions than they do on advertising (Blalber, Briesch and Fox, 1995).

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

The marketing mix activities of product planning, pricing and distribution are performed mainly within a business or between a business and the members of its distribution channels. However, through its promotional activities, a firm communicates directly with potential customers and as well it is not a simple process.

Promotion mix includes determining the promotional blend the mixture of advertising, personnel selling, sales promotion publicity and public relation to popularize the use of product in the target market (Koirala, 1999).

Promotion is another variable of marketing mix which communicates to the ultimate consumers about goods and services. It involves those activities which inform, educate and stimulate the demand for the product. It consists of advertising, publicity, personal selling and sales promotion. Company should follow effective promotional medias to inform the consumer about the product. A good marketing manager always looks towards effective promotional medias to compete with other brands. This variable is very important to stimulate sales (Agrawal, 2001).

### **(a) Advertising**

Advertising word is derived from the Latin word advert to : 'Ad' means 'towards' and 'verto' means 'turn'. So the meaning of advertising is

to turn people towards specific thing. In next word advertising is to draw people's attention to specific certain goods. Advertising is one of the main tools in marketing used to influence of consumers awareness, response and interest to the product in order to increase the company's sales and profit. It is an important factor in modern marketing process but also can produce consistently profitable result only when the entire structure is sound and coordinated.

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

A product, service and idea can be presented and promoted in a variety of ways, and advertising is only one of them. Advertising influence consumer attitudes and purchase behaviour in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The technique of advertising may be direct by one or more objectives of advertising depending upon situation (Shrestha, 1997).

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

Simply advertising stimulates the potential buyers to go to the store to buy actual advertised goods. In general, advertising is done in expectation of tangible gains such as favourable attitudes, better image of

the firms, and increased sales. The tools and techniques of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotional tools of advertising, personal selling and sales promotion to arrive at a right mix. Every of the promotional tools has got unique characteristics and also are complementary.

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

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

### **(b) Personal Selling**

Personal selling consists of person to person communication between the solves persons and their prospects. Unlike advertising, it involves personal interaction between the source and destination. The most attention system of promotion probably is to have sales persons call upon every targeted consumer. For many institutions, especially those appeal to the mass market, this would be terribly inefficient. As a result,

they employ mass marketing tools and techniques, such as advertising. Personal selling is much more important in any industry.

Personal selling consists of executing sales through sales persons. It involves a two way communication process between the seller and the potential buyer. It is a very effective form of promotion, particularly when the buyer needs full explanation of the product attributes, utilities and other associated benefits. Many firms hesitate to use personal selling on account of the heavy expenses involved in maintaining a large sales-force. Nevertheless, personal selling has several merits and it is extensively used during the introduction of a new product in a market (Koirala, 1999)

### **c. Public Relation**

Public relation promotes favourable attitudes and opinions toward any organization, its policies and products. It develops suitable groups that have interest in or impact on organization's objectives. The tools of public relation are : Public service activities, exhibits and displays, sponsorship of events and lobbying.

Public relation, a major mass promotion tool is building good relation with the companies various public by obtaining favourable publicity, building up a good corporate image and handling or heading off unfavourable rumors, stories and events (Kotler and Garly Armstrong, 1999).

Public relations are a broad set of communication activities used to create and maintain favourable relationship with customers, government officials, press and society. It is achieved through effective personal

relationship, presentation of good corporate image, social responsiveness and charity work (Koirala, 2057).

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

#### **d. Sales Promotion**

Whereas advertising offices to reason to buy, sales promotion officers an incentive to buy. Sales promotion includes tools or consumer promotion (Samples, Coupons, cash refund offers, prices off, premiums, prices, patronage, rewards, free trails, warranties, tie-in promotions, cross-promotions, point of purchase displays and demonstration); trade promotion (prices off, advertising and display allowances and free goods); and business and sales force promotion (trade shows and conventions, contest for sales raps, and specially advertising). Those tools are used by most organizations, including non profit organizations (Kotler, 2003).

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

Following are the tools being used for sales promotion (Agrawal, 2001).

#### **Consumer promotion**

- ) Free samples
- ) Coupons
- ) Rebates

- ) Premium / gifts
- ) Price off
- ) Contests / prizes
- ) Display/demonstrations

### **Trade promotion**

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

### **Sales force promotion**

- ) Sales contest
- ) Trade shows/conventions
- ) Gift items
- ) Promotional kits
- ) Bonus and commission

### **e. Publicity**

Publicity always refers to programs designed to promote a company's good will and products. Nowadays it is handling as a separate department from a marketing department in a firm.

The first ethical issue is the advocacy. Advertising, by its very nature, try to persuade its audience to do something. As a result, it is not objective or neutral, which disturbs critics who think it should be. Most people, however, are aware the advertising try to sell something, whether



it is a product, a service , or an idea. (The Nepalese Management Review, 2006).

Publicity is communication in news story from about the organization and its product that it transmitted through the mass media. It is achieved through the publication of a feature, article a captioned photograph and press conference (Koirala, 1999).

Following are the tools of publicity:

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

### **2.13 Place : Meaning and Concept**

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

A good marketing manager always thinks of an effective channel and physical distribution system for the smooth flow of the goods at the right time at the right place and to the right person or market (Agrawal, 2001). Acording to Agrawal, components of place mix consist of :

- ) Channels: They can be direct or middleman consisting of wholesales, retailer etc.
- ) Physical distribution activities consisting of:
  - (i) Order processing : Receiving, handling, filling orders.

- (ii) Ware housing: Storage facility until the product in Bold.
- (iii) Material handling : Movements of products.
- (iv) Inventory management: Control of costs and level of inventory.
- (v) Transportation : Carrier type and mode of transport (Agrawal, 2001).

### **2.13.1 Channels Structure Decisions**

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

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

Business is the procedure which transfer goods and services from producer to consumer, for what purpose different types of channels are involved in the distribution activities. Business can be defined as human and legal activity done for the purpose of profit. Businessman gets profits instead of the risk management. Nowadays, we can find out different scale business, out of them large and medium types of business are in rural areas. This sector of economy is helping to solve the problem of disguised unemployment, even in small number (Paudel and Paudel, 2001).

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

- ) Customers
- ) Distribution objectives
- ) Channel constraints.

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

### 2.13.2 Channel Design for Consumer Product

Marketing linkage is the most important in the economic linkage. Since the distribution of good and services takes place within a settlement system, marketing is considered as a part of the total package services. The marketing system is the reflection of economic system in a particular region. The marketing linkage involves the flow of goods from production to final consumption through different marketing channels (Pradhan, 2003).

There are four design alternative for the distribution of consumer goods, ranking from a zero level to level three. The four designs have been presented in the given figure below.

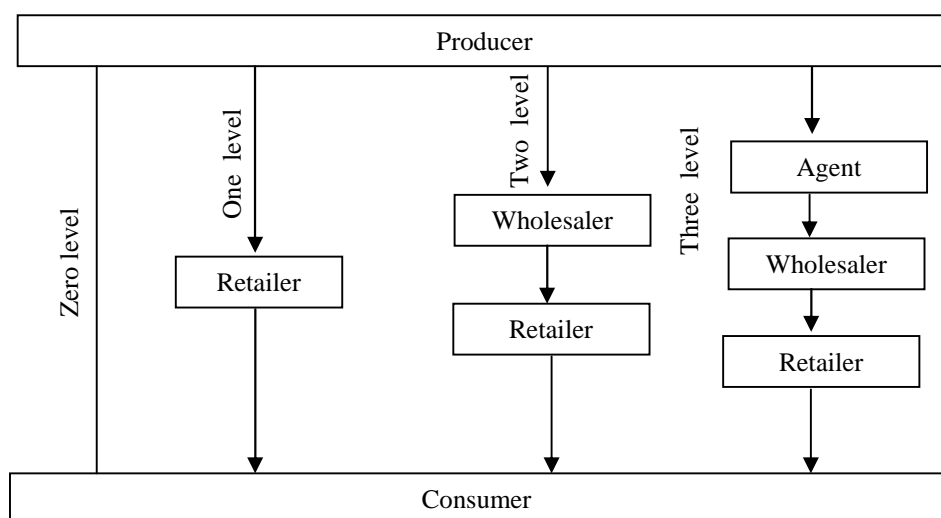


Figure No. 2.2 : Channel Design for Consumer Products

## **2.14 History of Toothpaste in Nepal**

Beginning from the hunting era people were not in the habit of cleaning their teeth. But gradually with the various other developments people used local for cleaning their teeth and neem stick slowly. After sometime various companies were established for the production of Toothpaste.

The production and sales of Toothpaste in Nepal started in 1980 A.D., with the establishment of Nepal tooth product. The company started its marketing activities with the production and sales of "Everest" brand Toothpaste. Everest Toothpaste won gold medal in 1982 and 1983 A.D. The Brighter industry is the second Toothpaste company, which produces "Brighter" Toothpaste was established in 2042 B.S. in Thimi, Bhaktapur.

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

## **2.15 An Introduction - Nepal Lever Limited**

Nepal Lever Limited is established in Nepal in the year 1992 according to company registration act of Nepal. After established this company, it started to install it plant. It took two years time to start its operation. This company has started its first venture launching two products in the market which were "Wheel detergent" and "Vim Bar" from the year 1994. This company is a part of United Lever Ltd., which is a multinational company. This company has not its branch only Nepal and India but also in Malaysia and Indonesia. Nepal Lever Limited is a subsidiary of Hindustan Levers (a part of United Lever Ltd.), which is in

India. This company aims is to be one of the main companies in Nepal for fast moving consumer goods to people benefit. This company has twenty different products now. In the initial stage of operation this company has not a separate marketing department. This company only started its separated marketing department after the heavy initiation.

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

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

The promotional activities which is adopting by close up are these which are below:

### **1. Media**

NLL is using different media likes:

Space: Newspaper, Magazine

Time: Radio/FM

### **2. Direct Marketing**

NLL is doing direct marketing using following materials:

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

### 3. Outdoor

- ) Kathmandu
- ) Highway
- ) Big Budding
- ) High bridge

#### **2.17 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.

##### **2.17.1 Keshav Raj Khannal, "The Study of Market Situation of Toothpaste" Pepsodent 2002**

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

- a. In Nepalese context, the market of Toothpaste is increasing
- b. Most consumers are loyal to the specific brands.
- c. More than 50% consumers prefer quality in Toothpaste rather than price.

- d. An effective promotional activity ensures the increment of sales in the Toothpaste marketing.

### **2.17.2 Shree Chandra Bhatta, "Sales Promotion and It's Effect on Sales: A Case Study of Beer Market of Nepal" 1998**

The main objective of the study was to find out if the sales promotion does impact on sales of Beer, to find out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales promotion to evaluate the effectiveness of sales promotional activities in the sales of beers in Nepal and to predict the sales of coming years if every factors remain same. Thus, this study specially deals with the most recent and widely used methods of promotion and its impact on product.

### **2.17.3 Kishwar Raj Aryal, "A Study of Market Share of Colgate in Comparison with Other Brand" 2002**

According to his study, the sales promotion works as a starter to the Toothpaste users. People who are not to educated, are not loyal towards any particular brand. Due to this, the sales promotion, advertisement easily attracts attention of those Toothpaste users and as result the sales of that particular Toothpaste will increase. The sales promotion is very powerful, which can easily boost the sales.

