

**FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR IN
THE SELECTION OF TOOTH PASTE BRAND
(With Special Reference to Colgate Toothpaste Using
Consumers in Kathmandu)**

A Thesis

By

Bibha Pathak

Central Department of Management

Roll. No: 281136

Registration No: 7-1-38-1463-98

**Submitted in Partial Fulfillment of the Requirement of Degree of
Master of Business Studies (MBS)
in the
Faculty of Management
Tribhuvan University**

ACKNOWLEDGEMENTS

The study “Factors affecting consumer behaviour in the selection of toothpaste brand in Kathmandu Valley” was huge opportunity and challenge for me to explore about consumer behaviour in Kathmandu valley. This study provided me with an opportunity to interact with the consumers and gather real time data. The successful completion of my task would be incomplete without mentioning the names of person who guided me to accomplish this task.

I would like to express my sincere gratitude to my supervisor Prof. Dr. Bhoj Raj Aryal for his admirable co-operation and guidance. His precious suggestions and guidance made it very easy and simple for me to complete my study.

Similarly, I am grateful to my honorable lecturer of the department especially Mr. SushilAwale, Dr. RajendraPoudyal and other lecturers of the department for their continuous support and valuable suggestions.

Finally, I would also like to thank my friends and family who co-operated and help me throughout the study with their valuable times, continuous encouragement and by providing academic environment in my study.

TABLE OF CONTENTS

Title Page	i
Certificate of Anchorship	i
Approval Sheet	Error! Bookmark not defined.
Deceleration	iv
Acknowledgements	ii
Table of Contents	iii
List of Tables	v
List of Figures	vi
Abbreviations	vii
Abstract	viii
CHAPTER-I: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem	2
1.3 Objectives of the Study	3
1.4 Hypothesis Development	4
1.5 Significance of the Study	4
1.6 Limitations of the Study	4
1.7 Organization of the Study	5
CHAPTER-II: LITERATURE REVIEW	6
2.1 Evolution of Consumer Behaviour	6
2.1.1 Modern History of Consumer Behaviour	7
2.1.2 Consumer Behaviour in Nepal	8
2.2 Black Box Model (Stimulus Model)	9
2.2.1 Exposure to External Stimuli	10
2.2.2 Consumer as Rational Being	11
2.3 EKB Model	12
2.4 Factor Influencing Consumer Behaviour	16
2.4.1 Personal Factors	16
2.4.2 Social Factors	17
2.4.3 Psychological factor	18
2.5 Different Types of Decision-Making	19
2.6 Brands	20

2.7	Review of Previous Studies	22
2.8	Research Gap	22
CHAPTER-III: RESEARCH METHODOLOGY		23
3.1	Research Design	23
3.2	Population and Sample	24
3.2.1	Population	24
3.2.2	Sample	24
3.3	Sources of Data	24
3.4	Data Collection and Processing Procedure	25
3.5	Data Analysis Tools and Techniques	25
3.6	Variables Under Study	26
3.6.1	Dependent Variable	26
3.6.2	Independent Variable	26
CHAPTER-IV: PRESENTATION AND ANALYSIS OF DATA		27
4.1	Sex Groups	27
4.2	Occupation	28
4.3	Age of Consumers	29
4.4	Education of Consumer	30
4.5	Influencing Factor	31
4.6	Consumption Quantity of Colgate	32
4.7	Most preferable place to buy Colgate	33
4.8	Hypothesis Testing	34
4.9	Major Findings	36
CHAPTER-V: SUMMARY, CONCLUSION AND RECOMMENDATION		38
5.1	Summary	38
5.2	Conclusion	38
5.3	Recommendation	39
BIBLIOGRAPHY		42
APPENDIX 1: QUESTIONNAIRE		44

LIST OF TABLES

Table 2.1:	Black Box Model	10
Table 4.1:	Sex Group of Consumer	27
Table 4.2:	Occupation of Consumer	28
Table 4.3:	Age of Consumer	29
Table 4.4:	Users of Colgate Education Wise	30
Table 4.5:	Influencing Factor for using Colgate	31
Table 4.6:	Consumption Quantity of Colgate	32
Table 4.7:	Most preferable place to buy Colgate	33
Table 4.8:	Rating of attributes in Colgate	34

LIST OF FIGURES

Figure 2.1: Steps of EKB Model	13
Figure 2.2: External Stimulus Model	15
Figure 2.3: Four types of buying behaviour (Kotler&Armstrong 2010, p. 176)	19
Figure 3.1: Schematic diagram for the theoretical framework	26
Figure 4.1: Sex Group of Consumer	27
Figure 4.2: Occupation of Consumer	28
Figure 4.3: Age of Consumer	29
Figure 4.4: Users of Colgate Education Wise	30
Figure 4.5: Influencing Factor for using Colgate	31
Figure 4.6: Consumption Quantity of Colgate	32
Figure 4.7: Most preferable place to buy Colgate	33
Figure 4.8: Rating Attributes in Colgate	34

Abbreviations

Dr	-	Doctor
Eg	-	Example
Etc	-	Et cetera
Fig	-	Figure
FMCG	-	Fast Moving Consumer Goods
i.e	-	That is
Mr	-	Mister
No	-	Number
Prof.	-	Professor
Vs	-	Versus

Abstract

In Present Marketing Scenario, the Study of Consumer Behaviour has become essential. Consumers are the major actors of markets. All the activities of the business concerns end with consumers and consumer satisfaction. Consumer buying behaviour has become an integral part of strategic market planning. Success of a company depends upon the proper understanding of consumer. With changing marketing scenario and heightened competition among the firms, it becomes highly compulsive for firm to develop successful marketing strategies that primarily depends upon the proper understanding of how and why consumers act in certain way.

The purpose of this research was to study how different factors of consumer behaviour effect on decision-making during selection of toothpaste brand. The objectives of the study were to assess the buying behaviour of Colgate consumers with respect to their demographic characters, the factors consumer consider during buying decision of Colgate, identification of their consumption pattern and to assess consumers current level of satisfaction with the brand. For the accomplishment of the study, the thesis was divided into two parts: theory part and empirical part. Discussion upon the basic factors affecting buying decision, decision making process and brands have been discussed in the theoretical part. Empirical part of the thesis includes a survey carried to collect data from the consumers with the help of questionnaire. The data collected was analyzed with the help of quantitative research method.

Consumer behaviour is shaped by several factors: cultural, social, personal and psychological. For this study the focus was upon social, personal and psychological factors. The result of the study indicates that personal, psychological factors and product attributes play significant role on consumer decision-making process when selecting a toothpaste brand.

Key words: consumer behaviour, decision-making process, decision-making types, brand

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

"All marketing decisions are based on assumptions and knowledge of consumer behaviour." (Hawkins, 2015) The consumer behaviour has always been an important marketing topic, due to the fact that knowing how and why consumers act in a certain way making their buying decisions helps companies improve their marketing strategies and be more successful on the market. Thus, a challenge faced by all marketers today is how to influence the purchase behaviour of consumers in favor of their products or services. Therefore, the knowledge of buying behaviour sheds the light on the psychology of how consumers think, feel, argument and select among existing alternatives (e.g., brands, products, and retailers), also how the consumer's environment (e.g., culture, family, media) influences him/her, additionally, how consumer motivation and decision strategies distinct between products. That's all lead to understanding "How marketers can improve their marketing campaigns to more effectively reach the consumer".

Colgate is an umbrella brand used for oral hygiene products such as toothpaste. Manufactured by American consumer-goods conglomerate Colgate-Palmolive. According to a report by market research company "Kantar world panel" (2015), Colgate is the only brand in the world purchased by more than half of all households. Colgate has a global market penetration of 67.7% and a global market share of 45%. Despite this, it maintained the highest growth rate of all brands in the survey, with 40 million new households purchasing Colgate-branded products.

Success in the market depends upon the marketing strategies adopted by the firm. Understanding the behaviour of consumers provides leading edge to the firms to shape successful marketing strategies. Proper understanding of the buying behaviour has been a challenging task for marketers in the current competitive marketing environment. Persuading customers to purchase products of the company is the challenge faced by the marketers. Understanding consumers purchasing behaviour provides insights of costumer's psychology regarding their experience of the products and their reaction to the available products of different brands available in the market.

In addition to their selection over products, consumer behaviour guides marketers about the influence of external environment and psychological factors that shape their decision to choose a particular product. As a result, proper understanding of consumer behaviour guides marketers to build successful marketing campaigns to influence customers (Jena, 2013). The volatile marketing scenario has generated a challenging need for marketers to adjust according to the shifting changes. The heighten competition among the firms and never-ending demand of customers have changed the marketing scenario. These shifting socio- cultural factors have intensified the importance of more flexibility and adaptability for marketers to address the needs of customers (Parsons, 2017).

With the progress of civilization, social awareness has increased. Consumers have become more smart, aware and, quality, price and brand- conscious. The diversification in consumer's demands has intensified the competition among the domestic and multinational companies in the Tooth paste market. (New BusinessAge, 2018)With the attainment of political and economic stability, Nepal signals higher economic growth in GDP per capita by purchasing power parity (PPP) that has scaled to 24442.80 USD by 2017. Consumption accounts for 85 percent of the total Gross Domestic Product (GDP) (Trading Economics, 2018). Nielson, a United Kingdom based multinational market research firm points Nepal as an emerging market with a lot of growth opportunities. The Fast-Moving Consumers Goods (FMCG) business in Nepal is growing by 15 to 17 percent, much higher than global FMCG growth rate of 2 to 3 percent and even higher than India (10 to 12 percent). (New BusinessAge, 2018)

In summary, ignoring the importance of consumer behaviour can lead to distress to companies. With changing marketing scenario, the need for marketers to respond to the consumer behaviour is vital for company's growth. Consumer buying behaviour provides insight into the consumer's behavioural aspects and guides marketer to come up with strategies that can guarantee their success in the market.

1.2 Statement of the Problem

There are many competitors in toothpaste market in Nepal. Competition among the brands like Colgate, Pepsodent, Dabur, Patanjali has been increasing day by day.

Companies invest large amount of money and resources for the promotion of their brands. The changing marketing scenario and heightened competition puts these company to a high market risk. This intense market scenario compels company to adopt variety of marketing tools and techniques in the changing market scenario.

