

Chapter – One

1. Introduction

1.1 Background of the Study

The present scenario of the international trade gives us a broad speculation that in near future, the trade is going to be free and homogenized all around the world. The legal provisions toward the business are becoming homogeneous country wise and all over the world i.e. Competition Act, Intellectual Property Right Act, Certificate of Origin, and Standardization and so on. To create a fair competitive market, subsidies and quotas provided by the government handled business are being privatized and all the trade boundaries are being 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 been established almost 15 years ago named World Trade Organization (WTO), which is considered to be very democratic, participatory and fair. Almost about 75% countries of the world have got membership of WTO so far and other remaining countries are also in process to get membership that means one day all the countries will be in the WTO regime. All the countries, regional blocks and other organizations have been doing several efforts since more than 70 years for the liberalization and globalization of trade through several conferences and various bilateral and multilateral treaties. Each and every conference of regional group and international organizations are seeking how to liberalize the trade more and more as soon as possible, nevertheless, there consists so many trade restrictions even today.

Due to the globalization trend of world trade and business, competitive situation or environment has been created 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 to any other part of the world by setting industries and by selling the product easily. So, the manufacturing companies are producing several products in several countries and assembling it in several countries to reduce cost and to improve the quality.

Nowadays, consumers view that any product is quite different than previous time, they give first priority to cost and quality, they are not much interested in where

the product is produced and where it is imported from. Consumer may easily move one product to another if they meet their priority. So, companies especially manufacturer, are applying several tactics and tools to draw attention towards their product and attract them. Vast competition among the manufacturers is happening in the field of marketing.

Advertisement, personal selling, publicity, trade fairs etc are techniques, commonly used by all companies to entuse the consumers to consume the product and to switch to a new product. It is because these techniques and tools make noise around people's daily life. It can change the consumer's habit of productions consumption and it automatically increase in sales and sales activities. Product sale is an important aspect of marketing activities. Manufacturer's main aim is to increase sales; increase market share and improve the market position. Market position constitutes overall view of consumers/ retailers towards a particulars products, price, package, advertisement, delivery, extra benefits and market share occupies by the product.

Manufacturers are using the sales promotion / consumer promotion techniques since early 19th century, therefore it is not a new technique. Recently, manufacturers are attracting the consumers by giving extra monitory benefits attached with the purchase of the product like , buy one get one free, other prizes , scratch card, coupon etc. Buying behavior of consumers is changing; they are taking attention in extra-attached benefits while buying a product. Manufactures do not want to hold more finished goods as inventory cost increases, so they attach a product with other which is becoming a tool to increase fastest sales. Advertisement, purchase behavior, sales promotion etc are the most considerable factors to increase market size which is each and every company's goal. Advertisement becomes one of the most important parts of business. It can remind each person about the firm and its products.

There are various advertising media options available to the advertiser like press media, radio / F.M. , television , film , posters , sky writing , hoarding , booklets, catalogues, window display etc.

Spending amount in advertising and incremental sales has positive relationship. Therefore, every company spends significant amount of money in advertising and naturally sales is increased as well as market position becomes well.

In the context of Nepal, most of the people are under the poverty line and most part of the country is 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 is not able to reach a high professional level. We need more human resources and business expertise in the areas such as management, accounting 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 posing a hindrance in development of all sectors is corruption in public service, which needs to be cured " (**Khetan Rajendra**, " The Boss " p.22,)

Marketing and sales activities have 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 unavailability of multinational products in Nepal. After democracy 2046 B.S., some well-known multinational companies have come in the country and began to produce their products in international standard. It contributes to developing and advertising activities. There are so many brands in a product and domestic industries are also giving attention to improve market position by spending significant amount in advertisement, product differentiation and product lines. The domestic industries are facing competition with international products and multinational companies.

In the context of toothpaste, Nepalese have been using toothpaste and consumption of toothpaste is increasing day by day due to urbanization and health consciousness. So many companies have appeared in Nepalese market like Nepal Tooth Product, Brighter Industries, Unilever Nepal Ltd, Colgate Palmolive, Dabur Nepal, R.B. Brush, Flura Himal with different brand names such as Everest, Brighter, Colgate, Pepsodent, Close –up. Pepsodent, a product of Unilever Nepal Ltd. , which is Basamadi VDC of Makwanpur district is the area of study on which packing, price, delivery, advertisement, buyers or consumer's are main subject matters to be studied.

1.2 Significance of the study

Proper information is the major tool of any management to formulate policies, strategies and for decision–making. Marketing management is also not exception for it. Day to day various incidences, new challenges and opportunities are occurring in the field of marketing. Consumers may change their consumption pattern in any time especially due to the **fast moving consumer goods** products. To attract new

consumers and to make existing consumers regular loyal, the marketing management has to make several policies, strategies and decisions. So, information from the field of market through marketing research plays crucial role in the marketing management.

In the context of Nepal, there is poor decision making system in management. Due to lack of expertise in management sector, very few experts and managers can be seen in big corporate level business houses. So, a researcher has chosen the topic to study on practical basis. Nepalese market and consumer behave towards the fast moving consumer goods are crucial to understand or any producer of such kind of product as well as marketer. The researcher has tried to find out the fact situation occurred in the market by paying attention to current market position of toothpaste with special reference to close up, which may be useful for all the marketers and manufactures of fast moving consumer goods products especially toothpaste. Besides, other firms whom seeing the proper market situation and structure will benefit trying to enter in the market. Moreover this study is concerned with partial fulfillment of the requirement for the degree of MBS. Hence, this research can be more beneficial for the students of marketing.

1.3 Statement of Problem

During the time, past 30 years, there was no competition in Nepalese toothpaste market. Due to the reason, that the market was monopolized by the only available brand "Everest". There was no choice or no alternative brands. Consumers of toothpaste were also not in large number. Gradually other manufacturing industries started emerging with several brands like Pepsodent, Close-up, Colgate, Brighter, 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 brands 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 significant amount in advertisement, it is because without advertisement, the product cannot be sold in the market. The manufacturers are seeking to mention their market position; market position refers to market size occupied by a particular product, advertisement, impact, consumer's views towards company and its product, etc.

If we consider above subjects, following problems can be identified discussion.

1. What is the market position of Pepsodent toothpaste in Hetauda?
2. What is consumer's belief about the Pepsodent toothpaste and other brands of toothpaste in terms of price , pack, delivery, quality?
3. What is the consumer's view on advertising of Pepsodent toothpaste and other brands of toothpaste?
4. What is the trends of sales growth of toothpaste in markets?
5. What is the overall marketing situation of Pepsodent toothpaste ?

1.4 Objectives of the study

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

1. To identify the selling position of Pepsodent toothpaste comparison to other brand.
2. To find out the consumers belief or attitude towards the Pepsodent toothpaste and other brands in terms of price, pack, delivery, quality?.
3. To find out consumers view about advertising of Pepsodent toothpaste and other brands.

1.5 Limitation of the study

I had to go through some problems during the study. Thus, some limitations are mentioned below:

1. This study is done in Hetauda municipality only.
2. The study covers small segment of Nepalese market.
3. 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 Hetauda.
4. The responses of the respondents are analyzed with percentile method and also graph chart of necessary places.
5. Time was also limited during this study.

1.6 Rational for selection of Hetauda.

Hetauda municipality is the headquarter of Makawanpur district. Hetauda is an industrial area and has been developed as regional area with many regional governmental offices. The leading toothpaste company Unilever Nepal Limited , Colgate Palmolive (Nepal), has installed the factory in Hetauda. So the study focuses on its product in the view of local customers in Hetauda Municipality. Very few studies have been done out of valley in any subject especially in Hetauda Municipality , that is the reason the researcher has selected this area.

1.7 Organization of the study.

Chapter One

This chapter provides general introduction of marketing, market situation at the present stage in the real ground. Significance/ objectives / limitation of the study, Statement of the problems, Rational for selection of area are also concerned with this chapter. Introduction of Pepsodent toothpaste, Unilever Nepal Limited is involved in first chapter.

Chapter Two

This chapter provides discussions of different issues of Marketing which is related with topic from different books, journal reports and research.

Chapter Three

The third chapter is concerned with research methodology.

Chapter Four

In data presentation and interpretation chapter, research data are tabulated and showing in table, bar graph and pie chart.

Chapter Five

And last chapter is concerned with summary, major finding and recommendation.

Chapter –Two

2. Review of Literature

The study of different literary materials i.e. journals, magazines, periodicals, newspapers, books, websites etc: after selecting the topics of the research is known as literature review. During this research, the researcher has done the literature review.

2.1 Introduction

The meaning and practice of marketing is modifying day to day. New and noble practices are being practiced in the field of marketing with several tools and tactics. Goods are not arbitrarily produced with the view to sell in the current situations. Rather a clear understanding of the social aspects, market place and more specially the consumer behavior is duly required. Due to the changing behavior and competition, a company has to pay attention not only in the sale and adornment but also at the consumer attribute, buying behavior, packaging, and pricing policy. So it is clearly seen that marketing in today's business is facing much more complexity.

If we talk about market position, something comes in our mind that is the effectiveness of sales promotion, advertisement, pricing, product attribute/features are persuading to buy a specific product to the buyer and to sale the seller or the percentage occupied by a product in the overall market. So the market position deals the overall efforts and achievement in the field of marketing.

2.2 Meaning

There may be a number of products for the same purpose in the market for sale. Consumers may give priority to a specific product among the various products due to several reasons. Giving first priority to the consumers, companies make effort in different ways. There are varieties of toothpaste in the market. Pepsodent toothpaste is one of the leading brands at toothpaste market. Market position of the toothpaste deals with the major marketing components such as promotion, price, product and distribution as well as, advertisement and buying behavior of consumers. These major factors are influencing total consumption of Pepsodent toothpaste in the market and the percentage covered by the Unilever Nepal Ltd. in the total toothpaste market.

Influence in the major marketing factors help directly or indirectly to the increase or decrease of the sales. To some extent, personal selling and publicity is also one of the helpful components to increase sales but it is not possible for all kinds of products due to cost and time factors. Advertisement helps to personal sales. Sales promotion is a short term strategy which encourages consumer for “use once or try once” the product by offering different prices or some extra incentives. It may change the mind of potential consumers and come to try the product. Due to this, sales promotion helps to maintain a sound market position of the product. Price is one of the most important factors in marketing and to increase/decrease sales volume. Price must be affordable by various categories of consumer.

Product differentiation and product line can help to charge price discrimination. Placement of product at right time in right place is one of the most important ways of marketing. It helps to consume the product regularly so frequent distribution channels must be maintained to achieve sound market position. To make regular brand awareness in consumer’s mind, publicity and advertising is the most important part of the marketing. Advertisement is playing significant role to market a product.

Advertising is not only one tool that aware consumers. There are so many other tools which are more costly as well as more effective and push to buy the product to consumers if they are not conformed or in confusion. Sales promotion seeks to show the product to consumers while advertising is indirectly hitting the mind of potential consumers regularly through public media regularly. It is a long-term strategy of creating brand awareness whereas promotional campaigns boost up sale of a product. Combined efforts of sales promotion and advertising increase in sales in present as well as in future. Nowadays sales promotion campaign and advertising are going on combined. There are many components, which directly affect the market position and sales. We can clarify these components in the following points;

2.3 Product

An identifiable form of tangible and intangible attributes, including quality, price, brand, trademark, packaging, colour and seller’s service, as well as reputation is

known as product. It must be transferable and payable. So product may be a person, goods, place, service, idea or technology. Consumers are purchasing according to their need satisfaction in 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 intended for the use by household consumers. In the contest of consumer's products, brand plays vital role in consumption. Brand is not anything itself but it represents the entire attributes of the product so a consumer is attracted by the brand name. Brand is one of the names, which identifies and distinguishes the product from the whole other ranges of products having similar attributes. Consequently, some products are in the market that has much popularity and image that their use is connected to high status in a society.

On the globalization's perspective, "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 the international markets, the marketers need to spend a lot of time, effort and money in planning and development of products in a systematic manner." (Dr. Shyam Shrestha, P-119).