The major objectives of his study are as follows:-

1. To identify buying behavior of Toothpaste.
2. To find out the popular media of advertisement for Toothpaste, this can easily attract the potential consumers on each brand of companies.

3. To identify the market share of Colgate Toothpaste in comparison with other brands.

#### **2.17.4 Narayan Poudel, "A Study of Toothpaste Marketing in Kathmandu" with Reference of Close-up, 2009**

The main objectives of the study what is the sales position of Toothpaste and what is it's market share in the market to comparison with the other brands. What is the consumers perception to the close up and with other brands about price quality, pack. In the study we also measures its advertising perception of consumers what they received from the market and in the sales which types of distribution channel is using also described.

The main objectives of this study are as follows:

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



## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

Research methodology chapter describes the approach, materials and procedures use on the study.

#### **3.1 Research Design**

This study has based on descriptive research design and will describe the market situation of 'close-up' in Chitwan. The survey research approach has been adopted for this study. This study has been based on primary data and if needed secondary also used .

#### **3.2 Population and Sample**

The population of the study has the entire number of people using close up. In this content above started population is too large and not possible to include the total population in the study. Therefore out of total population only 125 consumers and 35 retail shop are selected for this study. In this way, the sample size is small in comparison with total population, enough efforts has been made to prepare the sample qualitative of the whole population.

**Table No. 3.1**  
**Samples of Retail Outlets**

Area	Sample size of shop
Shivanagar	5
Gitanagar	4
Jagatpur	4
Bharatpur	5
Narayangardh	6
Tandi	3
Parsa	4
Birendranagar	4
Total	35

### **3.3 Sources of Data**

The primary data has been used to analyze the market situation of close up. This study has included respondents representing different professions, age group, areas and educational backgrounds from different places of Chitwan.

### **3.4 Data Collection Instruments**

The suitable questionnaire has been develop and respondents has requested to fill the questionnaires continuing 17 questions and 15 to retail outlets. While distributing the questionnaires the researcher personally visit to the respondent's one by one and follow the same process for gathering information. They has classified and tabulated for analysis and conclusion after collecting the completed questionnaires. If

some respondents are unable to fulfill the questionnaire at that situation has filled with the help of their oral answers during the time of research. The questionnaires distribute to the consumers and businessman has surveyed through the interviews.

### **3.5 Data Analysis and Tools**

This study has used descriptive statistical tools to find out the appropriate outcomes as per designed objectives of the present study. This present research has used mix of statistical tools which are table, diagrams and pie-chart according to necessary to research data.

## CHAPTER - IV

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Data Presentation and Interpretation

In this research work before going to field in Chitwan a set of questionnaire where there are including 17 questions were ready for obtain primary data from the related respondents. During the period these questionnaire were randomly distributed to the related respondents and respondents were representative of different area of Chitwan. Among these questionnaire some were distributed and collected by personal contact and some were distributed and collected through visit to their office campus, shops and house.

After collected of data, in the table, bar graph and pie chart have been presented for the required information of the study.

#### 4.2 Consumer's View

In this research, among the distributed 125 questionnaires all 125 were returned from the respondents therefore, the respondents were 100% which are presented below in the table 4.1.

**Table No. 4.1**  
**Age of the Consumers**

Age group	No. of respondents	Percent
Below 21 years	14	11
21-29 years	62	50
30-39 years	34	27
40-49 years	13	10
50 yrs above	2	2
Total	125	100

Source: Field Survey, 2011.

Analyze above data 11 percent were below 21 years, 50 percent were 21-29 years, 27 percent were 30-39 years, 10 percent were 40-49 years, and 2 percent were 50 year above. It shows that most of the respondent were young group.

**Table No. 4.2**  
**Occupation of the Consumers**

Occupation	No. of respondents	Percent
Student	58	46
Service	47	38
Housewife	20	16
Total	125	100

Source: Field Survey, 2011.

Analyze of occupational wise were 46 percent were student, 38 percent were service holder and 16 percent were house wife. This indicate that most of the respondent were students.

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

Qualification	SLC	Certificate	Graduate	Post Graduate	Total
Respondent	30	50	34	11	125
Percent	24	40	27	9	100

Source: Field Survey, 2011.

In the qualification sector 24, 40, 27 and 9 percent were SLC, certificate, graduate and post graduate respectively. It indicates that all the respondents were educated.

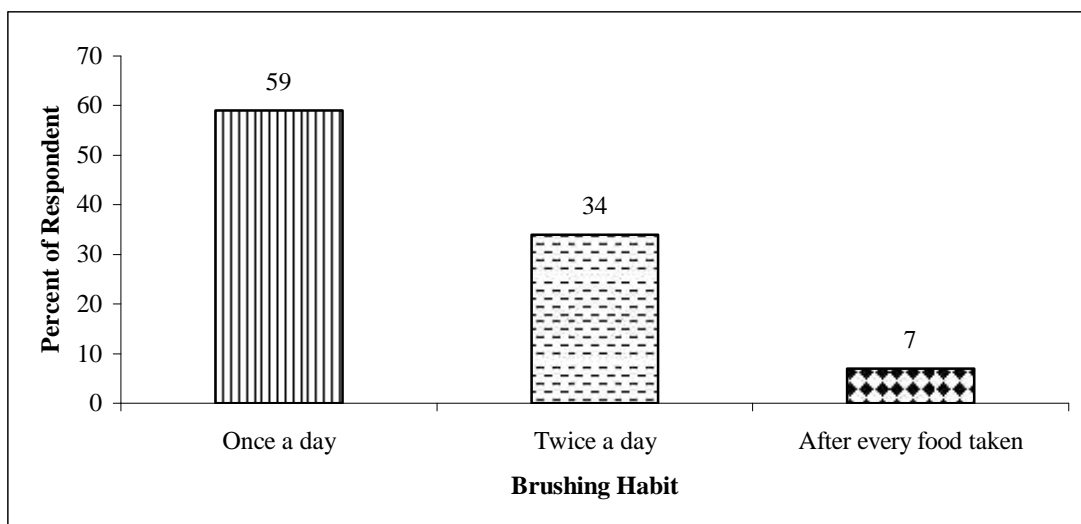
**Table No. 4.4**  
**Brushing Habit of the Respondents**

Brushing Habit	No. of respondents	Percent
Once a day	74	59
Twice a day	42	34
After every food taken	9	7
Total	125	100

Source: Field Survey, 2011.

From the above table, we can say that 59 percent of respondent are brushing their teeth once a day. Similarly, 34 percent and 7 percent are brushing their teeth twice a day and after every food taken in Chitwan. Most of the respondents i.e. 59 percent are brushing teeth once a day. It is also clarify in the below figure

**Figure No. 4.1**  
**Brushing Habit of the Respondents**



In the figure, this clarify that 59 percent of respondents brushing their teeth once a day. 34 percent and 7 percent brushing their teeth twice a day and after every food taken respectively in Chitwan

**Table No. 4.5**  
**Male and Female**

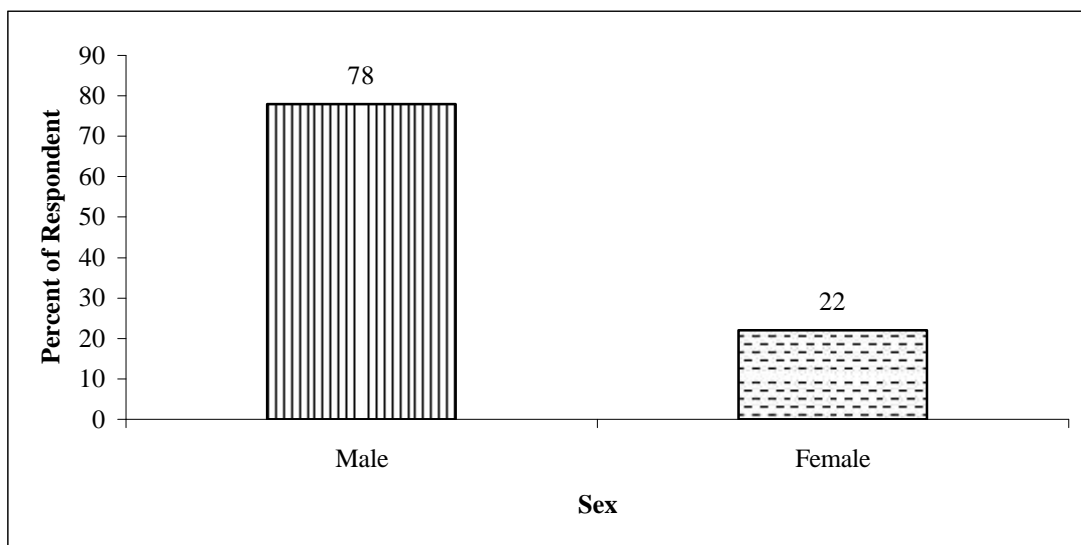
Sex	Male	Female	Total
Respondent	98	27	125
Percent	78	22	100

Source: Field Survey, 2011.

The above data shows that 78 percent of respondent were male and 22 percent were female.

**Figure No. 4.2**

**Male and Female No. of Respondent**



Above figure also shows the percentage of male and female of respondent which is 78 percent and 22 percent male and female respectively

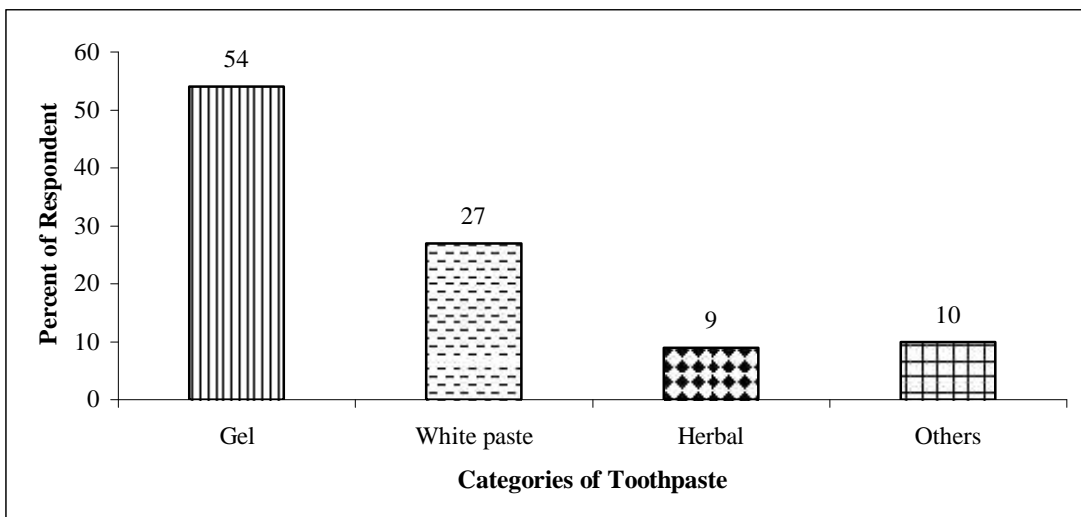
**Table No. 4.6**  
**Preference of Categories of Toothpaste**

Category	No. of respondents	Percent
Gel	68	54
White paste	34	27
Herbal	11	9
Others	12	10
Total	125	100

Source: Field Survey, 2011.

The above table shows that 54 percent, 27 percent, 9 percent and 10 percent of the respondents preferred gel, white paste, herbal and others respectively. It also indicates that maximum no. of respondents preferred gel and white paste among the different category.