Colgate invests large amount of sum for the advertisement of its product but, there has been limited research upon consumer behaviour in the context of Nepal's market. The availability of research upon the consumer buying behaviour has been mostly carried in the Western countries. Limited research has been performed to understand the consumers in Nepal (Kathmandu). It leaves big gap for marketers who seek to maximize return for their company. In the unavailability of marketing research in the context of Nepalese market it places high risk to Colgate to invest large amount in marketing of its products. Thus, it becomes necessary to understand their consumer's purchasing behaviour. Understanding consumers will help the Colgate to create customized marketing campaign to enhance its sales.

Thus, the research problems identified for the study are:

- What buying behaviour consumers show with respect to their demographic (age, sex and occupation) characteristics?
- What are the most important factors consider while making buying decision of Colgate?
- What consumption pattern do consumers of Colgate have?
- What is the satisfaction level of Colgate using consumers in Kathmandu?

1.3 Objectives of the Study

The main objective of the study is to:

- To assess the buying behaviour of Colgate consumers with respect to different demographic characteristics.
- To examine the important factors considered during buying decision of Colgate.
- To examine the consumption pattern of Colgate's consumers.
- To ascertain the level of satisfaction of Colgate's consumers.

1.4 Hypothesis Development

H1: Colgate's attributes have no role in consumers choosing Colgate.

H2: Consumers personal factors have no role in selection of Colgate as toothpaste brand.

H3: Consumers social factors have no role in selection of Colgate as toothpaste brand.

H4: Consumers psychological factors have no role in selection of Colgate as toothpaste brand.

1.5 Significance of the Study

The findings of the study are significant to various stakeholders such as; researchers and scholars, Tooth paste brands manufacturers, brand managers, marketing agencies and investors.

The findings can form a base for future scholars and researchers who may want to study or gain understanding and knowledge in the area of factors that influence preference of Tooth paste brands in Kathmandu.

The research findings can also make significant contributions to new or existing theories around the area of consumer preference. In addition, this study provides relevant information to those practicing marketing by providing data and knowledge that would help them clearly understand the drivers of preference for Tooth paste brands with a view to help them build strong marketing strategies that result in better market performance compared to competitors.

1.6 Limitations of the Study

This study has been carried within the specific areas of Kathmandu within a limited time frame. The limitations include:

- i. Post purchase behaviour has been left just to narrow the research to buying decision behaviour.
- ii. Limited time and geographical area.
- iii. Limited access to the resources.

1.7 Organization of the Study

The first chapter of the study provides introduction of the study. It contains background information, statement of the problem, objectives, significance, limitations, and organization of the study. The second chapter is assigned for review of the literature with the conceptual review, review of related studies, and concluding remarks to highlight the existing research gap. The third chapter details the methodology adopted for the research which includes research design, sampling technique, data collection technique, analysis, model and explanation of variables. The fourth chapter is assigned for data analysis and presentation. At the end of this section, findings and discussions are made. The final chapter is assigned for summary, conclusion, and recommendation. Bibliography and appendixes are presented at the end.

Chapter-II

Literature Review

Conceptual reviews of researches performed in the context of consumer buying behaviour have been presented in this chapter. In alignment with the conceptual review process two theories have been put forward to investigate the set research questions. Black Box model by Kotler and EKB model have been reviewed to understand the theoretical assumptions relating to consumer buying behaviour. Consumer buying behaviour has been reviewed in the light of these two theories and are examined with reference to Rational theory and Simson satisfying theory.

Consumer behaviour primarily focuses upon understanding a buyer and converting him/her into customer. Understanding buyer habits and his priorities; personality of the buyer is placed at the center to get insights on when, why and how people buy or do not buy products. Personality relates to inner psychological traits that identifies peoples' reaction to external environment. (Tutorialspoint, 2019)

Marketers creates firm's marketing stimuli whereas social factors, shaped by economic, political and cultural factors forms environmental stimuli of consumers. Within the buyer's black-box resides the perception and decision process that guides the buyer's response and reaction towards a firm's offerings. The inter-relationship between the external and internal factors produces buyer's response towards the products. The entire process is an end result of processing of external stimuli into buyer's black box(Mahalakshmi, 2019)

2.1 Evolution of Consumer Behaviour

Consumer behaviour was relatively new field of study in the mid-to-late 1960s. With no history or body of research of its own, the new discipline borrowed heavily from concepts development in other scientific discipline, such as psychology (the study of the individual operates in groups), anthropology (the influence of society on the individual) and economics. Many early theories concerning consumer behaviour were based on economic theory, on the notion that individual act rationally to maximize their benefits (satisfaction) in the purchase of goods and service. The initial thrust of consumer research was from a managerial perspective: marketing managers wanted to

know the specific causes of consumer behaviour. They also wanted to know how the people receive, store and use consumption-related information. So that they could design marketing strategies to influence consumption decisions. The approach has come to be known as positivism and consumer researchers primarily concerned with predicting consumer behaviour are known as positivists.

Given the interdisciplinary background in which the consumer behaviour discipline is rooted, it is not surprising that academicians from a variety of contributing disciplines, including marketing itself, have become interested in the study of consumer behaviour, not necessarily from a managerial or applied perspective, but simply to understand the consumer better. The study of consumer behaviour from the point of view of understanding consumption behaviour from the point of view of understanding consumption behaviour and the meanings behind such behaviour is called interpretive, (sometimes referred to as post modernism). Interpretivists have expanded the boundaries of study to include many subjective aspects of consumer behaviour, such as the effects of moods, emotions and types of situations on consumer behaviour; the roles of fantasy, of play, of rituals, even of the sensory pleasures that certain products and services provide. Many interpretivists consider each purchase expensive and unique because of the diverse set of variables at play at the one particular moment in time. Because of its focus on the consumption experience, the interpretive approach is also known as “experimentalism”.

2.1.1 Modern History of Consumer Behaviour

In recent years, some efforts have been made by marketing scholars to build buyer behaviour models totally from the marketing man’s standpoint. The Nicosia model and the Howard and Sheth are two important models in this category. Both of them belong to the category called the system model, where the human being is analyzed as a system with stimuli as the input to the system and behaviour as the output of the system.

Francesco Nicosia, an expert in consumer motivation and behaviour put forward his model of buyer behaviour in 1966. The model tries to establish the linkages between a firm and its consumer-how the activities of the firm influence the consumer and result in his decision to buy. The messages from the firm first influence the predisposition of

the consumer towards the product. It may lead to a search for the product or an evaluation of the product. If these steps have a positive impact on him, it may result in a decision to buy. This is the sum and substance of the activity explanations in the Nicosia model. The Nicosia model groups these activities into four basic fields:

Field one has two sub-fields the firm's attributes and the consumer's attributes. An advertising message from the firm reaches the consumer's attributes. Depending on this becomes the input for field two. Field two is the area of search and evaluation of the advertised product and other alternatives. If this process results in a motivation to buy, it become the input for field three. Field three consists of the act of purchase. And field four consists of the use of the purchased item. There is an output from field four-feedback of sales results to the firm.

John Howard and J. Paul Sheth put forward a model in 1969, in their publication entitled "The Theory of Buyer Behaviour". The logic of model illustrates that there are inputs in the form of stimuli where output begins with attention to a given stimulus and ending with a purchase". In between the inputs and the outputs there are variables affecting perception and learning. These variables are termed "hypothetical" since they cannot be directly measured at the time of occurrence.

Over the years, several other models have also been put forward, with the intention of explaining buyer behaviour. All these models have certain merits as well as limitations. They do not fully explain the complex subject of buyer behaviour. Not do they establish a straight input-output equation on buyer behaviour. And, none of them provides a precise answer to the why's or how's of buyer behaviour. They merely explain the undercurrents of human behaviour from different angles and premises. But these models will certainly be helpful in gaining at least a partial insight buyer behaviour.

2.1.2 Consumer Behaviour in Nepal

Consumer behaviour has generally remained a dark area of marketing in Nepal. Marketers have given very little attention to who, what, why, where and how of consumer behaviour. Very little marketing research done on this aspect the following factors characterized by behaviour in Nepal's marketing

1. Consumer behaviour has not been properly taken into account while creating and offering marketing mixes.
2. Indian and foreign competitors have been actors in taking the advantage of new market opportunities in Nepal because Nepalese marketers lack knowledge of consumer behaviour.
3. Product positioning has remained largely neglected because of lack of knowledge about the behaviour of niches.
4. Marketers know very little about consumer behaviour at every stage of the consumer buying process. The post purchased stage is hardly considered to build life-long customer. The disposal aspect utterly neglected which has created serious environment problems due to the rising levels of pollution. It has adversely affected the tourism market as well.
5. Marketers have not given proper attention to psychological and social factors that influence consumer behaviour. Economic, demographic and cultural factors have been dominant in the design of the marketing mixes.
6. The marketing resources have not been efficiently used.
7. In recent years, the advent of global enterprises and cable television in Nepal has brought some consciousness about the need for better understanding of buyer behaviour. They have been personality, lifestyle, motivation and reference group factors in designing their advertising message. The growth of marketing research organization is also likely to promote marketing research about buyer behaviour on Nepalese consumer in the years to come.

2.2 Black Box Model (Stimulus Model)

Black Box Model authored by Kotler and Armstrong provides an inter-relationship between external stimuli and consumer response. The stimulus response model is beneficial in understanding purchasing behaviour of different customers towards toothpaste brands. The black box theory is related to the black box theory of behaviourism that demonstrates the inter-connectivity between external factors, consumer characteristics, decision process and consumer response. The factors of black box model are strong and verified model of buyer behaviour. (Sandhusen R. , Marketing, 2000)

The model succinctly forwards two assumptions:

1. Consumer are exposed to external stimuli
2. Consumers are rational in decision making. (Bray, 2010)

Table 2.1: Black Box Model

Marketing mix	External factor	Buyer's approach	Decision progression	Buyer's responses
Product Price Place Promotion	Political Economic	Need Personality Culture Lifestyle	Problem awareness Information search Evaluation of alternatives Purchase decision Post-purchase decision	Product choice Brand choice Purchase amount Purchase frequency

2.2.1 Exposure to External Stimuli

The model assumes that consumers are exposed to external environment. External environment of consumers consists of market environment and marketing mix. Environmental factors include economic, political, and cultural circumstances of the society, which the consumer is the part and Marketing mix includes 4P's, namely; product, price, place and promotion. Integration of marketing mix and environmental factors represents external circumstances that shapes consumer choices. (Lumen Learning, 2018)