With the increase of the global market place, companies should make branding strategy; whether to sell the product all over the world with the same brand name or separate brand name for separate markets through distributors. Brand names with an eye to their global reach, the name of the products should be meaningful and pronounceable in the national language. Otherwise companies will find it very difficult in selling their products in the distance places due to the geographical structure of various countries.

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 it stand-alone on own 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 A. Company A's sales are centered around one product line and includes several preparations of the

same ingredient. It uses the company's name as its brand name. The company is successful and appears very profitable and has ambitious growth on the introduction of several new products. But company A is not sure about whether it should market its new products under its current brand name or a new one, yet to be created.

Using the current name has some advantages. The brand enjoys good level of awareness and a positive image. Its product distribution is good. Using the existing brand name would reinforce self impact for the entire line. On the other hand, the current brand's equity may not translate to new product not based on the ingredient for which the brand is known. Some fear that using the brand as an umbrella covering an expanded product line could dilute the brand. Both sides have a well rationalized set of arguments. Those with a restrictive interpretation say that 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 it stands for.

This confusion could weaken the established brand. Further more, the brand equity may not translate well to products without the ingredient so that there could be little benefit of using it. Those with a flexible view of brand equity find comfort in consumer's research where they see proof of their brands flexibility. The issue isn't new. It is faced by all those who have to introduce new products and by those who have acquired a company with branded products. Thus the new product needs 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 an endorsement from the new corporate? One of the many complications is that issue shouldn't be viewed in the sole contexts of the new brand or new product but also in the context of the existing brand. How will it be affected? Will it suffer dilution?

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

Brands are associated with a set of values, seldom with a specific ingredient. There are 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 selections and roasting, high quality, competent staff, young professional crowd, a pause during a busy day, etc. If there was another product that could benefit from the same values, it could fit right in. Cigars or cognac could come close but have their own set of problems.

Umbrella branding is a very efficient brand scheme. A paper published in Mckinsey Quarterly under the title “Brand Leverage” concludes that strong brands that are used across product categories

produce shareholder return on equity that is five percent above the average for their industry. A strong umbrella brand can help a new product generate faster distribution and trail. On the other hand, umbrella brands are weakened when they are used for sub-par products or products of 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 you wish to acquire before you make any branding decision and preferably before an acquisition takes place. **(Jacques Chevron, p 71)**

How brands influence people?

This first thing to recognize when we talk about brands is that they are not just names, symbols, terms, designs or combinations of these, although it is true to say that such things can differentiate certain products and companies from others. The additional ingredient that makes a successful brand is personality.

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

Thousands of people relate to brand personalities in the same ways as they do to human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Carl Jung’s work where he describes the four functions as mind-thinking, sensation, feeling and intuition. The secret to be successful branding is the influence the way 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 a person, to the elements of logic and good sense (the thinking dimension) such as **toothpaste**, which prevents decay and cholesterol-free foods. Others appeal to the sense of smell, taste, sight and sound such as fashion and cosmetic products. Some brands attract the emotional part of people appealing to the feelings, dimension to which consumer react with feelings of warmth, affection and belonging. Product such as Harley-Davidson motorcycles and companies like Benetton with its global village branding exemplify these.

Then there is strange phenomenon of intuition. Some of companies and products are attractive to the people who intuitively feel comfortable with them, a good fit to their personality, life style, 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 combinations 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 customer who live or would love to live a certain life style. Products such as good credit cards, watches or prestige items help people to express themselves to others by demonstrating that they are different and have achieved something. They act as extension of the personally, so it really is all in the mind. The key to brand management and development is clear understanding of what benefits a customer is looking for. Time and again, research shows that the real driving force behind market leadership is perceived value-not price or inherent product attributes.

People prefer to buy brands

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

2.4 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 factors. 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 marketers / companies, we can see now that the price for any fast moving consumer goods product on the basis of buying behavior as well as purchasing capacity on economic growth condition. Consumers are not interested on the weight of a packet of toothpaste like Pepsodent, Colgate, Close-up, and so on, but how much the price for a packet and companies always fixed the price such as Rs.15, Rs.20, Rs.40 etc. whether price of the toothpaste is increasing but the companies are introducing small package for easy pronounceable price as well as low (price) on the view of consumers; similar are the pricing strategy followed by Coke, Pepsi, Instant noodles and so on like Fuchhe Pepsi for Rs.10, small packet for Rs.5, Purnima pack of Fair and Lovely for Rs.10, Rs.1 or Rs.2 for a shampoo pack.

“The contemplated price must be consistent with company pricing policy. Many companies set up a pricing department to develop pricing policies and establish or approved pricing decision. Their aim is to ensure the sales that customer quote the price that is reasonable 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 a world of warming is in order. Many companies are so ready to grant discount, allowances and special terms to their dealer and customer that they may feel to realize how little profit

may be left. Companies should measure the cost granted to customer are bidding for their business.” (Michel V Marnal Robert I Rostello P.82/94)

2.5 Promotion

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

2.5.1 Advertising

Advertising is directed at cognitive and emotional responses: building brand awareness and brand attitude over time. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor targeted at mass community at a single effort. Advertising is one of the most important promotional tools that companies use to direct persuasive communications to target buyers and publishers. 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 mediums such as: print Medias: audio advertising (Radios); visual advertising (Film slides); audio-visuals (Film,

televisions, etc); displays (Window display, sky displays, displays, hoarding boards, neon's, etc.

However, an effective advertisement is one, which can change the target audiences' attributes in favor of the firm's offer. To achieve any attitudinal change, advertisement should possess several requirements; such as attract attention of target customers towards the company offer, Understand the target customers effectively.

(Dr. Shyam Shrestha, P.162 & 163)

In reality, consumers do not believe in a product, which is not seen in advertisement and cannot opt to risk. Advertisement becomes the life partner of a product for marketing. The advertising cost of some products is higher than production cost! This signifies the importance of advertisements in the promotion of a product.

Nowadays, current hot celebrities from different fields such as sports, music, movies etc. are seen in visual advertisements to attract consumers. There is debate over whether it is effective or not, nevertheless, most of the companies has been introducing them as a brand ambassador too. 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 categories; Lux 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 T.V. shows and promoting T.V. sets, banks, soft drink, garments, toothpaste and so on so forth with piece de resistance from Govinda and Shekher Suman, advertising underwear in their inimitable style.

This overdose of celebrities in advertising rises some questions. Thus a celebrity really helps to build a brand? Are celebrities promoting the brand or themselves? Before going into the merits and demerits of this issue it would be useful to understand the current ethos and the marketing compulsion driving this. Competition is increased exotically in all categories with several new entrants –local

and international-and existing players trying to defend their markets. New categories have emerged and are being advertised-travel, entertainment, financial investment, insurance these are competing for a space in a 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 man 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 the intention to purchase a brand goes up in proportion to the 'likeability' of the ad. However, if that ad has been successful on all these counts but fail to ensure the right brand association and message retained by the 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 possibly 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 it to do so, in low unit value, daily use products. Lux has consistently used endorsement from film stars for several decades. Its core benefit of completion from care is of prime relevancy to a star, thus Lux has indelibly appropriated this benefit and seen off manly a challenger including some who followed an imitative strategy. Taj Mahal tea is another successful example of using Zakir Hussain's Maestro status to position the brand as the very best tea on India, one that is part of a true consumer's lifestyle. However the successes are few. There are many more example 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 Ajay Jadeja 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. Thos page uses frames, but your browser doesn't support them wonder.

Celebrity's endorsements are most effective in lifestyle products 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 in 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; Aishwarya Rai, Shahrukh Jhan, Hritik Roshan, and several others are all endorsing different foreign brands 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 cases 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 hogs the limelight. Marketers would do well to be cautious in following the herd in their quest to break through the clutter with a star. If the celebrity is not central to the brand 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. **(Kaman Bang, p62).**

2.5.2 Sales promotion

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

According to an American Marketing Association “Sales promotion consists of those marketing activities, other than personal selling, advertising and publicity that simulate 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 some time described as the bridge between advertisement and sales.” Says Frank Elkins in his book “Advertising Today. ”

According to Dr. Kinden Daft Kerala “ It is (consumer promotion) often used to retaliate a competitor’s sales promotions 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 Kilter “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 traders.”

To motivate meddle channels producer and consumer and customer/real consumer to sales 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, buy two get one free for the consumers, display on retail sales 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 are seen being used only to some extent, some sales stores are offering discount such as 50% off, buy one get one free etc. which, in fact, are not really discount. It is because; there is not identifiable price of the product. Such kind of practice can be seen on fashionable readymade clothes, which is making wrong impact on consumers mind towards sales promotion activities.

According to Philip Kilter “Sales promotion consist 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 are seen such as 10% extra quantity on same price, brush free, shampoo free, price off and so on. All these promotional tactics are sales promotion tools which helps to sale the product in large scale.

2.5.3 Public Relation:

Public relation is a 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. Marketing engage in public relation in order to develop a favor for their organizations and products in public, so major objectives of public relation are to built awareness, to build credibility, to stimulates 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 and service can satisfy the customers. In order to gain good image in society, a company must establish a good relation with the public. Public are several groups in a society, including customers, stockholders, staffs or employees, dealers, the press, the financial 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 goodwill.”(Dr. Shyam Shrestha, p.168)

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

2.5.4 Publicity:

Publicity is a means of promoting the mass market and similar to advertising except that it is 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), photographers and feature stories. Promotion can be directed towards final consumer’s middleman 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 product that are not paid for by company benefiting for it. Typically there two activities are handled in a department separate from the marketing department is a firm.”(B.S. Rathor, P.91/92).

2.6 Distribution:

Distribution includes the various activities undertaken to make the product accessible to target customers in the right time and place. Components of distribution consists 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 Dr. K. D. Kerala “Distribution is concerned with all business activities revolving around the problem of getting the product from the place of manufacturing to the final consumer. Distribution deals with two aspects of product movement: marketing channels and distribution logistics. Marketing channels or channels of distributions is the system of relationship among the various persons and institutions involved in the process of movement and ownership of products and facilitating exchanges. Distribution logistics is concerned with the physical movement of products.”

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

According to **William J. Station**, “a distribution channel consist 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: product flow, communication flow and ownership flow. The backward flow is money from sales, orders for products and market information.”

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

2.7 History of toothpaste Nepalese perspective

During the haunting era people of Nepal were not in the habit of cleaning their teeth. Then gradually with the various other developments people used coal for cleaning their teeth and later on they shifted into **Dayton** stick and Neem stick slowly.

After some time various companies were established for the production of toothpaste. The production and sales of toothpaste in Nepal started in 1980 AD, with the establishment of Nepal Tooth Product. The company started its marketing activities with 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 produces “Brighter” toothpaste and was established in 2042 Bs, in Thimee, Bhaktapur.

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 are popular toothpaste. Since its 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. Colgate Palmolive have various brands of toothpaste i.e. Colgate paste, Colgate gel, Colgate dental cream, Colgate Total, Colgate Herbal and Colgate tooth powder.

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 the Colgate Palmolive is Ruben Mark. This company is spread over Latin America, Africa, North America, Europe and Asia. For more than 105 years Colgate Palmolive has been decides in offering our family and us a wide range of oral care produces to meet our individual needs and taste. There is something new and exemplary in Pepsodent in the field of 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. (Kosher Raj Arial, P. 16)

After than other companies like Flare Hymnal, Dabber Nepal and Pearl are also producing toothpaste in Nepal as well as some brands such as Anchor, Aqua-fresh, Need etc. are imported from different countries by the importers and these companies are also establishing their market as possible as.

2.8 A Review of Previous research work

There has been little research on the toothpaste marketing in Nepal. So, only few of them have been revised below.

2.8.1 Chanel 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 Lever Ltd. and Colgate Palmolive Nepal Ltd. any time one of this company can set access its market quickly it is because, most of the consumers are using both companies' brands. Most of consumers are loyal towards both companies' brands. Market situation of toothpaste is in liquid position in nature. So, pricing, quality, packing, promotion etc. are the tactics and strategy to achieve large market size.