**Figure No. 4.3**  
**Preference of Categories of Toothpaste**





**Table No. 4.7**

**Preference of Toothpaste among Toothpaste Varieties**

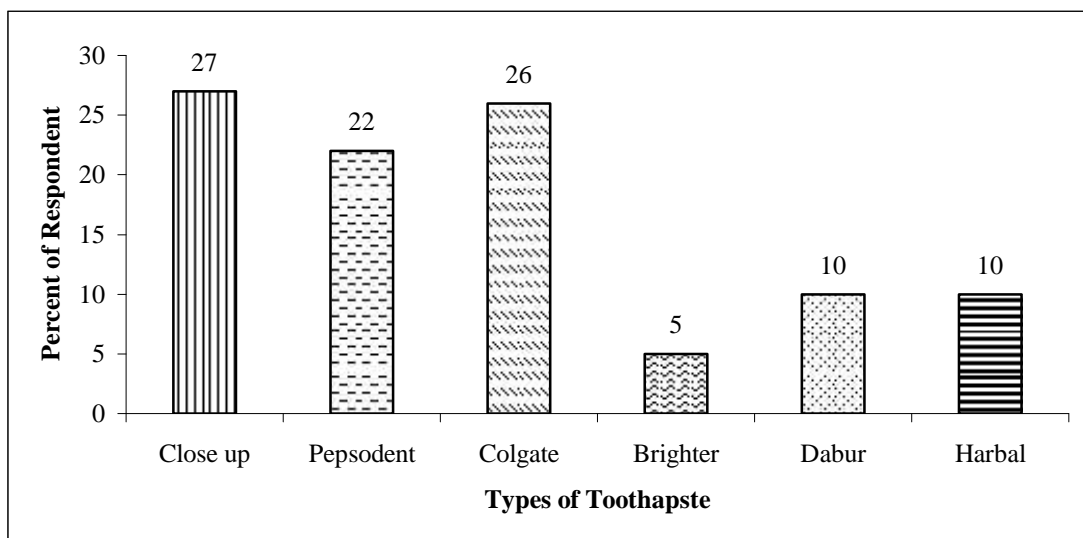
Name	Close up	Pepsodent	Colgate	Brighter	Dabur	Harbal	Total
Respondents	34	28	32	6	13	12	125
Percentage	27	22	26	5	10	10	100

Source: Field Survey, 2011.

This table shows that 27 percent, 22 percent, 26 percent, 5 percent, 10 percent and 10 percent of respondent preferred close up, Pepsodent, Colgate, Brighter, Dabur and herbal respectively. It indicated that maximum number of respondents preferred close up in Chitwan. Table shows that there is competition between Close up, Pepsodent and Colgate But in currnet Close up is in top. The table also shows

**Figure No. 4.4**

**Preference of Toothpaste among Toothpaste Varieties**

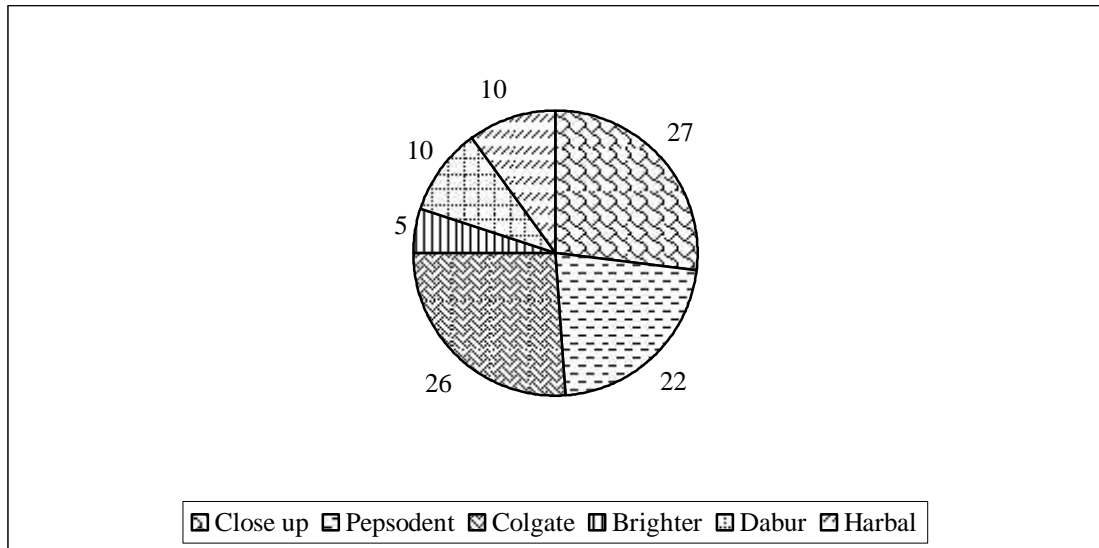


By analyze the figure shows that close up is higher position. Colgate in 2<sup>nd</sup>, Pepsodent in 3<sup>rd</sup>. It indicate that the market of the close up

is higher than other brands. This is challenge to secure this market in the long term for close up.

**Figure No. 4.5**

**Preference of Toothpaste among Toothpaste Varieties**



Pie is also showing that Close up is preferred by higher number of consumer then other brands.

**Table No. 4.8**

**Consumer's Priority While Buying Toothpaste**

Priority variable	No. of respondents	Percent
Taste	23	18
Price	47	38
Brand	19	15
Quality	36	29
Total	125	100

Source: Field Survey, 2011.

The above table shows that consumer consider 18, 38, 15 and 29 percent to the price, brand and quality respectively. It shows that maximum no. of respondent consider for price factor than others.

**Table No. 4.9**  
**Person Involved in Decision to By a Particular Brand**

Decision making	No. of respondents	Percent
Father	36	29
Mother	14	11
Sister	6	5
Brother	6	5
Yourself	58	46
Friends	5	4
Total	125	100

Source: Field Survey, 2011.

The above table shows that maximum number of respondents make their own decision This indicates that 29, 11, 5, 5, 46 and 4 percent of the respondent were decided by father, mother, sister, brother, yourself and friends respectively. It indicates that maximum no. of respondent were strong to their decision and have their decision power for buying Toothpaste.

**Table No. 4.10**  
**Reasons for not Preferred Close Up**

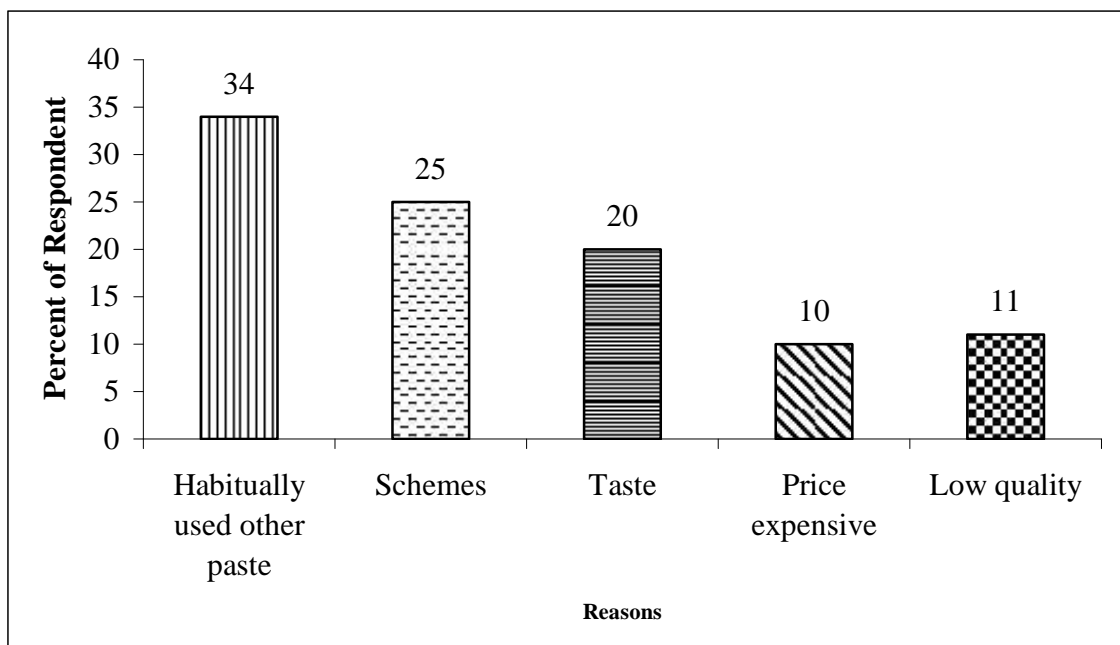
Reasons	Habitually used other paste	Schemes	Taste	Price expensive	Low quality	Total
No. of respondents	43	31	25	12	14	125
Percentage	34	25	20	10	11	100

Source: Field Survey, 2011.

The above data shows that higher no. of non users close-up not preferred close up because they were using other paste habitually. It also explained that 34 percent of respondent not preferred close up and use other brands. 31 percent, 25 percent, 12 percent and 14 percent of respondent use other tooth paste because of schemes taste, price expensive and low quality of close of respectively.

**Figure No. 4.6**

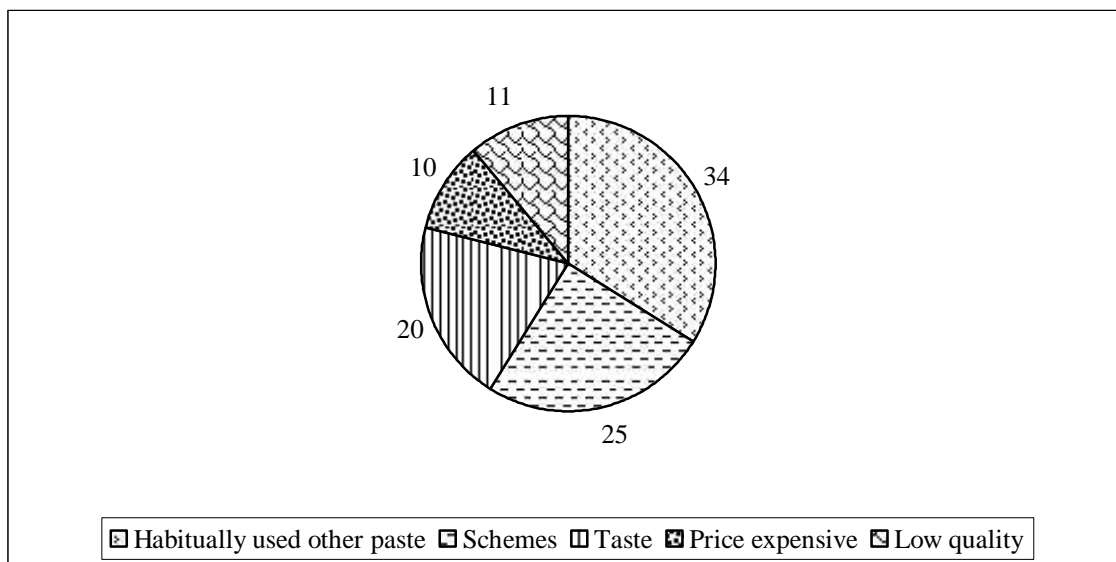
**Reasons for not Preferred Close Up**



Above figure also shows that the most of the consumers who do not using close up and using habitually other Toothpaste.

**Figure No. 4.7**

**Reasons for not Preferred Close Up**



The above pie chart also indicates that the higher number of non user close up.

