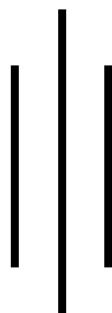


# **Current Market Position of Toothpaste**

(With special reference to Colgate)



## **SUBMITTED BY:**

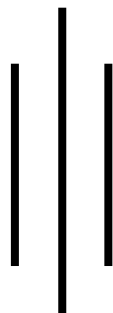
**Ajay Prasad Sah**

R.R.M Campus, Janakpurdham

Roll No: 39/065

Exam Roll No: 140163/2067

T.U. Regd. No: 7-2-14-828-2002



## **A THESIS SUBMITTED TO:**

Office of the dean Faculty of Management T. U. Kathmandu

***In partial fulfillment of the requirement for the degree of***

***Master of Business Studies (M.B.S)***

Kathmandu, Nepal

November, 2013

# **RECOMMENDATION**

This is to certify that the thesis:

**Submitted by**

**Ajay Prasad Sah**

**Entitled**

**Current Market Position of Toothpaste** (With special reference to Colgate) has been prepared as approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

**Thesis Supervisor**

Signature:.....

Name: Mr. Brahma DevSah

Date:.....

**Chairperson of Research Committee**

Signature:.....

Name: Mr. JugeshwerSah

Date:.....

**Campus Chief**

Signature:.....

Name: Mr. Vishnu DeoYadav

Date:.....

# VIVA -VOCE SHEET

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

**Saroj Kumar Sah**

## Entitled

**Current Market Position of Toothpaste** (With special reference to Colgate) and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master's Degree in Business Studies (M.B.S.)

## Viva-Voce Committee

Chairperson, Research Committee .....

Member (Thesis Supervisor) .....

Member (External Expert) .....

Date: .....

# **DECLARATION**

I hereby declare that the data and work presented in this study entitled **Current Market Position of Toothpaste** (With special reference to Colgate)" submitted to R.R.M. Campus, Faculty of Management, Tribhuvan University is my original work done for the partial fulfillment of the requirement of the Degree of Master of Business Studies (M.B.S) under the guidance and supervision of Mr. Brahma Dev Sah of R.R.M. Campus.

.....

**Ajay Prasad Sah**

Researcher

R. R. M. Campus, Janakpur

**Date:** .....

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This is really an appreciable curriculum of T.U. because it helps the students to express their theoretical concept gained during the study period into the practical field. So, being concerned to thesis, I have also got a chance to express my theoretical concept gained from class and library study into this practical field. The present study "**Current Market Position of Toothpaste** (With special reference to Colgate) "has been prepared for the partial fulfillment of the requirement for Master Degree in Business Studies.

At first, I would like to pay thanks to my parents as well as my brother who headed me towards the light of education and path of truth. Due to their non-stopping effort for guidance, today I come in this position. So I would like to share the credit of my success with them. I'm really indebted by them.

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**Ajay Prasad Sah**

(Researcher)

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# **CHAPTER – 1**

## **INTRODUCTION**

### **1.1 Background**

It is signaling that in coming near future, the trade is being a single home around the world. The legal provisions toward the business is making homogeneous in the country wise and all over the world i.e. competition act, intellectual property right Act, Certificate of origin, Standardization and so on. To create a fair competitive market, Subsidies and quotas provided by the government will be totally eliminated gradually within certain years. All the governments handled business will be privatized and all the trade boundaries will be liberalized which makes free movement of product as well as resources and technologies. To eliminate all trade barriers and to monitor the world trade, an umbrella organization has established almost 10 years ago named World Trade Organization (WTO), which is very democratic, participative and fair. Almost about 75% countries of the world has got membership that means one day will come that all the countries will be in the WTO regime. If the result of the continue practices and efforts of all the countries, regional blocks and other organizations has been doing since more than 65 years ago to liberalize and to globalize and multilateral treaties between the countries, between the regional blocks, organizations and among the countries. Still there are so many trade restrictions but each and every conference of regional groups and international organizations are seeking how to liberalize the trade more and as soon as possible.

Due to the globalize trend of world trade and business, though competitive situation or environment is creating day by day whether it is in domestic market or in international market. No business organization can be isolated from influences of globalization. It is providing more and more opportunities as well as challenges. In this condition, business organizations have to conduct their activities strategically strong. A company can increase its market any other part of the world by setting or installed industries and by

selling the product easily. So, the manufacturing companies assemble several parts of product on several countries to reduce cost and to improve the quality.

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

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

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

Advertisement, purchase behavior, sales promotion etc are the most considerable factors to increase market size that each and every company's goal.

Without advertisement, a company cannot sale the product in the market. So advertisement is also becomes one of the most important part of business. It can remind to each person's mind about the firm's and its products.

There are various advertise media options available to the advertiser like Press media. Radios/F.M., Television, Film, Posters, Hoardings, Sky writing, Booklets, Catalogues, Window display etc.

Spending Amount in advertising and incremental sales has a positive relationship. Therefore every company spends significant amount of money in advertising and naturally sales will be increased as well as market position will be well.

In context of Nepal, most of people are in under the poverty line and most of the part of country in rural area. Being a country with rural markets, Nepal is far from modernized system. "Nepal is still following a traditional style of business and in not able to reach a high professional level. We need more human resources and auditing. At the moment, Nepal is in a transition stage where industries are trying to take a big leap from traditional to modern style of handling business. However, the process is very slow and the major factor that is posting a hindrance in development of all sectors is corrupting in public services, which needs to be curbed". (**KhetanRajendra**, the boss p22, June 2003)

Marketing and sales activities had started in Nepal relatively very late as compared to other countries. Nepalese consumers have habit to use imported goods since very long period due to non availability of products within manufacturing in Nepal. After democracy B.S. 2046, some well-known multinational companies had come in the country and began to produce their products in international standard. It contributes to develop marketing activities. Various, communication media has been developing and advertising activities also becoming a part of business in the country. There are so many brands in a products and domestic industries also making attention also making attention to improve position by spending significance amounts in advertisements, products differentiation and product lines. The domestics

industries are facing competition with international products and multinational companies.

In context of toothpastes, Nepalese has been using toothpaste very late but consumption of toothpaste is increasing day by day due to urbanization and health consciousness. There are so many companies coming into Nepalese market like tooth product, brighter industries, Nepal level, Colgate Parmolive, Dabur Nepal, R. B. Brush, FluraHimal with different brand names. Market position of toothpaste is the main subject matter of this study and also packaging, price, delivery, consumption habit of the consumers are the subject factor.

## **1.2 Significance of the Study**

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

In context of Nepal, there is poor decision making system and management. Due to lack of expertise in management sector, very few experts and managers can be seen in big corporate level business houses. So, researches have chosen the topic to study practical based. Nepalese market and consumers behave toward the fast moving consumer goods product is crucial to understand any producer of such kind of product as well as marketer. The researcher has tried to find out the fact situation accrued in the market by paying preference to current market position of toothpaste special reference to Colgate. Which study May useful for all the marketers and manufacturers of fast moving consumer goods products especially toothpaste concern to reformulate and review their



policies as well as strategies. Besides, other firms whom seeing the proper market situation and structure will benefit trying to enter in the market. Moreover this study is concern partial fulfillment of the requirement of the requirement for the degree of MBS.

### **1.3 Statement of Problem**

During the past 25 years, there was no competition in Nepalese toothpaste market the reason was only single brand 'Everest' was available in the market. There was no choice or no alternative brands. Consumer of toothpaste was also not in large number. Gradually other manufacturing industries have been emerging with several brands like Brighter, Close-up, Pepsodent, Colgate, and Flura and so on. Therefore the situation of toothpaste market is quite different now, most of people have been beginning to use toothpaste due to the consciousness toward health and easy availability of various toothpaste in the market. So, size of market as well as competition in the market is increasing day by day rapidly and almost 90% market share covered by them in Nepalese market.

In this situation, the companies are spending significance amount in advertising. It is because without advertising, the product cannot sale in the market. The manufacturer are seeking to mention their market position, market position refers, market size occupied by a particular product. Advertising can make Impact on consumer's views towards company and its product etc.

If we consider above objects, following problems are discussion of the study.

1. What is the market position and selling rate of Colgate in Kathmandu valley?
2. What is overall marketing situation and selling growth trend of toothpaste?
3. What is consumers' view towards the Colgate and other brand? i.e., price/pack/delivery/quality/advertising strategies

## **1.4 Objectives of Study**

The main objective of this research study is the current market position of Toothpaste in Kathmandu on valley with reference to Colgate. However the specific objectives are as follows:

1. To identify the market share/selling position of Colgate comparison to other brands.
2. To find out the consumers view about the Colgate and other brands i.e. price, pack, delivery, advertisement style and quality.
3. To find out various selling brands of toothpaste in Kathmandu valley.
4. To suggest for the company scenario of marketing of toothpaste in Kathmandu valley.

## **1.5 Limitation of the Study**

There is always many problems occur in the way of word. So here are also many limitations during the research like:

1. This study has been done in segment of Kathmandu valley only and can't find overall nationwide position of Colgate.
2. Most of data used in this study have been obtained through questionnaire, interview, so most data are primary. Data are based on sample survey conducted in Kathmandu.
3. The responses of the respondents have analyzed with percentage method and also graph chart of necessary data and will not be used other statistical tools.
4. Time was also limited during this study.

## **1.6 Rational for Selection of Kathmandu**

Kathmandu valley covers almost all kind of customers using toothpaste, i.e. low class, middle class, high class family. The leading toothpaste companies like Nepal lever Limited, Colgate Palmolive (Nepal) Limited are focusing to grave the large market in this valley, because it is the large market in Nepal. Very few

studies have been done particularly in this field, being the capital city of Nepal. Dental health is one of the crucial problem of Nepal, this study also give information about teeth brushing habit of Nepali, I think Kathmandu Valley is a appropriate sample, these are cause, the researcher's selection of Kathmandu Valley.

## **1.7 Organization of the Study**

This research work is divided into five chapters as like:

- 1. Introduction:-**This chapter provides general introduction of marketing, market situation of present stage in the real field. Significance/objectives/limitation of the study, statement of the problem, rational for selection of area is also concerned with this chapter. Introduction of Colgate Palmolive limited involved in first chapter.
- 2. Review of Literature:-**This chapter provides information of different issues of previous studies/research done on related field of marketing. Which sources are from different books, journal, reports, articles and research?
- 3.** Third chapter is concerned with research methodology.
- 4. Data Presentation and Interpretation:-**In data presentation and interpretation chapter, research data are tabulated and showing in table, bar graph and pie chart. This will help to interpret the data.
- 5.** And last chapter is concerned with Conclusion, summary, major findings and recommendation.

## CHAPTER – 2

### 2. 1 Review of Literature

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

### 2.2 Product

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

On the globalization perspectives, “products which are easily marketed in domestic markets may not be marketed in international markets. More specifically, products, which are easily marketed in US market, may not be marketed in Asian or Nepalese market. In order to match products to international market, the marketers need to spend a lot of time, effort and money in planning and development of products in a systematic manner. **(ShyamShrestha, P-119).**

Increasing global market place, companies should make branding strategy whether sell all over the world with the same brand or separate brand name for

separate market through distributors. Brand names with an eye to their global reach, the name of the product should be meaningful and pronounceable in the nation languages. Otherwise companies will find it very difficult in selling their products in the distance places due to the geographical structure of various countries.

### **2.2.1 Brand Flexibility**

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

A few weeks ago, I visited a medium sized food company X. Company X's sales are centered around one product line and included several preparations of the same ingredient. It uses the company name as its brand name as its brand name. The company is successful and appears very profitable and has ambitious growth plants best on the introduction of several new products. But company X is not sure about whether it should market its new product under its current brand name or a new one, yet to be created.

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

introduce new products and by those who have acquired a company with branded products. Does the new product need a new brand name or should it be placed under the umbrella of an existing product? Should the acquired product line stand on its own brand or should it be using the endorsement from the new corporate parent? One of the many complications is that the issue should not be viewed in the sole contexts of the new brand of new product but also on the context of the existing brand. How will it be affected? Will it suffer dilution?

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

**Brands are associated with a set value, seldom with a specific ingredient.** There are a few exceptions but, generally, values are what define a brand. A brand like Starbucks for instance is associated with coffee. But, more than just the ingredient, it stands for expertise in bean selection and roasting, high quality, competent staff, young professional crowd, a pause during a busy day, etc. If could fit right in. Cigars or cognac could come close but have their own set of problems.

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

The best and possibly the only tool you need is a very clear idea of what values the brands involved stand for. In fact, if this is the only thing you do, you should write a brand strategy for your own brands and for the brands and for the brands you wish to acquire before you make any branding decision and preferably before an acquisition takes place. (**Jacques Chevron**, p 71)

## 2.2.2 How Brands Influence People?

This first thing to recognize when we talk brands is that they are not just names, symbols, terms, designs or combinations of these, although it is true to say that such things can and to differentiate certain product a successful brand is personality.

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

Thousands of people relate to brand personalities in the same ways as they do to human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Carl Jung's work where he describe the four functions so min-thinking, sensation, feeling and institution. The secret to successful branding is the influence the way in which people perceives the company or product, and brands can affect the minds in which people perceives the company or product, and brands can affect the minds of customers by appealing to these four mind functions, or combinations of them.

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

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

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

The Marlboro brand personality is a good example of how a company understands and combines the physical and emotional elements that appeal to

certain customers who live or would love to live a certain lifestyle. Products such as good credit cards, watches of prestige items help people to express themselves to others by demonstration that they are different and have achieved something. They act as extension of the personally, so it really is all in the mind. The key to brand management and development is a clear understanding of what benefits a customer is looking. Time and again, research shows that the real driving force behind leadership is perceived value-not price or inherent product attributes.

### **2.2.3 People Prefer to Buy Brands**

Brands are also successful because people prefer them to ordinary products. Today's world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brand can play an important role here by providing simplicity and reassurance to the uninitiated; offering a quick, clear guide to a variety of competitive products and helping consumers reach better quicker decisions. **(Paul. Temporal. June 2003, P. 44)**

## **2.3 Pricing**

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

In context of Nepalese consumers and Nepalese markets and Nepalese marketers/companies, we can see now that the prices charged for the any fast moving consumer goods products on the basis of buying behavior as well as purchasing capacity on economic growth condition. Consumers are mentioning weight of a packet of toothpaste like Colgate, peps dent, close-up and so on, but how much he price for a packet and companies always fix the price such as Rs.



15, Rs. 20, Rs. 40 etc. Whether price of the toothpaste is increasing but the companies are introducing small packets for easy pronounceable price as well as low price on the view of consumers. Similar pricing strategy follows by Coke Pepsi, of instant noodles for Rs. 5, Purina pack of fair and Lovely for Rs. 10, Rs. 1 or Rs. 2 for Shampoo pack.

“The contemplated price must be consistent with company pricing policies. Many companies set up a pricing department to develop pricing policies and establish or approved pricing decisions. Their aim is to ensure that the sales people quote the price that is reasonable to a customer and profitable to the company.” **(Kishor Raj Aryal P. 14)**

“Most companies will modify their basic price to reward customer for such acts as early payment, volume, purchase and off season buying. Description of these price adjustments called discount and allowances follow. Before we begin however a word of warning is in order. Many companies are so ready to grant discount, allowances, and special terms to their dealer and customer that they may fail to realize how little profit may be left. Companies should measure the cost of granting each discount or allowances against its impact on making on the sale. They should establish better policies as to what should be granted to customer are bidding for their business.” **(Michel V Marnal Robert I Rostello P. 82/94)**

## **2.4 Promotion**

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

### **2.4.1 Advertising**

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

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

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

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

**(ShyamShrestha, P. 162 & 163)**

In reality, consumers do not believe to a product, which is not seen in advertisement and cannot made decision to buy. Advertising becomes life partner of a product for marketing. Advertising cost is being strong components in promotion very much.