2.8.3 Arial Koshier Raj, “The study on market share of Colgate in Comparison with other brands” 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 will increase; the sale promotion is very powerful, which can easily boost up the sales and market share will be increased.

2.8.3 Parajuli Sanjay, “A study of loyal 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 loopy in each of the product selected for this study. Similarly, it is also found that the factors such as the consumer's sex, age, martial status, income, family system etc. also affect brand loyalty.

Chapter – Three

3 Research Methodology

3.1 Introduction

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

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

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

In the context of marketing, “Marketing is the principal revenue generating activity while other is revenue consuming. Market research deals with production and distribution problems, marketing institutions, marketing policies and practices. It is better established than production research part because of not closely interwoven with technology. It covers the issues like production planning, development, pricing, promotion and distribution.” (P.R. Joshi, p. 17)

All above-mentioned views clarifies that the research methodology covers the objectivity, reliability and validity of study. It shows what variables are used in the study as well as data collection and analysis.

3.2 Research Design

Research design is planning of research programme before it starts. It includes explaining researching matter, when, why, where, how much and how research will be done, what kind of data how, when, where will be collected, how samples are collected, research time/period, schedule, data analysis and reporting techniques etc. It guides the 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 of react to a problem or opportunity...”
(Donald Toll and Del Hawkins, P. 44)

This research is basically exploratory in nature. The main aim of this study is to find out the toothpaste market position in Hetauda municipality in reference to Pepsodent. This study expects to suggest the company ways to strengthen the market position. To fulfill this purpose, related information of 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 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 fathered from primary source. Some secondary data has also been used for the purpose of the study. Primary data are the first hand data, generated by original research to solve the specific and current research questions. The major advantages of primary data are that information is specific, relevant and up to date. There are two principal methods of collecting primary data; observation and questionnaire. All the primary data are collected from shops and consumers and some information's are taken from authorized distributors of the companies as well as concerned company. The sample size is categorized in different professions, age groups, areas, educational background, and sex and so on.

Secondary data are information that are already collected for other purposes and is readily available. The major advantage of this type is it's easy availability. The major advantage of this type is its availability and cheapness of that primary data.

For this study, both primary and secondary data and information are used. But research is mainly based on primary data or original data collected directly through questionnaire.

3.4 Data Collection Procedure

The questionnaires were developed in structured form for different aspects according to the objectives of the study, marketing complications and marketing practices. Three different sets of questionnaires were prepared for the real consumers, shop owner and distributors. The questionnaires were distributed through personal contact one by one and requested respondent to fill it. The researcher also filled the questionnaires through personal interviews with the shop-owner who were stocking toothpaste.

3.5 Sample Plan

Sampling is the practice of selecting groups of consumers considered to be representative of the entire population, because it is neither feasible nor practical for research to contact to all the member of a population. Sampling plan consists the target population, sampling unit, and sample method.

3.6 Target Population

The target population of this study area is the resident of Hetuada municipality i.e. consumers, shopkeepers and distributors respectively.

3.7 Sample Unit

The target population is very large; therefore from the whole population 300 samples were taken . It is expected to provide a useful basis for understanding consumer behavior of Pepsodent toothpaste. Since it is impossible to include the total population in the study, out of total population 300 consumers, 100 shops and 6 distributors were surveyed randomly which were based on area wise sample. The researcher took these areas and the sample size of both shop and consumers as follows,

Table-1

| Area | Sample size for consumer | Sample size for shop | Sample size for distributors |
|-------------------------|---------------------------------|-----------------------------|-------------------------------------|
| Mahindrachow | 20 | 05 | |
| Bus Park | 15 | 05 | |
| Sangam Chowk | 15 | 05 | |
| Rapt Road | 15 | 05 | |
| Nawalpur | 10 | 05 | |
| Pashupati Nagar | 10 | 10 | |
| Hetauda Industrial Area | 15 | 05 | |
| Sano Pokhara | 15 | 10 | |
| Bank Road | 15 | 05 | |
| Sima chowk | 15 | 10 | |
| Piple | 15 | 05 | |
| Chaugadha | 15 | 05 | |
| Kamane | 20 | 05 | |
| Kamala Danda | 15 | 05 | |
| VIP Toole | 20 | 05 | |
| Chishapani | 20 | 05 | |
| Insurance Companies | 15 | 05 | |
| Bhutan Devi School | 10 | - | |
| Makawanpur Campus | 05 | - | |
| All Distributors | 20 | - | 6 |
| Vairab Tole | - | - | |
| Total | 300 | 100 | 6 |

(Source Primary Data)

3.8 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. Every questionnaire was thoroughly checked after the collection and was found correct in style of fillings. The same responses of the collected questionnaires were put into one, under the respective

headings and total responses were counted. The total response was presented in one master table with the help of the data master table. Necessary adjustment has been made for attaining the objective of the study. Analysis has been made by percentile method.

3.9 Data Presentation

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

Chapter – Four

4. Data presentation & Analysis

4.1 Current toothpaste consume & Market Scenario:

Due to the rapid growth of population, the demand of basic needs of human being like food, shelter and clothes are increasing day by day. At the same time, urbanization is also on increasing trend as well as other needs like cosmetic goods, toothpastes, luxurious goods, home appliance goods etc. People have no alternatives to cleaning their teeth in urban area as well as semi-urban area. Still in village areas, most of the people use tooth powder and other natural things like sand, coal, small sticks and so on. However at the moment, demand of toothpaste is increasing and habit of Nepalese people to consume toothpaste is increasing. Now, there are so many brands of toothpaste in Nepalese market, and tough competition exists. Pepsodent, Close up, Colgate, Dabber, brighter, anchor etc. are well known brands in the market. But most of market share are lead by Pepsodent , Closes Up, Colgate and Dabor.

4.2 Study of Market Position

To conduct the study in Hetauda Municipality, researcher developed three types of separate questionnaires for consumer behavior survey, retailer survey and distributor survey. The responses are collected from 300 real consumers, 100 shopkeepers and 6 authorized distributors of the different toothpaste in Hetauda Municipality. Researcher has tried to reach more accuracy so far as possible; questionnaires were distributed on the basis of sex, age, income level, education, profession and area that can represent the population for randomly selected samples.

Collected responses are converted in several tabular forms and analyzed in different aspects, which the study needs.

4.3 Consumer's Behavior

Consumers are always the most important for marketers. To understand consumer habit towards toothpaste, 300 questionnaires were distributed to real consumers. The following tables give the details.

4.3.1 Detail of consumers

Table-2

Response received

| Place | Response received | Percentage |
|----------------------|-------------------|------------|
| Hetauda Municipality | 300 | 100 |
| Total | 300 | 100 |

(Source: primary data)

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

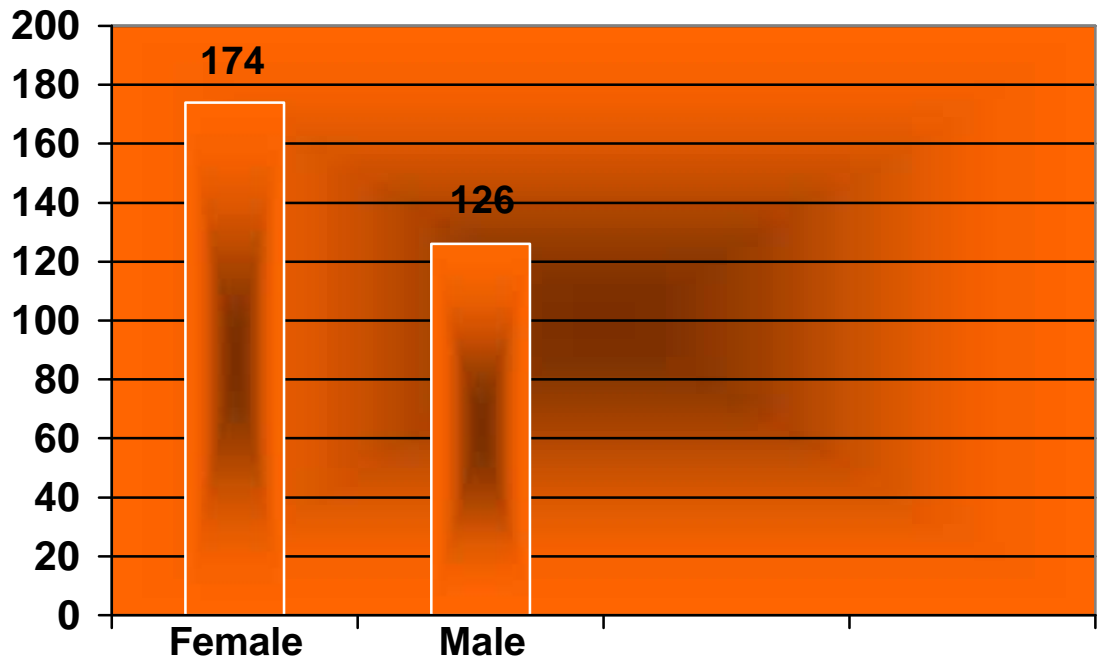
Table-3

Male/Female

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

(Source: primary data)

Figure -1
Male / Female



Comparatively numbers of female respondents are more than male. Taking the questionnaires to housewives is the reason behind it.

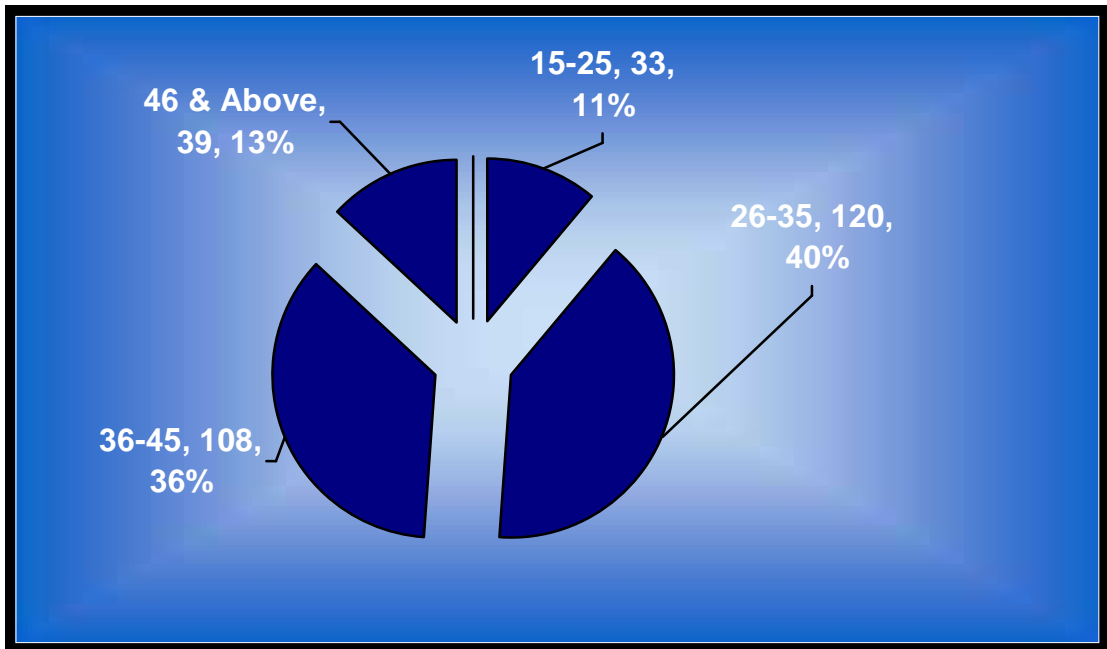
Table-4
Consumer's age group in years

| Age group | Respondents | Percentage |
|------------------|--------------------|-------------------|
| 15-25 | 33 | 11 |
| 26-35 | 120 | 40 |
| 36-45 | 108 | 36 |
| 46 & Above | 39 | 13 |
| Total | 300 | 100 |

(Source: primary data)