Consumers with regular interaction and usage of the products develops beliefs and attitudes towards the product. The experience of customers with the usage of product impacts the belief and attitude and shapes the response of customer towards the product. External environment influences the behavioural response of the customers. The relation between the market and society along with the business environment have a significant impact on consumer decision making. The degree of impact of

these external stimuli depends upon the belief and attitude of the consumers and attitude/belief are developed with duration of time by consumers. In addition to it, consumers communication sensitivity, individuality, rational and economic decision-making molds the belief and attitude. (Kanagal, Nagasimha, 2016)

2.2.2 Consumer as Rational Being

A research journal at Indian Institute of Management by NagasimhaBalakrishnaKangal in the light of Kotler's theory explains the buyer's mental processes or the black-box of the stimulus response model into three areas: buyer psychology, buyer characteristics and buyer decision-making. Buyer psychology is the integration of buyer's motivation, perception, learning and memory. Buyer's characteristics are response of buyer that are shaped by his/her social, personal, psychological and cultural factors. Inside buyer's black-box as decision-making stage, the buyer as a decision maker goes through multiple stages. These stages are problem recognition, information search, evaluation of alternatives, purchase decision, and final stage as post purchase behaviour. (Research Gate, 2018)

Black Box model proposes that, in the first stage consumer recognizes a problem he/she has and the need to solve it, black box the human mind processes choices based upon the internal and external stimuli to come to a response. Consumer decision process, the last step of this model influences consumer to make a purchase decision among the possible choices to best match his/ her needs. The final decision to purchase the item is influenced by the cultural, personal, social and psychological factors. Moreover, Kotler emphasizes that the stage at which the customer is along the buying process plays major role. Black Box Model assumes consumer as a decision maker to a problem where the decision maker is surrounded by variety of solutions to his problem and his decision whether to purchase or not to purchase a particular product depends upon the impact of external and internal factors. (Kanagal, Nagasimha, 2016)

In addition to this, Simons Satisfying theory highlights peoples seeks satisfaction rather than optimizing their utility when exposed to choices. This theory argues that since there is lack of sufficient information, motivation or time to make such perfect

decision this human decision-making process as suggested by black box model is exposed to uncertainty. (Simon, 1959)

Rational choice theory assumes that in order to gain maximum personal satisfaction, consumers make sensible and logical decisions. These decisions are taken in the light of the fact that consumers are exposed to all choices available in the market and have complete access to these range of options. (Chen, 2018)

These approaches view people as rational person that has self- control and is impassive by emotions and external factors but contrary to it consumers as ordinary humans are emotional and easily distracted beings whose choices might not be in their self-interest. (Loudon, 1993)

Several researches have been carried from a long period of time that takes economic approach to view consumer behaviour and focuses entirely upon the act of purchase made by consumers(David L. Loudon, 1993). To behave rationally in the economic sense, as the black box model suggests, the customer makes choices to maximize benefits and minimize costs based on complete and perfect information available to them. This assumption does not always hold true as people rarely have complete or perfect information. Customers in the market of least developed countries like Nepal have limited access to the information. (Learning, 2018)

2.3 EKB Model

The Engel, Kollat and Blackwell Model, was designed to address the increasing concern for studying consumer behaviour. It incorporates the various elements of consumer decision making and defines the inter-relationship between the elements. In order to identify the inter-relationship between the elements and sub-elements, it went through several revisions and a final model was proposed as Engel, Blackwell and Miniard model (EBM). The five elements of the model were; information input, information processing, decision process stage, decision process variables, and external influences. (Sahney, 2018)

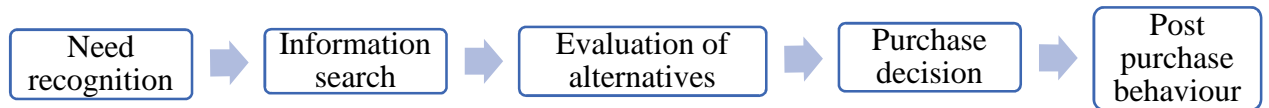


Figure 2.1: Steps of EKB Model

1. Information input: All external stimuli responsible for triggering impact on behaviour of consumer is included in the model. All external stimuli including marketing and non-marketing stimuli exposed to customer compete for customer's attention. Marketing stimuli consists of store display, promotion, publicity, direct selling, exhibitions and direct point of sales whereas non-marketing stimuli includes family, friends and peers. Decision-making is triggered in the customer after the information is provided by these stimuli. (Sahney, 2018)

2. Information processing: In this stage, information received by the stimuli is transformed into meaningful information to the customer. Transformation of information takes several steps in this stage. The consumer being exposed to several stimuli receives multiple information. Selection among multiple options depends upon consumers attention towards a single source. The customer accepts the information and stores it in his short-term memory and transfers it into long-term memory. (Sahney, 2018)

3. Decision-process stage:

Once consumer transfers the information into his long-term memory they can enter into this stage in any point of time. This stage is accompanied by five sequential steps starting from problem recognition to the final step of post-purchase behaviour. The intermediate steps between need recognition and post-purchase behaviour are search, alternative evaluation, and choice.

The internal memory of the consumer identifies need recognition and is followed by search for information to satisfy the needs and this search is heavily dependent upon consumers external environment. The attitude and belief factors of the consumers shapes the consumers attitude and triggers evaluation for alternatives impacting the purchase intention. The intention or choice for purchase is impacted by the individual. In the final step the use of the products shapes consumer's attitude towards the

products and feedback is set on the basis of these input. The overall steps of decision-making is influenced by the consumer's environmental, individual and social factors.

EKB model proposes that it is not necessary for every individual to go through all the stages successively. The procedures of decision process stage remain limited to the extensive nature and routine-behaviour of consumers. (Sahney, 2018)

4. Decision process variables:

Individual-specific factors impact several stages of consumer decision-making. Individual characteristics consists factors like demographics, motives, beliefs, attitude, personality, values, lifestyle, normative compliance, etc. (Sahney, 2018)

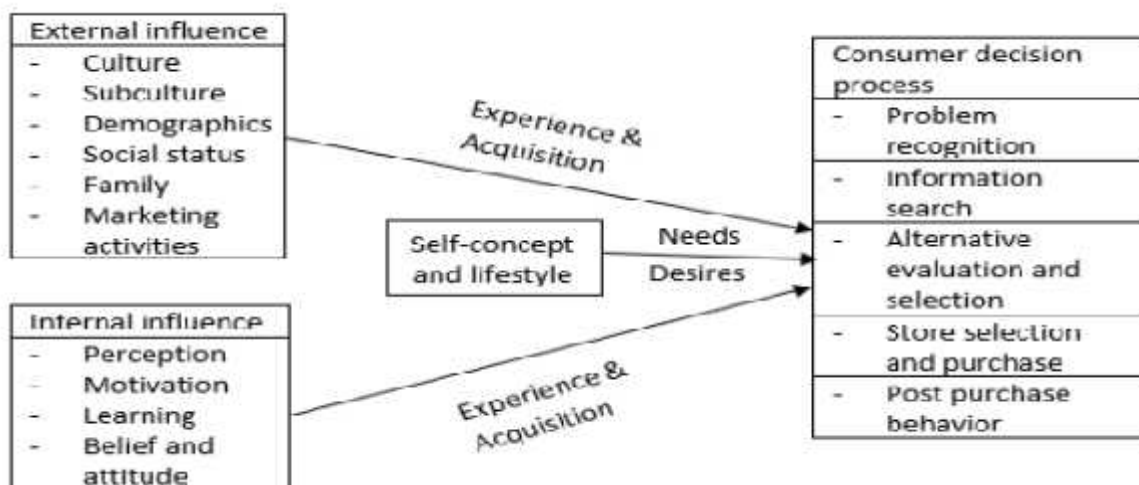
5. External influences:

EKB model proposes that mix of specific environmental and situational factors affect the consumer decision-making process. Social circles like culture, sub-culture, social class, reference groups, family and other normative influences forms environmental factors whereas situation factors consist of consumers economic or financial conditions. (Sahney, 2018)

The decision process comprises extensive five stages ranging from need recognition to outcome. Consumers experience with the product builds satisfaction/ dissatisfaction in the consumer. This final outcome of satisfaction/dissatisfaction acts as input for the next cycle of similar purchase decision. The entire process is directly or indirectly influenced by consumers external factors, individual differences and social influences.(Sahney, 2018). The outcome in the form of satisfaction/dissatisfaction acts as the input in the next cycle of a similar purchase. Each of the components is directly or indirectly impacted by environmental influences, individual differences and social influences.(Sahney, 2018)

The Engel Kollat Blackwell Model of Consumer Behaviour includes several items, which influence consumer decision-making such as values, lifestyle, personality and culture. The model was not able to define what items shape these factors, and why different personalities produce different decision outcome. EKB model has not been able to include different personalities. (MBA Knowledge Base, 2014)

EKB model defines the inter-relationship between stages in consumer decision-making process and variables impacting them. It includes several factors that shape consumer decision making and tries to explain the extent of these variables on consumers decision behaviour. The model attempts to relate belief-attitude-intention and explains the functional relationship these constructs. But the model fails to identify the magnitude of these variables on consumer buying behaviour. The limitation of the models is questionable as it incorporates several variables which makes the model value and complex.



(Source: Lumen Learning)

Figure 2.2: External Stimulus Model

The literature review of these theories; Black-Box model and EKB model has laid foundation for the direction of research. Black-Box model illustrated the behavioural characteristics of consumer. It assumed that external stimuli, marketing mix and environmental factors enter the black-box (consumer mind) and processing of these stimuli results in response of consumer towards these stimuli. EKB model described the stages consumer passes through to choose a particular decision. These two theories assume consumers as rational thinker for his/her problem solving. These assumptions remain questionable in reference to economic theory that denies the root assumption of these theories stating consumers as emotional beings and lack of complete information to the consumers. In light of these academic theories, factors impacting consumer buying behaviour have been listed in the following chapter.

2.4 Factor Influencing Consumer Behaviour

The final behaviour of consumer to make purchase decision is defined as consumer buying behaviour. Integration of multiple internal and external factors influences consumer decision process. The consumer buying behaviour can be influenced by several factors, according to the buyer black box the factors that influence the buying behaviour of consumers are listed below:

2.4.1 Personal Factors

Personal factor influences buyer behaviour. It includes different variable such as age, occupation and lifestyle. (Kotler, 2008)

1. Age

It is the fact that consumer change the purchase of good and services according to change in time. Their taste, preference, change according to the time. So, age have potential impact on consumer buying behaviour.(Kotler, 2008)

2. Occupation

The lifestyle and buying considerations and decision vary extensively in accordance to the nature of the occupation. For example, the buying habit of teacher differs from the lawyer or a doctor. There is high potential that occupation or profession have influence on consumer buying behaviour. (Rani, 2014)

3. Lifestyle

Lifestyle denotes to the way a person lives in society, it is determined by customer interests, opinion, shaping his whole outline of acting and interrelating in world. So, the lifestyle of the consumer is another factor that influences the buying behaviour of a consumer. (Rani, 2014)

4. Economic Situation

Consumer behaviour is also influenced by the economic factor. Some of the economic factor are personal income, family income, income expectation. Personal income of a person is determinant factor of individual buying behaviour, disposable income and discretionary income of an individual determines the purchasing behaviour.