Now a day, stars from different field such s sports, music, movies etc. are using in advertising to attract consumer. However, there is controversial analysis

whether it is effective or not but most of companies has been introducing them as a brand ambassador also. There is an article on celebrities below.

## **Celebrities and the Vampire Effect**

Earlier, celebrities were used by a handful of brands – Lux is a name that springs readily to mind. In the last few years liberalization and growing affluence of the middle classes have seen more and more products falling into the lifestyle category; lox body wash is not about bathing but about styling your body. As a result, perhaps, celebrities are increasingly being used to promote and advertise brands. They are intended to act as ambassadors and spokespersons lending their own fame, recognition and personality to the brand. Switch on the television and you will see Shahrukh Khan selling shampoos and cars, Amitabh bacchhan anchoring TV shows, and promoting TV sates, banks, soft drinks, garments, toothpaste and so on so forth with piece persistence from Gobinda and ShekharSuman, advertising underwear in their inimitable style.

This overdose of celebrates in advertising raises some questions. Does a celebrity really help to build a brand? Are celebrities promoting the brnad or themselves? Before going into the merits and demerits of these issues it would be useful to understand the currents ethos and the marketing compulsions driving this. Competitions have increased exotically in all categories with several new entrants-local and international – and existing exotically trying to defend their markets. New categories have emerged and are being advertise –travel, entertainment, financial investments, insurance ET algal these are competing for a space in the consumer’s mind. It is, therefore, becoming increasingly, challenging to get brands to break through the clutter and be known. Not surprisingly, advertising agencies and marketing men alike are relying on the Bollywood led appeal of the **Stars** among the masses.

How does advertising work? First, advertising must be noticeable, and an attention grabber. Next it must involve the consumer in the storyline whether it is product or imagery that is being communicated. Research has shown that intention to purchase a brand goes up in proportion to the “likeability” of the ad. However,, if the ad has been successful on all these counts but fails to ensure the right brand association and message retained by consumer, then that piece

of advertising has failed to deliver. More importantly, these associations must be consistent over time. Celebrity advertising with its standout value certainly gets attention. It is possible even strongly liked. But does it really leave behind the key brand message?

This is not run down celebrity advertising: especially as it has been successfully leveraged in product categories where you would least expect it to do so. In low unit value, daily use products. Lux has consistently use endorsements from film stars for several decades. Its core benefit of completion care is prime relevance to a star, thus Lux has indelibly appropriated this benefit and seen off many a challenger including some who followed an imitative strategy. Taj tea is another successful example of using UrmilaMatondkar Maestro status to position the brand as the very best Tea in India. Once that is part of a true connoisseur's lifestyle. However the successes are few. There are many more examples where celebrities are being used almost indiscriminately for sheer notice ability. Everyone enjoys watching Shahrukh dancing, but does this position the brand as the best dandruff shampoo? Or Mahendra Singh Dhoni endorsing toothpaste does this really builds brands? Cricket stars are used often for drinks or sports goods but their endorsing engine oil makes one wonder. This page uses frames, but your browser doesn't support them wonder.

Celebrity's endorsements are most effective in lifestyle product categories such as watches, cars, airlines, beverages, and garments, where this kind of advertising works by association. Unfortunately, even here, the manner in which the celebrities are used is less than optimal. Coke and Pepsi have successfully leveraged star power amongst their core target and made the brands youthful, contemporary and very inspirational. To begin with Pepsi concentrated on movie and sport icons while Coke used other means to connect with the consumer. However, with both using the same icons now, they are beginning to look alike. Use of celebrities by every brand in a category can lead to enormous confusion; AishwayaRai, Shahrukh Khan, HritikRoshan, and several others are all endorsing different foreign brands of watches. Try matching the celebrity with the brand of watch. Here, stars are not providing any brand discrimination-in fact watch companies may get more standout value by not using celebrities and finding other ways to market their other ways to market their brands. In all

these causes where celebrity endorsement has worked or otherwise-one thing is common-the star presence and charisma is all pervasive. This is where the vampire effect of the celebrity comes in. the brand becomes a runner up be cautious in following the herd in their quest to break message, then a moment of the consumers attention will cost you dearly; a hole in your pocket now and erosion of brand erosion of brand equity later. (**KaminiBanga**, P 62).

## **2.4.2 Sales Promotion**

Sales promotion sales promotion directed at drawing an immediate response. This mode of marketing is efficient in attracting the attention of the consumer/potential customer.

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

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

“Sales promotion is sometimes described as the bridge between advertisement and sales.” says Frank Selkins in his book “**Advertising Today**”.

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

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

To motivate meddle channels between producer and consumer and customer/real consumer to sale or to consumer at least once, various tactics are

introducing company's day by day such as giving extra margined/percentage discount to the sellers, by two get one free for the consumers, display on retail sales stores and so on. Such kinds of promotional activities are introduced on the occasion of different festivals like New Year offer.

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

According to **Philip Kotler** "Sales Promotion consists of a diverse collection of incentive tools, mostly short term, and design to stimulate quicker or greater purchase of a particular product by consumer or the traders."

In case of Nepalese toothpaste market, various promotional programs has been seeing such s 10% extra quantity an same price, brush free, shampoo free, price off and so on. All these promotional tactics are really sales promotion tools which help to sale the product in large scale.

### **2.4.3 Public Relation**

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

"Public relation has become an important marketing tool these days. The basic philosophy of public relation is that if the image of the company is poor in society, no other marketing efforts including quality product nad service can satisfy the consumers. In order to gain good image in society, a company must established a good relation with the public. Public are several groups of society, including customers, stockholders, staffs or employees, dealers, the press, the

financial community and general community and the general community. A company must have good relations with these groups, if it really wants to promote its sales and develop an established market for its product and services. Public relation is defined as a social philosophy of management expressed in policies and practices, which, through sensitive interpretation of events based upon two – way communication with its publics, strives to secure mutual understanding and good will.” **(ShyamShrestha, P 168)**

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

#### **2.4.4 Publicity**

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

“Public relations and publicity are the last two promotional methods. Public relations are the broad overall promotional vehicle for improving or maintaining an organization’s image and its favorable relationship with its publics. Publicity, a part of public relations is any promotional communication regarding an organization and/ or its products that are not paid for by company benefiting from it. Typically there two activities are handled in a department separate from the marketing department is a firm.”**(B.S. Rathor, P. 91/92)**

#### **2.5 Distribution / Place**

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

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

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

According to **William J. Standon**, “A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user.” The distribution channel includes several individuals and institutions such as producers, suppliers, industrial users, brokers, agents, wholesalers, retailers and consumers. It also consist several flows in the system which is forward flows and backward flows. The forward flows move from producers to the market. There are three forward flows: product flow, communication flow and ownership flow. The backward flow is money from sales, order for products and market information.

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



## 2.6 History of Toothpaste Nepalese Perspective

During the hunting era people of Nepal were not in the habit of cleaning their teeth. Then gradually with various other developments people used coal for cleaning their teeth and latter on them shifter into **Datyun**Stick and Neem slowly. After some time various companies were established for the production of toothpaste. The production and sales of toothpaste in Nepal started in 1980 A.D. with the established of Nepal Tooth Product. The company started its marketing activities with production and sales of “Everest” brand toothpaste. Everest toothpaste won a gold medal in 1982 & 1983 AD. The Brighter industry is the second toothpaste company, which produce “Brighter” toothpaste & was established in 2042 B.S. in Thimi, Bhaktpur.

Nepal Lever Limited as a subsidiary of Hindustan Lever was established in Hetauda in 1992 AD. This company produces many products, Close up and Pepsodent popular toothpaste. Since it inception, it has been able to retain its top position in Nepalese market. After that Colgate Palmolive Nepal was established at Hetauda in 1996 AD and started to produce toothpaste in 1997. But now 1 yrs. ago this company close its branch from Nepal because of labor crisis and supplying from India. Colgate Palmolive have various brands of toothpaste i.e. Colgate paste, Colgate gel, Colgate Palmolive Company was established in 1806. From the time of its establishment it has struggled a lot and now it has become the largest company of oral care in the world. The chairman and chief executive officer of Colgate Palmolive is Ruben Mark. This company is spread over Latin America, Africa, North America, Europe and Asia. For more than 100 years Colgate Palmolive has been dedicated in offering our family and us a wide range of oral care products to meet our individual needs and taste. There is something new and exemplary in Colgate in the field or dental care. The company has proved that their products have achieved market leadership throughout the world especially with an encompassing and unsurpassed quality of Colgate toothpaste. (Kishore Raj Aryal. P. 16)

After than other companies like FluraHimal, Dabur Nepal and Pearl are also producing toothpaste in Nepal as well as some brands such as Anchor,

Aqua-Fresh, Neem etc. are imported from different countries by the importers and these companies are also establishing their market as possible as.

## **2.7 A review of Previous Research Work**

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

### **2.7.1 Khanal Shiva Raj, 'A Study of market situation of toothpaste pepsodent a case study of NPG" SDC, 2004 p. 75**

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

### **2.7.2 AryalKishor Raj, "The study on market share of Colgate in comparison with other brand" SDC, 2002 p. 52**

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

### **2.7.3 Parajuli Sanjay, "A study of loyalty on branding" SDC, 2001, p. 53**

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

None of the above studies has done research entitled "Current Market Position of Toothpaste in Kathmandu Valley, With Reference to Colgate" So that the research could be helpful for further researcher.

## CHAPTER – 3

### 3. Research Methodology

#### 3.1 Introduction

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

“Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methodology we not only talk of the research methods but also consider the logic behind the method we use in the context of our research study and explain why we are using the particular method or technique and why we are not using others so that research results are capable of being evaluate either by the researcher himself or by them.” **(C.K. Kothari, P. 10/11)**

“Research methodology is a way to solve the problem. Market specifies the information required to address these issues, design the methods of collecting information, manages and implements and data collection process, analyzed the results and communicate the findings and their implication.” (New Marketing research definition approved, p. 1)

In the context of marketing, “Marketing is the principal revenue generating activity while other is revenue consuming. Marketing research deals with production and distribution problems, marketing institutions, marketing policies and practices, it covers the issues like production planning, development, pricing, promotion and distribution.” **(P.R. Joshi, p. 17)**

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

### **3.2 Research Design**

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

“Research design is the specification of procedures for collecting and analyzing the data necessary to help identify or react to a problem or opportunity...” (Donald Tull and Del Hawkins, P. 44) this research is basically descriptive and exploratory in nature. The main aim of this study is to find out the toothpaste market position in Kathmandu Valley reference to Colgate. This study suggests to the company to make strength the market position. To fulfill this purpose, related information from different aspects is collected through the structured questionnaire for consumers and channels of distribution such as retailers and wholesalers. For the study, the survey research design is adopted to collect raw data and descriptive type of survey research design has been followed to evaluate and analyze the study.

### **3.3 Natures and Source of Data**

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

### **3.4 Data Collection Procedure**

The questionnaire developed in structure form for different aspect according to objectives of the study and marketing complications are applicable to different aspect of marketing practices. Three different sets of questionnaires were prepared for real consumer, shop owner and distributors. The questionnaire distributed through personal contact one by one and respondent

to fill it and the researcher also filled the questionnaire by personal interview with shop-owners who were stocking toothpaste.

### 3.5 Population and Sampling

The population of the study area was residence of Kathmandu Valley, shopkeepers and distributors respectively. Here study is based on the sample taken from different area, place and different situation. It is impossible to include the total population in the study. Out of total population i.e. 300 consumer, 100 shop and 6 distributors were surveyed randomly which are based on area wise sampling. Which is also known as below:

**Table – 3.1**  
**Area Wise Data Collection**

<b>Area</b>	<b>Sample size for Consumer</b>	<b>Sample size for Shop</b>	<b>Sample size for Distributors</b>
Bhalkot	20	05	--
Anamnagar	15	05	-
Patan	15	05	-
New Baneshwor	15	05	-
Lagankhel	10	05	-
Pulchowk	10	10	-
Koteshwor	15	05	-
Maiti Devi	15	10	-
Lain Chaur	15	05	-
Jawakhel	15	10	-
Chabahil	15	05	-
Teku	15	05	-
Kalanki	20	05	-

Kirtipur	15	05	-
Balkhu	20	05	-
Baluwatar	20	05	-
Ratnapark	15	05	-
Thamel	10	-	-
Kausaltar	05	-	-
Naxal	20	-	-
All Distributors	-	-	6
Total	300	100	6

(Source Primary Data)

### 3.6 Data Processing and Analysis

All the questionnaires were distributed and collected by the researcher himself so there was not any delay in collection of questionnaires, which were distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was found correct in style of fillings. The same responses of the collected questionnaire were counted. The total responses were presented in one master table with the help of the data master table. Necessary adjustment has been made for attaining the objective of the study. Analysis has been made by percentile method.

### 3.7 Presentation of the Data

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

## **CHAPTER – 4**

### **4. Data Presentation & Analysis**

#### **4.1 Toothpaste Consumers & Market Scenario**

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

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

To conduct the study in Kathmandu Valley, researcher developed three types of separate questioners for consumer behavior survey, retailer survey and distributor survey. The response collected from 300 real consumers, 100 shopkeepers and 6 authorized distributors of the different toothpaste manufacturing companies in Kathmandu Valley. Researcher has always tried to reach more accuracy; questionnaires were distributed on the basis of sex, age, income level, education, profession and area wise that can represent the population for randomly selected samples.

Collected responses are converted in several from and analyzed indifferent aspects, which the study needs.

### 4.3 Consumer Behavior

Consumers are always the most important for marketer. To understand consumer habit towards toothpaste, 300 questionnaire were distributed to real consumers and returned back all. The following tables give the details.

#### 4.3.1 Detail of Consumer

##### Responses from the Different consumers in Kathmandu Valley

**Table – 4.2**

##### Response Received

Place	Response Received	Percentage
Kathmandu Valley	300	100
Total	300	100

(Source: Primary Data)

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

##### Male & Female Sampling Composition:

**Table – 4.3**

##### Male/Female

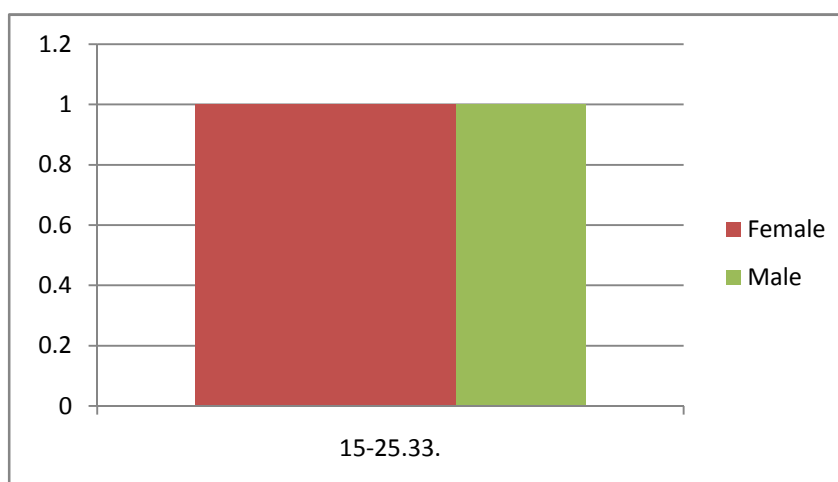
Sex	Respondents	Percentage
Female .....	174	58
Male .....	126	42
Total .....	300	100

(Source: Primary Data)

##### Bar Diagram of Male and Female:

**Figure – 4.1**

##### Male/Female





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

**Respondents of Different Age Groups:**

Different age group people has different choice and idea of selecting and consuming the products.