**Table No. 4.11**

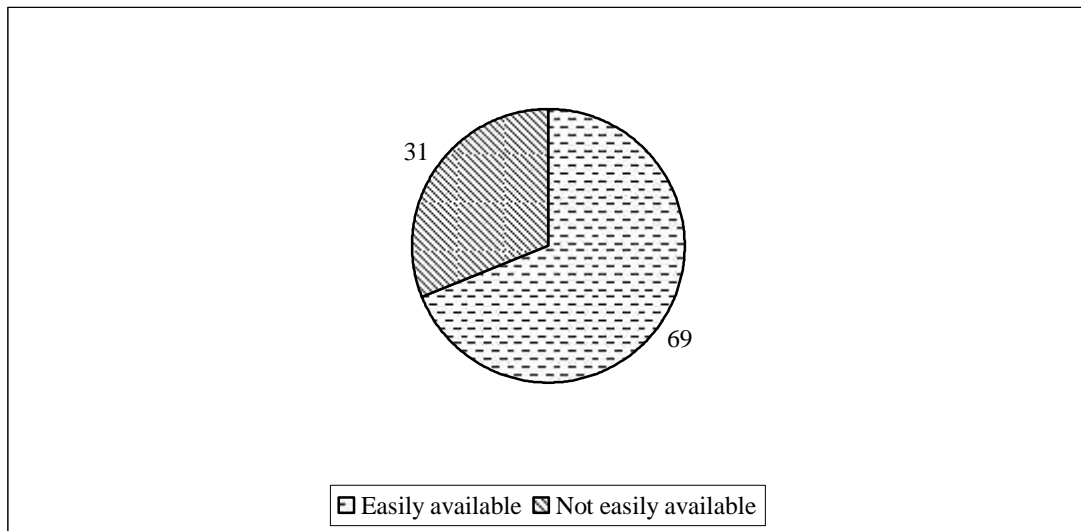
**Availability of Close up**

Availability	No. of respondents	Percent
Easily available	86	69
Not easily available	39	31
Total	125	100

Source: Field Survey, 2011.

Analyzing the above table it was found that sixty nine percent of the respondent telling that there is easily available close up in the market and thirty one percent said that there is not easily available close up in the market. It also proved that there is good availability of NLL product close up in the market than other brands.

**Figure no. 4.8**  
**Availability of Close up**



By analysis the pie chart this is found that the product of NLL close up is easily available in the market of Chitwan. It's access of availability in the market of Chitwan is in the better condition.

**Table No. 4.12**  
**Improvement Aspect for Better Use of Close-up**

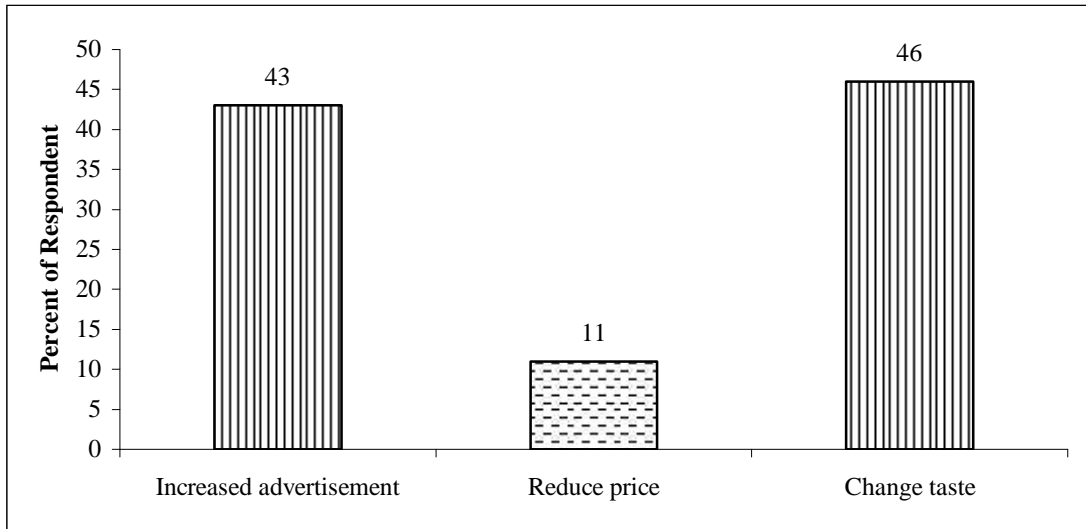
Aspect should improve	No. of respondents	Percent
Increased advertisement	54	43
Reduce price	14	11
Change taste	57	46
Total	125	100

Source: Field Survey, 2011.

The above table shows that the higher number of respondents suggested that i.e. 46 percent change taste is the main aspect to be improved for close up. Forty three percent suggested that increase advertisement and 11 percent suggested reduce price is the better criteria for improvement.

**Figure No. 4.9**

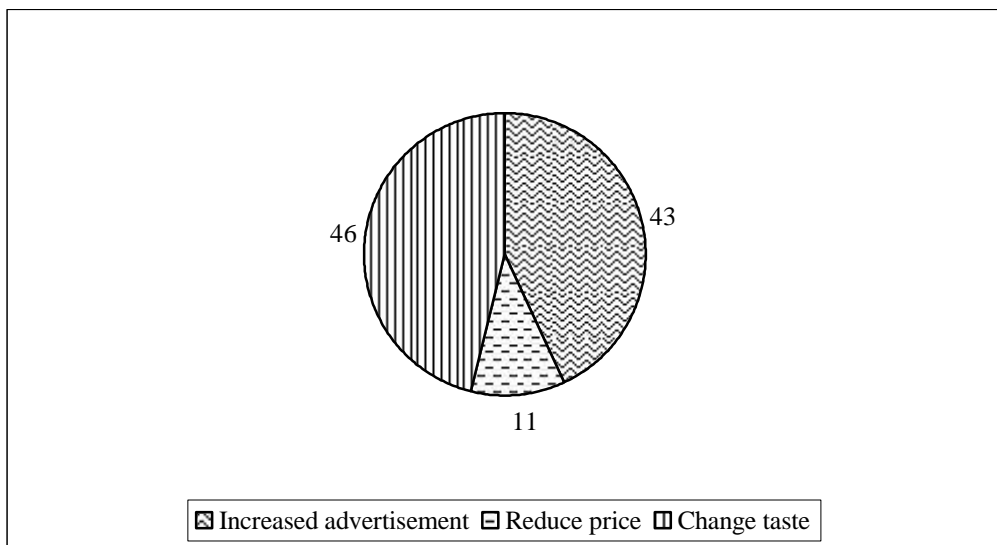
**Improvement Aspect for Better Use of Close-up**



The above figure shows that higher no. of respondent want for change taste of close up for betterment. It also indicates that 43 percent and 11 percent suggested for increased advertisement and reduce price respectively for improvement of NLL product close up.

**Figure No. 4.10**

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



**Table No. 4.13**

**How much do you Believe in Advertising**

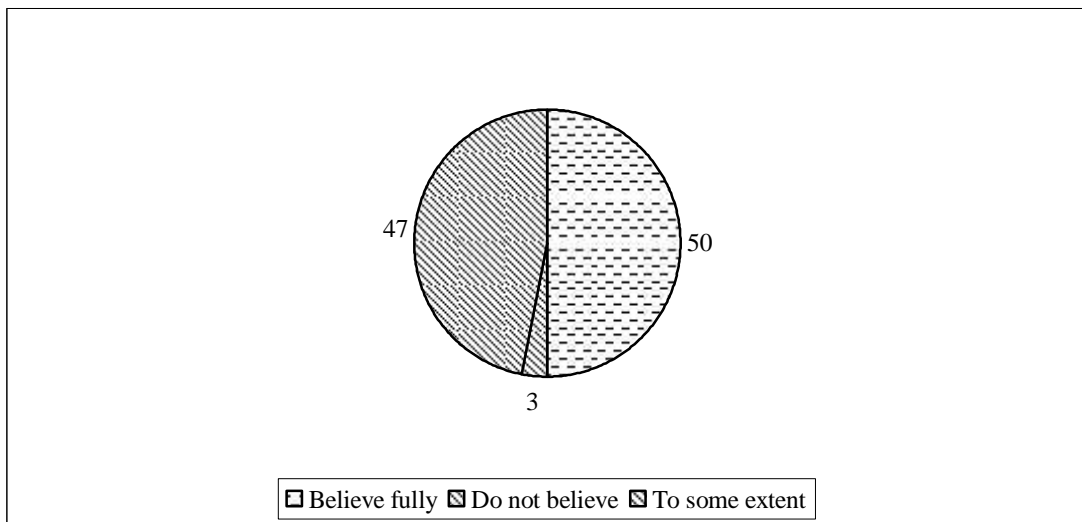
Response	No. of respondents	Percent
Believe fully	63	50
Do not believe	4	3
To some extent	58	47
Total	125	100

Source: Field Survey, 2011.

The above table shows that most of the respondent i.e. 50 percent believe fully in advertising. They said that some advertising are believable and some are not. It also shows that 47 percent were believe to some extent in advertising and 3 percent do not believe in advertising.

**Figure No. 4.11**

**How much do you Believe in Advertising**



This pie chart also indicates that 47 percent of respondent believe in advertising to some extent.



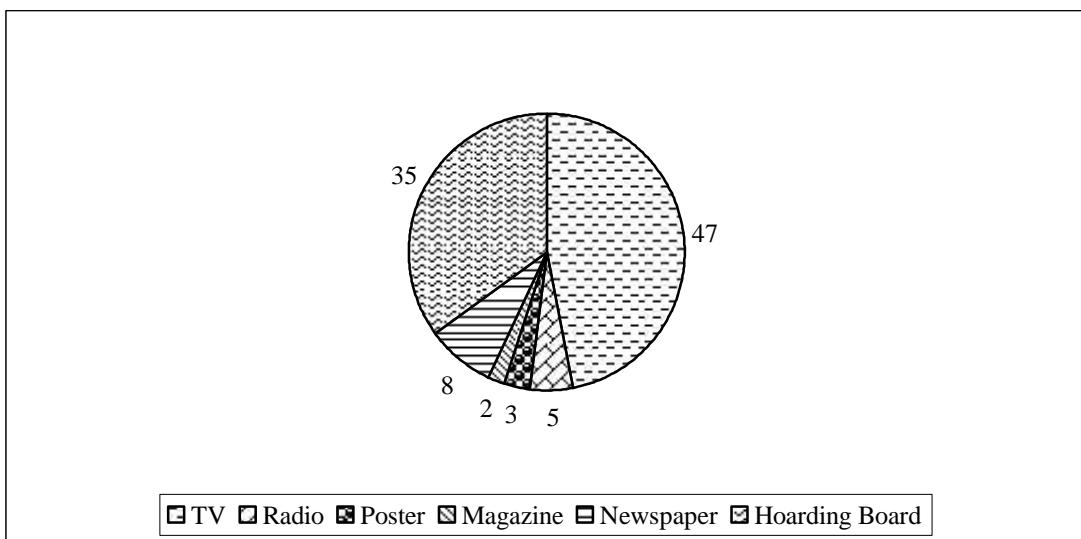
**Table No. 4.14**  
**Media of Seen Advertising**

Media	No. of respondents	Percent
TV	58	47
Radio	6	5
Poster	4	3
Magazine	3	2
Newspaper	10	8
Hoarding Board	44	35
Total	125	100

Source: Field Survey, 2011.