Expenditure on products increases with increase in the disposable income of customers (Ali, 2016)

2.4.2 Social Factors

Human behaviour, preference, likes and dislikes are a result of influence of external factors surrounding the consumers. Social factors around us have deep impact on buying decision. Social factors influencing consumer buying decision can be studied under three categories. These categories are reference group, family and social status (Rani, 2014)

1. Reference group

Reference group as defined by business dictionary are” people whose attitudes, behaviour, beliefs, opinions, preferences, and values are used by an individual as a basis for his or her judgment.” (Business Dictionary, 2018) In general, reference groups are point of reference for comparison about behaviour, lifestyle, desire or habits. The reference groups have a direct influence on the consumer that exhibits a tendency to buy same products to relate themselves to the same group. The reference group strongly influences a person’s attitudes values and behaviour because the individual associates with this group. (Rani, 2014)

2. Family

Family can be the most dominating factor responsible for buying decision behaviour. In family an individual develops attitudes and opinion on various subject matter. The extent of family influence can be categorized in two aspects. Family influences individual’s personality, characteristics and shapes attitudes and belief in them and as a result influences the consumers decision-making process regarding purchase decision of products (Rani, 2014)

3. Social status

Within society or groups individuals are expected to perform various activities. These activities are linked to the role or social status of individuals within the group. Each role carries different status, people choose products that communicate their role and status in a society. The specific roles of individuals have an impact on consumer buying behaviour (Ramya& Ali, 2016).

2.4.3 Psychological factor

The buying behaviour of consumer is influenced by four major psychological factors. (Philip Kotler, 2008) Consumers are often influenced by others, some of the factors like, motivation, perception learning, belief and attitudes affect the purchasing decision of a consumer. (Kotler, 2008)

1. Motivation

Motivation, the goal-oriented behaviour drives consumers to take actions that satisfies his/her needs. Motivation in general is the driving force that shapes consumer purchasing behaviour (Ramya& Ali, 2016). Motivation is directly response to need and the nature of the need. Some needs are compelling while others are less compelling. Compelling needs influences consumer to identify options to satisfy the need. This search for satisfaction is triggered by motivation of customers at subconscious level of mind. Measurement of motivation is difficult to identify but has a deeper impact on consumer buying behaviour(Rani, 2014)As identified by William J Senton in his research motivation is the driving factor that addressee's the urge of need satisfaction in consumers (Ramya& Ali, 2016).

2. Perception

Perception is an estimate of reality; human brain tends to gain meaning through their exposure to external factors (Perner, 2018). Perception is the overall process that makes the consumers aware of the external environment. Consumers interpret these external factors and arrange them in their frame of reference (Yothmontree, 2002).

Perception plays an important role in buyer's decision-making process. The consumers select, organize and interprets information. This process is classified into three steps; selective attention, selective distortion and selective retention. In Selective attention stage marketers try to attract the consumers attention. Selective distortion is consumer try to interpret the information in a way that will support what the customer already believes. (Rani, 2014)

3. Learning

People learn through series of experience. Learning takes place through interaction of occurs through interaction of motivations, stimuli, cues, responses and reinforcement.

Learning is driven by internal stimulus when customer realizes a need and uses a product.(Kotler, 2008)

4. Beliefs and Attitudes

Consumer obtain beliefs and attitudes through learning and doing. Beliefs and attitudes shapes consumer behaviour. A satisfactory customer forms a positive belief towards the product and develops a positive attitude. (Kotler, 2008)

2.5 Different Types of Decision-Making

All consumer-buying decisions are not alike, and amount of effort put into the decision-making process differs. When the decision-making process is almost automatic, snap judgment can be made with little information search. This kind of routinely made buying decision involves little risk and low involvement. Other times the decision-making process requires a lot of time and information search. The products that are bought rarely involve high risk and extensive problem solving. (Kardes et al. 2011, p. 71.) Figure 4 shows four types of decision-making based on the degree of consumer involvement.

	High involvement	Low involvement
Significant differences Between brands	Complex buying behaviour	Variety-seeking behavior
Few differences Between brands	Dissonance-reducing Buying behaviour	Habitual buying behaviour

Figure 2.3: Four types of buying behaviour (Kotler&Armstrong 2010, p. 176)

Complex buying behaviour can be initiated by a motive that is central to an individual’s self-concept. The products that are bought seldom like a house or a car require considerable amount of consideration before the purchase decision. The consumer is highly involved because the product is expensive, risky and reflects the consumer itself. Many brands can be evaluated separately to see which brand responds best to the set of desired characteristics. (Kotler&Armstrong 2010, p. 176; Solomon 2004, p. 295.)

During dissonance-reducing buying behaviour consumers are highly involved, because the product can be expensive, self-expressive and bought infrequently.

However, consumers see little or no difference among the brands. It is a straightforward and simple activity to choose a product among alternatives even if the consumer may shop around. (Kotler Armstrong 2010, p. 176; Solomon 2004, p. 295.)

Habitual decision-making choices are usually made routinely with little or no conscious effort. This is almost opposite to extended decision-making where information is searched. Many decisions are made so routinely that the consumer does not even realize them before seeing products in the shopping cart. It is almost like consumer works automatically without conscious control. This kind of activity can be seen dangerous or stupid, but at the same time efficient. The consumer can minimize the time used selecting products and energy spends on decisions. This habit becomes a problem for marketers when they want to change the consumer's old habits by introducing a new product. (Solomon 2004, p. 295.) The products that are purchased frequently, like toothpaste in this case, can be categorized to the habitual decision-making mode. Selecting a toothpaste brand does not need high consideration or information search; it can be just picked up from the shelf and bought. The involvement level is low in this case and consumers are likely to stay with one brand for a long time.

The last type of decision-making is variety seeking buying behaviour. As the name already reveals, consumers are interested to change the brand for the sake of variety rather than dissatisfaction. Consumers can make buying decisions without evaluation and evaluate the brand during consumption. However, next time the consumer might pick up a different brand simply to try another brand. (Kotler&Armstrong 2010, p. 177.) These kinds of decisions are usually made with the products that are bought everyday like cookies or toothpaste. Marketers can encourage consumers to variety seeking by offering low prices, free samples, or special deals.

2.6 Brands

A brand is a name, design, symbol or other feature that distinguishes one product from another. It is more than just a tangible product or service because it can be packed with the consumer's feelings and perception towards the product. It is a promise to the customer. (Kotler&Armstrong 2010, p. 260.) A great brand can be something the consumer can trust and hang on with when the world around changes.

It can reflect you as a person or what you want to be. A brand should provide values, personalities, stories, benefits and slogans for consumers. (Mallik 2009, p. 4.)

A product can have a strong brand image that corresponds with consumers' personality. Consumers can express themselves through brand choices or give image of an ideal self. A brand image is consumers' perception towards the product and set of beliefs concerning the brand. Marketers can strengthen these brand images by advertising, promotions and packaging. (Wright 2006, p. 431.) When consumers are buying a product, they are also buying a brand image. The image should be positive and unique. This brand image can be combined with brand personality. The brand can have personality that corresponds to a set of human traits (Aaker 1997, p. 347).

Decisions concerning branding require a lot of time from marketers. They need to position their brands in a way that they reach consumers' mind. In order to succeed in that, marketers can use three levels of positioning. At the lowest level, a brand can be positioned by product attributes. Universally positioning by attributes works, but competitors can copy these attributes easily and the gained benefit with these attributes is lost. Fortunately, consumers are not so interested in attributes but in what these attributes can do for them. A better way to position a brand is to join its name with desirable benefits, e.g. car brand Volvo represents safety, Nike is known from its performance. Consumers can associate a brand name and its benefits in their mind without even having seen any tangible products. Highest level of brand positioning goes beyond attributes and benefits. It concerns strong beliefs and values. Brands are appealing to a consumer's emotional state by creating excitement and passion around the brand. (Kotler&Armstrong 2010, pp. 262-263.)

Consumers can engage in brand switching for many reasons. It can be a lack of interest in a current product or simply the interest to try a new brand. When consumers want to try new things, they get involved in variety seeking. This happens especially when there is less stimulation in the environment or people are in a good mood. (Solomon 2004, p. 300.) Another reason for brand switching can be better price, better quality, better selection or better features. If consumers switch the brand due to a lower price and the product does not deliver its promise, it will not keep consumer long. (Perreau 2014.) Nonetheless, people tend to buy same brand every time they go to store. As mentioned earlier, consumers can buy a specific brand out of

habit, because the decision can be made with little or no effort. In these situations, another product can be bought also easily, for example if the original product is out of stock. Consumers just need the right incentive to change the brand without consideration. On the other hand, the consumer can also be brand loyal and buy the same brand every time when the experience with the same brand has been positive and the consumer has made a conscious decision to buy that brand. Over time this purchase decision that has been based on brand loyalty, will change to habitual buying. (Solomon 2004, pp. 318-319.)

2.7 Review of Previous Studies

Josiah Lougheed in his International Journal of Consumer Behaviour Involved in Purchasing Toothpaste listed that: internal factors such as perception and attitude play a vital role in changing an affecting consumer behaviour regarding 6 toothpaste. Also, external factors such as role models and media help shape the consumer behaviour for various brands of toothpaste. As different brands are purchased, the steps involved in buying a product may or may not be used depending on information availability and the evaluation of alternatives.

Consumers in India are more inclined to pay the higher price for that toothpaste because it portrays a higher image of quality

Findings in a study on consumer satisfaction towards toothpaste with reference to Colgate in India were:

- i) It is found that from the study of majority 40% of the respondents comes under the age of group below 20 years
- ii) It is clear from the study of most 36% of the respondents' purchase because of the brand image.
- iii) There is no relationship between the age and purchasing of the product

2.8 Research Gap

None of the studies have done research entitled "Factors affecting consumer buying behaviour in the selection of tooth paste brand", so this study could be helpful for researchers, planners and students in future.