**Table – 4.4**

**Consumer’s Age Group in Years**

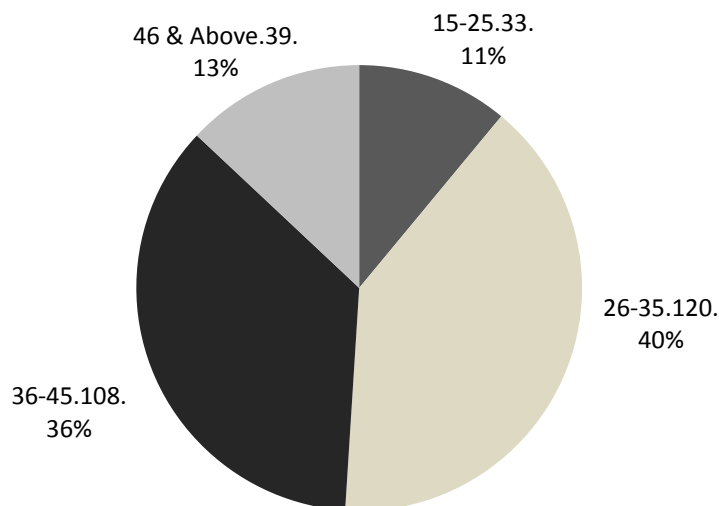
<b>Age Group</b>	<b>Respondents</b>	<b>Percentage</b>
15-25	33	11
26-35	120	40
36-45	108	36
46 & Above	39	13
<b>Total</b>	<b>300</b>	<b>100</b>

(Source: Primary Data)

**Pie-Chart of Consumer’s age group in years**

**Figure – 4.2**

**Consumer’s age group in years**



Most of the samples were taken from age group 26-35 years & 36-45 years. These age groups represent most of consumer’s behavioral determinants.

## Profession of the Consumers:

Profession of the consumer is also the major factors that make the difference on behavior of the consumers on selection and consumption of the products.

**Table - 4.5**

**Profession of the Consumer**

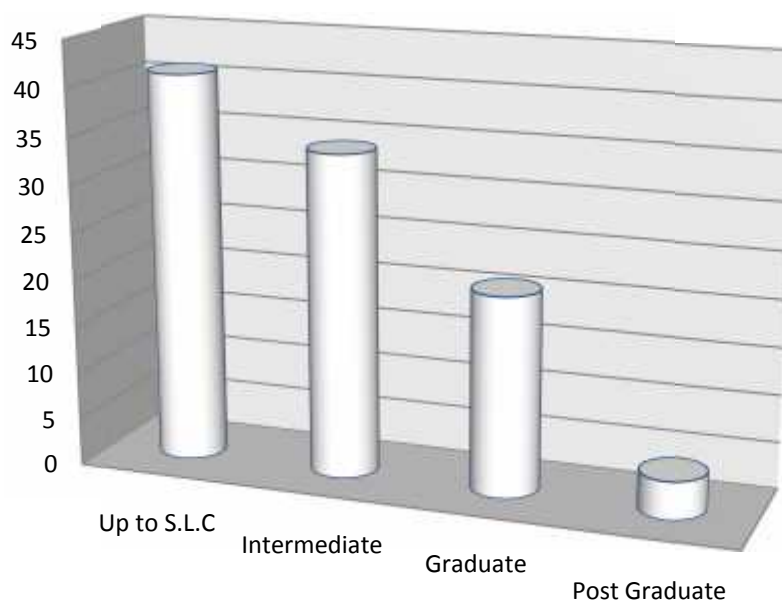
<b>Profession</b>	<b>Respondents</b>	<b>Percentage</b>
Business.....	144	38
Students .....	66	22
Service holders.....	96	32
Others .....	24	8
<b>Total .....</b>	<b>300</b>	<b>100</b>

**(Source: Primary Data)**

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

**Figure - 4.3**

**Profession of the Consumers**



### Academic Background or Education Level of Respondents:

Since the education makes difference on the selection of brands and qualitative products on the market, academic background becomes the major factors of difference on the behavior of the consumer.

**Table – 4.6**

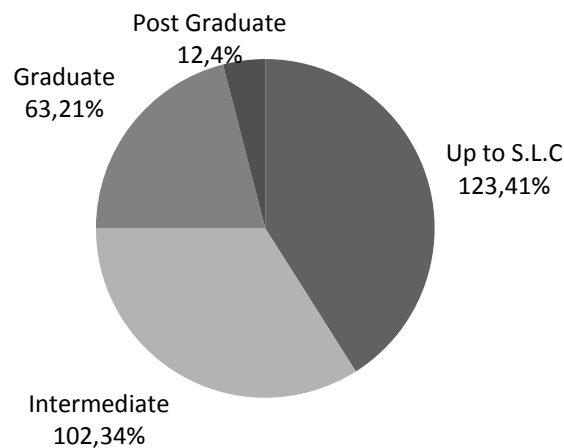
#### Academic background or education level of respondents:

Academic level	Respondents	Percentage
Up to S.L.C	123	41
Intermediate	102	34
Graduate	63	21
Post Graduate	12	4
<b>Total</b>	<b>300</b>	<b>100</b>

(Source: Primary Data)

**Figure 4.4**

#### Academic background or education level of respondents



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

**Family Size:**

Family size is another important factor to purchase consumer products. Large family size may buy products for the consumption.

**Table - 4.7**  
**Respondent's family size**

<b>Member of family</b>	<b>Respondents</b>	<b>Percentage</b>
1-3	39	13
4-6	177	59
6 and above	84	28
<b>Total</b>	<b>300</b>	<b>100</b>

(Source: Primary Data)

**Figure - 4.5**  
**Respondent's family size**

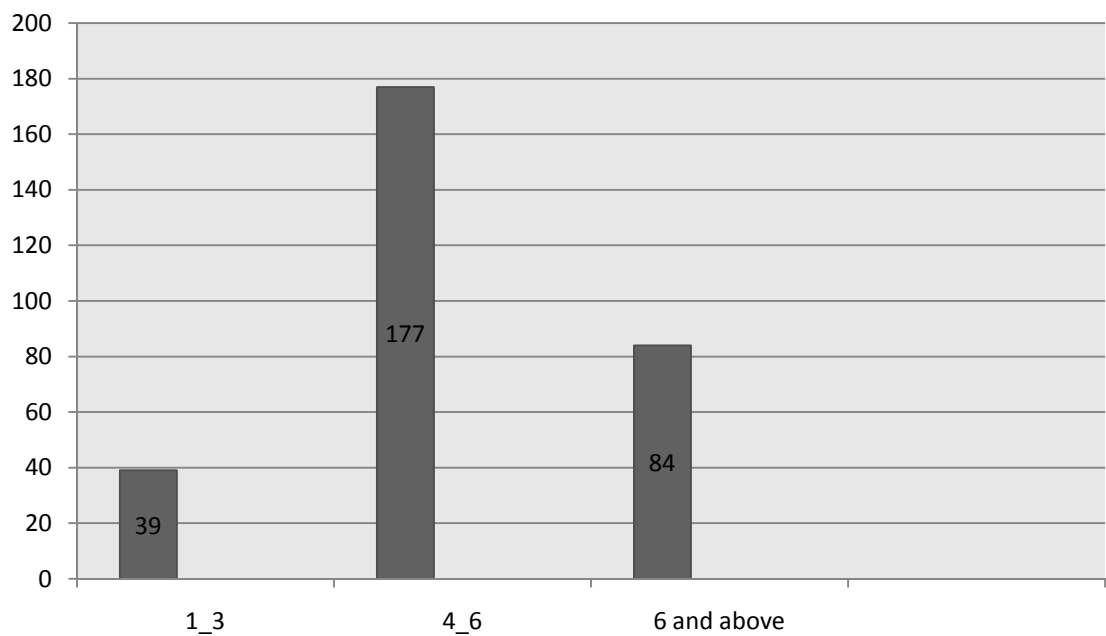


Table no. 4.7 figure 4.5 of above indicates that 59% respondents have 4-6 members in their family. It means maximum respondents were from family member with 4-6. Minimum member of family like 1-3 is less or 13% above 6 member's size is also significant.

### **Income Level:**

Level of income is also the major factors for the determination of the product purchase. High income people could buy branded products as well as they use frequent product where as low income level people do not care about branded product, in some place of Nepal they don't sue such product s well.

### **Monthly Family Income of Respondents:**

It is sure that the monthly family income of the consumer affects the behavior of consumer on selecting and consuming the products.

**Table - 4.8**

**Monthly family income of respondents**

<b>Income (Rs)</b>	<b>Respondents</b>	<b>Percentage</b>
2000-4000	39	13
5000-7000	84	28
8000-10000	138	46
11000-15000	27	9
15 and more	12	4
<b>Total .....</b>	300	100

**(Source: Primary Data)**

**Figure - 4.6**

**Monthly family income of respondents**

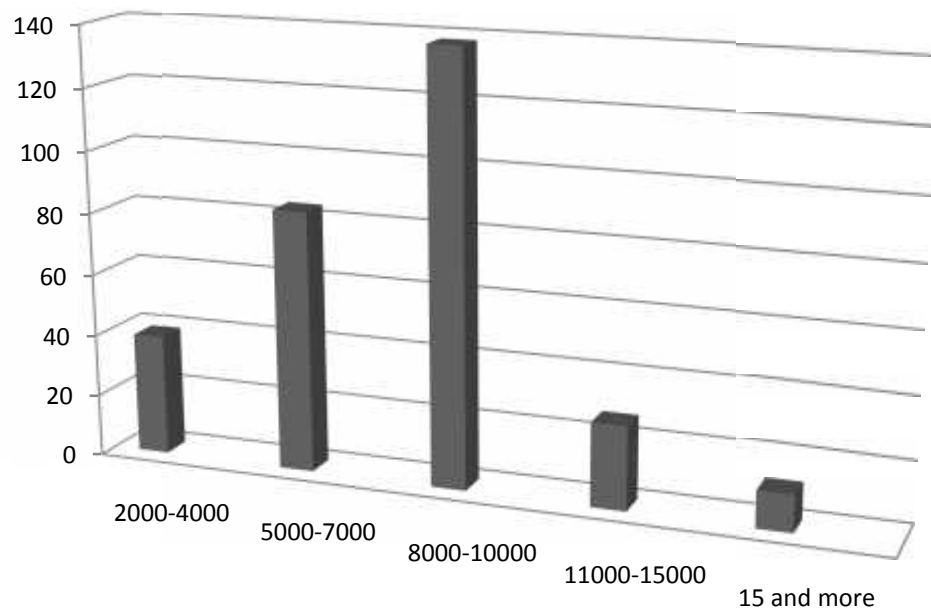


Table no. 8 and figure no. 6 shows that the most of respondents have their monthly family income lies between Rs. 8000 to Rs. 10000. Least income level of respondents is few as well as highest income level respondents are lower in number. Most of respondents don't like to show their actual income due to different reason so that the respondents having monthly income more than Rs. 15000 may be seen least size.

### **4.3.2 Buying Behavior of Consumers**

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

**Table – 4.9**

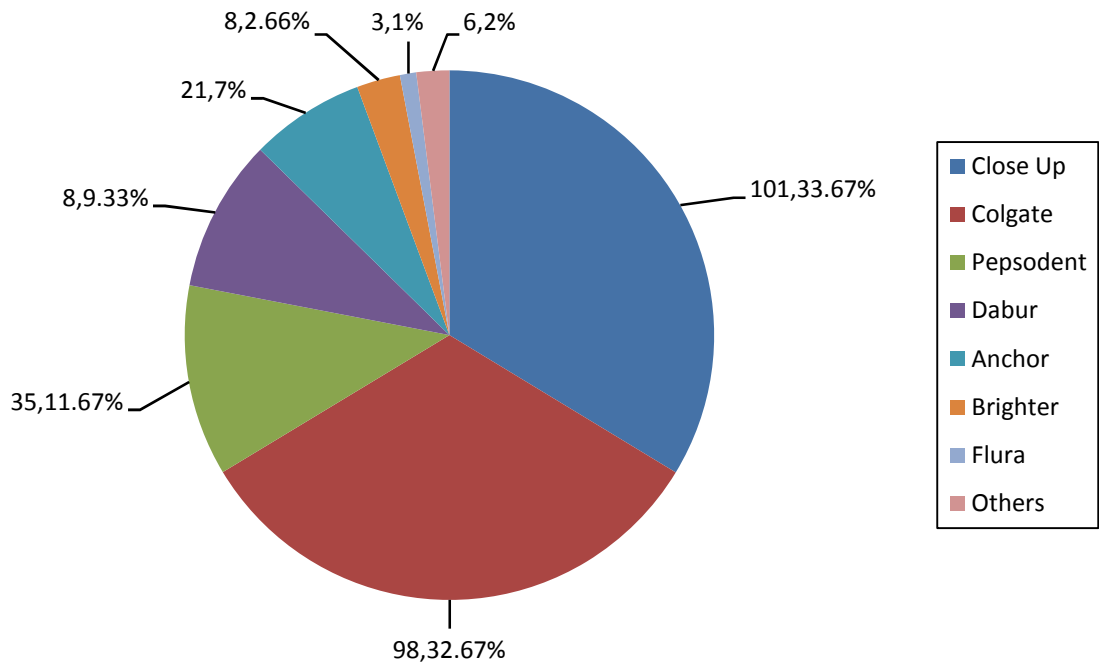
**The brand consumer usually buy**

<b>Brand Name</b>	<b>Respondents</b>	<b>Percentage</b>
Close Up.....	101	33.67
Colgate .....	98	32.67
Pepsodent.....	35	11.67
Dabur.....	28	9.33
Anchor .....	21	7
Brighter .....	8	2.66
Flura.....	3	1
Others .....	6	2
<b>Total .....</b>	<b>300</b>	<b>100</b>

(Source: Primary Data)

**Figure – 4.7**

**The brands consumers usually buy**



Above mentioned responses on the table no. 9 and figure no. 7 shows that close up and Colgate brands have bought by most of the consumer. Likewise, Pepsodent, dabur and anchor brands are in almost same i.e. lies 11.67% and 7%. 2% consumer buy the different imported other brands and 1% of the consumers buy flura brand that is least among them. Most of people like close up and Colgate and brighter, flura and other brand are very few people liked according to response mentioned above.

### 4.3.3 Usages of Brands:

Many of the consumers of rural area usages any brands as per availability on there, they don't care about the specific brands and quality but in urban area consumer are quite conscious about the brands, usefulness and features of brands. Some of them are strongly recommended the specific brands with satisfactory reasons.

**Table – 4.10**

#### **Use of specific brand**

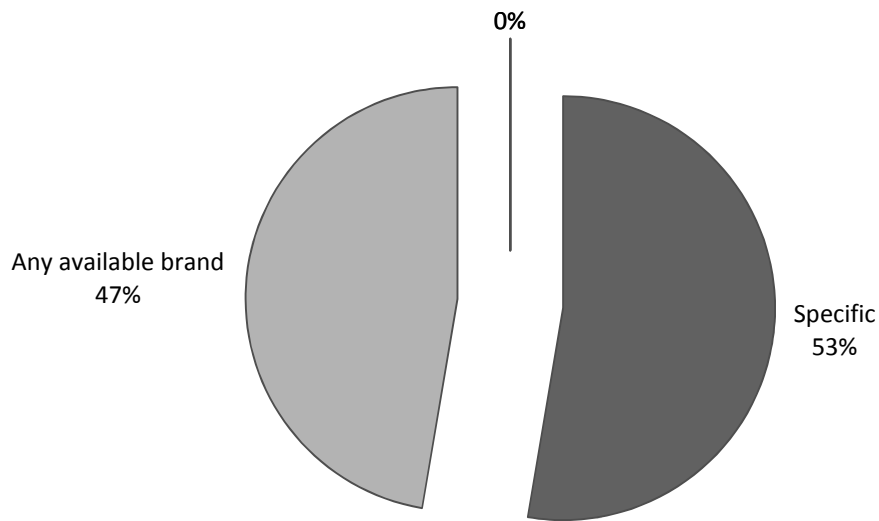
<b>Brand Name</b>	<b>Respondents</b>	<b>Percentage</b>
Specific	158	52.67
Any available brand	142	47.33
<b>Total</b>	300	100

**(Source: Primary Data)**



**Figure – 4.8**

**Use of specific brand**



The response show that still there is many consumers are not loyal to specific brand but most of them ate within the two or three brands consuming. It seems that there is more possibility to increase sales by attracting them by launching different campaigns. It is because 47.33% consumer's means there are waiting large market size for any toothpaste.