Figure-2

Consumer' age group in years



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

Table-5

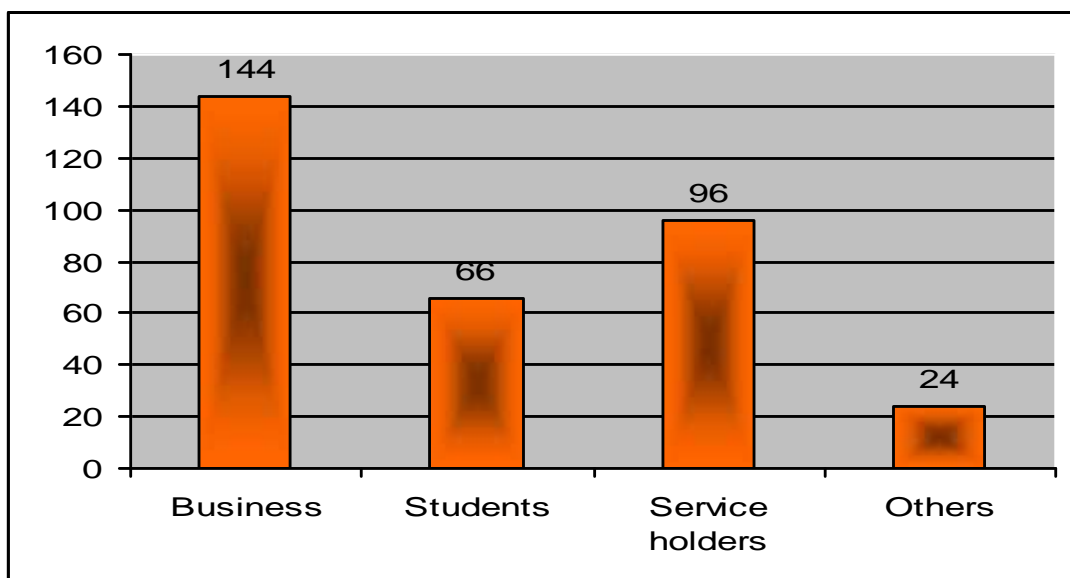
Profession of the consumers

| Profession | Respondents | Percentage |
|-----------------|-------------|------------|
| Business | 144 | 38 |
| Students | 66 | 22 |
| Service holders | 96 | 32 |
| Others | 24 | 8 |
| Total | 300 | 100 |

(Source: primary data)

Figure-3

Profession of the consumers



Among the respondents, 38% are involved in their own businesses, which is the highest than other level of profession. 8% respondents depend on agriculture and semi-agricultural profession which indicates that most of people in Hetauda municipality are dependent upon business and service ; which are categories as other professions.

Table-6

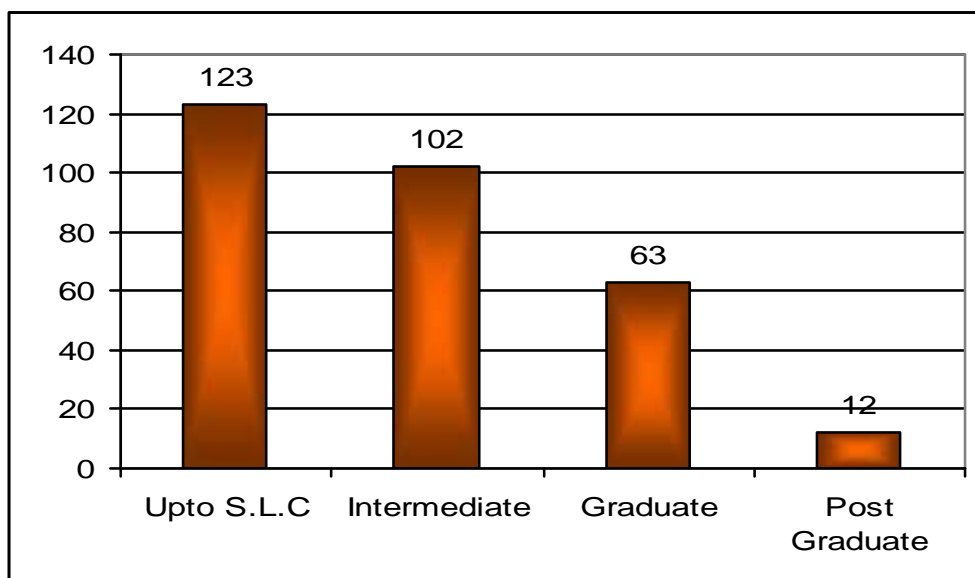
Academic background or education level of respondents

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

(Source: primary data)

Figure-4

Academic background or education level of respondents



Most of the respondents are educated up to S.L.C and intermediate in academic level. The respondents of this level were found very interested and were easy to approach. Post graduate level respondents were also found to be interested and easy to approach. Post graduate level respondents are few and they are busy too.

Table-7

Respondent's family size

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

(Source: primary data)

Figure-5

Respondent's family size

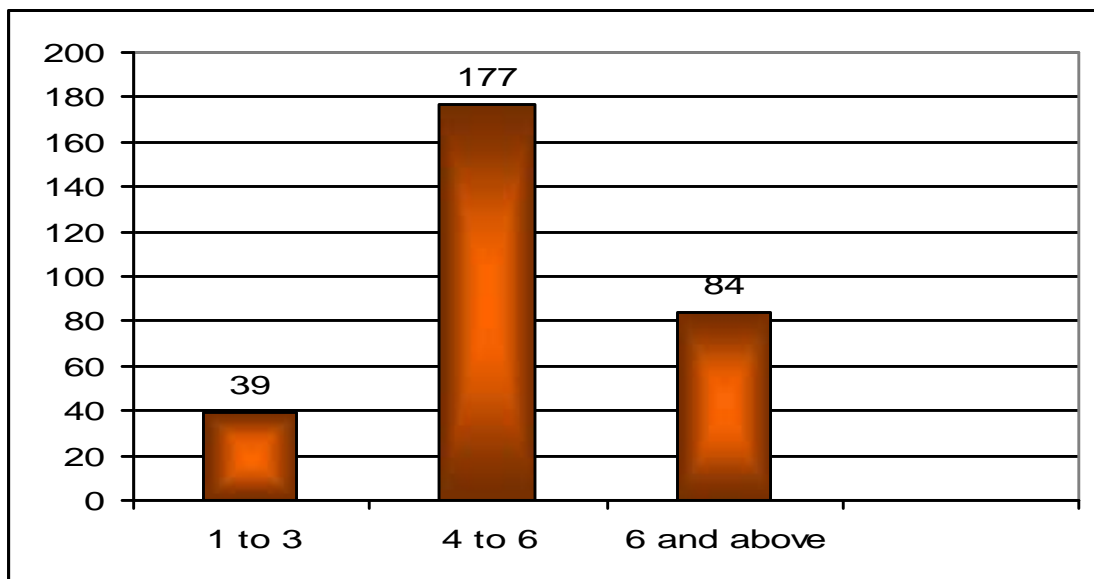


Table no.7 and above figure indicates that 59% respondents have 4-6 members in their family. It means maximum respondents were from family members with 4-6 in size. Minimum member of family size like 1-3 is less or 13% above 6 members' family size is also significant.

Table-8

Monthly family income of respondents

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

(Source: primary data)

Figure-6

Monthly family income of the respondents

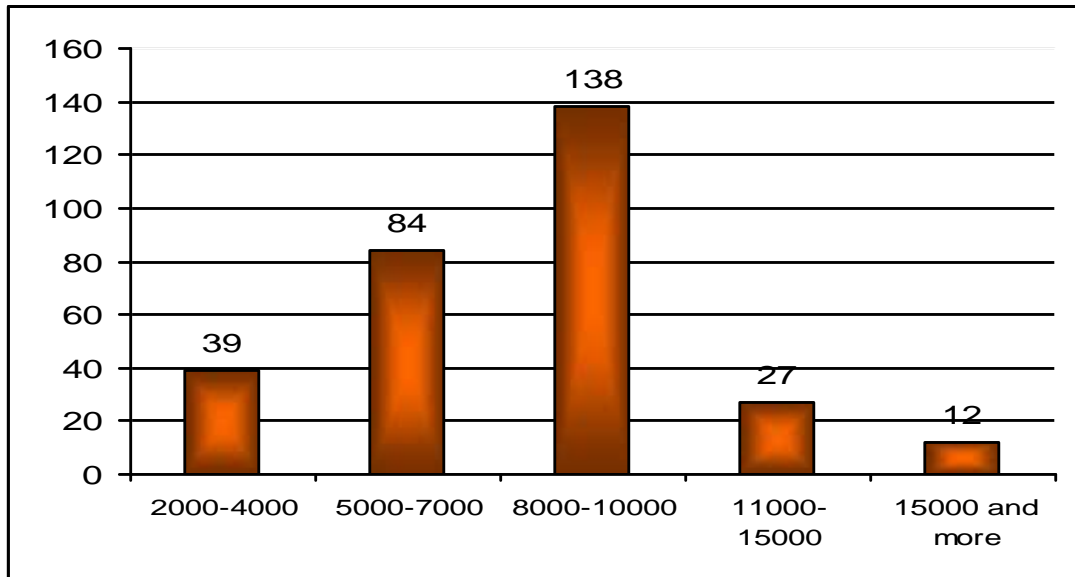


Table no.8 and figure no.6 shows that the most of respondents have their monthly family income between Rs. 8000 to Rs 10000. The least income level of respondents is few as well as the highest income level respondents are lower in number. Most of respondents don't like to show their actual income due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

4.3.2 Buying behavior of consumers

Consumers buying habit is a significant determinants to determine market situation. The following details are obtained from respondents regarding their consumption of the toothpastes:

Table-9

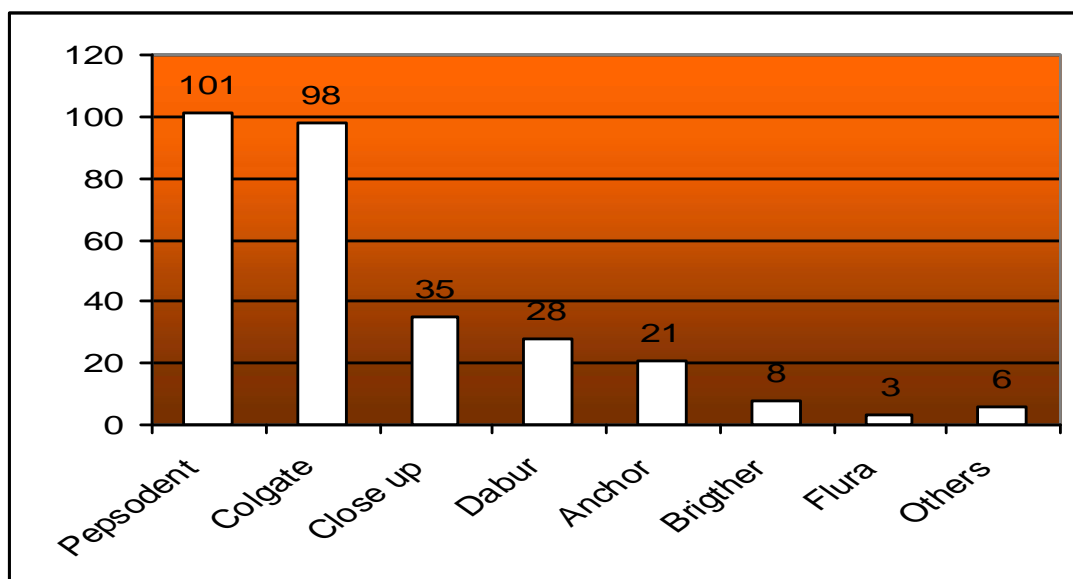
The brands consumers usually buy.

| Brand name | Respondents | Percentage |
|------------|-------------|------------|
| Pepsodent | 101 | 33.67 |
| Colgate | 98 | 32.67 |
| Close up | 35 | 11.67 |
| Dabber | 28 | 9.33 |
| Anchor | 21 | 7 |
| Brighter | 8 | 2.66 |
| Flora | 3 | 1 |
| Others | 6 | 2 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-7

The brands consumers usually buy.