CHAPTER-III

RESEARCH METHODOLOGY

This chapter provides the description of research methodology chosen for this independent research. The chapters progress with the outline of the research method, the research approach, data collection technique, selection of sample, the research process, the type of data analysis, the ethical consideration and the research limitations of the research.

The literature review has described the theories related to consumer behaviour and the factors or variables are identified for the study of consumer behaviour. Positivism paradigm has been chosen to identify the relationship of these variables and through data gathering and analysis the relationship of these variables has been identified to come to a scientific truth that is independent of the researchers feeling and knowledge.

3.1 Research Design

In scholarly tradition, it has been maintained that the major role of research design is to combine the different parts of the research in a logical and clear manner to tackle the research problem. It establishes the plan for the measurement, analysis, and collection of data. Clearly, research problem regulates the category of design, implying that also in this sense; an inquiry is problem-centric.

Descriptive statistics was used to collect data in order to answer questions concerning this study. Descriptive research involves gathering data, organizing them, using for statistical test and indicating the error associated with the data. (AECT, 2011)

This design is justified as it relates the quantitative perceptible of the sample. In addition, the project, by the practical of being inter-connected, provides an illustration of the entire with the least bias. A descriptive study seeks to find answers to who, when, where and how of research question which the focus of the study is.

3.2 Population and Sample

3.2.1 Population

Researchers define research population as well-defined collection of individuals or objects having similar characteristics. All individuals within a certain population have common, binding characteristics and traits. Research population being the focus of the study is the set of peoples in Kathmandu that uses Colgate as their toothpaste brand.

According to the last published statistics 985,000 people live in Kathmandu (World Population Reveiw, 2019). The accessible population of the study is the subset of this entire population of Kathmandu upon which the conclusions of this study can be drawn and hence the accessible population is limited to the consumers of Colgate. (Adam, 2018)

3.2.2 Sample

Social research defines sampling as the process of selecting units (peoples in the study) from the accessible population of interest to generalize findings and conclusions regarding the population. (web Centrefor Social Research, 2006)Sample for this study were the individuals that were subset to the population and share similar characteristics with that of the population. 200 individuals wastaken as the sample that share similar characteristics: geography (living in Kathmandu), having income to spend and is a consumer of Colgate. The sampling approach chosen for the study was non-probability sampling that gives the researcher the choice of sample group. Convenience sampling a non-probability sampling technique where samples were selected from the population only because they were conveniently available to researcher had been chosen. This sampling technique was chosen as it facilitated the researcher with easy access to sample collection.

3.3 Sources of Data

This study was primarily based upon primary and secondary data. Primary data was collected using structured questionnaire as survey and interview that addresses the objective and research questions of the study. The questionnaire had been constructed in a way that begins with collecting data about the general demographic characters of

the consumers and is followed by specific factors that shapes their behaviour towards Colgate. The questions had been based upon Likert scales. Likert scale is a rating system used in questionnaires that is shaped to measure people's attitudes, opinions, or perceptions. This rating system gave consumers with the flexibility to choose from a range of possible responses that included "strongly agree", "agree", "neutral", "disagree", and "strongly disagree". These range of selections were specifically represented on numerical values, as: 1=strongly agree, 2= agree, 3=neutral, 4= disagree, and 5= strongly disagree. the categories of responses are mutually exclusive and covers the full range of opinion. (Wiley Online Library, 2004)Data of 200 respondents were collected. The data consists of both qualitative and quantitative in nature.

Secondary data was reviewed through several online platforms, books and other sources to gather data supporting this study.

3.4 Data Collection and Processing Procedure

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The primary rationale for preserving data integrity is to support the detection of errors in the data collection process, whether they are made intentionally or not. Qualitative data was collected to understand the demographics of respondents whereas quantitative data will be collected.to test the hypothesis.

3.5 Data Analysis Tools and Techniques

Microsoft excel, and SPSS (IBM) software were used to perform percentage analysis and hypothesis testing respectively.

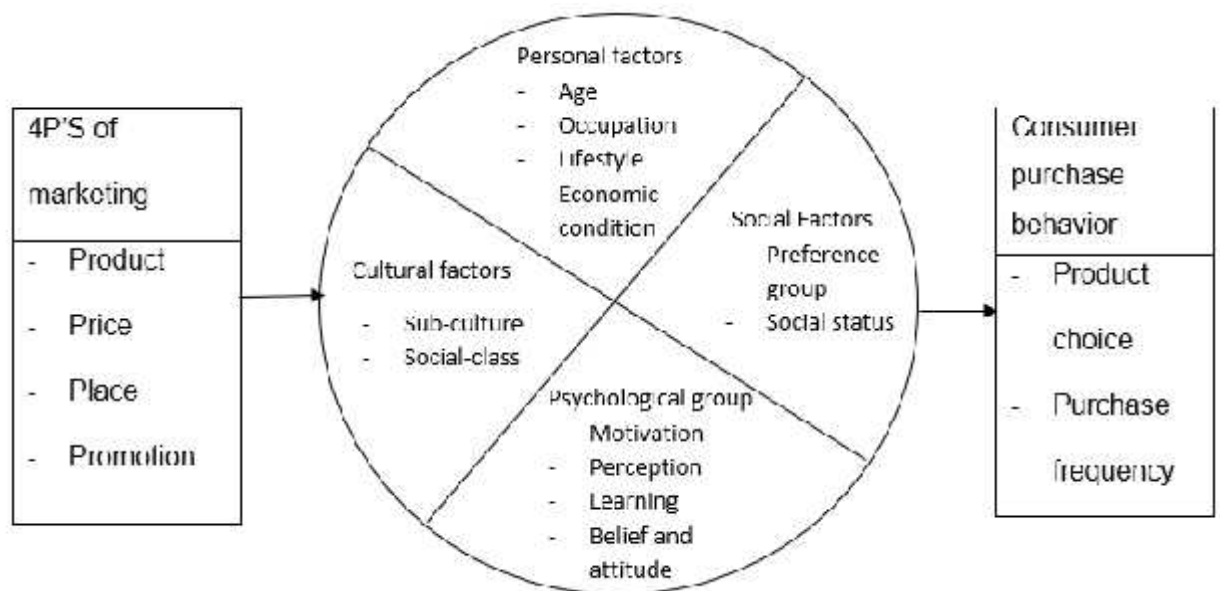
3.6 Variables Under Study

3.6.1 Dependent Variable

The important aspect of the study was to analyze the factors influencing the buying Behaviour on the selection of Colgate brand. The dependent variable for the study was buying decision behaviour.

3.6.2 Independent Variable

The important aspect of the study was to analyze the Impact of factors influencing the buying Behaviour on the development of marketing strategies for Colgate.



(Source: Slide Player)

Figure 3.1: Schematic diagram for the theoretical framework

The schematic diagram as presented in figure 2 was based upon the preliminary survey of literature on the subject. Accordingly, this study was oriented toward testing the hypothesis as mentioned below.

CHAPTER-IV
PRESENTATION AND ANALYSIS OF DATA

The previous chapter provided the concept bases and format of this study. This chapter is the main part of the study which presents data and numbers collected with 200 different individuals within Kathmandu Valley and analyzes the collected primary data with the help of consumer survey. For this purpose, both descriptive and statistical tools and techniques were used. The data presentation and analysis are done from final consumer. Bar diagram, pie charts and scattered diagram have been presented to clarify the actual data. Specially, the chapter includes analysis and interpretation of the data obtained from respondents.

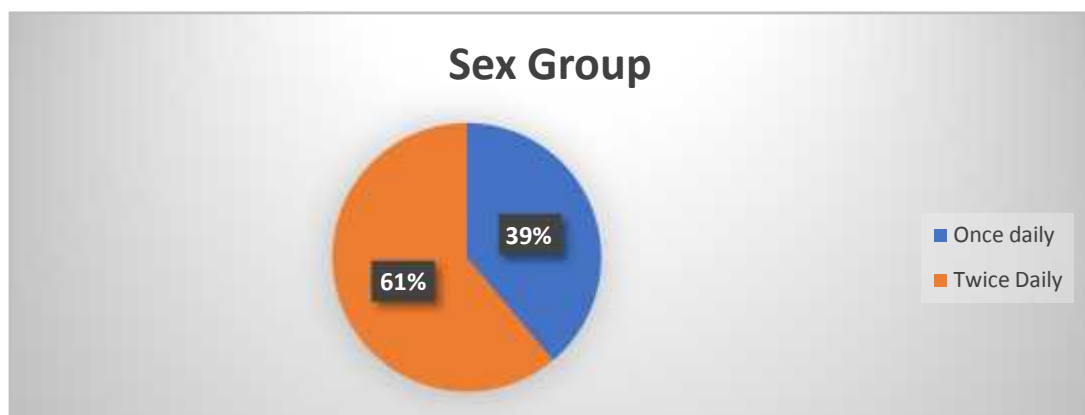
In course of conducting this research, the researchers selected 200 consumers and tried to find out views of consumers. It was found that all the respondents were regularly using toothpaste for brushing their teeth. Obtaining responses, various tables were prepared. The data are presented and analyzed in the following table:

4.1 Sex Groups

Table 4.1
Sex Group of Consumer

S.N	Sex	Frequency	Percentage
1	Male	106	53.0
2	Female	94	47.0
	Total	200	100.0

Source: Consumer Survey 2076



Source: Table No. 4.1

Figure 4.1: Sex Group of Consumer

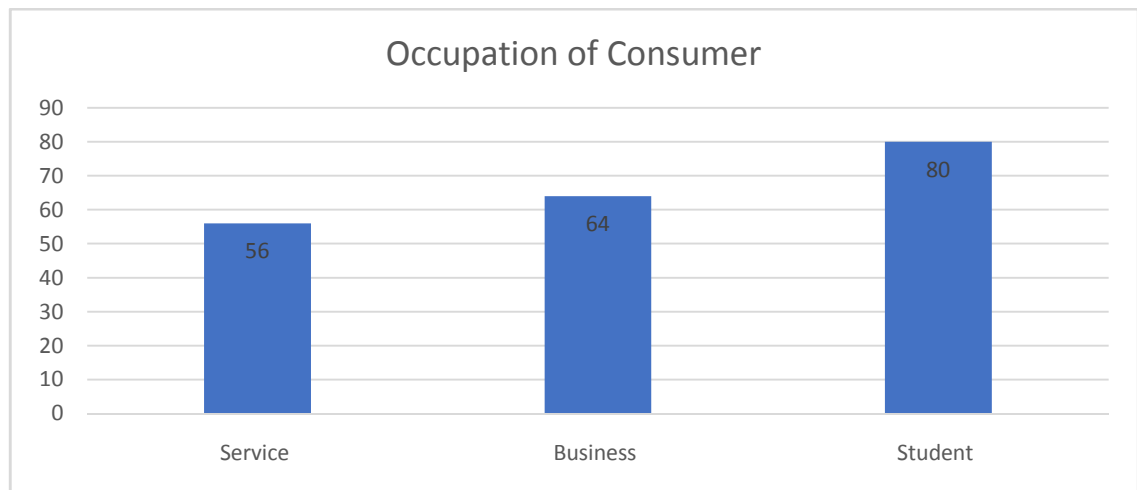
Table No. 4.1 deals with the sex group of consumers. Among 200 respondents 106 were Male and 94 were Female. The data indicates that 47% of the population were female whereas 53% of respondents were male.