**4.3.4 Factors of Buying Toothpaste:**

The common purpose of buying toothpaste is just to brush their teeth. Many people buy their regular products and price is not major part on there but it is only at urban side. In rural area of nation majority of people select the product based on the price fixed. Besides this brand name, flavor, doctor's advice, attractiveness etc plays the major role on selection of brand.

**Table - 4.11**

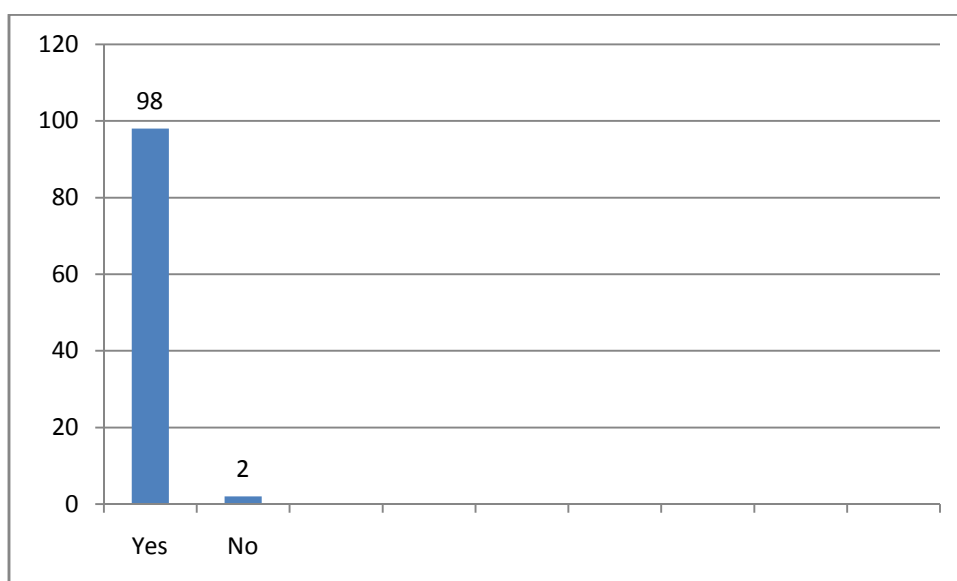
**Factor that the Consumer Considers while Buying Toothpaste**

<b>Considerable</b>	<b>Respondents</b>	<b>Percentage</b>
Price	126	42
Brand name	115	38.33
Flavor	18	6
Compactness	10	3.33
More foaming	9	3
Attractiveness	5	1.67
Fluoride	8	2.67
Packaging	6	2
Doctor's advice	3	1
Total	300	100

**(Source: Primary Data)**

**Figure - 4.9**

**Factor that Consumer Consider while Buying Toothpaste**



Presentation of above responses show that 42% consumers directly mentioned prices to made decision to buy toothpaste whereas 38.33% are follow brand name. It seems that price and brand image significant for company to attract buyers. Other factor like flavor, more foaming etc. are also to some extent influencing factors but its present is very low.

### 4.3.5 Family Reference Group

Reference group plays the important role on the selection of goods for the family. Generally toothpaste is chosen by the family member who usually involve in the family shopping.

**Table – 4.12**

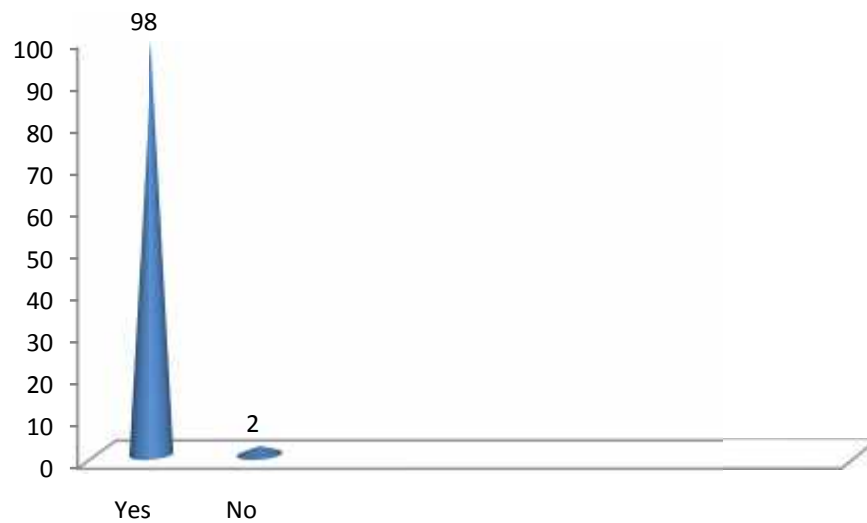
**Usually, decision maker in family to buy toothpaste**

<b>Family members</b>	<b>Respondents</b>	<b>Percentage</b>
Self	134	44.67
Mother	54	18
Father	42	14
Sister	26	8.67
Brother	18	6
Husband	11	3.66
Wife	15	5
Total	300	100

**(Source: Primary Data)**

**Figure – 4.10**

**Usually, decision maker in family to buy toothpaste**



Above response on the table no. 12 and figure no. 10 shows that most of respondent make decision self him/her i.e. 44.67% Most of them are housewives and this study shows that the ladies plays important role to make buying decision.

**4.3.6 Availability of Goods**

Easy available of goods also plays major role for the selection of toothpaste.

**Table – 4.13**

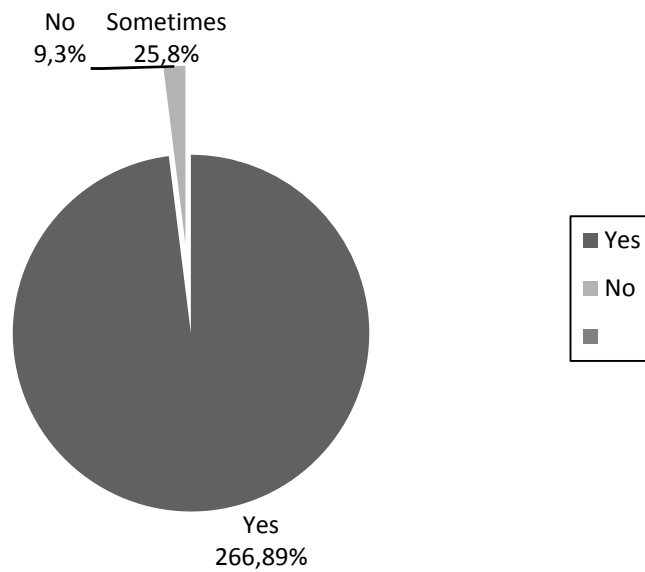
**Easy availability of your brand**

<b>Availability</b>	<b>Respondents</b>	<b>Percentage</b>
Yes	266	88.67
No	9	3
Sometimes	25	8.33
Total	300	100

**(Source: Primary Data)**

**Figure – 4.11**

**Easy availability of your brand**



Above table and figure try to show that 88.67% respondents among response get what they like the brand, 8.33% respondents are not getting regular i.e. sometimes available and sometimes not. Still 3% respondents are not getting easily.

**4.3.7 Notice Trend to Advertisement**

Almost all consumers notice the advertisement and make their decision of selecting product.

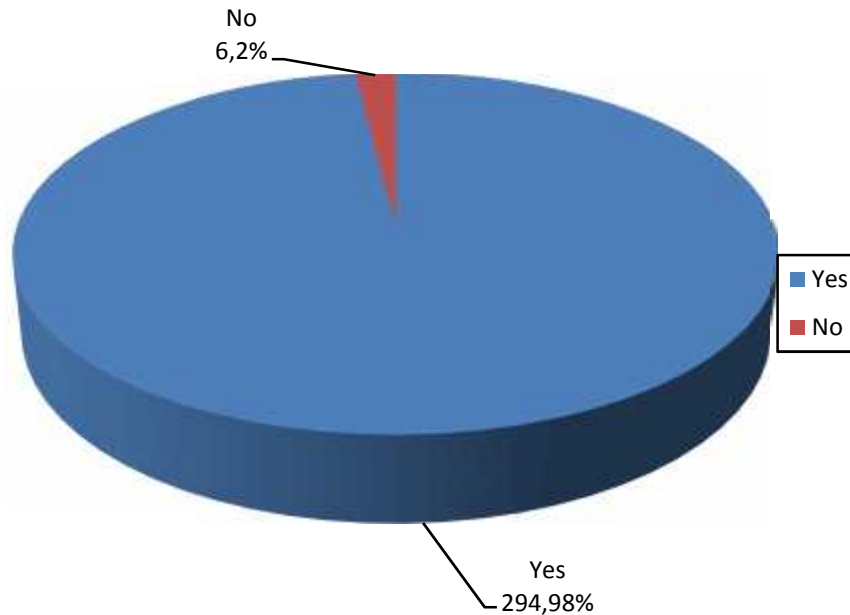
**Table – 4.14**

**Notice trend of advertisement**

Option	Respondents	Percentage
Yes	294	98
No	6	2
Total	300	100

**Figure – 4.12**

**Notice trend of advertisement**



Above response clearly shows 98% respondents that means almost all the consumers notice the advertisement of different toothpaste. Only 2% respondents isolate from advertisement notice, which is a few very much.

**4.3.8 Advertisement on Different Media**

Different advertisement effects the selection of product. Alternative and informational advertisement on different media such as paper, electronic media, pamphlets etc. positively attract the customer.

**Table – 4.15**

**Advertisement notice on different media**

Media	Respondents	Percentage
Television.....	264	88
Radio/FM.....	16	5.33
Newspapers .....	6	2
Magazines .....	3	1

Poster.....	6	2
Hoarding.....	3	1
Pamphlet.....	2	0.67
Total .....	300	100

(Source: Primary Data)

**Figure – 4.13**

**Advertisement notice on different media**

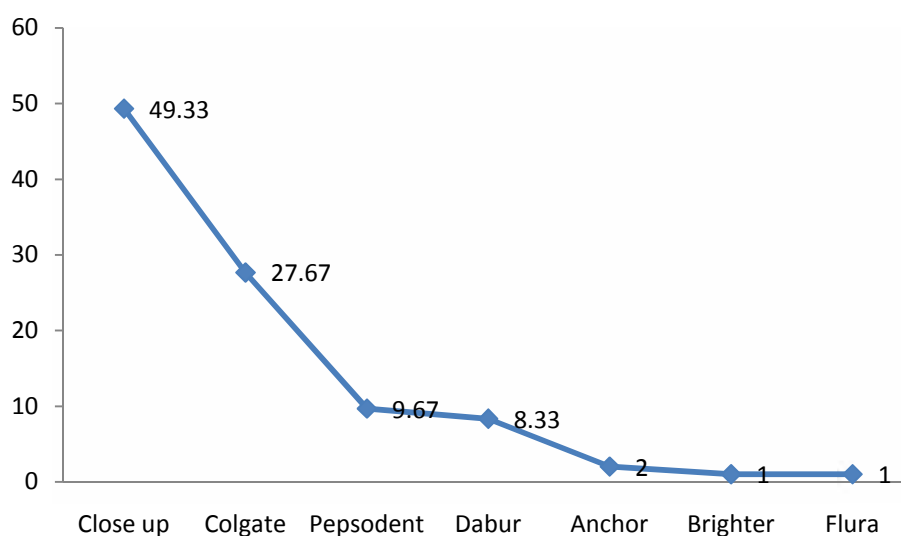


Table no. 4.14 and figure no. 4.13 shows that 88% respondents watch advertisement on television i.e. most of consumers watch advertisement to toothpaste on television. Other media cover only 12% in which radio/fm listeners 5.33% and readers are 3% i.e. 2% newspapers and 1% magazines.

**4.3.9 Best Advertisement of the Brand**

Different brand of products have different types of advertisement. Some believe in electronic media and some paper media. Some of the products sponsor the sports and other social and religious events for the best advertisement.

**Table - 4.16**

**Best advertisements of the brand on consumer's view**

	<b>Respondents</b>	<b>Percentage</b>
Close up.....	148	49.33
Colgate.....	83	27.67
Pepsodent.....	29	9.67
Dabur.....	25	8.33
Anchor .....	6	2
Brighter.....	3	1
Flura.....	3	1
Other .....	3	1
Total .....	300	100

(Source: Primary Data)

**Figure - 4.14**

**One of the best advertisements of the brand on consumer's view**

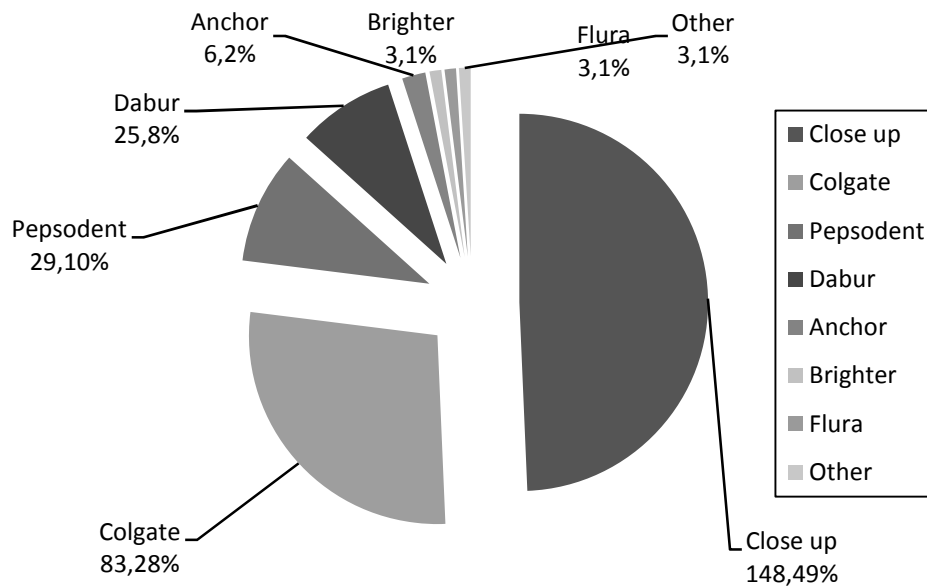




Table no. 4.16 and figure no. 4.14 shows that 49.33% respondents like advertisement of close up brand and is looking more effective one. Colgate, Pepsodent and Dabur brands are also noticeable.

### 4.3.10 Best Media for Advertising

Different brand of products have different types of advertisement strategy. Some believe in electronic media and some paper media. Some of the products sponsor the sports and other social and religious events for the best advertisement. Selection of media is also based on the media cost and effectiveness of media and target market.