Above-mentioned responses on the table no.9 and figure no.7 shows that Pepsodent and Colgate brands are bought by most of the consumers. Likewise, Close up , Dabber and Anchor brands are in almost same i.e. from 11.67% to 7%. 2% consumer buys the different imported brands and 1% of the consumers buy flora brand that is least among them. Most of people like Pepsodent and Colgate and

brighter, flora and other brands very few people liked according to response mentioned above.

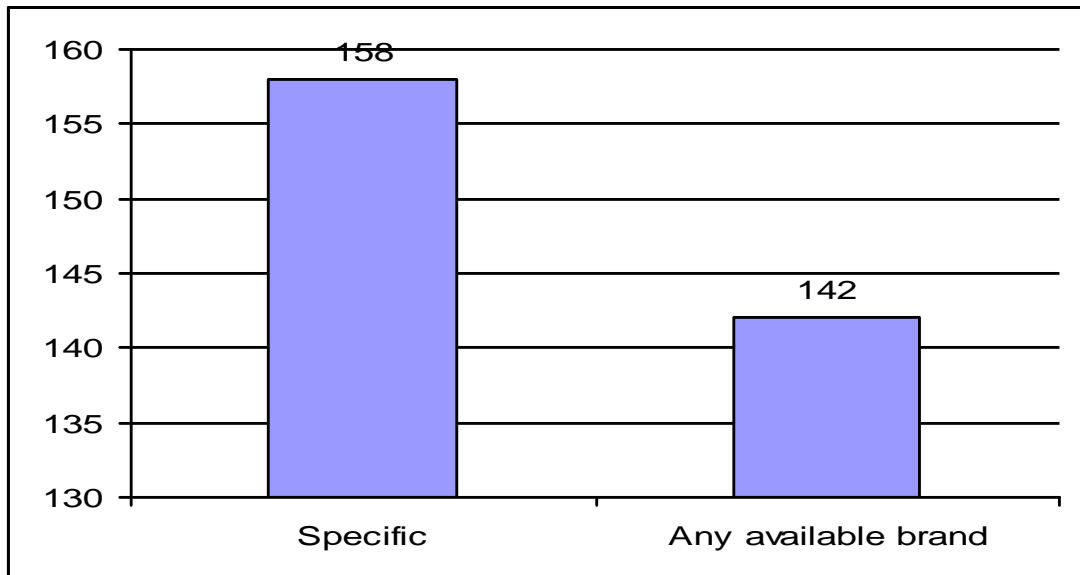
4.3.3

Table-10
Use of specific brand

| Brand name | Respondents | Percentage |
|---------------------|-------------|------------|
| Specific | 158 | 52.67 |
| Any available brand | 142 | 47.33 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-8
Use of specific brand



The responses show that still many consumers are not loyal to specific brand but most of them are within the two or three brands consuming. It seems that there is scope 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 manufacturing company.

Table-11

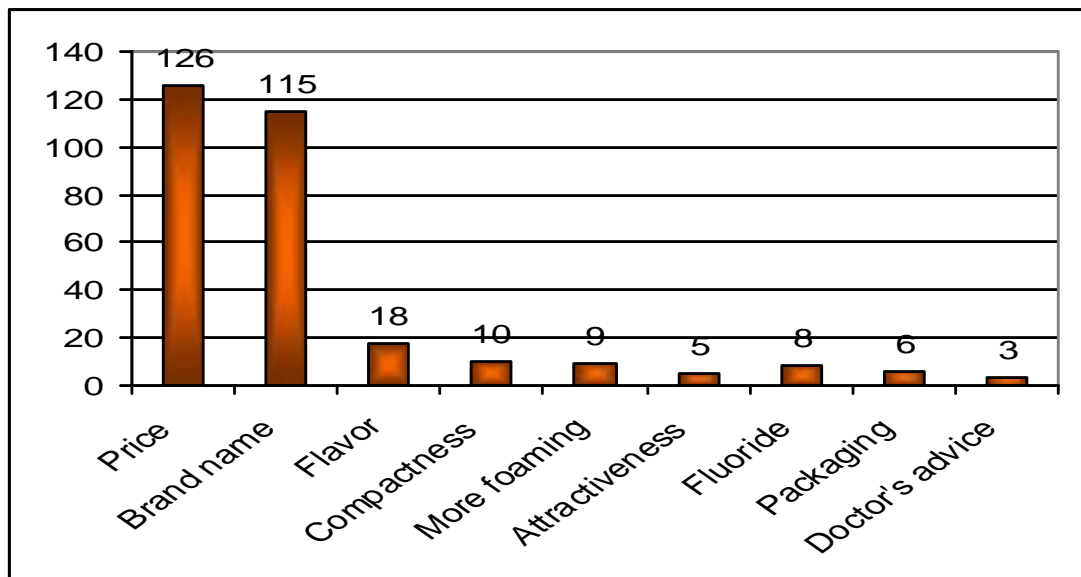
Factors that consumer consider while buying toothpaste.

| Considerable factors | Respondents | Percentage |
|----------------------|-------------|------------|
| 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-9

Factors that consumer consider while buying toothpaste.



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

4.3.5

Table-12

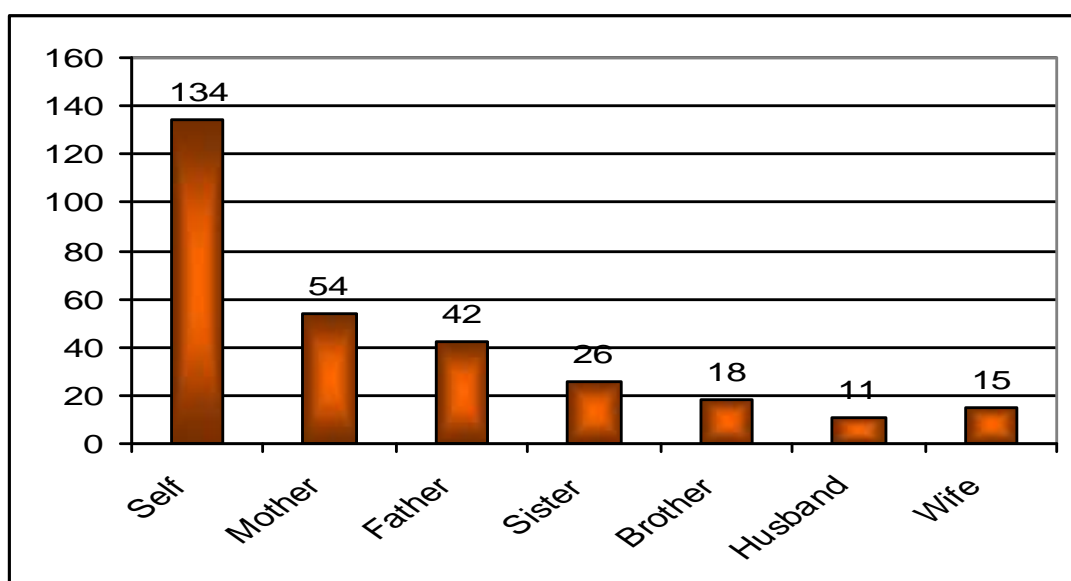
Decision maker in a family to buy toothpaste

| Family members | Respondents | Percentage |
|----------------|-------------|------------|
| 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-10

Usually, decision maker in family to buy toothpaste



Above responses on the table no. 12 and figure no. 10 shows that most of respondent make decision self i.e. 44.67%. Most of them are housewives and this study shows that ladies make the purchasing decision.

4.6.3

Table-13

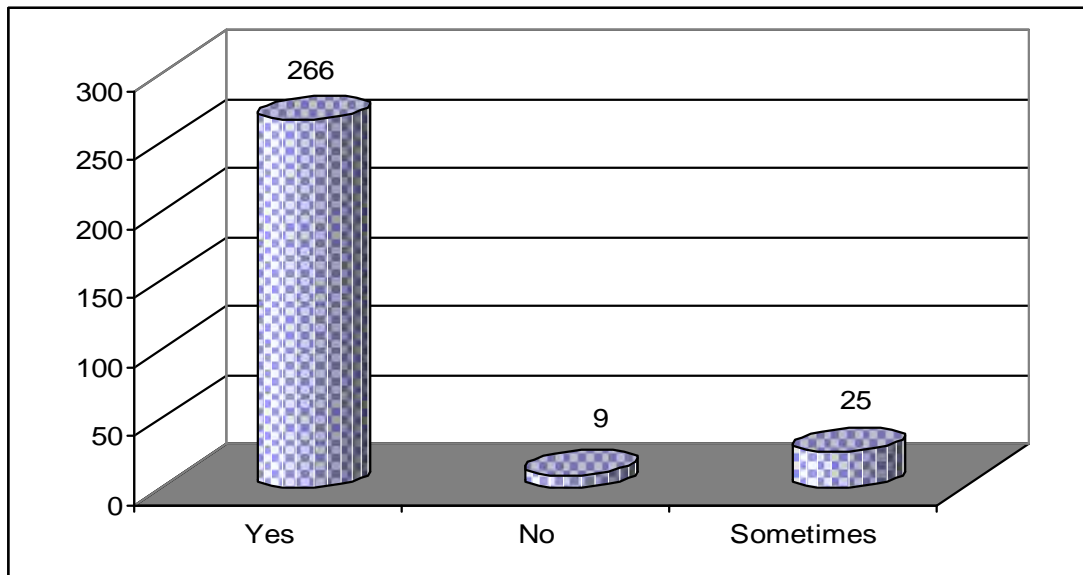
Easy availability of your brand

| Availability | Respondents | Percentage |
|--------------|-------------|------------|
| Yes | 266 | 88.67 |
| No | 9 | 3 |
| Sometimes | 25 | 8.33 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-11

Easy availability of your brand



Above table and figure try to show that 88.67% respondents get the brand they like. 8.33% respondents are not getting their favorite brand regularly i.e.it's sometimes available and sometimes not. Still 3% respondents are getting their brands with difficulty.

4.3.7

Table-14

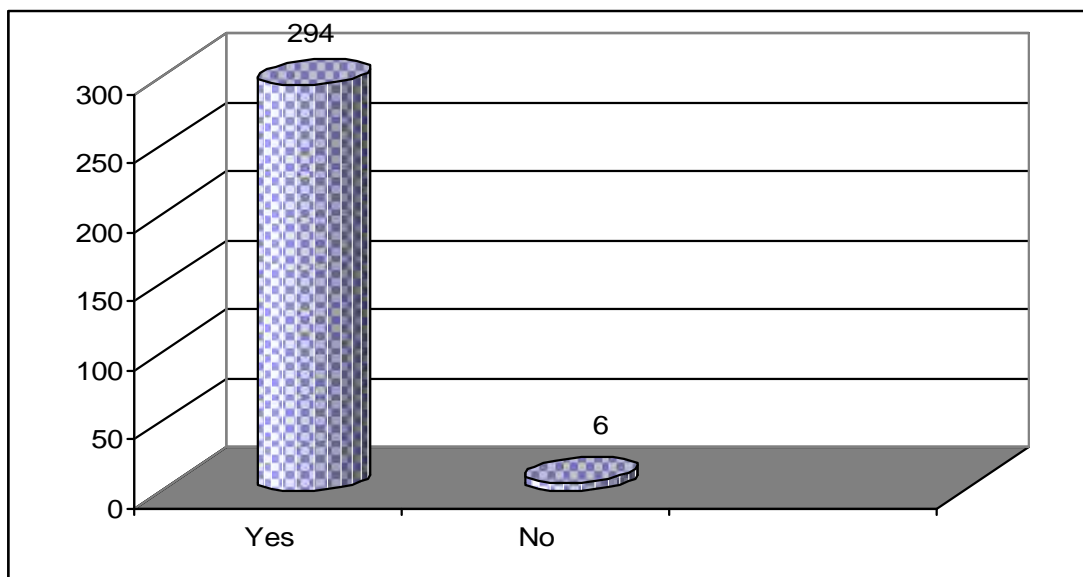
Notice trend of advertisement.

| Option | Respondent | Percentage |
|--------|------------|------------|
| Yes | 294 | 98 |
| No | 6 | 2 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-12

People's Notice of Advertisements.