The above table shows that 47 percent of respondent have been advertising in TV which is higher number. Five percent, 3 percent, 2 percent, 8 percent and 35 percent have seen advertising in radio, poster, magazine, newspaper and hoarding board respectively.

**Figure No. 4.12**  
**Media of Seen Advertising**



This pie also shows the effectiveness of media seen advertising by the respondents.

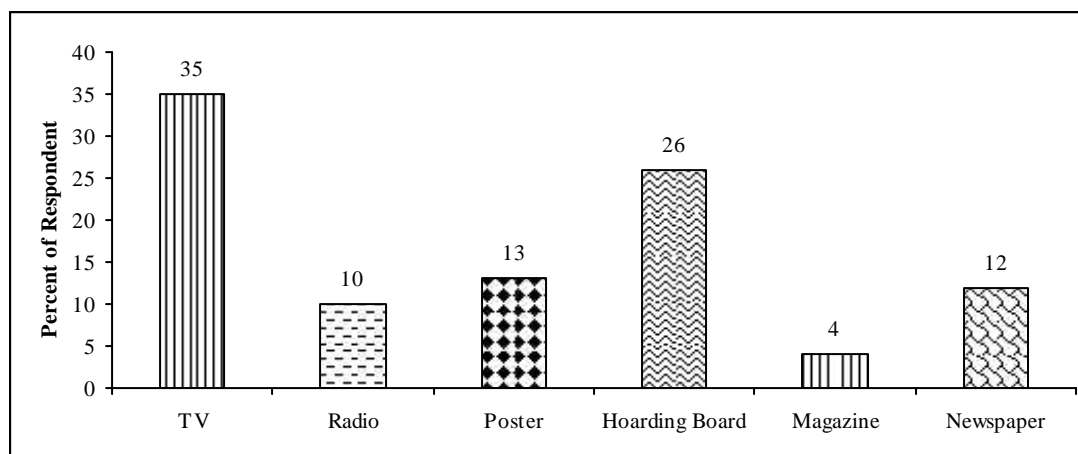
**Table No. 4.15**  
**Effective Media for Advertisement**

Media	No. of respondents	Percent
TV	44	35
Radio	13	10
Poster	16	13
Hoarding Board	32	26
Magazine	5	4
Newspaper	15	12
Total	125	100

Source: Field Survey, 2011.

From the above table clearly shows that the higher number of respondent i.e. 35 percent said that TV is the most effective media for advertisement. Other respondents view is that 10, 13, 26, 4, 12 percent is radio, poster, hoarding board, magazine and newspaper is effective for advertisement respectively. This data's view is that television and hoarding board is the most effective media for advertisement.

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



By analyzing the above figure, this is clarify that television is the most effective media and hoarding board in the second position for advertisement

**Table No. 4.16**

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

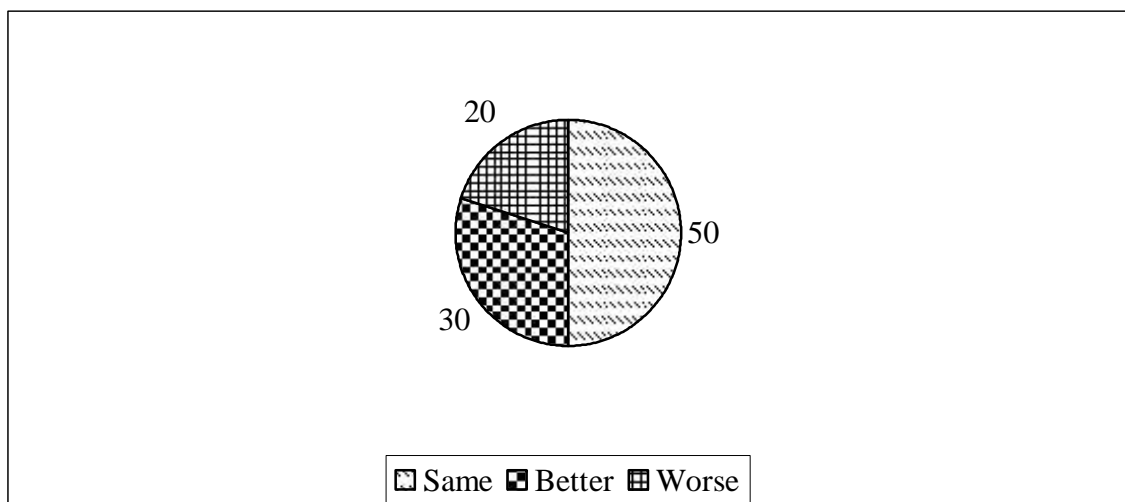
Comparison	No. of respondents	Percent
Same	62	50
Better	37	30
Worse	26	20
Total	125	100

Source: Field Survey, 2011.

The above table shows that most of the respondent said that adertisement of close up and pepsondent is same i.e. 50 percent. Other 30 percent said that advertisement of close up is better than Pepsodent and 20 percent said that advertisement of close up is worse than pepsondent.

**Figure No. 4.14**

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



The above pie chart also clarify the higher number of respondent i.e. 50% said that the advertisement of close up is same to advertisement of Pepsodent. So, we conclude that the advertisement of close up and Pepsodent is same and other 30 percent and 20 percent said advertisement of close up is better than Pepsodent and worse than Pepsodent respectively.

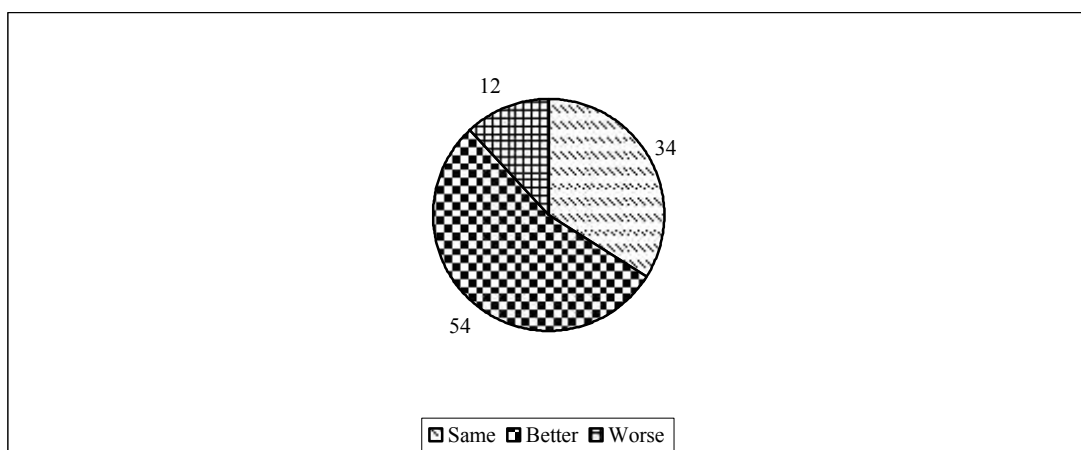
**Table No. 4.17**  
**Composition of advertisement of close up with Dabur**

Comparison	No. of respondents	Percent
Same	42	34
Better	68	54
Worse	15	12
Total	125	100

Source: Field Survey, 2011.

Analyze the above data 34 percent of respondent said that the advertisement of close up is same to Dabur and 54 percent and 12 percent said that the advertisement of close up is better than Dabur and works than Dabur respectively. Finally we can concluded that 54 percent of consumers said the advertisement of close up is better in Chitwan.

**Figure No. 4.15**  
**Comparison of Advertisement of Close up with Dabur**



The above pie chart also represent that 54 percent of consumer view is close up's advertisement is better than Dabur and 34 percent and 12 percent is same and worse respectively with comparison to Dabur.

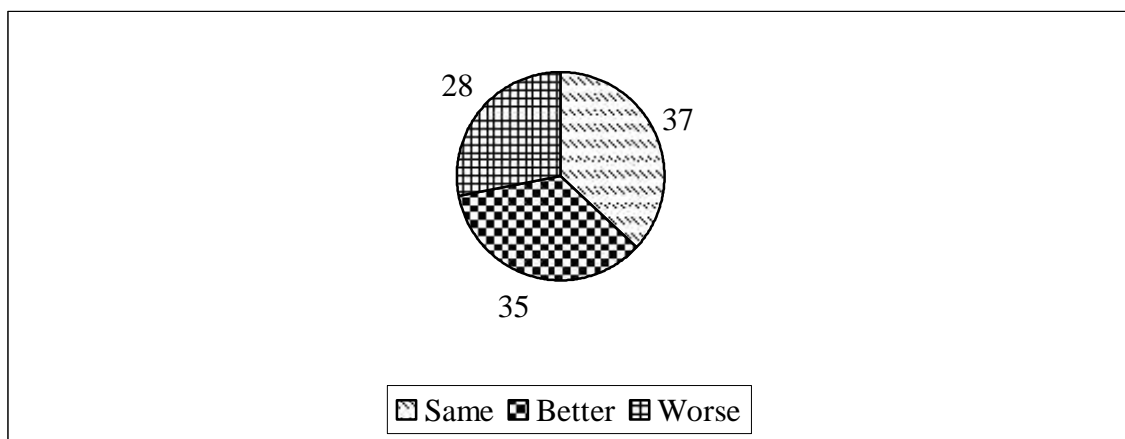
**Table No. 4.18**  
**Comparison of Advertisement of Close up with Colgate**

Comparison	No. of respondents	Percent
Same	46	37
Better	44	35
Worse	35	28
Total	125	100

Source: Field Survey, 2011.

The above table shows that 37 percent of respondent said the advertisement of close up is same to Colgate. Other 35 percent and 28 percent said that the advertisement of close up is better and worse respectively with comparison Colgate.

**Figure No. 4.16**  
**Comparison of Advertisement of Close up with Colgate**



The above pie chart also represent the 37 percent, 35 percent and 28 percent of advertisement which is some, better and worse respectively with comparison Colgate.

**Table No. 4.19**

**Attractiveness of T.V. Advertisement of Toothpaste**

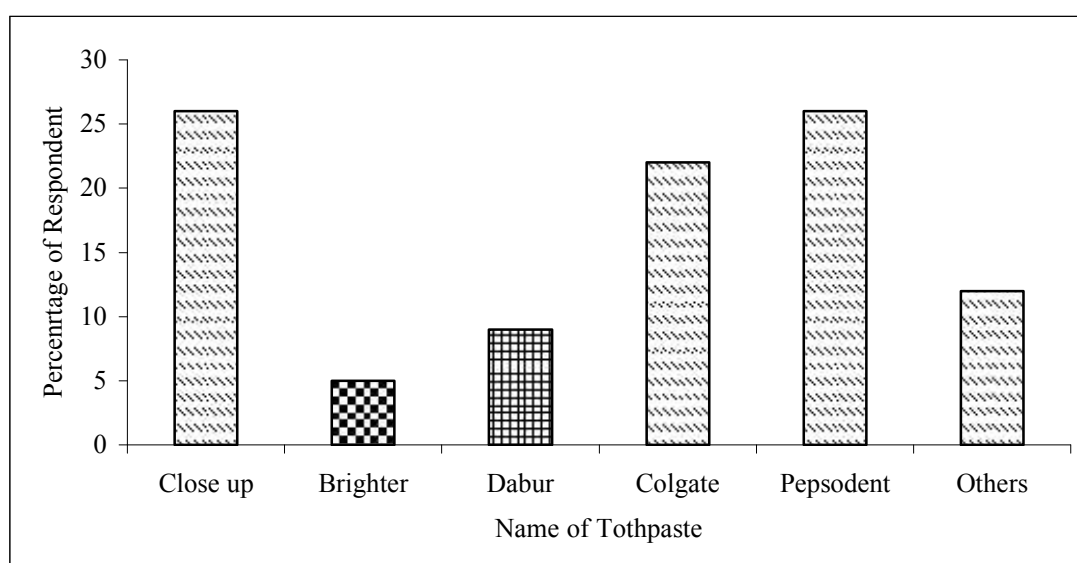
Name of Toothpaste	No. of respondents	Percent
Close up	32	26
Brighter	6	5
Dabur	11	9
Colgate	28	22
Pepsodent	33	26
Others	15	12
Total	125	100

Source: Field Survey, 2011.