**Table – 4.17**

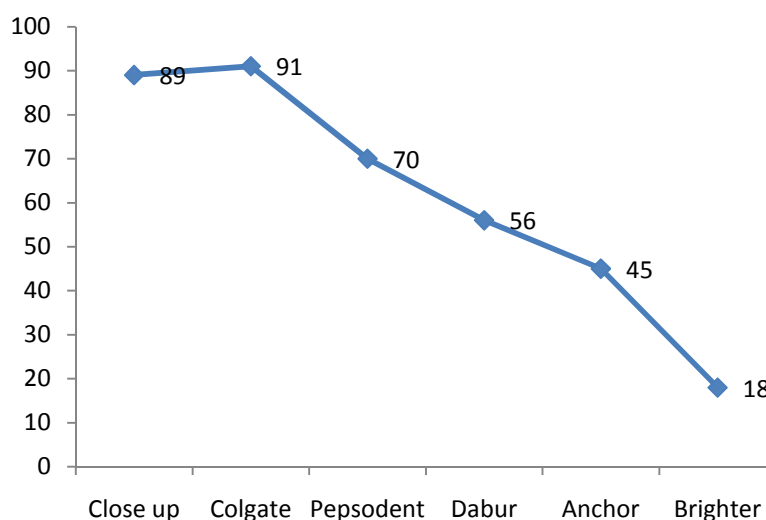
**The best media for advertisement of the toothpaste**

Media .....	Respondents	Percentage
Television.....	267	89
Radio/FM.....	15	5
Newspapers .....	6	6
Magazines .....	3	1
Poster.....	6	2
Hoarding.....	6	1
Total	300	100

(Source: Primary Data)

**Figure – 4.15**

**The best media for Advertisement of the toothpaste**



Among the responses most of respondents prefer as the best media for advertisement is television i.e. 89% respondents belief.

#### **4.3.11 Competing Brands**

In a monopolistic market homogeneous products are available in the market and they compete with each other. Main competition is basically between different Multinational company's brands.

**Table – 4.18**

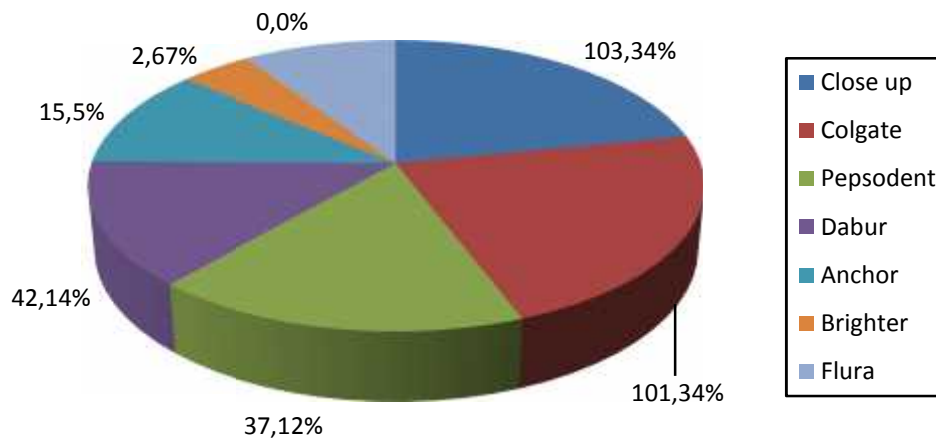
**Competing brands in Nepalese toothpaste market on consumer's view**

<b>Brand Name</b>	<b>Respondents</b>	<b>Percentage</b>
Close up.....	103	34.33
Colgate.....	101	33.67
Pepsodent.....	37	12.33
Dabur.....	42	14
Anchor .....	15	5
Brighter.....	2	67
Flura.....	0	0
Total .....	300	100

**(Source: Primary Data)**

**Figure – 4.16**

**Competing Brands in Nepalese toothpaste market on consumer’s view**



Among the consumers perception most of respondents belief close up and Colgate are major competing brands in the market as well as dabur and pepsodent are also well competitors.

**4.3.12 Consume Habit of Consumer**

Consume habit of consumer directly affects the number of product uses and selection of brand and quality.

**Table – 4.19**

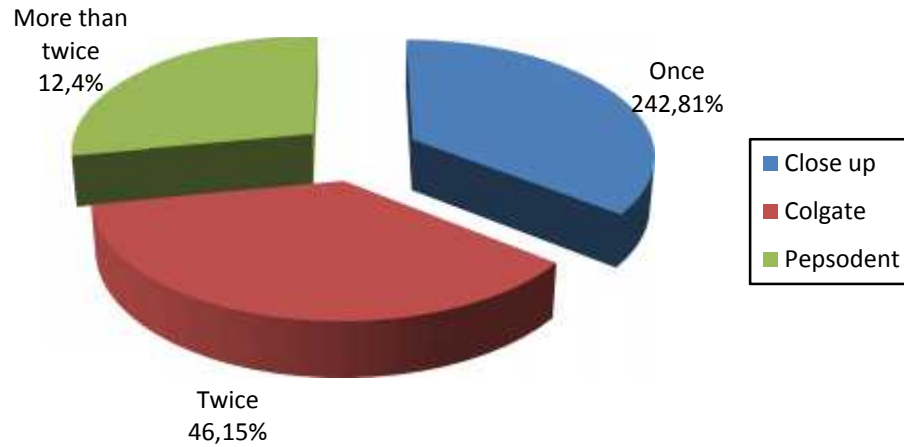
**Brush habit or consume habit in a day**

<b>Times in a day</b>	<b>Respondents</b>	<b>Percentage</b>
Once	242	80.67
Twice	46	15.33
More than twice	12	4
Total	300	100

**(Source: Primary Data)**

**Figure – 4.17**

**Brush habit of consume habit in a day**



Above the table and figure shows of most respondents are once in a day which is more i.e. 80.67% but 15.33% brush twice in a day and only 4% brush more than twice in a day. It seems that overall consciousness is not sufficient in Kathmandu Valley.

**4.3.13 Expenditure on Toothpaste**

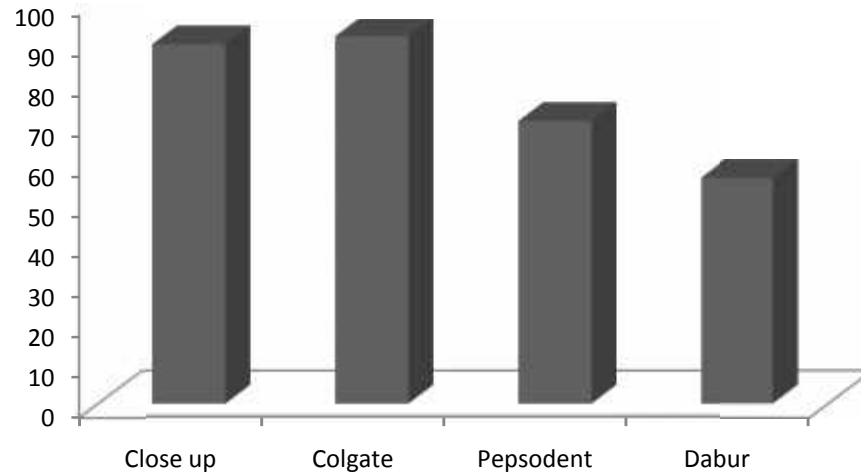
Expenditure on toothpaste is normally made as per the family background of the consumer. Besides this selection of new brands, health reference, quality of product make difference on the expenditure of consumer.

Monthly Expenditure (Rs.)	Respondents	Percentage
0-25	54	18
25-50	210	70
50-100	30	10
100 and more	3	1
Total	300	100

(Source: Primary Data)

**Figure – 4.18**

**Monthly Expenditure on Toothpaste in a Family**



Above responses indicates that most of consumers spent Rs. 25-50 in a month. The respondents spending more than 100 are least i.e. 2% only. If companies will able to shift consumers spending habit from Rs. 25-50 on Rs. 50-100 the sales of toothpaste will be increased significantly.

**4.3.14 Oral Health Awareness**

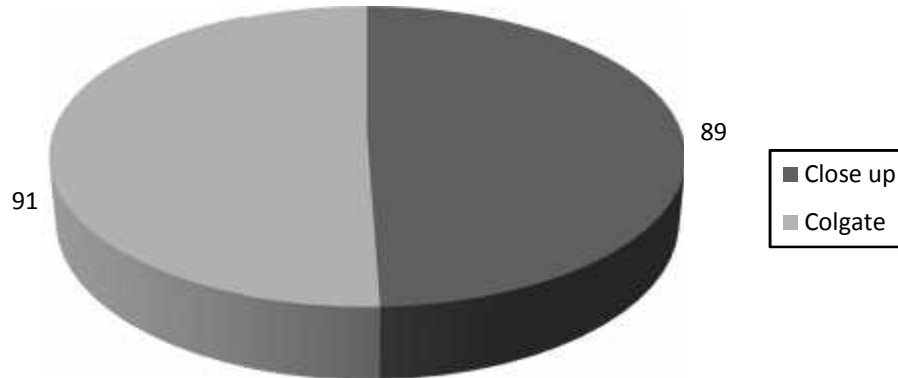
**Table – 4.21**

**Oral health awareness**

<b>Teeth check up</b>	<b>Respondents</b>	<b>Percentage</b>
Yes	66	22
No	234	78
Total	300	100

**(Source: Primary Data)**

**Figure – 4.19**  
**Oral health awareness**



The above data shows that 78% of the respondents still do not visit with dentist to check teeth. So, most of people are not consider about oral care.

#### **4.3.15 Consulting with Doctors**

Almost no Nepalese consult with doctors without condition appeared. Some consumers go to the doctors regularly but they are generally from very high class family member.

**Table – 4.22**

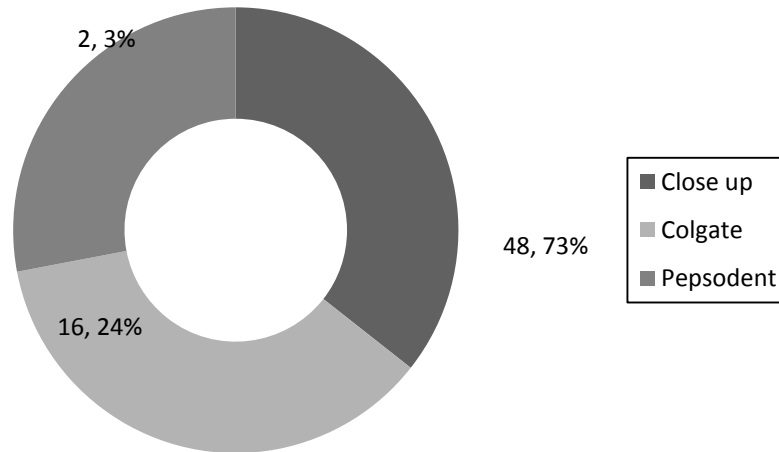
**How many times do you visit dentist in a year?**

<b>Time</b>	<b>Respondents</b>	<b>Percentage</b>
Once	48	72.73
Twice	16	24.24
More than twice	2	3.03
Total	66	100

**(Source: Primary Data)**

**Figure – 4.20**

**How many times do you visit with dentist in a year?**



Among the visitors with dentist within a year in which 72.73% are check their teeth once in a year. Few consumers check their teeth twice a year and more than twice.

#### **4.4 Retail Sales/ Shopkeeper Behavior**

Shopkeepers are nearest mediator with consumers for any fast moving consumers' goods manufactures. Their behaviors and attitude towards a brand have significant effect on sales. So their preference towards a brand helps to determine sales of a product. Here, researcher includes a study due to importance of their behavior with toothpaste brand. Researcher develops 100 questionnaires for retail sales survey and responses are obtained as follows.

##### **4.4.1 Categories of Shops**

Most of the consumers buy the toothpaste from the general store because of their convenience and easy availability.

**Table – 4.23**

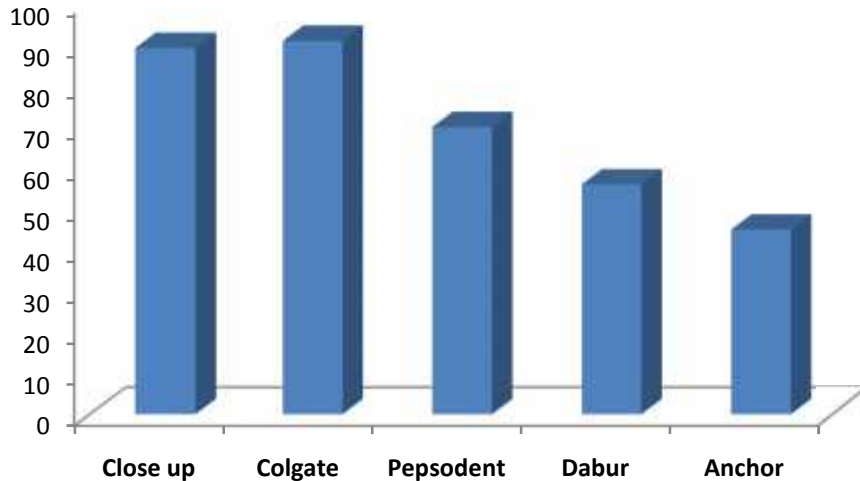
**Shop categories where various brands of toothpaste are selling**

Type	Quantity	Percentage
General Store (Kirana)	76	76
Cosmetic shop	10	10
Cold store	8	8
Whole sale	4	4
Medical	2	2
Total	100	100

**(Source: Primary Data)**

**Figure – 4.21**

**Shop categories where from various brands of toothpaste are selling**



Above table and figure signals that toothpaste has been selling by general store in the large scale. This categories shows that 76% represents general stores, 10% represent cosmetic shop, 8% cost store and 4% whole sales as well as 2% medical shop.



#### 4.4.2 Brand Stock in a Shop

Mainly high advertised brand and multinational company's brand are enough in market.

**Table - 4.24**

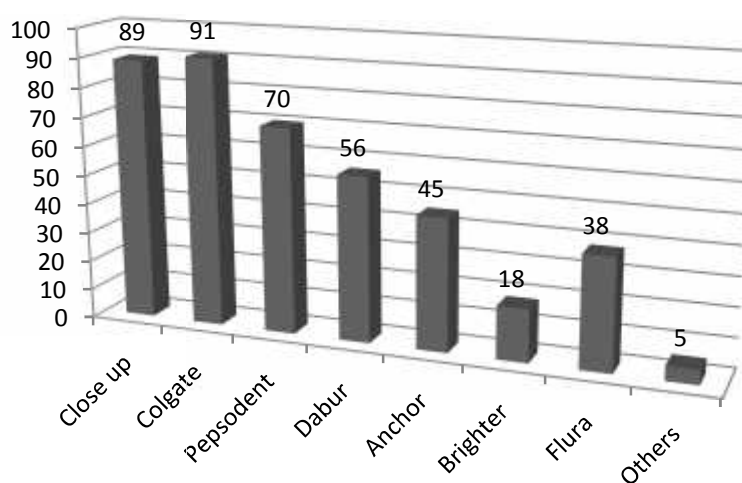
**Brands Stock in a Shop for Sale**

Brand Name	Quantity	Percentage
Close up.....	89	89
Colgate.....	91	91
Pepsodent.....	70	70
Dabur.....	56	56
Anchor .....	45	45
Brighter.....	18	18
Flura.....	38	38
Others .....	5	5

(Source: Primary Data)

**Figure - 4.22**

**Brands stock in a shop for sale**



Above table and figure shows the sales of toothpaste in Kathmandu and that most of the shopkeeper have stock the brands Colgate, close up, and pepsodent in 91% shops found Colgate (There are so many product line in Colgate such as Colgate gel, Colgate total, Colgate herbal etc in which at least one is found in the shop), 89% shops have close up, 70% shops have pepsodent, 56% have Dabur and so on. These brands are enough in shops where as other brands like flura and brighter and found in poor stock.