Above responses clearly shows 98% respondents, that means almost all the consumers notice the advertisement of different toothpastes. Only 2% respondents are found to be ignorant about the advertisements.

4.3.8

Table – 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 | 67 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-13

Advertisement notice on different media

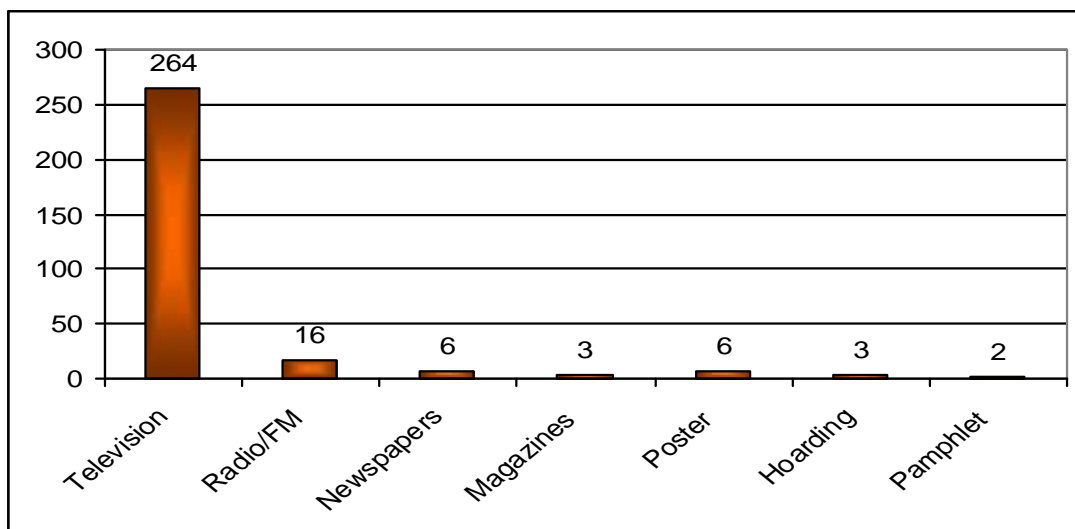


Table no.15 and figure no. 13 shows that 88% respondents watch the advertisement on television i.e. most of consumers watch advertisement of toothpaste on television. Other Media cover only 12% in which radio/fm listeners are 5.33% and readers are 3% (2% newspapers and 1% magazines).

4.3.9

Table – 16

One of the best advertising of the brand on consumer’s view

| Brand name | Respondents | Percentage |
|------------|-------------|------------|
| Pepsodent | 148 | 49.33 |
| Colgate | 83 | 27.67 |
| Close up | 29 | 9.67 |
| Dabour | 25 | 8.33 |
| Anchor | 6 | 2 |
| Brighter | 3 | 1 |
| Flura | 3 | 1 |
| Other | 3 | 1 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-14

One of the best advertising of the brand on consumer’s view

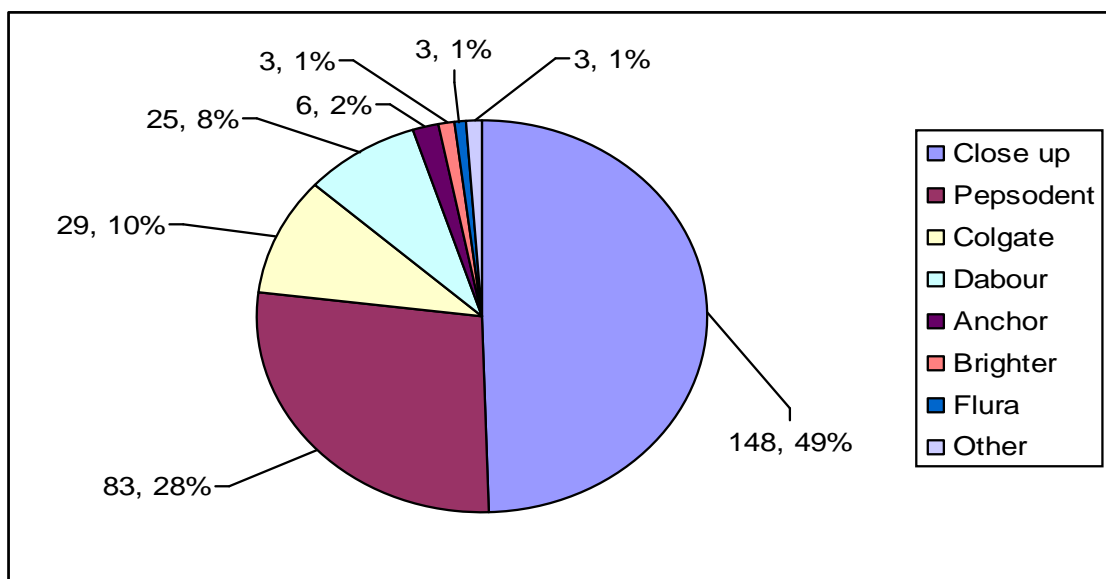


Table no.16 and figure no. 14 shows that 49.33% respondents like advertisement of Close up brand. They also like the advertisements made by Pepsodent and Dabar brands.

4.3.10

Table – 17

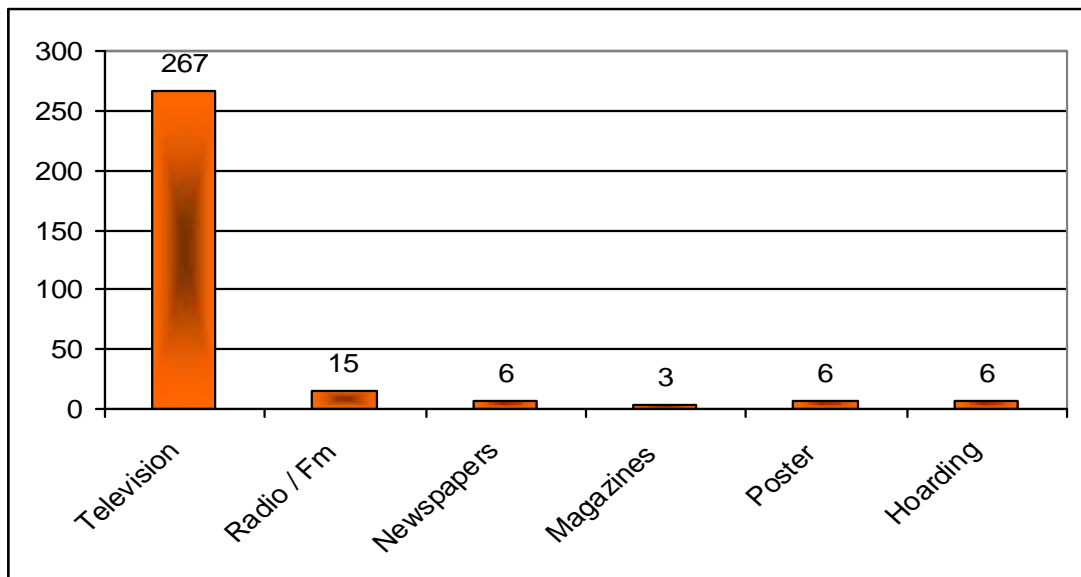
The best media for Advertisement of the toothpaste

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

(Source: Primary data)

Figure-15

The best media for Advertisement of the toothpaste



Most of the respondents prefer television as the best media for advertisement.

4.3.11

Table-18

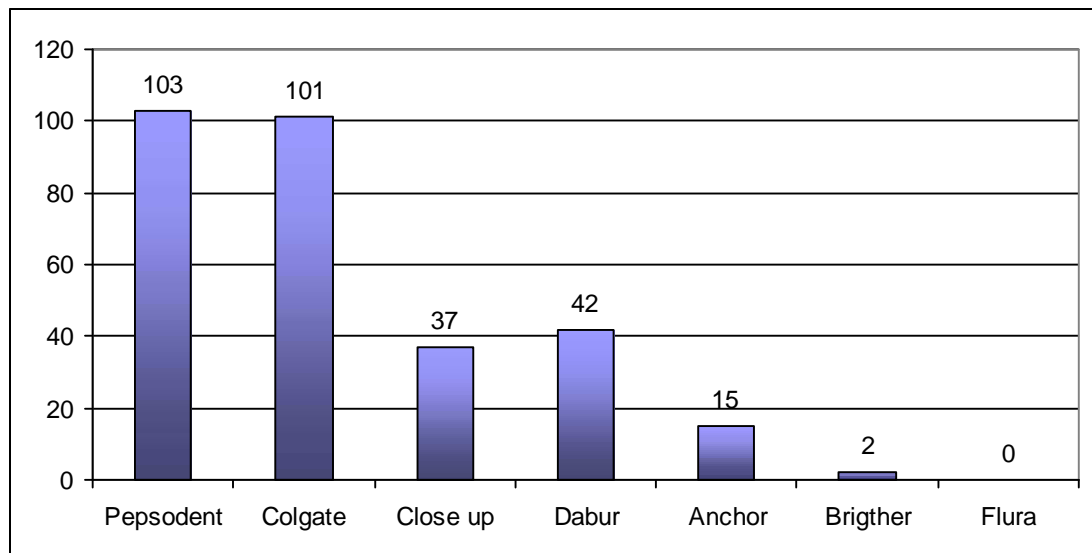
Competing brands in Nepalese toothpaste market on consumer's view

| Brand name | Respondents | Percentage |
|------------|-------------|------------|
| Pepsodent | 103 | 34.33 |
| Colgate | 101 | 33.67 |
| Close up | 37 | 12.33 |
| Dabour | 42 | 14 |
| Anchor | 15 | 5 |
| Brighter | 2 | 67 |
| Flura | 0 | 0 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-16

Competing brands in Nepalese toothpaste market on consumer's view



In the consumers perception most of respondents believe Pepsodent and Colgate are major competing brands in the market. Dabur and Close up are also their competitors.

4.3.12

Table-19

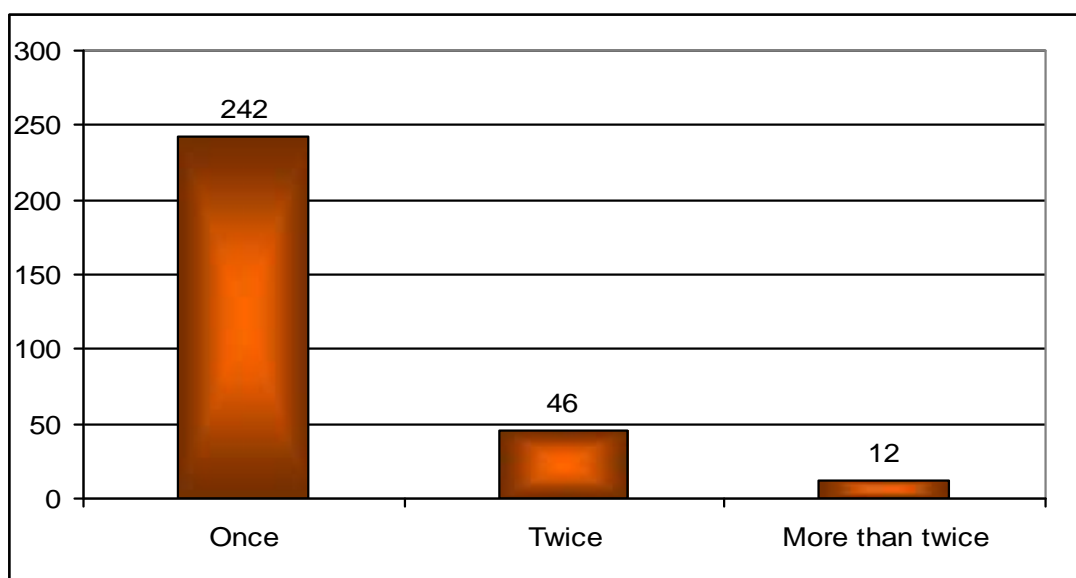
Brush habit or consume habit in a day

| Time in a day | Respondents | Percentage |
|-----------------|-------------|------------|
| Once | 242 | 80.67 |
| Twice | 46 | 15.33 |
| More than twice | 12 | 4 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-17

Brush habit or consumption habit in a day



Above the table and figure shows that respondents use toothpaste (brush teeth) once a day (i.e. 80.67%) but 15.33% brush twice in a day and only 4% brush more than twice a day. It seems that overall consciousness is not sufficient in Hetauda municipality.