4.2 Occupation

Table 4.2
Occupation of Consumer

S.N	Occupation	Frequency	Percentage
1	Service	56	28.0
2	Business	64	32.0
3	Student	80	40.0
	Total	200	100.0

Source: Consumer survey 2076



Source: Table No. 4.2

Figure 4.2: Occupation of Consumer

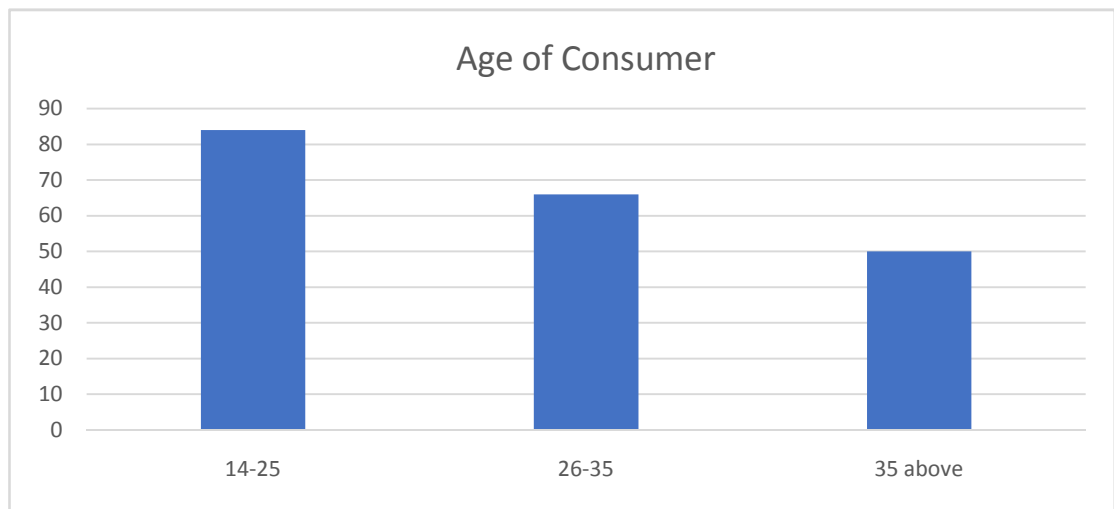
Table no. 4.2 shows that most of the consumer of Colgate toothpaste in Kathmandu Valley were students compared to service holder and business man. Among 200 respondents 56 were service holders, 64 were businessman and 80 were students.

4.3 Age of Consumers

Table 4.3
Age of Consumer

S.N	Age	Frequency	Percentage
1	14-25	84	42.0
2	26-35	66	33.0
3	35 above	50	25.0
	Total	200	100

Source: Consumer survey 2076



Source: Table No. 4.3

Figure 4.3: Age of Consumer

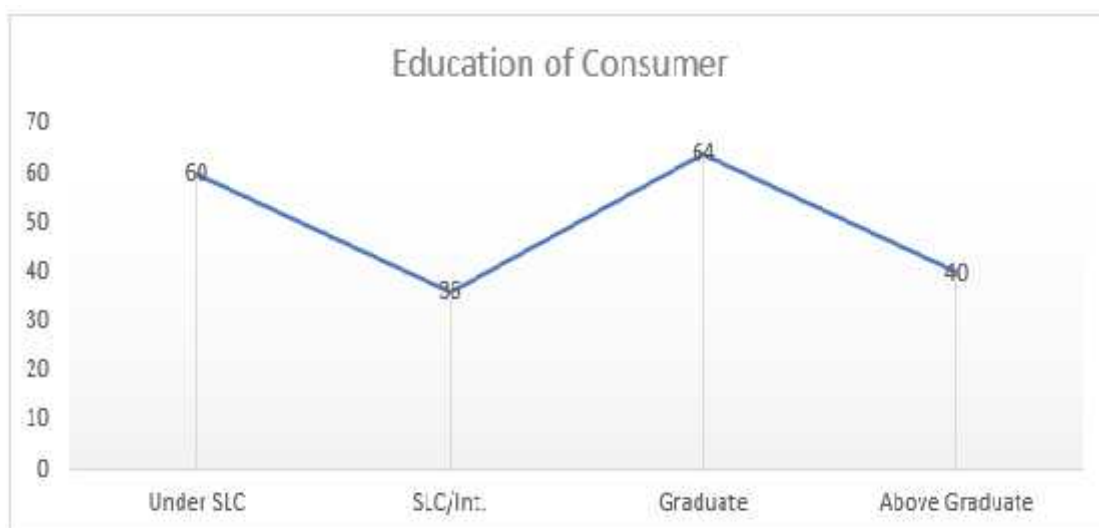
The above table shows that majority of consumer fell in the age group between 14-25 that is 84 people consume Colgate toothpaste more, compared to 66 people of age 26-35 and 50 people of 35 above.

4.4 Education of Consumer

Table4.4
Users of Colgate Education Wise

S.N	Education	No. of Respondent	Percentage
1	Under SLC	60	30
2	SLC/Int.	36	18
3	Graduate	64	32
4	Above Graduate	40	20
	Total	200	100.0

Source: Consumer Survey 2076



Source: Table No. 4.4

Figure 4.4: Users of Colgate Education Wise

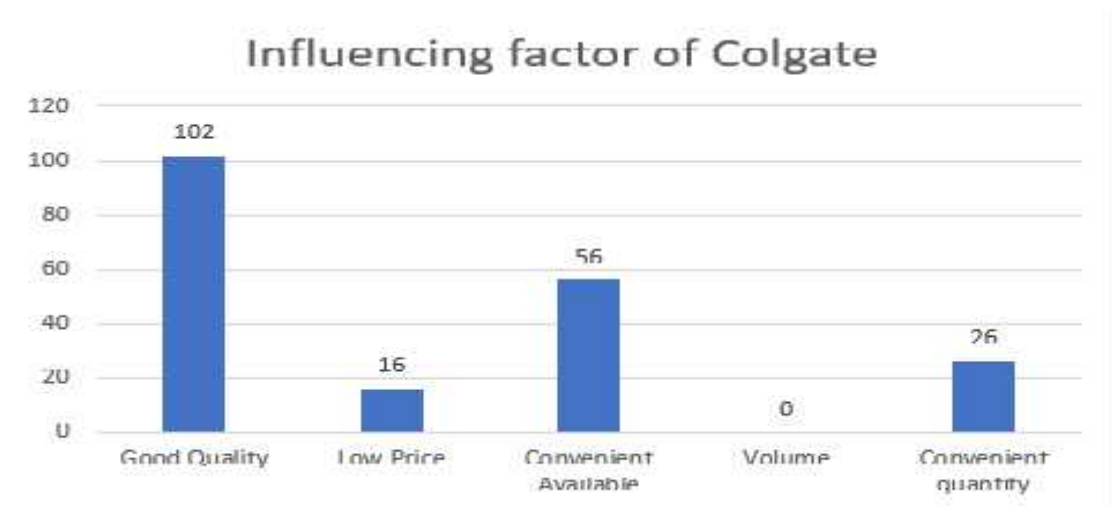
Table No. 4.4 presents the education profile of the respondents. Out of 200 respondents surveyed, 60 people were studying under SLC, 36 were SLC/Intermediate, 64 were Graduated and 40 had academic qualification higher than graduate. From this figure it is clear that graduated respondents were more likely to use Colgate compared to another respondent.

4.5 Influencing Factor

Table 4.5
Influencing Factor for using Colgate

S.N	Influencing Factor	Frequency	Percentage
1	Good Quality	102	51.0
2	Low Price	16	8.0
3	Convenient Available	56	28.0
4	Volume	0	0.0
5	Convenient Quantity	26	13.0
	Total	200	100.0

Source: Consumer Survey 2076



Source: Table No. 4.5

Figure 4.5: Influencing Factor for using Colgate

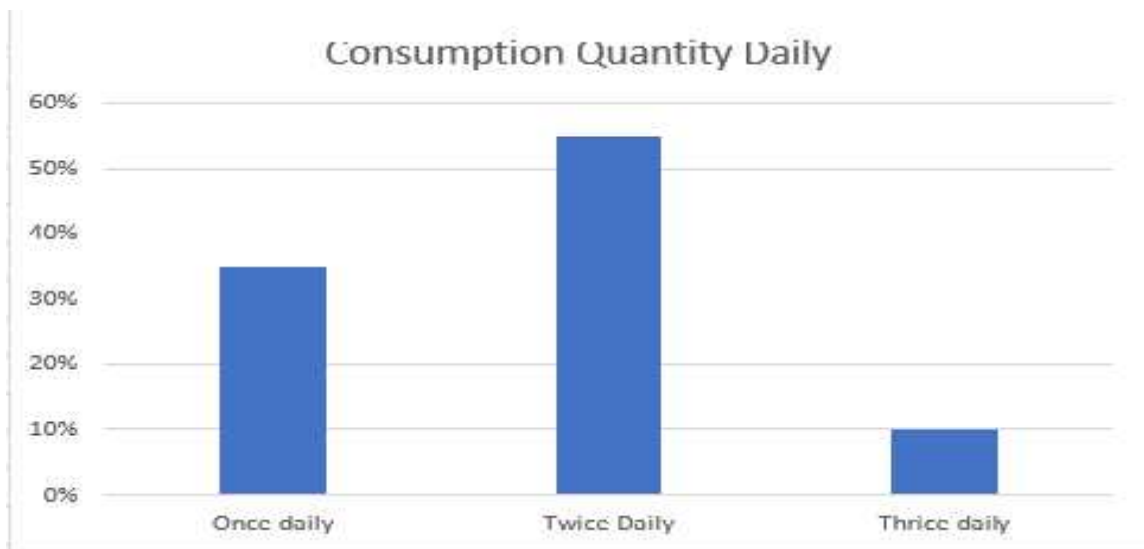
Table No. 4.5 presents the information regarding influencing factor for buying Colgate. Out of the 200 respondents, 102 claimed that good quality offered by the product is the major influencing factor for buying Colgate where as volume has no role in influencing them. Convenient availability also played role in consumers choosing Colgate over other products. Price of Colgate had little influence over consumers as only 16 out of 200 claimed price to be an influenced factor for buying Colgate. Availability in different quantity (convenience for availability in different quantity) has also been claimed to be an influencing factor for choosing Colgate.