### 4.4.3 Shopkeepers Buying Behavior

Authorized distributors 0of the company for specific products are ahead in distribution.

**Table – 4.25**

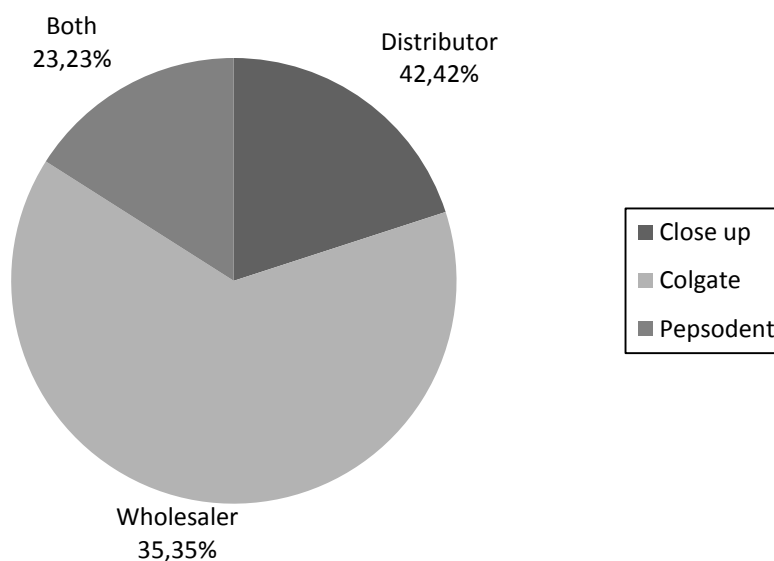
**Shopkeepers buying behavior**

Source of buyer	Quantity	Percentage
Distributor	42	42
Wholesaler	35	35
Both	23	23
Total	100	100

(Source: Primary Data)

**Figure – 4.23**

**Shopkeepers buying behavior**



Most of shopkeepers i.e. 42% buy toothpaste from distributors only and 35% Shopkeepers purchase from wholesaler only. Remain 23% are buying from distributors as well as wholesaler.

#### 4.4.4 Best Selling Brands

Table – 4.26

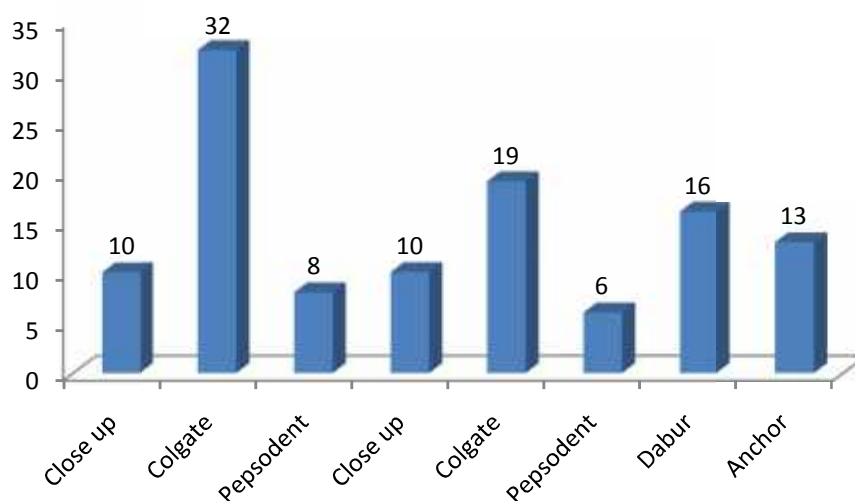
Which brand has more sales from your shop?

Brand Name	Quantity	Percentage
Close up	33	33
Colgate	34	34
Pepsodent	14	14
Dabur	12	12
Anchor	6	6
Brighter	0	0
Flura	0	0
Others	1	1
Total	100	100

(Source: Primary Data)

Figure – 4.24

Which brand has more sales from your shop?



Colgate and close up has more sales from the shops 34% and 35% respectively. From some shops, pepsodent, dabur and anchor also have more sales. It seems that the brands Colgate & Close up tough competition.

#### 4.4.5 Convincing Behavior of Shopkeepers

Table – 4.27

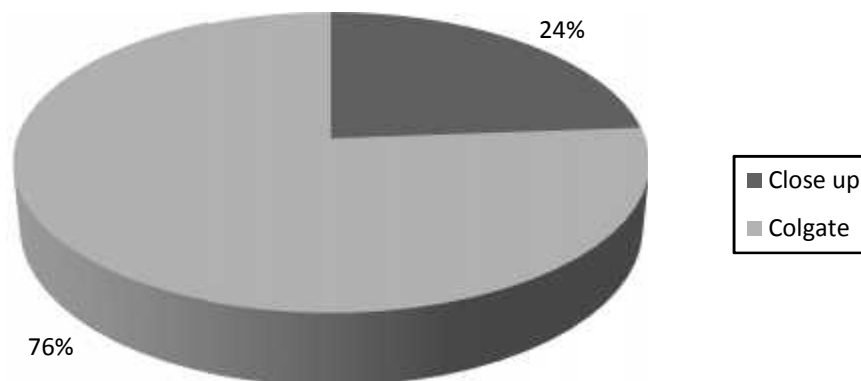
Convincing behavior of shopkeepers

Convincing	Quantity	Percentage
Yes	81	81
No	19	19
Total	100	100

(Source: Primary Data)

Figure – 4.25

Convincing behavior of shopkeepers



Above table shows that 81% shopkeepers convince their consumers if they don't ask a specific brand and 19% shopkeeper mention not. It seems that sales may be depend on seller's convince behavior at some extent.

#### 4.4.6 Followers of Shopkeeper's Advice

Table 4.28

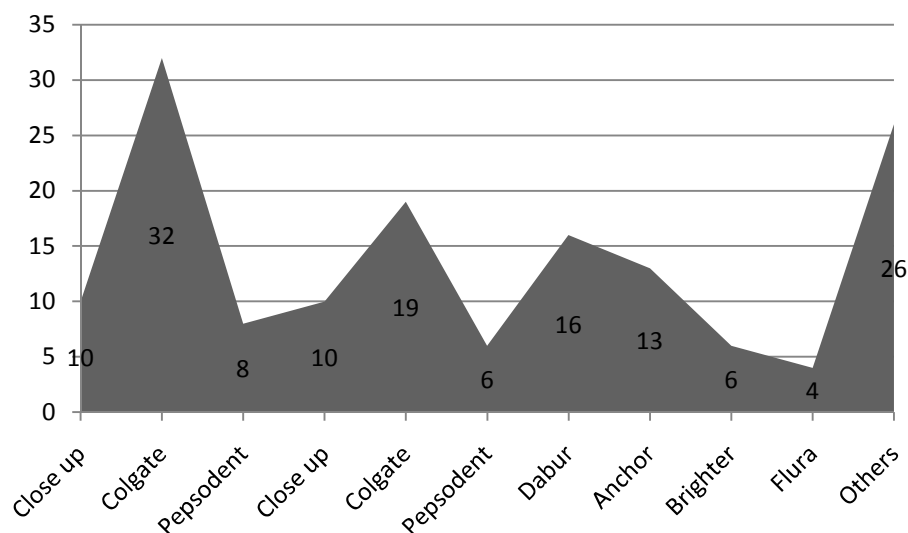
Followers of shopkeeper's advice

Followers	Quantity	Percentage
100%	20	20
90%	8	8
80%	10	10
70%	6	6
60%	8	8
50%	25	25
40%	7	7
30%	5	5
20%	6	6
10%	5	5
Refuse	19	19
Total	100	100

(Source: Primary Data)

Figure - 4.26

Followers of shopkeeper's advice



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

#### 4.4.7 Knowledge of Brands and its Usefulness with the Shopkeepers

**Table - 4.29**

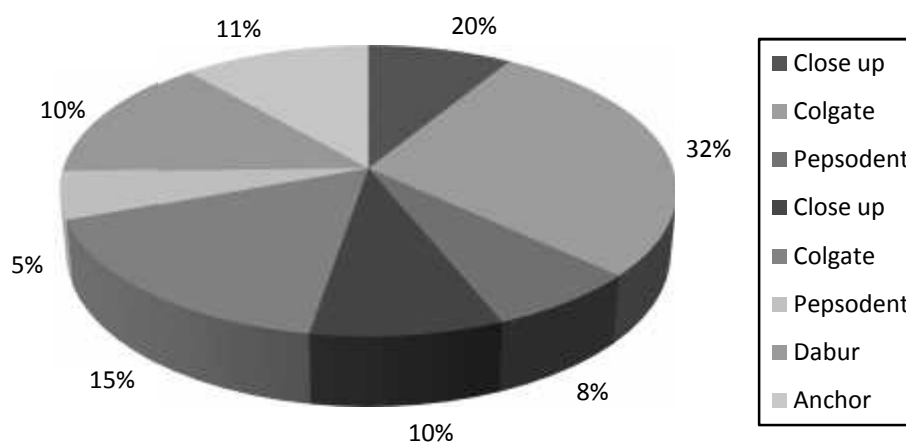
**The brands shopkeepers suggest buying to customers and its reason**

Brand Name	Quantity	Percentage
Close up	10	10
Colgate	32	32
Pepsodent	8	8
Dabur	10	10
Anchor	15	15
Brighter	3	3
Flura	10	10
Others	2	2
Total	100	100

(Source: Primary Data)

**Figure - 4.27**

**The brands shopkeepers suggest buying to customers and its reason**



#### 4.4.8 Reason Behind to Suggest a Specific Brand

Table – 4.30

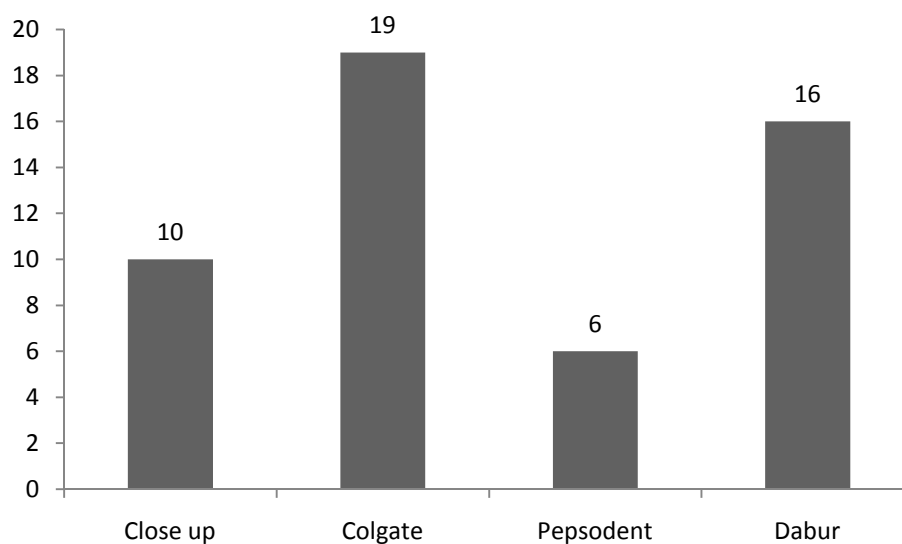
Reason behind to suggest a specific brand

Reason	Quantity	Percentage
Due to more margin	52	52
Due to scheme	26	26
Due to bonus	14	14
Due to over stock	8	8
Total	100	100

(Source: Primary Data)

Figure – 4.28

Reason behind to suggest a specific brand



Above response indicates that the most of the shopkeepers pay prefer to a specific brand due to the more margin. As well as scheme and brand also effective to get preference on the eye of shopkeepers. Among the respondent, 8% shopkeepers suggest the brand due to overstock in shop.

#### 4.4.9 Best Distribution Channel

Table – 4.31

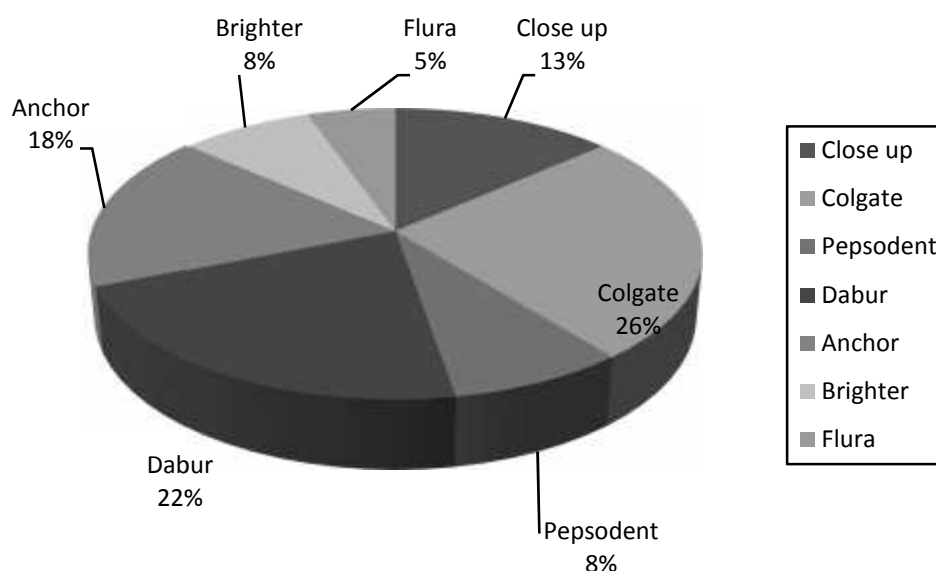
##### Good distribution channel on shopkeeper view

Brand Name	Quantity	Percentage
Colgate Palmolive	36	36
Nepal Level	31	31
Dabur Nepal	8	8
Anchor	6	6
Brighter Industry	2	2
FluraHimal	2	2
All same	15	15
Total	100	100

(Source: Primary Data)

Figure – 4.29

##### Good distribution channel on shopkeepers view



Above table and figures shows that Colgate Palmolive has very good distribution channel likewise Nepal Level has also good distribution channel according to shopkeepers. And 15% respondent asked that all are same.



#### 4.4.10 Profitable Brand

Table – 4.32

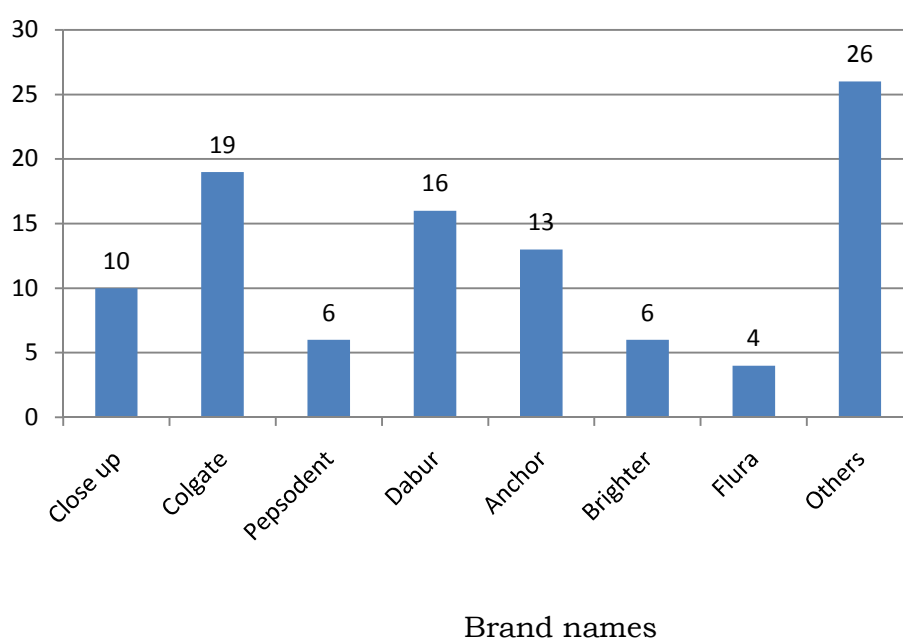
The more profitable brand then another

Brand Name	Quantity	Percentage
Close up	10	10
Colgate	19	19
Pepsodent	6	6
Dabur	16	16
Anchor	13	13
Brighter	6	6
Flura	4	4
Others	26	26
Total	100	100

(Source: Primary Data)

Figure – 4.30

The more profitable brand than another



On the view of 19% shopkeepers Colgate brand has more profit than other. But most of the shopkeepers i.e.26% are getting profit then Nepalese leading brands.