4.3.13

Table – 20

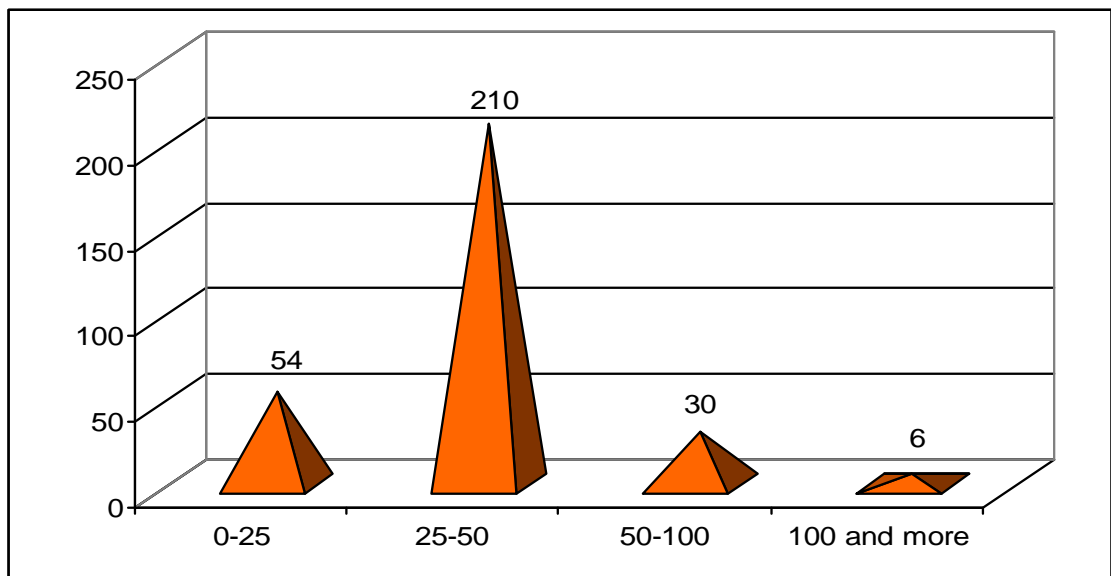
Monthly expenditure on toothpaste in a family

| Monthly expenditure | Respondents | Percentage |
|---------------------|-------------|------------|
| 0-25 | 54 | 18 |
| 25-50 | 210 | 70 |
| 50-100 | 30 | 10 |
| 100 and more | 6 | 2 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-18

Monthly expenditure on toothpaste in a family



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

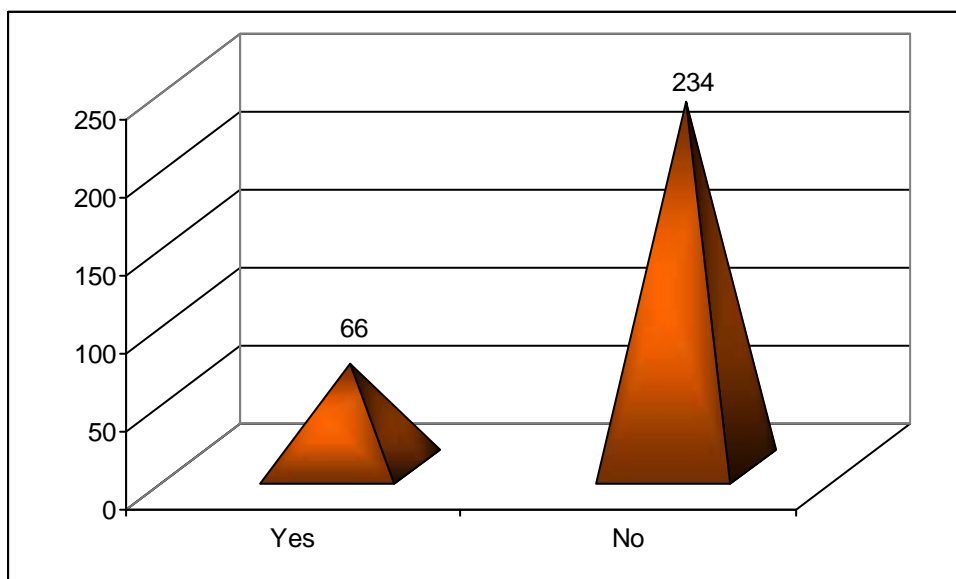
4.3.14

Table – 21
Oral health awareness

| Teeth check up | Respondents | Percentage |
|----------------|-------------|------------|
| Yes | 66 | 22 |
| No | 234 | 78 |
| Total | 300 | 100 |

(Source: Primary data)

Figure-19
Oral health awareness



The above data shows that 78% of the respondents still do not visit dentist for teeth check up. So, it can be said that most people do not consider oral care.

4.3.15

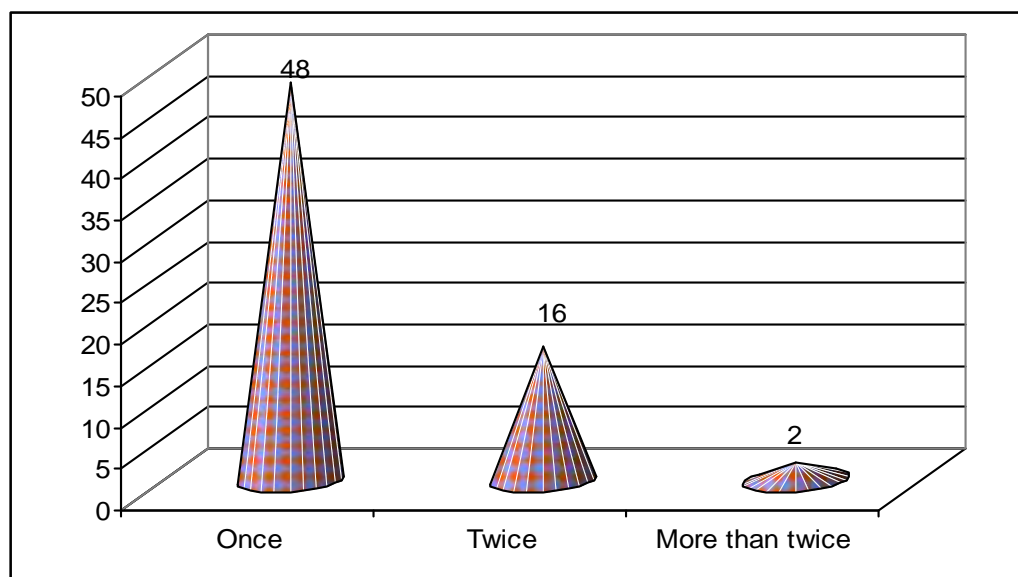
Table – 22

How many times do you visit with dentists in a year?

| Times | Respondents | Percentage |
|-----------------|-------------|------------|
| Once | 48 | 72.73 |
| Twice | 16 | 24.24 |
| More than twice | 2 | 3.03 |
| Total | 66 | 100 |

(Source: Primary data)

Figure – 20



How many times do you visit with dentists in a year?

72.73% go for their teeth check up once in a year. Few consumers go to see dentists twice a year and more than twice.

4.4 Retail Sales / Shopkeeper Behavior.

Shopkeepers are the nearest mediator with consumers for any fast moving consumers' goods manufacturers. 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 developed 100 questionnaires for retail sales survey and responses are obtained as follows.

4.4.1

Table – 23

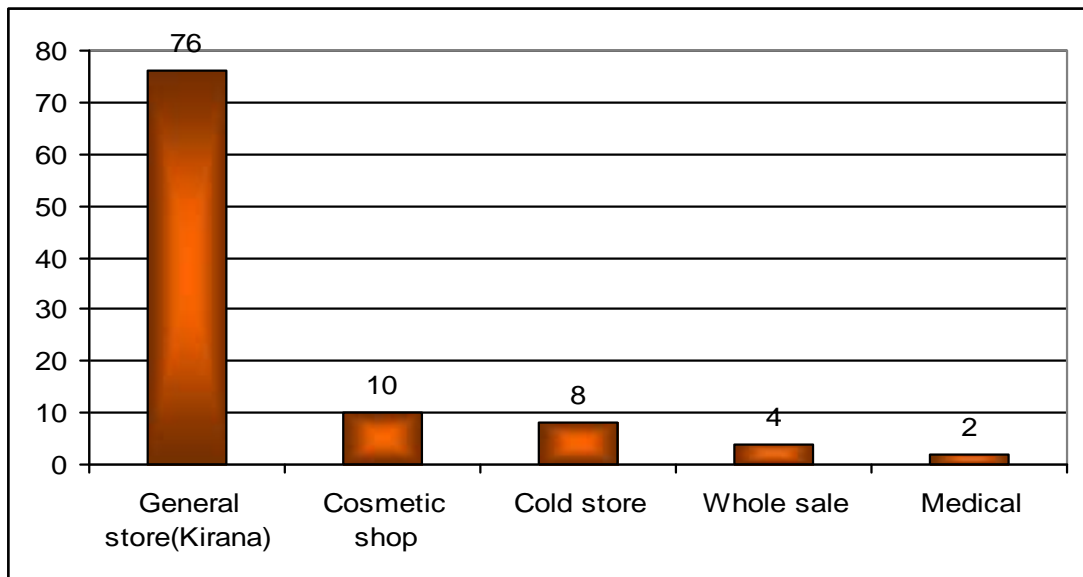
Shop categories where from various brands of toothpaste are selling.

| 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 -21

Shop categories where various brands of toothpaste are sold.



Above table and figure signals that toothpaste are sold by general store in large scale. This categories show that 76% is sold in general stores, 10% in cosmetic shop, 8% in cold store and 4% whole sales as well as 2% medical shop.

Table – 24

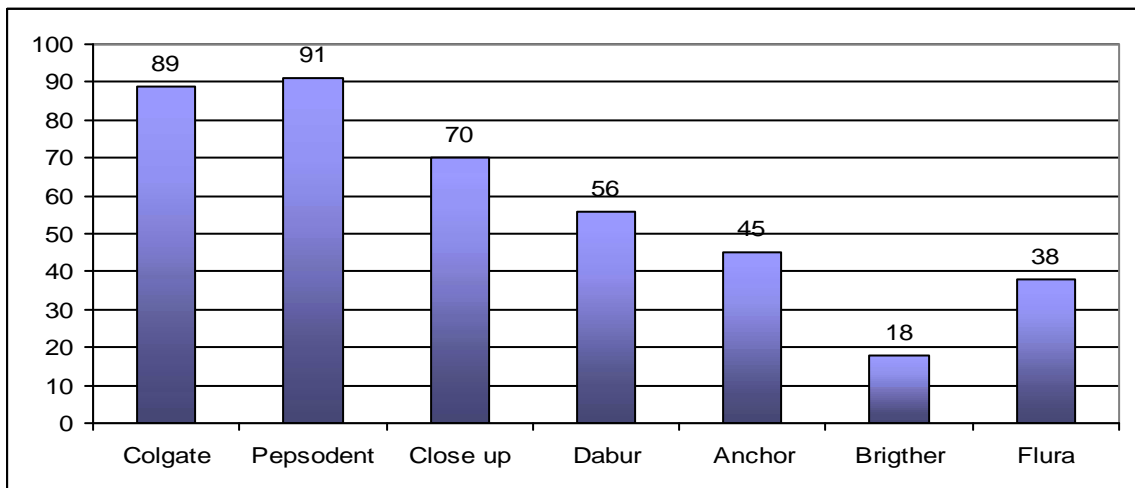
Brand stock in a shop for sale

| Brand name | Quantity | Percentage |
|------------|----------|------------|
| Close up | 70 | 70 |
| Pepsodent | 91 | 91 |
| Colgate | 89 | 89 |
| Dabour | 56 | 56 |
| Anchor | 45 | 45 |
| Brighter | 18 | 18 |
| Flura | 38 | 38 |
| Others | 5 | 5 |

(Source: Primary data)

Figure-22

Brand stock in a shop for sale



Above table and figure shows the sales of toothpaste in Hetauda and that most of the shopkeeper have stock the brands Pepsodent, Colegate, and Pepsodent in 91% shops found Pepsodent , 89% shops have Colgate, 70% shops have Close up, 56% have Dabur and so on. These brands are enough in shops where as other brands like Flura and brighter are found in poor stock.