4.6 Consumption Quantity of Colgate

Table 4.6
Consumption Quantity of Colgate

S.N	Consumption Times	Frequency	Percentage
1	Once a day	70	45.0
2	Twice a day	110	55.0
3	Thrice a day	20	10.0
4	Never	0	0
		200	100.0

Source: Consumer Survey 2076



Source: Table No. 4.6

Figure 4.6: Consumption Quantity of Colgate

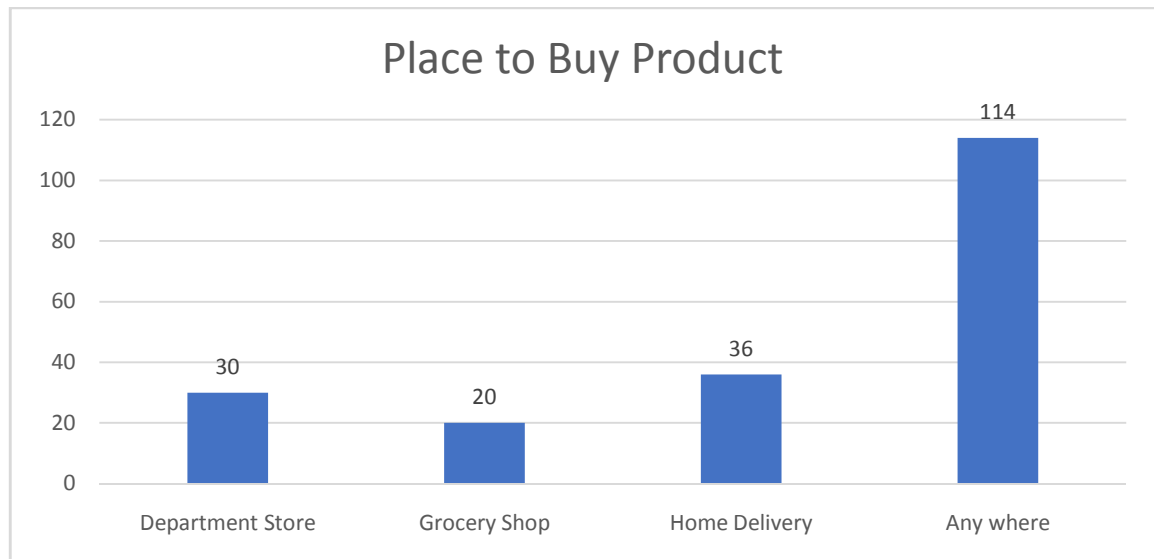
Table no. 4.6 represents the consumption pattern of Colgate consumers. Upon question about the consumption pattern, respondents claimed that they use Colgate at least once daily. Majority of respondents (55%) used Colgate twice daily, on the other hand 35% of consumers claimed to use Colgate at least once daily. Very few (10%) respondents belong to the category of using Colgate more than thrice daily.

4.7 Most preferable place to buy Colgate

Table 4.7
Most preferable place to buy Colgate

S.N	Place	Frequency	Percentage
1	Department Store	30	15.0
2	Grocery Shop	20	10.0
3	Home Delivery	36	18.0
4	Any where	114	57.0
	Total	200	100.0

Source: Consumer Survey 2076



Source: Table No. 4.7

Figure 4.7: Most preferable place to buy Colgate

Table No. 4.7 represents information about the place of buying Colgate by the consumers. Consumers were flexible in purchasing Colgate with respect to mode of stores. Majority of consumers claimed to buy Colgate from any stores they could get it. Consumers purchased Colgate from departmental stores to grocery shops. 36 consumers preferred home deliver through online stores, 30 consumers visited departmental stores whereas 20 bought them from grocery shops and 114 consumers preferred any of the stores.

4.8 Hypothesis Testing

The aim of this chapter is to analyze and interpret the result of the data collected from the sample. The result of the collected data has been statistically tested and has been referred to test the set hypothesis.

H1: Colgate's attributes have no role in consumers choosing Colgate.

Table 4.8: Rating of attributes in Colgate

Attributes	Frequency	Mean	S.D.
Price	25%	4.2	0.3
Quality	35%	3.8	0.2
Benefits	23%	4.4	0.8
Availability	10%	2.8	0.6
Advertisement	7%	1.8	0.3

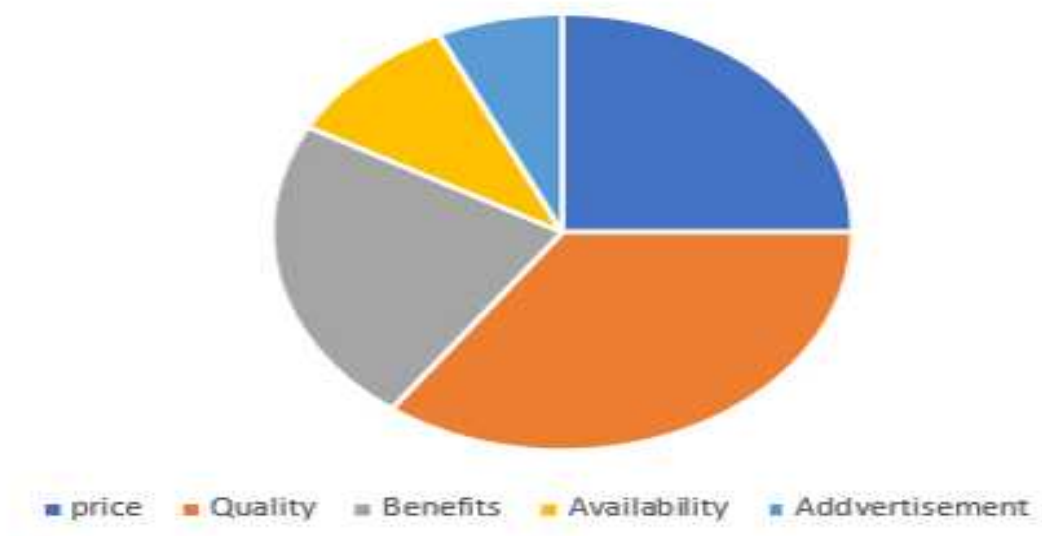


Figure 4.8: Rating Attributes in Colgate

From the research findings, 25% of the respondents agreed price of Colgate plays important role for them to buy the products. The mean for price as a factor was 4.2 and SD of 0.3 that indicates they consider price as the important factor. 35% of respondents indicated quality as an important factor with mean of 3.8 and a minimum SD of 0.2.

Benefit was rated highest with mean of 4.4 and SD of 0.8, even though the SD is high 4.4% of respondents suggest Colgate is their choice for its health benefits availability and advertisement as weaker factors with overall mean of 2.8 and 1.8 respectively with minimum standard deviation.

H2: Consumers personal factors has no role in selection of Colgate as toothpaste brand.

Statement	Frequency	Mean	SD
You consider personal factors during purchasing Colgate	88%	4.6	0.2
You do not consider personal factors during purchase of Colgate	12%	2.9	0.6

The table illustrates the impact of personal factors that influence consumers to buy Colgate products. The data analysis describes that customers did consider Personal factor as important variable influencing their buying decision. 88 percent of respondents said that their personal factors have impact on their decision making during the purchase of Colgate products.

H3: Consumers social factors has no role in selection of Colgate as toothpaste brand.

Statement	Frequency	Mean	SD
My social status influences me to buy Colgate	17%	3.4	1.3
My social status does not influence me to buy Colgate	83%	3.3	0.2

Table indicates the influence of social class on consumers purchasing Colgate products. 17% of the sample population considered their social status as factor for choosing Colgate products. Since, the mean is high 3.4 but a higher SD of 1.3 limits their agreement. On the other hand, 83% of the sample population did not consider their social status impacting decision of purchasing Colgate products. With a moderate mean of 3.3 and low SD customers did not consider social class as an important factor for purchasing Colgate products.

H4: Consumers psychological factors have no role in selection of Colgate as toothpastebrand.

Statement	Frequency	Mean	SD
You consider psychological factors during purchasing Colgate	68%	4.2	0.3
You do not consider psychological factors during purchase of Colgate	32%	3.6	0.7

The table illustrate the psychological consideration to customer that influence them to buy Colgate products. Majority of sample population considered psychology as an important factor for purchasing Colgate products. The mean was 4.2 and SD was 0.3, it illustrates that psychology plays important role for influencing them to purchase Colgate products.

4.9 Major Findings

The major findings and answers to research question have been listed below after the analysis of consumer survey:

- i) On the basis of data analysis, it was found that male consumers consume Colgate more than female.
- ii) Age group of 17-24 have been found to be major consumer of Colgate.
- iii) On the basis of education, graduate and school studying students were major niche segment.
- iv) Most of the respondents claimed quality and price as the major factor for their buying decision of Colgate.
- v) 55% of the respondents used Colgate twice daily and 45 % respondents used Colgate once a day showing that most of the respondents were aware about their oral care.
- vi) 114 respondents out of 200 claimed that, they buy Colgate in any stores showing easy availability of products around them.
- vii) 18% consumers used online platform which leaves Colgate room to tap over online users as well.

- viii) 88% of the respondents claimed that their personal factors play significant role during purchasing Colgate.
- ix) 83% of the respondents claimed that their social factors do not play significant role during purchasing Colgate.
- x) 68% of the respondents claimed that their psychological factors play significant role in their buying decision of Colgate.
- xi) Majority of the respondents had positive perception towards Colgate, thus the satisfaction level among the consumers is positive towards Colgate.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This chapter provides narrowed information regarding consumer buying behaviour on the basis of evaluation of theories and findings of the research. The theoretical part of the research provided guidance for performing the research. The theories put forward that cultural, social, psychological, and personal and products attributes have significant impact upon the consumer buying behaviour, but data analysis deviates with the theoretical assumptions. It was found the personal, psychological factors and products attributes have impact upon consumer decision-making whereas social factor did not play role in consumer selecting tooth paste brands.