The above table shows that the higher number of respondent 26 percent think close up has attractive advertisement on TV and Pepsodent has same percent of respondent. Colgate has 2<sup>nd</sup> and others has in 4<sup>d</sup> position. Dabur and Brighter has 4<sup>th</sup> and 5<sup>th</sup> position. The taste is also present in the below figure.

**Figure No. 4.17**

**Attractiveness of T.V. Advertisement of Toothpaste**



By analyzing the above figure we said that the advertisement of close up and Pepsodent has most attractive became higher no. of the respondent i.e. 26 percent like the advertisement close up and Pepsodent.

**Table No. 4.20**  
**Consumers view in Price for Different Brands**

Brand	Cheap		Expensive	
	No.	%	No.	%
Close up	88	70	37	30
Dabur	35	28	90	72
Colgate	73	58	52	42
Pepsodent	70	56	55	44
Brighter	84	67	41	33
Herbal	61	49	64	51

Source: Field Survey, 2011.

The above table shows that 70 percent respondent said price of close up is cheap and 30 percent said expensive. 28 percent respondent said prize of Dabur is cheap and 72 percent said expensive. 58 percent respondent said that price of Colgate is cheap and 42 percent said expensive. 56 percent respondent said that price of Pepsodent is cheap and 44 percent said expensive. In the case of Brighter 67 percent said price is cheap and 33 percent said expensive. At last 49 percent said price of herbal is cheap and 51 percent said expensive.

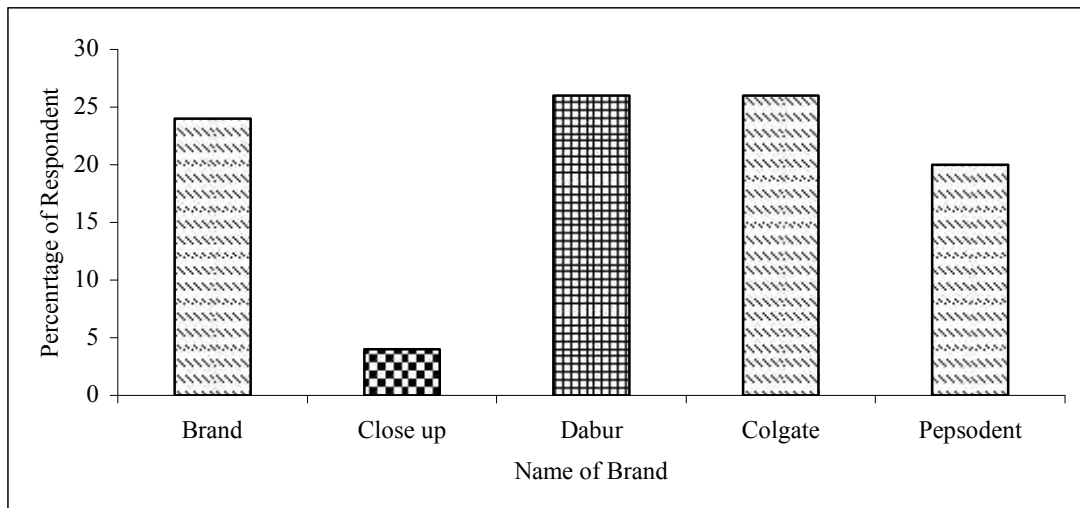
**Table No. 4.21**  
**Consumer's View in Quality for Different Brand**

Brand	No. of respondents	Percent
Close up	30	24
Brighter	6	4
Pepsondent	32	26
Colgate	32	26
Dabur	25	20
Total	125	100

Source: Field Survey, 2011.

In the above table we can said that 26 percent of respondent is better quality of Colgate and Pepsodent than others. 24 percent for close up, 20% of Dabur and 4 percent of Brighter are respectively.

**Figure No. 4.18**  
**Consumer's View in Quality for Different Brand**



### 4.3 Businessman's view

In this research there were 125 total population of consumers and 35 retail shops also surveyed .Respondents consumers were surveyed



through the questionnaires. Different types of consumers were requested to fulfill the questionnaires but shopkeepers were surveyed by myself personal interview and observations of their shops. In this way, researcher has collected primary data through with their answers and observation of retail market of Toothpaste.

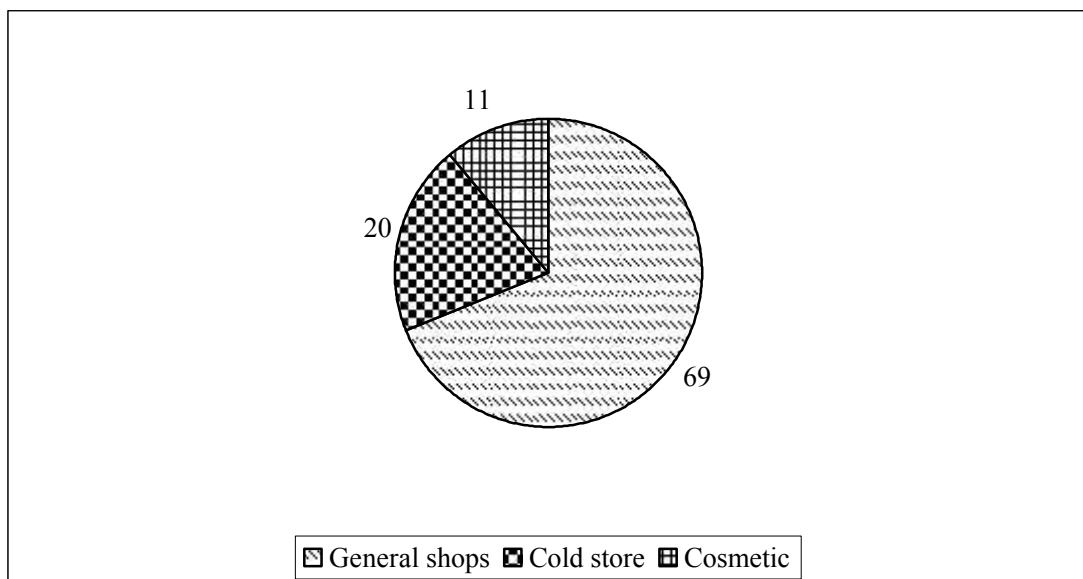
**Table No. 4.22**  
**Types of Shops**

Types of shops	No. of shops	Percent
General shops	24	69
Cold store	7	20
Cosmetic	4	11
Total	35	100

Source: Field Survey, 2011.

The above table shows that most of the research is centralized on general shops because most of the general shop are available and is our target also.

**Figure No. 4.19**  
**Types of Shops**



**Table No. 4.23**

**Stockwise Situation of Toothpaste in General Stores**

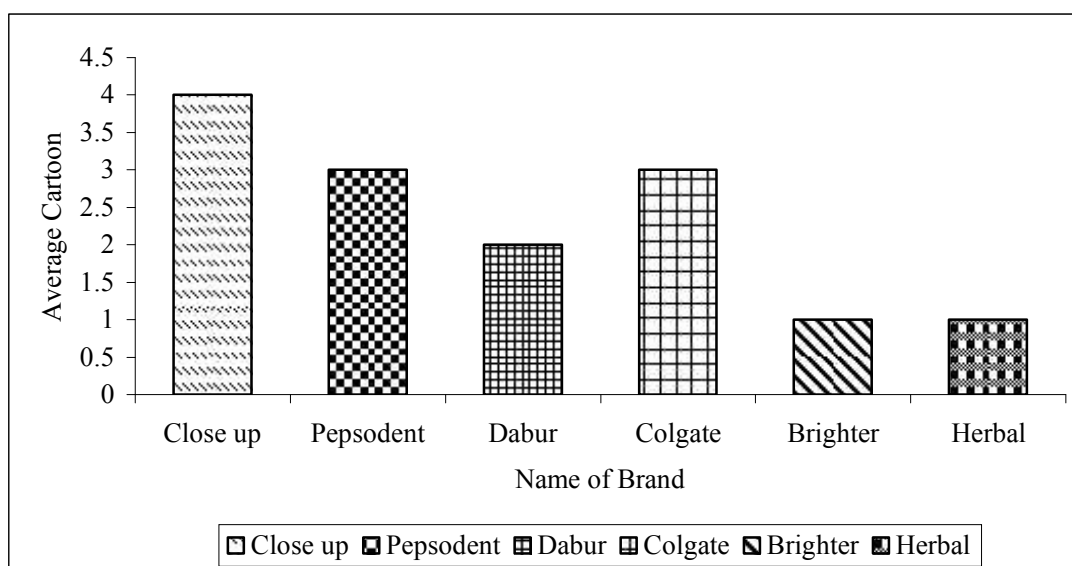
Brands	Store in Cartoon in average
Close up	4
Pepsodent	3
Dabur	2
Colgate	3
Brighter	1
Herbal	1

Source: Field Survey, 2011.

The above table shows that the stock wise position of close up is better than others in general stores i.e. 4 cartoon in average than other brand has 3 cartoon in average of Pepsodent

**Figure No. 4.20**

**Stockwise Situation of Toothpaste in General Stores**



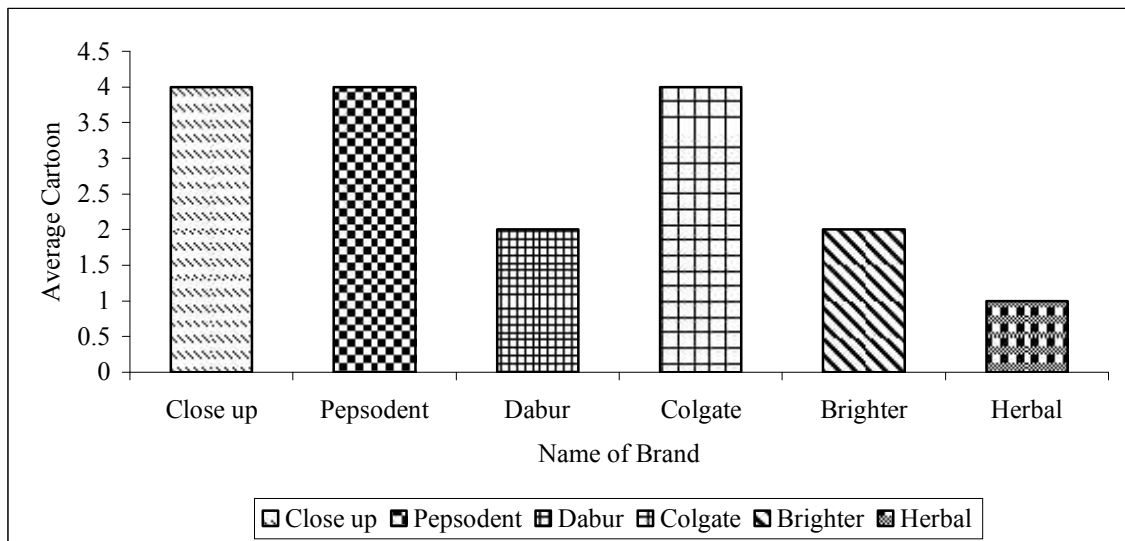
**Table No. 4.24**  
**Stockwise Toothpaste in Cold Stores**

Brands	Store in Cartoon in average
Close up	4
Pepsodent	4
Dabur	2
Colgate	4
Brighter	2
Herbal	1

Source: Field Survey, 2011.