#### **4.4.11 Incentive Provided by Companies**

**Table - 4.33**

##### **Incentive provided by companies**

<b>Incentive</b>	<b>Name of the brands</b>
Price off	Colgate
Brush free	Dabur
Shampoo free	Pepsodent
Extra quantity	Anchor
Other goods free	No.

**(Source: Primary Data)**

To promote sales the different brands has several incentives and schemes provided by companies.

#### **4.4.12 Most of the Customers like Incentive Plan**

**Table - 4.34**

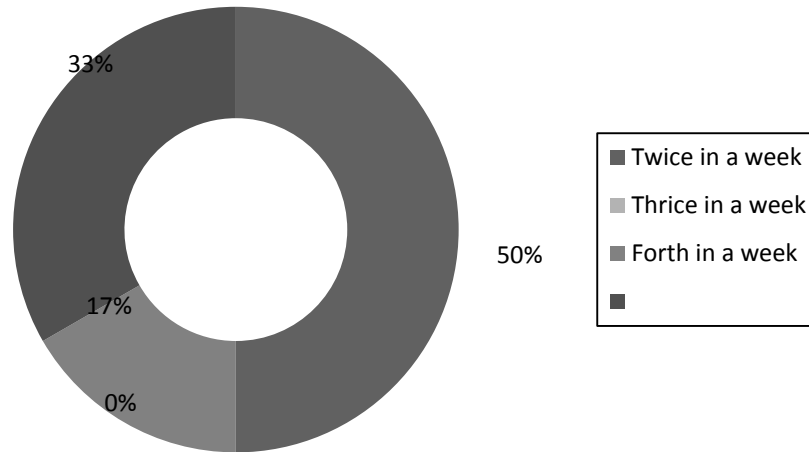
##### **In shopkeepers most of the customers like incentives are as follows**

<b>Incentive</b>	<b>Quantity</b>	<b>Percentage</b>
Price off	53	53
Brush free	40	40
Shampoo free	2	2
Extra quantity	5	5
Total	100	100

**(Source: Primary Data)**

**Figure – 4.31**

**Incentives support the choice of Products**



Above table indicates that most of customers i.e. 53% like price off scheme according to shopkeepers. Likewise, buy the toothpaste one brush free also one of the better incentive schemes in their experience. These incentives directly can influence on sales.

**4.5 Distributors Survey**

**4.5.1 Distributors of Toothpaste Companies in Kathmandu**

**Table – 4.35**

**Distributors of toothpaste companies in Kathmandu**

<b>Name of the company</b>	<b>Numbers</b>
Colgate Palmolive	1
Nepal Level	1
Dabur Nepal	1
Brighter Industry	1
Flura Himalaya	1
Anchor Beauty and Health Care	1
Total	6

**(Source: Primary Data)**

All the main toothpaste manufacturer companies has authorized distributor to distribute in the Kathmandu market.

#### 4.5.2 Demand of the Toothpaste in Kathmandu

**Table – 4.36**

##### **Demand of the toothpaste in Kathmandu**

<b>Demand</b>	<b>Distributors</b>	<b>Percentage</b>
Increasing	6	100
Decreasing	-	-
Constant	-	-
Total	6	100

**(Source: Primary Data)**

On the view of distributors, the demand of toothpaste is increasing in the market.

#### 4.5.3 Monthly Sales of Different Brands

**Table – 4.37**

##### **Sales of the different toothpaste brands from the sales book of concern distributors on 2012**

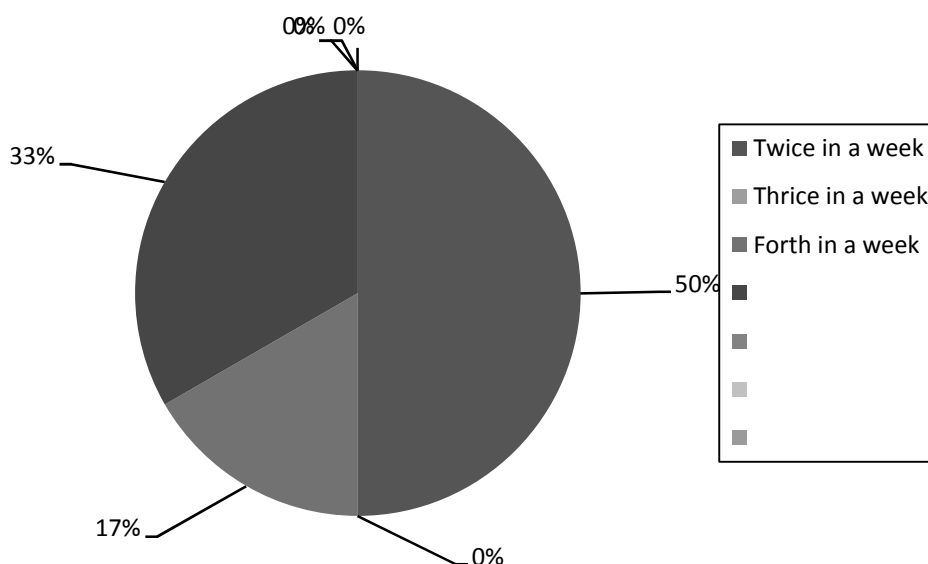
<b>Month</b>	<b>Close up</b>	<b>Colgate</b>	<b>Pepsodent</b>	<b>Dabur</b>	<b>Anchor</b>	<b>Brighter</b>	<b>Flura</b>
Jan.	206863	317526	88531	68395	65612	42215	36536
Feb.	191639	336206	89624	70871	68837	40697	42135
Mar.	336503	100628	90125	82543	70180	39816	41196
Apr.	315185	101356	91948	83819	71344	37572	39242
May.	385687	192525	92547	84283	70516	38174	45617
June	193651	288691	91253	85837	72198	36922	39216
July	381421	309638	93628	88367	74871	36183	43918
Aug.	341252	326863	92096	90195	76913	34639	40511
Sep.	310896	268733	94342	91017	77518	34078	43983
Oct.	297838	395917	95178	92648	80245	32834	46173
Nov.	396875	382878	97831	94106	85094	31287	47281
Dec.	398206	493637	102539	96177	90632	30518	48794
Total	3756016	3614898	1119642	1028312	903960	404355	514602

**(Source: Primary Data)**

This sales record shows close up is in first position and Colgate is in second position. The sum of for 2009 is Rs. 11341785 only except other some brands. We can see the market occupied by the brands in the figure as follows.

**Figure – 4.32**

**Sales of the different toothpaste brands from the sales book of concern distributors on 2012**



The figure no. 4.32 shows that 33% consumer market occupied by Close Up likewise Colgate 32%, Dabur 10%, Flura 4% and Brighter 4%.

#### **4.5.4 Monthly Sale of Toothpaste in Different Year**

**Table – 4.38**

**Monthly sales of Colgate from the sales book of distributor, as on 1<sup>st</sup> January 2010 to 31<sup>st</sup> December 2012.**

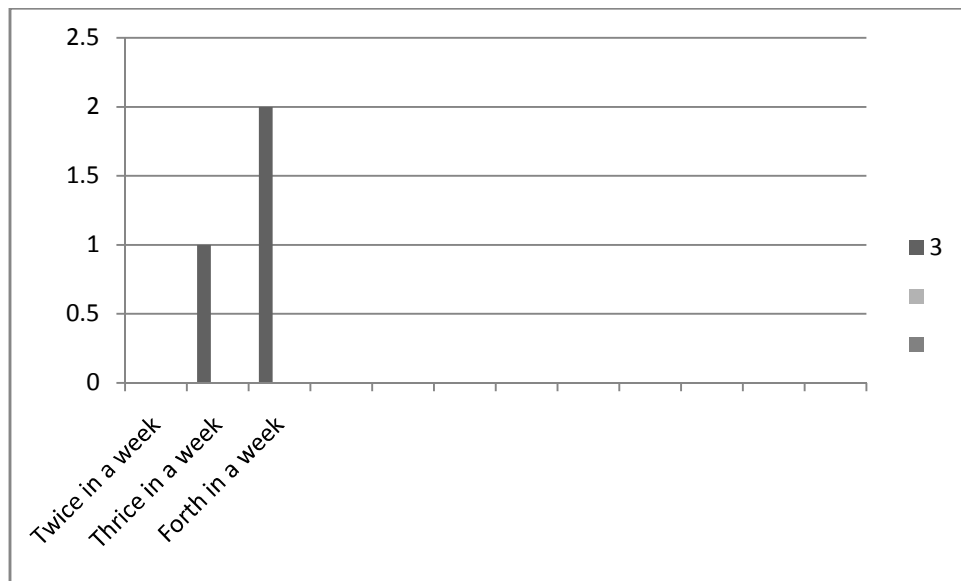
Monthly	Year		
	2010	2011	2012
January	101,006	107,328	317,826
February	200,835	400,862	336,206
March	401,375	301,256	100,628
April	325,626	203,562	101,356
May	275,258	192,636	192,525

June	215,672	260,157	288,691
July	281,158	300,185	309,638
August	375,825	303,562	326,863
September	205,736	305,169	368,733
October	206,852	333,516	395,917
November	256,765	300,168	382,878
December	300,725	300,625	493,637
Total	3146,833	3309,026	3614,898

(Source: Primary Data)

**Figure - 4.33**

**Monthly sales of Colgate from the sales book of distributor, as on 1<sup>st</sup> January 2010 to 31<sup>st</sup> December 2012**



Average monthly sales on 2010 = Rs. 62236.08

Average monthly sales on 2011 = Rs. 275752.16

Average monthly sales on 2012 = Rs. 301241.5

Above calculations and table shows that Colgate brand is gradually increasing its market. There is more fluctuation on monthly sales.

#### 4.5.5 What are the Channels of Distribution?

To reach product on the hand of consumers all the distributors distribute through wholesaler and retailers.

**Table – 4.39**

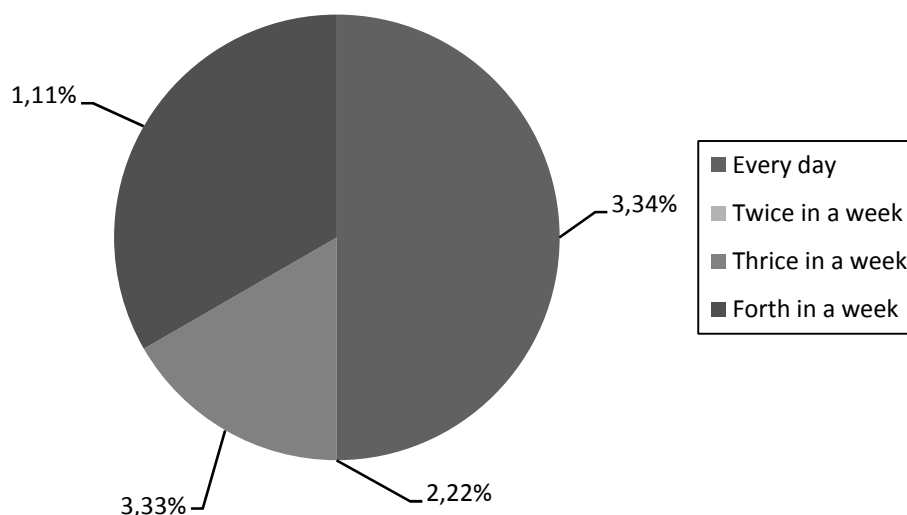
**Incentive scheme for sellers**

Incentives	Quantity	Percentage
Extra Cash Discount	3	50
Bonus	2	33.33
Display	3	50
Other Product Free	1	16.67

(Source: Primary Data)

**Figure – 4.34**

**Incentive scheme for sellers**



Distributors provide various incentives scheme to encourage sellers. Some of them (3 distributors) provide extra cash discount, 3 distributors display scheme, two distributors bonus for certain amount of sales and other one product free.

#### 4.5.6 Means of Transportation

Table – 4.40

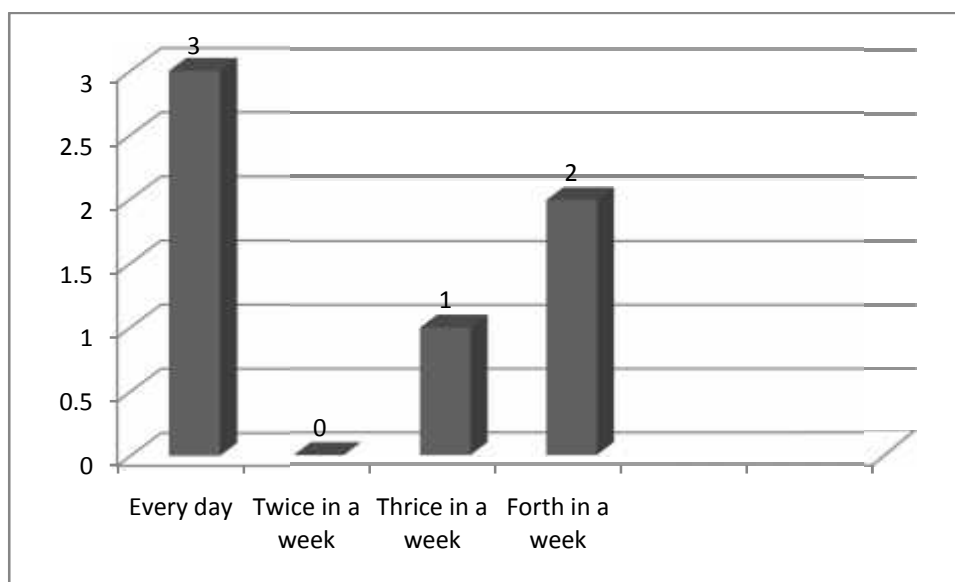
Means of transportation

Options	Distributor	Percentage
Rickshaw	6	100
Tempo	5	83.33
Tractor	1	16.67
Pickup	2	33.33
Minitruck	2	33.33
Others	0	0

(Source: Primary Data)

Figure – 4.35

Means of transportation



Above responses indicates that distributors use the means of transportation for daily distribution activities. All distributors have Rickshaw, 5 distributors use tempo, 1 of them use tractor, 2 distributors have pickup and mini Truck also.