5.2 Conclusion

Consumer behaviour is not exactly predicted one; somewhat it is predicted with the help of research activity. Starting and ending of the survey ends with only one statement 'consumer is king'. So, the companies concentrate in analyzing the requirement of people thoroughly to satisfy and retaining the consumer. This study revealed that consumer awareness of toothpaste is high in Kathmandu Valley. Moreover, this chapter provides condensed information on consumer buying behaviour on the basis of comparative evaluation of theories and findings of the research. The theoretical framework for the study was reviewed that guided the research for further proceedings. The theories highlighted the significant impact of cultural, social, psychological, personal and marketing mix elements. The theories emphasized that these factors have high magnitude upon the consumer buying behaviour, but data analysis has put forward some contrasting assumptions to these theories. It was found that psychological factors have huge influence on the consumersbehaviour, but social, cultural and personal factors did not have the same extend of impact as assumed by the behaviour. In addition, the EKB model assumptions that consumers pass through several stages before making final purchase decision remains questionable. The findings of the research state that consumers in Kathmandu does not exhibit the same traits of consumer behaviour.

Moreover, there are some other important factors considered by the consumer for decision making process before buying any products. Brand image, advertisement, and offer play an important role in purchasing toothpaste, sometimes based on the offer provided the consumer compare it with competitor product and select the best one. Product attributes is also analyzed by the consumer for deciding a brand. Switching of one product from one company to other company product is mainly based on quality, advertisement, brand name, packaging, availability, and price rise etc. So, the company should analyze all these factors and find out the best suitable tools for promoting their products in any country.

5.3 Recommendation

Performance of Colgate toothpaste in Kathmandu valley market shows a motivating result for its marketers. Data analysis of the research illustrates Colgate's external stimulus (4Ps) have built a strong impact of consumer perception. This strong positive perception has successfully established the brand in Kathmandu valley market. With successful value delivering its brand positioning has been able to win large customer segments.

Even though, the success for the brand can be seen, recommendations on the basis of research findings will help Colgate build sustainable competitive advantage over other competitive products. The recommendation from the findings are;

1. Availability

Colgate has been offering its product through many dealers in Nepal. Retailers have been providing the products to the customers on the basis of its demand. Oral products demand in Nepal is increasing so Colgate is recommended to expand its distribution centers. The recommended strategy are as follows;

➤ Setting up new distribution centers (Dealers):

As in research it is found that convenient available of Colgate is only 28%, it has to decentralize its distribution to several other distributors and make products available in almost all the small retail shops. Small number of dealers in Kathmandu have not been able to reach the customers in the entire city. Centralizing the distribution centers in the market has limited access of Colgate toothpaste to peoples in the central

region of the space. Thus, Colgate has to set up new distribution centers in multiple locations of the city to extend its reach to a greater number of customers.

➤ Partner with local retailers;

Since it was found that majority of customers that is 57% buy their product from any random shops it is recommended that Colgate should increase its supply of toothpaste to more local retailers. Consumers in Kathmandu buy products from nearby retail shops so Colgate should understand this buying behaviour and increase its supply to small retail shops. This will help the customers to get the products easily and enhance Colgate growth in Kathmandu valley market.

➤ Online distribution;

The purchase of products through online platform has been increasing but as research it is found that only 18% of consumers are using online platform to buy Colgate. However, people of age group 14-25 shop products through various online products and they are only the one who buys around 42% of Colgate toothpaste. Colgate has its presence in online platform, but the availability of products is limited. So, Colgate should target this age group and tap this opportunity and enhance its distribution through this platform.

2. Advertisement:

According to research it is found that only 7% of consumer are aware about Colgate through advertisement. Colgate uses promotions to convey its positive offerings of the products through Indian TV channels, this has limited its reach to customers who only views Nepali media. Colgate should communicate to the local market choosing local (Kathmandu) media channels. This promotional approach will help to build strong brand connection with the customers at Kathmandu valley. The recommended strategy to enhance promotional strategy are:

➤ Use local online platform for promotion:

Colgate is currently using television media to broadcast its marketing campaigns. It has been using Indian channels for its telecast. This technique has not been able to reach a greater number of customers in Kathmandu valley in an effective manner. Colgate success has been dependent upon its positive marketing communication. In

order to penetrate the current Kathmandu market Colgate has to use online platforms like social media to connect to its customers. Having strategic promotional campaigns through these online media channels will help it penetrate the market and increase its consumer base.

➤ Direct marketing:

Nepal is the country where word of mouth is considered as one of the best ways for advertisement, it is recommended to Colgate for using direct marketing techniques to fill the existing gap in the Kathmandu valley market. Direct marketing should concentrate upon building relations with local retailers. Local retailers can play key role in increasing the distribution of Colgate toothpaste in the markets. Local retailers are identified to be the main source of information about the products to the customers. Building relation with retailers will help Colgate to convey the attributes of the product and can improve the current loop fails of the company.

BIBLIOGRAPHY

- Aaker, J. 1997. Dimensions of brand personality. *Journal of Marketing Research*. Volume 34. American Marketing Association.
- Adam, M. (2018, 7 6). *Academia*. Retrieved from Academia:
https://www.academia.edu/5563491/Research_Population
- Bray, J. (2010). *Consumer Behaviour Theory: Approaches and Models*. Retrieved from
http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_&_Models.pdf
- Chand, S. (2018, 02 2). *Your Article Library*. Retrieved from Your Article Library:
<http://www.yourarticlelibrary.com/economics/simons-satisficing-theory-with-criticisms-behavioural-theories/28984>
- David L. Loudon, A. J. (1993). *Consumer Behaviour*. New York: McGraw-Hill
- Hawkins, D.I. (2015). *Consumer Behaviour Building Marketing Strategy*. First Edition. New York: Mc Graw Hill.
- Investopedia. (2019). *Investopedia*. Retrieved from
<https://www.investopedia.com/terms/r/rational-choice-theory.asp>
- Kanagal, N. (2016). An Extended Model of Behavioural Process in Consumer Decision Making. *International Journal of Marketing Studies*, 08(04).
- Kavitha, T.N.R. (n.d.). A Study On Customer Satisfaction Towards Toothpaste. *IOSR Journal of Business and Management*, 8-12.
- Kotler, P, G. A. (2008). *Principles of Marketing*. Seventh Edition. New Jersey: Pearson.
- Kotler, P. (2008). *Marketing Essentials*. Eleventh Edition. Chicago: Pearson.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. First Edition. New York: Pearson
- MBA Knowledge Base. (2014). *The Engel Kollat Blackwell Model of Consumer Behaviour*. Retrieved from <https://www.mbaknol.com/marketing-management/the-engel-kollat-blackwell-model-of-consumer-behaviour/>
- New Business Age (2018). *Growth of Nepali FMCG market is among the fastest in the world*.

- Parson, E. (2017). *Contemporary Issues in Marketing and Consumer Behaviour*. Second Edition. New York: Routledge.
- Ramya, P. (2016, 9). *Academia*. Retrieved from Academia:
[https://www.academia.edu/2-9-151-281Factors affecting consumer buying behaviour](https://www.academia.edu/2-9-151-281Factors_affecting_consumer_buying_behaviour)
- Rani, P. (2015). Factors influencing consumer behavior. *International Journal of Current Research and Academic Review*. Volume 4.
- Research Gate. (2018). *Research Gate*. Retrieved from
https://www.researchgate.net/figure/Extant-framework-for-buyers-mental-processes-Black-Box-at-overview-levels-Kotler_fig1_305713436
- Sahney, S. (2016). *Consumer Behaviour*. First Edition. Kharagpur: Oxford University Press.
- Sandhusen, R. (2000). *Marketing*. First Edition. Boston: Barrons Educational Series
- Sandhusen, R. L. (2006). *International Marketing*. Toledo: Barrons Educational Series.
- Simon, H. A. (1959). Theories of Decision-Making in Economics and Behavioural Science. *The American Economic Review*, 49(03), 253-283.
- Simon, Herbert A. (1959). Theories of Decision-Making in Economics and Behavioural Science. *The American Economic Review*, 253-283.
- Trading Economics. (2018). *Trading Economics*. Retrieved from
<https://tradingeconomics.com/nepal/gdp-per-capita-ppp>
- Vijayalakshmi, S. (2013). Marketing Management. *Elixir International Journal*, 5.

Appendix 1

Questionnaire

I am BibhaPathak, MBS, student, at central department of management. I request you to answer the question to the best of your knowledge. This questionnaire is presented for your valuable information about Colgate toothpaste consumption patterns and your expectation. Privacy and integrity of the data will be ethically handled.

Please fill up these questions

1. Name:

2. Age:

3. Sex:

Male () Female ()

4. Occupation:

Businessman () Student () Service ()

5. Education:

Below Slc () Slc/Int. () Graduate () Above Graduate ()

6. Do you use Toothpaste?

Yes () No ()

7. Have you used Colgate Toothpaste?

Yes () No ()

8. Why did you select Colgate?

Low price () Good Quality () Quantity () Availability ()

9. From where did you come to know about Colgate?

T.V () Friends () Family () Newspaper () Internet ()

10. How often do you use Colgate?

Once a day () Twice a day () Never ()

11. From where do you usually buy Colgate?

Department Store () Grocery () Home Delivery ()

12. Do you think advertisement contributes for purchase of Colgate?

Yes () No ()

13. Will you switch your product if it is not providing any scheme or offers?

Yes () No ()

14. How will you define Colgate in single word?

Bad () Good () Satisfactory () Best ()

15. Would you recommend Colgate to others?

Yes () No ()

16. Indicate your level of agreement to the statement below relating to the influence of personal factors while buying PATANJALI products. Use a scale of 1-5, where 1- strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree.

Statement	1	2	3	4	5
I am completely influenced by personal factors when buying Colgate products					
Personal factors have no influence while buying Colgate products.					

17. Indicate your level of agreement to the statement below relating to the influence of social factors while buying Colgate products. Use a scale of 1-5, where 1- strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree.

Statement	1	2	3	4	5
I am completely influenced by social factors when buying Colgate products					
Social factors have no influence while buying Colgate products.					

18. Indicate your level of agreement to the statement below relating to the influence of Psychological factors while buying Colgate products. Use a scale

of 1-5, where 1- strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree.

Statement	1	2	3	4	5
I am completely influenced by Psychological factors when buying Colgate products					
Psychological factors have no influence while buying Colgate products.					