By analysis of table the stockwise position of close up and Pepsodent that is 4 cartoon is better than others in cold stores in Chitwan.

**Figure No. 4.21**  
**Stockwise Toothpaste in Cold Stores**



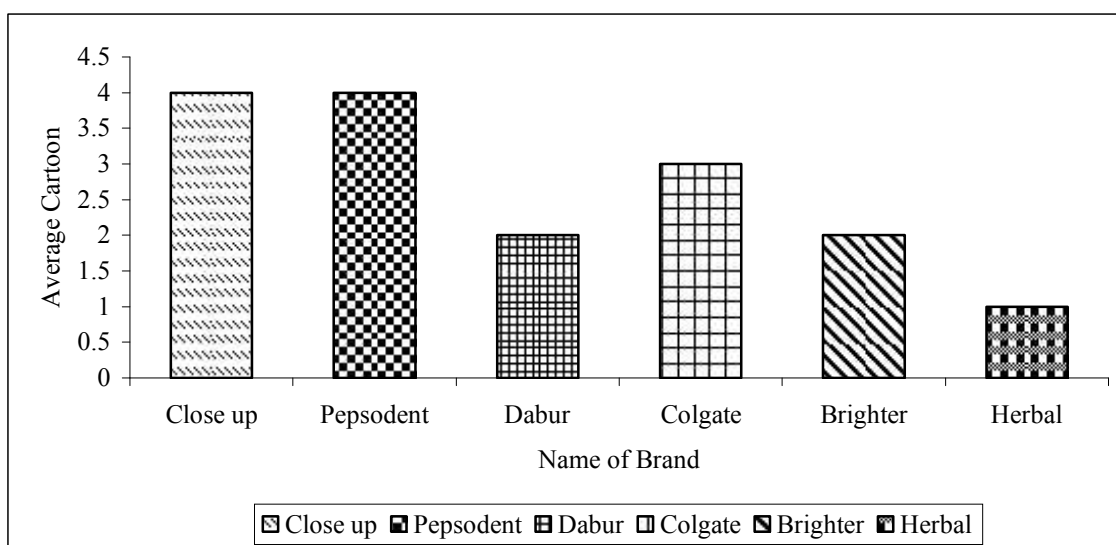
**Table No. 4.25**  
**Stockwise Toothpaste in Cosmetic**

Brands	Store in Cartoon in average
Close up	4
Pepsodent	4
Dabur	2
Colgate	3
Brighter	2
Herbal	1

Source: Field Survey, 2011.

By analysis of above table the stockwise position of close up and Pepsodent that is 4 cartoon in average is better than other in cosmetic shops of Chitwan. Dabur has 2 cartoon, Colgate 3, brighter 2 and herbal 1 cartoon in average

**Figure No. 4.22**  
**Stockwise Toothpaste in Cosmetics**



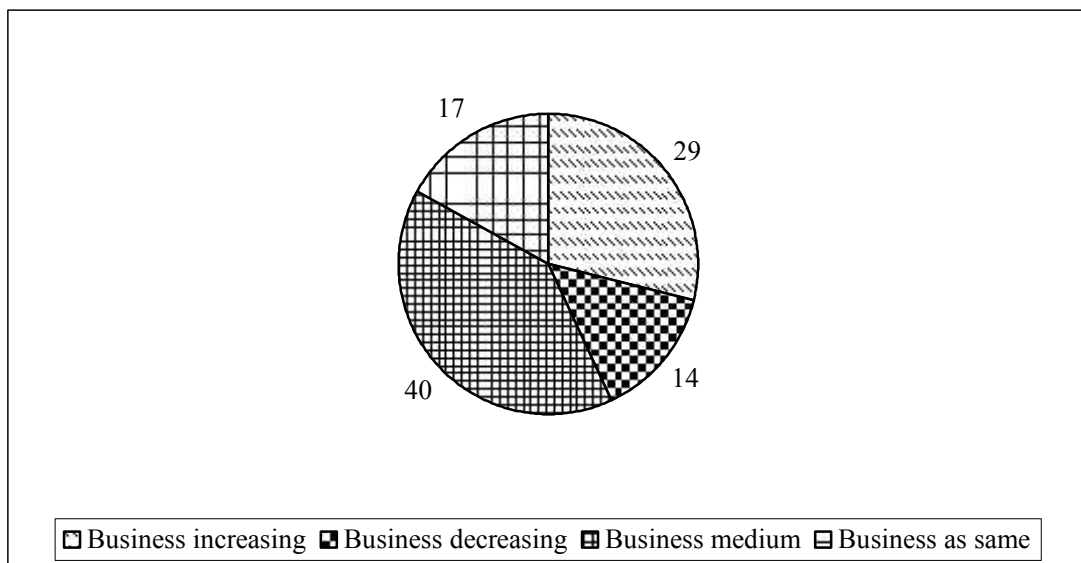
**Table No. 4.26**  
**Sales Growth of Close up**

Respondent	No. of respondents	Percentage
Business increasing	10	29
Business decreasing	5	14
Business medium	14	40
Business as same	6	17
Total	35	100

Source: Field Survey, 2011.

By the above table we said that the sales growth of close up is in increasing day by day according to businessman. 29 percent said saves in joining. 14 percent said is decreasing and 40 percent said is medium and 17 percent said is same. We conclude that most of the businessman i.e. 40 said the sales growth of close up is in medium condition. This is also shown in below pie chart.

**Figure No. 4.23**  
**Sales Growth of Close up**



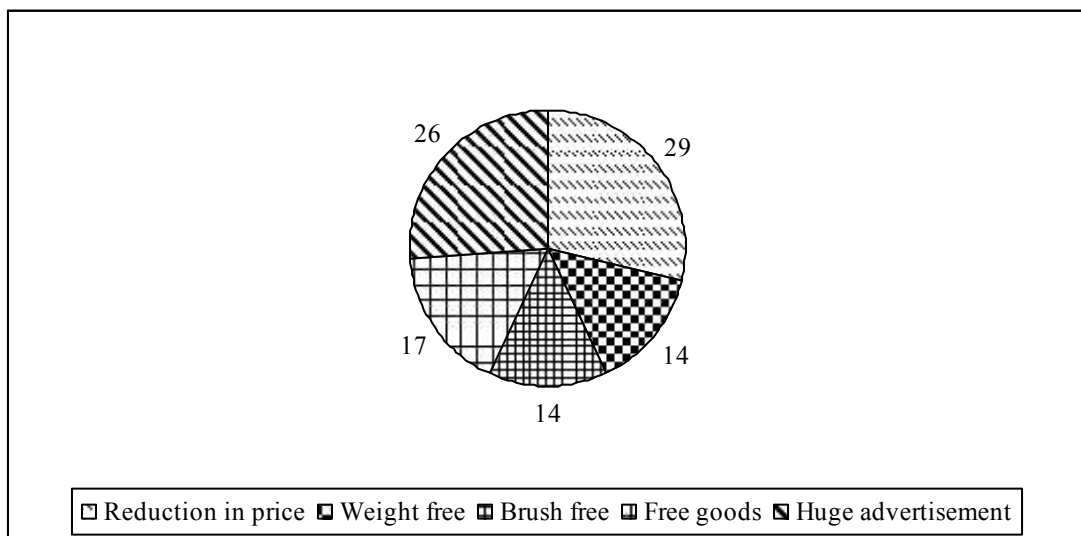
**Table No. 4.27**  
**Schemes Effective on Sales Promotion**

Schemes	No. of respondents	Percentage
Reduction in price	10	29
Weight free	5	14
Brush free	5	14
Free goods	6	17
Huge advertisement	9	26
Total	35	100

Source: Field Survey, 2011.

From the above table, we concluded that 29 percent of respondent view is reaction in price is the effective schemes in sales promotion. Then, 14, 14, 17 and 26 percent said that weight free, brush free, free good and huge advertisement is the effective schemes in sales promotion respectively. Large no. of percent 29 percent said reduction in price is better schemes for sales promotion.

**Figure No. 4.24**  
**Schemes Effective on Sales Promotion**



From the above figure also clarify the different schemes of sales promotion.

**Table No. 4.28**

**Toothpaste has Good Distribution Channel**

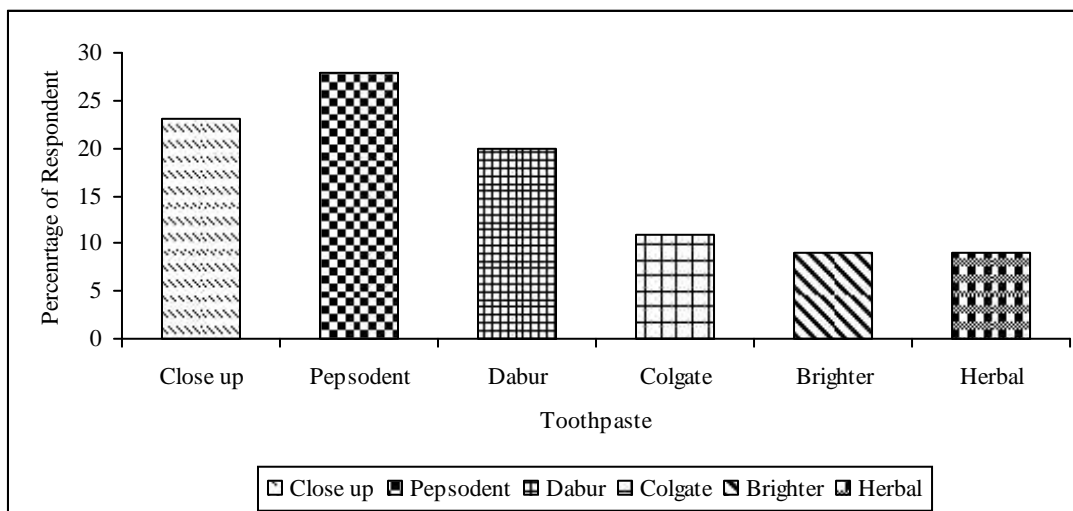
Brands	No. of respondents	Percentage
Close up	8	23
Pepsodent	10	28
Dabur	7	20
Colgate	4	11
Brighter	3	9
Herbal	3	9

Source: Field Survey, 2011.

The above table shows that the close up and pepsodent which are the product of NLL has good distribution channel. They have 23 percent and 28 percent of close up and Pepsodent respectively. Dabur has 20 percent, Colgate 11 percent and brighter and herbal have 9 percent of distribution channel is god. This is also presented in figure below.