#### 4.5.7 Visit for a Seller

Table – 4.41

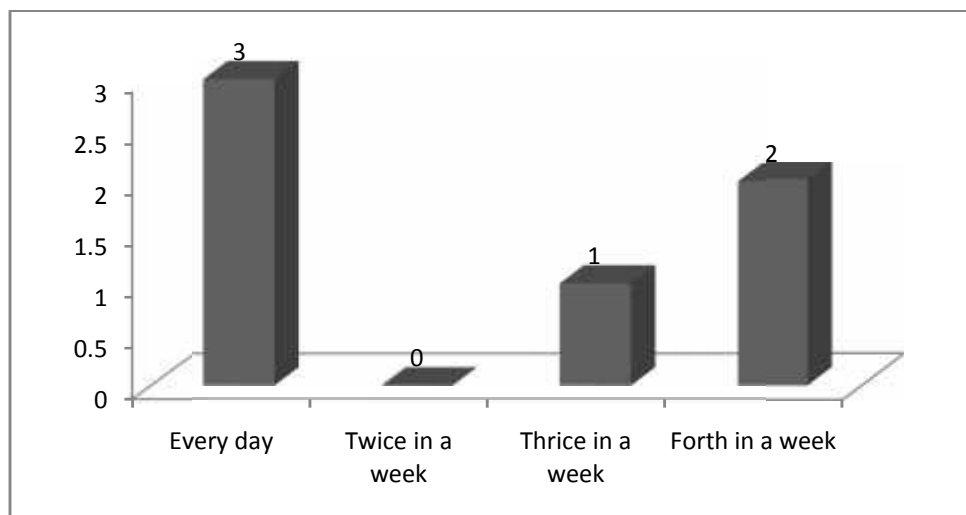
Visit for a seller

Times	Distributor	Percentage
Every day	3	50
Twice in a week	0	0
Thrice in a week	1	16.67
Forth in a week	2	33.33
Total	6	100

(Source: Primary Data)

Figure – 4.36

Visit for seller



Above table and figure shows that 3 distributors visit every day for every sellers, 2 distributors visit forth times in a week and one visits three times in a week. It shows that the distributors have tried to supply their brands before stock out in every step.

## 4.6 Sales in Terms of Payment

Among the options that are all cash, all credit and both cash and credit sales, all the distributors are selling in both cash and credit.

### 4.6.1 Part of Credit Sales

**Table - 4.42**

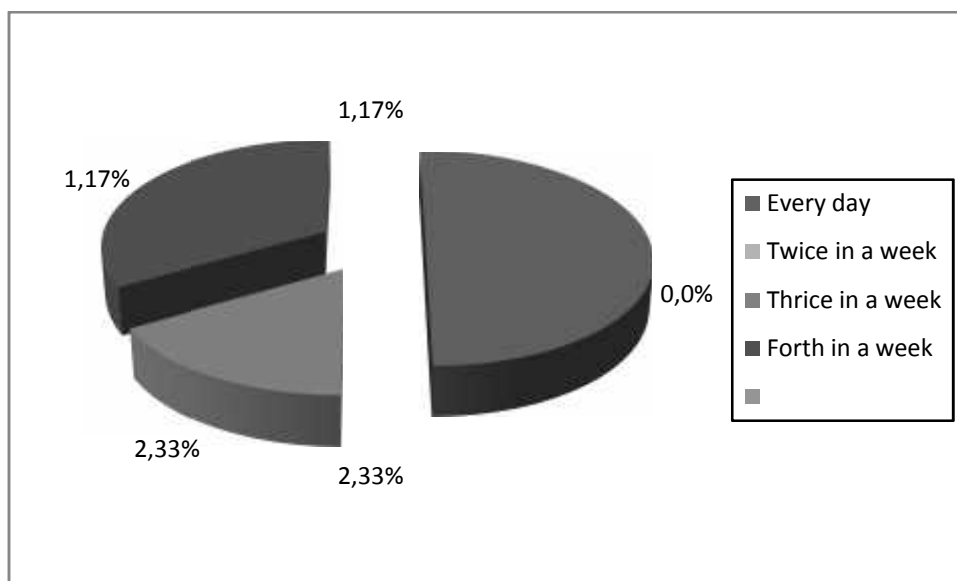
**Part of credit sales**

Credit Sales	Quantity	Percentage
10%-20%	0	0
20%-40%	2	33.33
40%-60%	2	33.33
60%-80%	1	16.67
80%-100%	1	16.67
Total	6	100

(Source: Primary Data)

**Figure - 4.37**

**Part of credit sales**



Above mentioned response and indicates that 2 distributors credit sales 20%-40% likewise, 2 another distributors sale 40%-60% on credit. Only cash sales may not accept the market so distributors bear a large amount on credit sales.

#### 4.6.2 Activities for Publicity and Public Relation

Table – 4.43

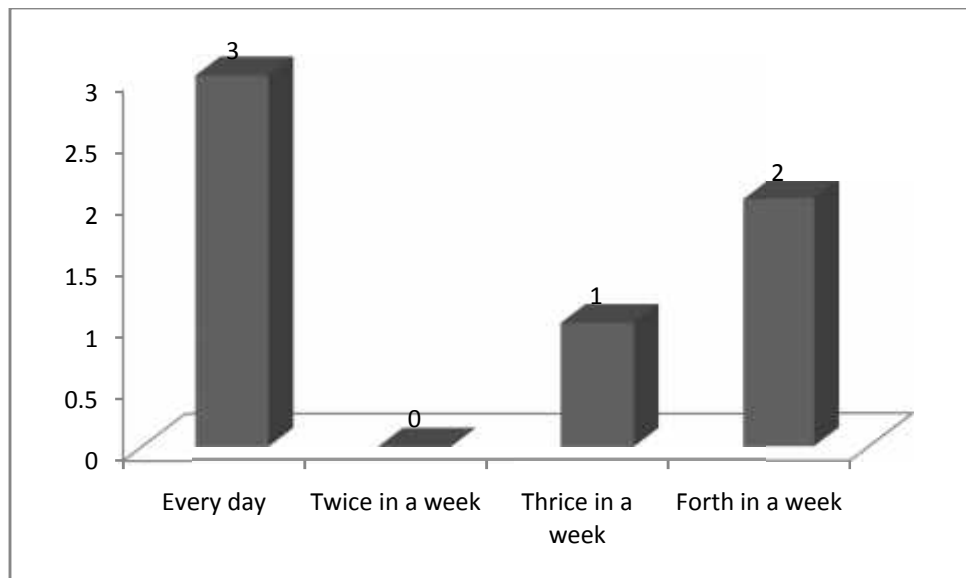
Activities for publicity and public relation

Programs	Quantity	Percentage
Take a part in musical	2	33.33
Take a part in exhibition	2	33.33
Social welfare	3	50
Dental clinic campaign	3	50

(Source: Primary Data)

Figure – 4.38

Activities for publicity and public relation



Distributors are representatives of manufacture companies. So they have to take part in different social and local programs to reach the media and publics. Here the distributors have in different such programs in the society.

## **Chapter -5**

### **5. Summary, Conclusion, Finding and Recommendation**

#### **5.1 Summary and Conclusion**

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

Toothpaste market is a fast moving consumer goods market which product has become a part of basic needs of people in the society. In the toothpaste market colgate is best product among the various brands of toothpastes are in the market around the country. Among the brands, close up, Colgate, Pepsodent, Dabur, Brighter, Anchor etc. are familiar brands with Nepalese consumers. Brighter industry, Flora Himal, R.B. Brush industry etc are national toothpaste manufacturing companies where Nepal liver, Colgate Palmolive and Dabur Nepal are multinational companies.

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

This research was conducted to find out the current market position of toothpaste market and whether the brand Colgate is stand. Consumers, sellers, and distributors in Kathmanu Valley are the main source of data for study. Questionnaires were distributed and collected data. All the responses were analyzed by only percentile method on tabular form figures.

The study indicates that overall toothpaste is increasing therefore expenditure on sales promotion and advertising campaigns can expands market by toothpaste Company.

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

Close up and Colgate brands are major competitors' brands, which has almost similar sales volume and consumers. Other brands like pepsodent, Dabour and Anchor are also catching up consumer gradually where Brighter and Flora brands found poor position in the market.

## **5.2 Major Finding of the Study**

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

1. The people have age of 26-45 purchased toothpaste mostly.
2. Most of people involve in their own business and their average income almost similar.
3. Close up and colgate toothpaste used most people. Both brands have almost fifty-fifty sales.
4. In Kathmandu, females have the main decision power then males to purchase toothpaste.
5. Most of consumers are not loyal towards any specific brand but they prefer close up or Colgate.
6. Advertisement on television is effective for toothpaste.
7. Most of consumers like advertisement of close up but among them, so many conumers buy Colgate also.
8. Consumers of toothpaste perceived that Colgate and close up are competing brand in the market.
9. Consumers get easily which brand they like.
10. In Kathmandu, mot of people has not conscious about oral health.
11. Most of people are not check up with dentist at least once yet.
12. General (Kirana) stores are dominant seller of toothpaste.
13. Almost all the shop has in stock to sale close up and colgate brands.

14. Shopkeepers bought from distributors and wholesaler but more from distributors.
15. Shopkeeper's view, Colgate and Close Up has more sales from their shop.
16. Most of shopkeepers convinced their customers to buy, so push sell has more power to increased sales of any brands.
17. Most of shopkeepers suggested a specific brand to buy a customer due to more cash margin.
18. Colgate Palmolive has a good distribution channel according to shopkeepers.
19. Price off scheme is more effective scheme for consumer on the experience of shopkeeper
20. In Kathmandu, 6 toothpaste companies have authorized distributors.
21. According to distributors, demand of toothpaste is increasing each year.
22. Distributors, distribute their products all not every day for a seller by using different vehicles or means of transportations.
23. Distributors provide to shopkeepers as incentive to sell more like extra cash discount, display and bonus.
24. Flexibility on monthly sells of Colgate and Close Up is high.
25. Gradually sells are increasing each year and found sound market position of brand Colgate toothpaste in Kathmandu market.
26. In Kathmandu, overall demand of toothpaste is more than Rs.10, 000,000 (ten millions) yearly.

### **5.3 Recommendations:**

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

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

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

and content of product which is extraordinary than other brand or something different.

Advertisements on electronic Medias are more effective, so the design and story of advertisement have to make typical or something extra as possible. People are not conscious about their oral health therefore company has to launch more and more participative dental health care campaigns which will increase demand of toothpaste by almost 40%. It is because; mot of people brush once a day, which is due to unconscious about health.

Shopkeepers can make push sell which brand have more profit than others. So company have to give some extra cash incentive for a long time. It will be also a better o increase sales.

Monthly sales of Colgate in Kathmanu is highly flexible, therefore distributor have to continue its effort to sale routinely and regularly.

# APPENDIX

## Questionnaire for Retail Sales Survey

Dear respondents,

I am a student of MBS from R.R.M. Campus, Tribhuwan University, Janakpur and going to conduct a survey for partial fulfillment of master's level. So I request you to take a few minutes time, I assure you that all your response will be kept just between you and me and will be used only for my study.

1. In which category does your shop exist?
  - a. General store
  - b. Cold store
  - c. Cosmetic shop
  - d. Wholesale
  - e. Medical shop
  
2. Which brands are you stocking in your shop for sale?
  - a. Colgate
  - b. Close up
  - c. Pepsodent
  - d. Flura
  - e. Dabur
  - f. Brighter
  - g. Anchor
  - h. others
  
3. Where do you buy from toothpaste?
  - a. Distributors
  - b. Wholesaler
  - c. Retailer
  
4. Which toothpaste has more sales from your shop?
  - a. Colgate
  - b. Close up
  - c. Pepsodent
  - d. Flura
  - e. Dabur
  - f. Brighter
  - g. Anchor
  - h. others
  
5. Do you convince your customer pr not?
  - a. Yes
  - b. No
  
6. If yes how many % of customer accept your advice?
  - a. 100%
  - b. 90%
  - c. 80%
  - d. 70%
  - e. 60%
  - f. 50%
  - g. 40%
  - h. 30%
  - i. 20%
  - j. 10%
  - k. or few than above



7. Have you noticed the advertisement of different brand of toothpaste?  
 a. Yes                                  b. No
8. If yes, In which media have you noticed?  
 a. Television    b. Radio/FM    c. Hording Board    d. Banner    e. Pamphlet  
 f. Poster        g. Newspaper and Magazines
9. Among the various brand advertisement, which one is the best?  
 a. Colgate        b. Close up        c. Pepsodent        d. Flura  
 e. Dabur         f. Brighter        g. Anchor
10. In your opinion which is the best media vehicle for the toothpaste advertisement?  
 a. Television    b. Radio/FM    c. Hording Board    d. Banner  
 e. Pamphlet    f. Poster        g. Newspaper and Magazines  
 h. Musical Programme        i. Exhibition
11. In your opinion, which are the major competing brands of toothpaste in Nepalese market?  
 a. Colgate        b. Close up        c. Pepsodent        d. Flura  
 e. Dabur         f. Brighter        g. Anchor
12. Which Brand do you suggest to buy?  
 .....
13. Which company has the good distribution channel do you feel?  
 a. Brighter industries    b. Nepal liver limited    c. Colgate Palmolive  
 d. Nepal tooth product        e. Flura Himalayan    f. Dabur Nepal
14. Which brand gives more profit than other?  
 .....
15. Which incentives are available in market now?  
 a. Brush free    b. Shampoo free        c. Price off        d. gm extra  
 e. Quantity discountf. any goods free    g. display        h. No scheme
16. In your experience, what kind of incentives must a customer like?  
 a. Brush free    b. Shampoo free        c. Price off        d. gm extra  
 e. Quantity discount    f. any goods free        g. display        h. No scheme

**Thanks**

## Questionnaire for Consumer's behavior Survey

Dear respondents,

I am a student of MBS from R.R.M. Campus, Tribhuvan University, Janakpur and going to conduct a survey for partial fulfillment of master's level. So I request you to take a few minutes time, I assure you that all your response will be kept confidentially and will be used only for my study.

**Sex:** Male/Female.....

Age:.....

Family monthly income.....

Size of family.....

Profession.....

Education.....

1. Which of the following brands of toothpaste do usually buy?  
a. Colgate    b. Close up    c. Pepsodent    d. Flura  
e. Dabur    f. Brighter    g. Anchor    h. others
2. Does your family use specific brand or any available brand?  
a. Specific    b. Any brand
3. What do you considered when you buy toothpaste?  
a. Price    b. Brand name    c. Packaging    d. Attractiveness  
e. Flavor of toothpaste    f. Amount of fluoride
4. Who usually makes the decision to buy toothpaste?  
a. father    b. mother    c. husband    d. wife    e. brother  
f. sister    g. self    h. others
5. Where do you usually buy toothpaste?  
a. Wholesaler    b. General store (Kirana)    c. Cold store  
d. Cosmetics shop    e. Medical shop
6. Do you get the brand easily which you want?  
a. Yes    b. No    c. Sometimes

7. How many times do you brush in a day?  
a. once            b. twice            c. more than twice
8. How much do you spend a tooth paste in a month?  
a. Rs. 0-25    b. Rs.25-50    c. Rs.50-100    d. Rs.100-200    e. Rs. 200-250
9. Have you checked your teeth with dentist?  
a. Yes            b. No
10. If yes, how many times in a year?  
a. Once            b. twice            c. More than twice

**Thanks**

## Questionnaire for Distributors Survey

Dear respondents,

I am a student of MBS from R.R.M. Campus, Tribhuvan University, Janakpur and going to conduct a survey for partial fulfillment of master's level. So I request you to take a few minutes time, I assure you that all your response will be kept just between you and me and will be used only for my study.

1. What is the status of the demand of toothpaste in Kathmandu?
  - a. Increasing
  - b. Decreasing
  
2. What is the motivation factor for r retailers?
  - a. Extra cash discount
  - b. Bonus
  - c. Display
  - d. Other product free
  
3. What are the means of transport to deliver the products?
  - a. Mini truck
  - b. Pick up
  - c. Tractor
  - d. Tempo
  - e. Rickshaw
  - f. others
  
4. How frequently do you visit the retailers?
  - a. Everyday
  - b. Twice in a week
  - c. Thrice in a week
  - d. Fourth in week
  
5. What is your range of credit terms?
  - a. 10%-20%
  - b. 20%-40%
  - c. 40%-60%
  - d. 60%-80%
  - e. 80%-100%
  
6. Which activities for publicity and public relation do you prefer?
  - a. Take part in musical
  - b. Take part in exhibition
  - c. Social welfare
  - d. Dental clinic campaign