**Figure No. 4.25**

**Toothpaste has Good Distribution Quality**



From the above figure which Toothpaste has good distribution quality i.e. of Pepsodent.

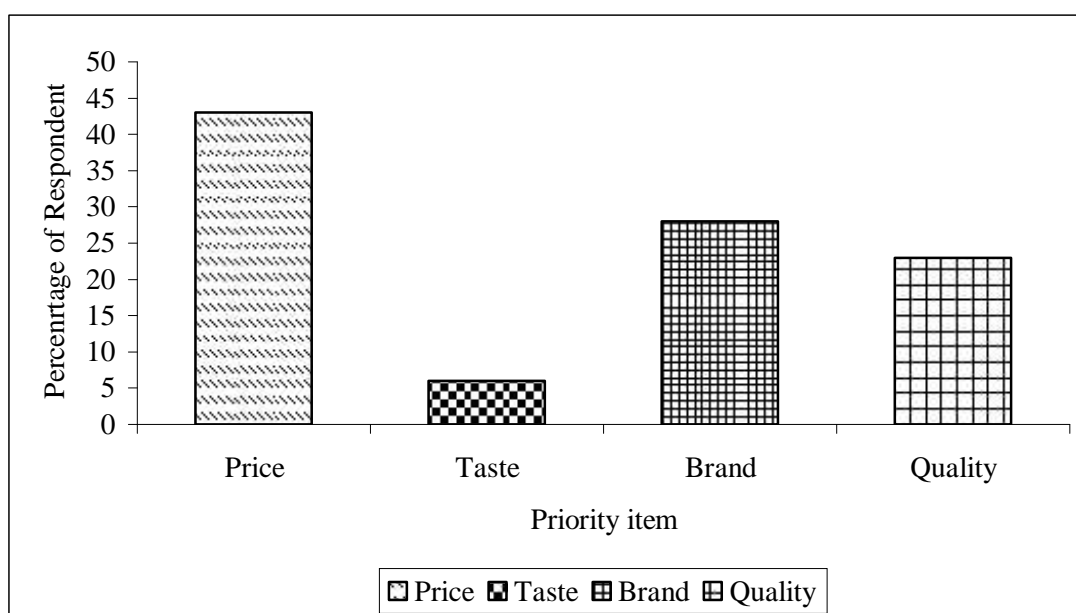
**Table No. 4.29**  
**Businessman's Priority in Business**

Priority item	No. of respondents	Percentage
Price	15	43
Taste	2	6
Brand	10	28
Quality	8	23
Total	35	100

Source: Field Survey, 2011.

To analyze the above data we concluded that businessman consider in business 43 percent at price means cheap price, 28 percent at brand, 23 percent at quality and 6 percent at test. We can said that they what to deliver goods to consumer at cheap price.

**Figure No. 4.26**  
**Businessman's Priority in Business**





In the above figure also we are going to indicate the symbol of price, taste, brand and quality of close up. It's view that businessman also like to cheap price of good for supply to the consumers.

#### **4.4 Major Findings**

Close up, Toothpaste is in the first position in Chitwan.

- ) Most of consumers give more preference to white paste and gel.
- ) Most of the consumers of closeup are the age of 21-29 years.
- ) Colgate and Pepsodent are the main competitive brand of close up in Chitwan.
- ) Close up is easily available in the market of Chitwan.
- ) Television is the most effective media for advertisement of close up.
- ) Stockwise close ups position is first in Chitwan.
- ) Most of the consumers buy close up in general shops in Chitwan.
- ) Distribution quality of close up is in 2<sup>nd</sup> position.
- ) Market of close up is higher than other brand in Chitwan.
- ) Price reduction is the main effective schemes for sales promotion.
- ) Close up is in 2<sup>nd</sup> position for quality. 50 percent consumers believed in advertising.
- ) Most of the respondents are student.
- ) Most of the consumers give focus on price than brand and quality.

# **CHAPTER - V**

## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Summary**

Now is the era of 21<sup>st</sup> century and marketing has gained the new directions. To reach in the present study marketing has passed through the different stages. Now is the period of societal marketing concept which aims is maximizing social welfare to satisfy social wants of people according to consumers preference and goods are produced and delivering in the community.

Nepal Lever Limited is a subsidiary of Hindustan Lever Limited is established in 1992 A.D. Many product produces from this company and close up is popular one. Since its establishment it has been success to retain in top position in the Nepalese market therefore it has popular brand in our society.

This research has conducted on the topic "A Study on Toothpaste Marketing of Close-up with Reference to Chitwan". In this research work there are specific objectives and to meet these objectives seventeen questions were prepared. This topic is vast from the research point of view. Specially marketing has 4Ps (product, promotion, price and place), so giving consideration for there 4ps. The study of close up which is the product of Nepal Lever Limited has been done in Chitwan. From this study, it is found that close up and Pepsodent brand which are the product of Nepal Lever Limited are covering most of the toothpaste market. The demand of close up is better in Chitwan in recent period. Close up has to make a good identify among various types of consumer in Nepalese

market. Close up is the branded name among consumers to their tongue. The close up company has used various types of advertisement media like, television, wall painting, F.M. radio, hoarding board, poster and newspaper through these sources of media it has become a branded name for customers

## **5.2 Conclusions**

In our country we are in the traditional nature of business and try to adopt for modern types of commercialize business. At the current period our industries are trying to take a big leap for adopt modern business and for this purpose we need more business expertise, business areas and modern management system. This is two modern marketing era and therefore many companies are adopting many marketing policies and strategies to modernize their business and satisfied the need and want to consumers. In the modern age only some company are success to aware about their promotional activities are success or not if they are success only they win the business target. In the business field consumer are satisfied, with their product, what is the view of consumer about price, quality, pack, taste. Why other brand are leading. What is our problem and obstacles in the market what are the opportunity and challenges. These are the main issues of marketing research.

Now, marketing field is challenging because every product has many product and is competition. Business is facing three of challenges and opportunities which are globalization, deregulation and advance in technology. Main characteristics of modern marketing is cathroat competition. Today dozens of specific product being sold in Nepalese market so consumers have huge choice opportunity. Every consumer have choice many product of different brand and buy one product which

they like. In the modern era consumers are aware about price, duplication, brand and quality. Consumers also compare good and prices which they like to buy.

Seller are doing TV advertisement, radio advertisement, newspaper, hoarding boards and poster for appealing to consumers. There are the promotional effort for sell more product and prove their product is best in the market. Consumers buy specific brands for satisfy their psychological stimuli aware by different promotional campaign including advertising. In the market there are many types of Nepalese and foreign company. Nepal Lever Limited is one popular company in Nepal and their product are soap, shampoo, toothpaste. Close-up is one product of this company. By analyzing the above raw data this is found that close up market is better than other product. But other some toothpaste Pepsodent, Colgate are challenging to close up. Therefore, close up aware for this promotional activities. In this way close up have more challenges and opportunities. For expand more market close up should follow schemes to consumers, huge advertisement and improve in quality. Advertising is the effective sources. So, the company has to expand its advertising by the means of TV, newspaper, hoarding boards and so on.

### **5.3 Recommendations**

Suggestion from consumer side.

- ) Develop different category of toothpaste like white paste, herbal paste.
- ) Increase in quality and should not increase price.
- ) Other schemes for consumers.
- ) Increase in attractive advertisement.
- ) Consumer oriented social activities

### **Suggestions from Shopkeeper Side**

- ) Price should not increase.
- ) Different schemes and facilities should provide to shopkeeper.
- ) Industrial tour should be manage for shopkeeper.
- ) If bonus/schemes facilities are coming it should be inform in time.
- ) Attractive advertisement should be continue.
- ) Best retailer should be awarded.

### **Suggestions by Researcher**

The following recommendations are on the basis of analysis

- ) Offer different schemes, bonus, prizes to the consumers and retailers.
- ) Observation visit to the consumer and businessman.
- ) Company should establish good distribution and deliver their products easily to the consumer.
- ) Special class to the retailer about their product and market.
- ) Feedback of retailer and consumer should be considered.
- ) Price should not be increased, quality increase and huge advertisement is needed.
- ) Black market of toothpaste should be observed and healthy competition is long lasting.

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## QUESTIONNAIRE

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_ Sex: \_\_\_\_\_

Please you are requested to tick the answer of your choice or wherever appropriate putt in order of preference from I to last number.

1. Have you used Toothpaste for brushing your teeth?  
(a) Yes (h) No
2. How many times do you use Toothpaste in a day.  
(a) One time (b) Two times (c) After every food taken
3. Which category of Toothpaste do you prefer the most?  
(a) Gel (b) White paste (c) Herbal (d) Others
4. Which Toothpaste do you prefer the most?  
(a) Close up (b) Pepsodent (c) Colgate (d) Brighter  
(e) Dabur (f) Herbal
5. To which thing do you give priority while buying Toothpaste ?  
(a) Taste (b) Price (c) Brand (d) Quality
6. Who usually make the decision to buy a particular brand?  
(a) Father (b) Mother (c) Sister (d) Brother  
(e) Yourself (f) Friends
7. Do you easily find close up Toothpaste in the nearest shop?  
(a) Yes (b) Can find after searching one or two shop
8. If you do not use close up what is the reason?  
(a) Habitually use other paste (b) Other brand have schemes  
(c) Is not like taste (d) It is expensive (e) Quality is not better



9. Which aspect should close up improve?  
 (a) Increase advertisement (b) Reduce price (c) Change taste
10. Have you ever seen the advertisement of close up and believe ?  
 (a) Yes (b) No (c) To some extent
11. In which media do you seen or listen it.  
 (a) TV (b) Radio (c) Poster  
 (d) Magazine (e) Newspaper (f) Hoarding Board
12. Which advertisement did you find most effective? Please rank (1, 2, 3 ....)  
 (a) TV (b) Poster (C) Magazine (d) Radio  
 (e) Hoarding board (f) Newspaper
13. Compare the following advertisement of Toothpaste that you have seen / heard / read the most.
- |                            | Same  | Better | Worse |
|----------------------------|-------|--------|-------|
| (a) Close up Vs. Pepsodent | ..... | .....  | ..... |
| (b) Close up Vs. Dabur     | ..... | .....  | ..... |
| (c) Close up Vs. Collgate  | ..... | .....  | ..... |
| (d) Close up Vs. Brighter  | ..... | .....  | ..... |
14. In which of the following Toothpaste was made the most attractive TV advertisement.  
 (a) Close up (b) Brighter (c) I)abur  
 (d) Colgate (c) Pepsodent (1) Others

15. Give your view in price for following, brands of Toothpaste.

Brands	Cheap	Expensive
(a) Close	.....	.....
(b) Dabur	.....	.....
(c) Colgate	.....	.....
(d) Pepsodent	.....	.....
(e) Brigher	.....	.....
(f) Herbal	.....	.....

16. Give your view in the quality of the following brands of Toothpaste with the priority in the given position.

Brand	Position				
	1	2	3	4	5
(a) Close up	.....	.....	.....	.....	.....
(b) Brighter	.....	.....	.....	.....	.....
(c) Colgate	.....	.....	.....	.....	.....
(d) Pepsodent	.....	.....	.....	.....	.....
(e) Dabur	.....	.....	.....	.....	.....

17. I. Occupation .

(a) No. of service                      (b) No. of student                      (c) No. of house

II. Qualification

(a) SLC holder person                      (b) Certificate holder person

(c) Graduate holder person                      (d) Post graduate holder