4.4.3

Table-25

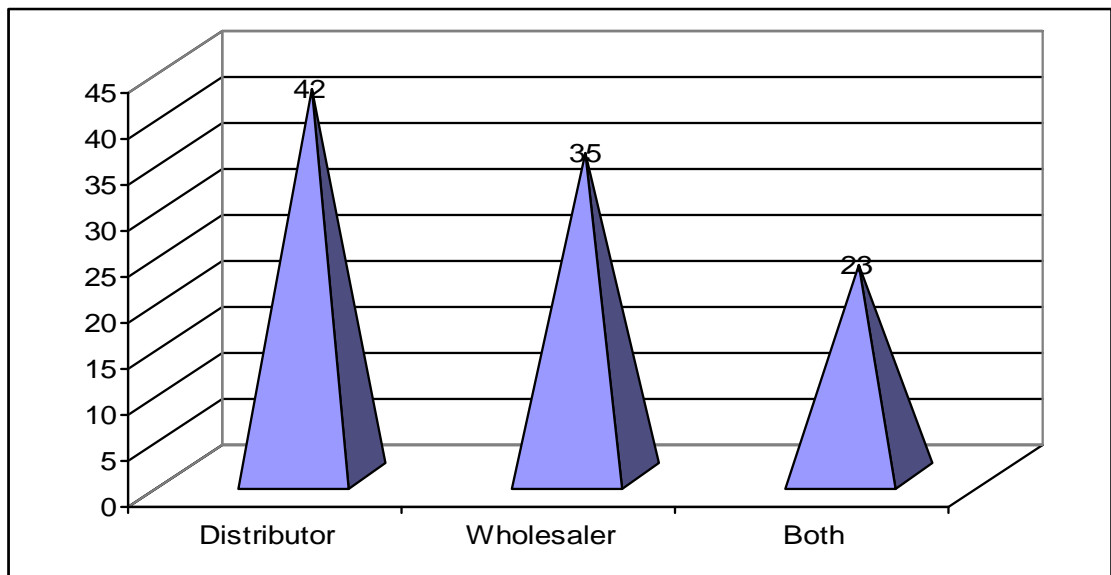
Shopkeepers buying behavior

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

(Source: primary data)

Figure-23

Shopkeepers buying behavior



Most of the shopkeeper i.e.42% buys toothpaste from distributors only and 35% shopkeepers purchase from whole sellers only. Remaining 23% buy from distributors as well as wholesaler.

4.4.4

Table-26

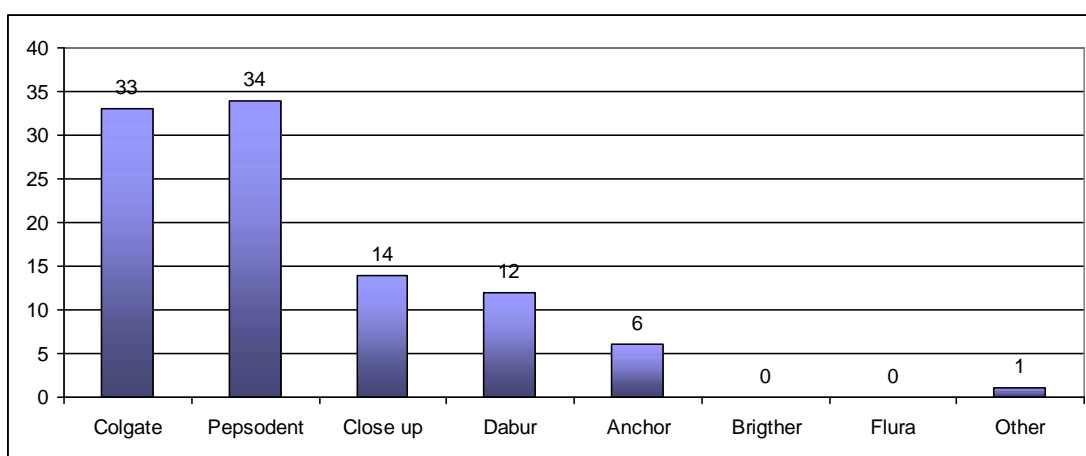
Which brand has more sales from your shop?

| Brand name | Quantity | Percentage |
|------------|----------|------------|
| Colgate | 33 | 33 |
| Pepsodent | 34 | 34 |
| Close up | 14 | 14 |
| Dabour | 12 | 12 |
| Anchor | 6 | 6 |
| Brighter | 0 | 0 |
| Flura | 0 | 0 |
| Other | 1 | 1 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-24

Which brand has more sales from your shop?



Pepsodent and Colgate have more sales from the shops i.e. 34% and 33% respectively. From some shops, Close up, Dabur and Anchor also have more sales. The data shows that the brands Colgate and Close up have tough competition.

4.4.5

Table-27

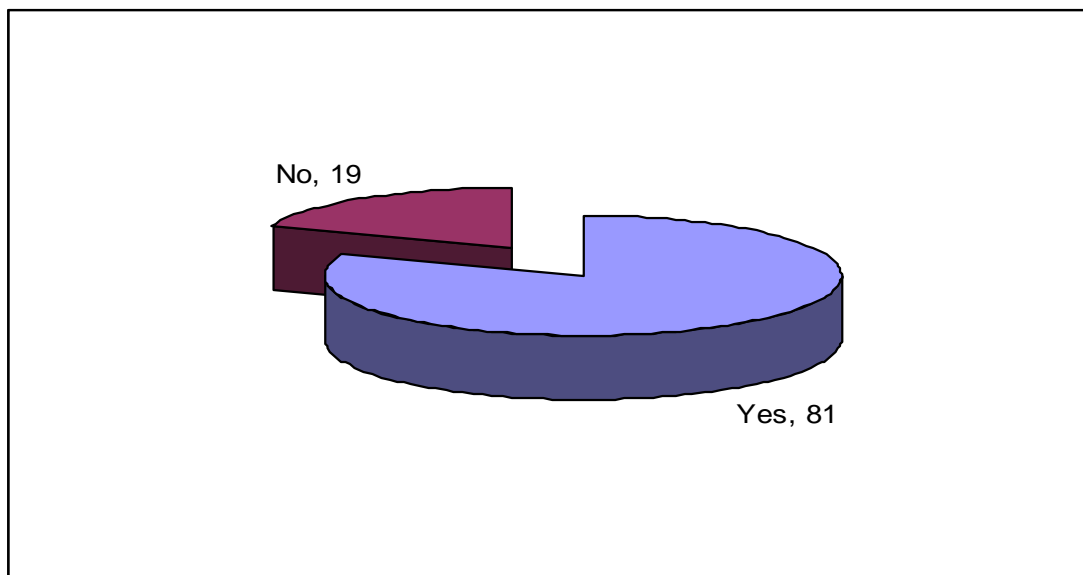
Convincing behavior of shopkeepers

| Convince | Quantity | Percentage |
|----------|----------|------------|
| Yes | 81 | 81 |
| No | 19 | 19 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-25

Convincing behavior of shopkeepers



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

4.4.6

Table-28

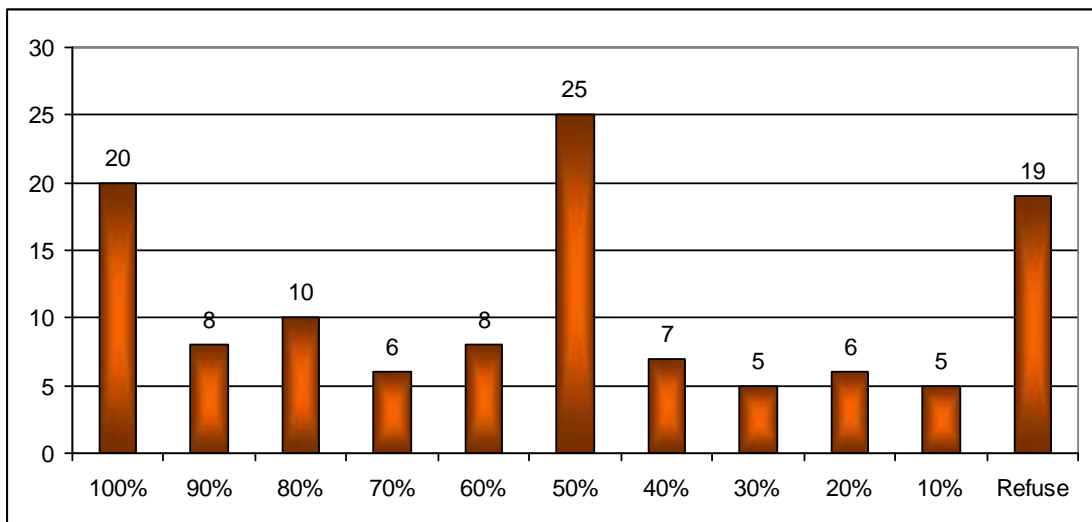
Followers of shopkeeper's advice

| 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-26

Followers of shopkeeper's advice



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

4.4.7

Table-29

The brands shopkeepers suggest buying to customers and its reason

| Brand name | Quantity | Percentage |
|------------|----------|------------|
| Close up | 20 | 20 |
| Pepsodent | 32 | 32 |
| Colgate | 8 | 8 |
| Dabour | 10 | 10 |
| Anchor | 15 | 15 |
| Brighter | 3 | 3 |
| Flura | 10 | 10 |
| Other | 2 | 2 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-27

The brands shopkeepers suggest buying to customers and its reason

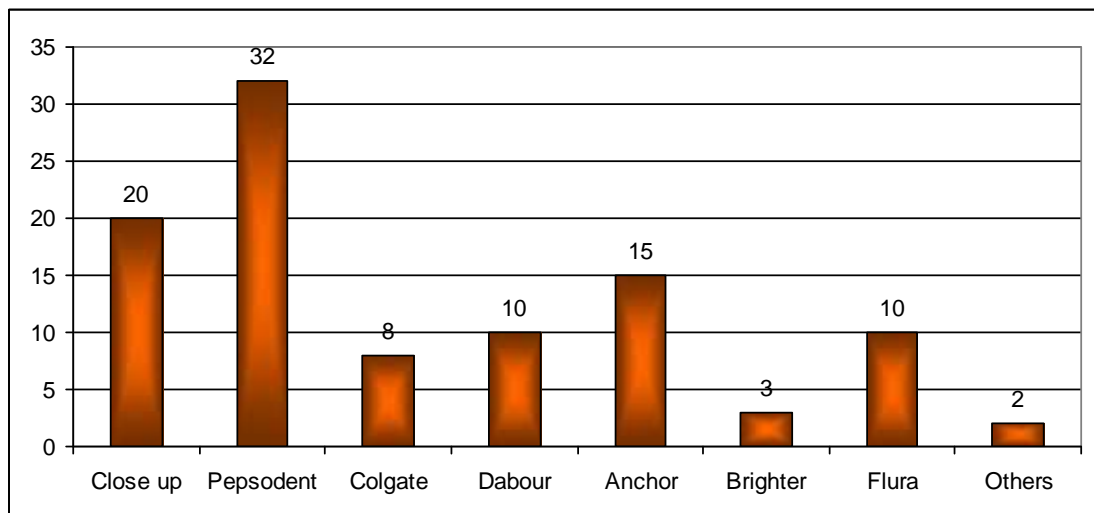


Table-30

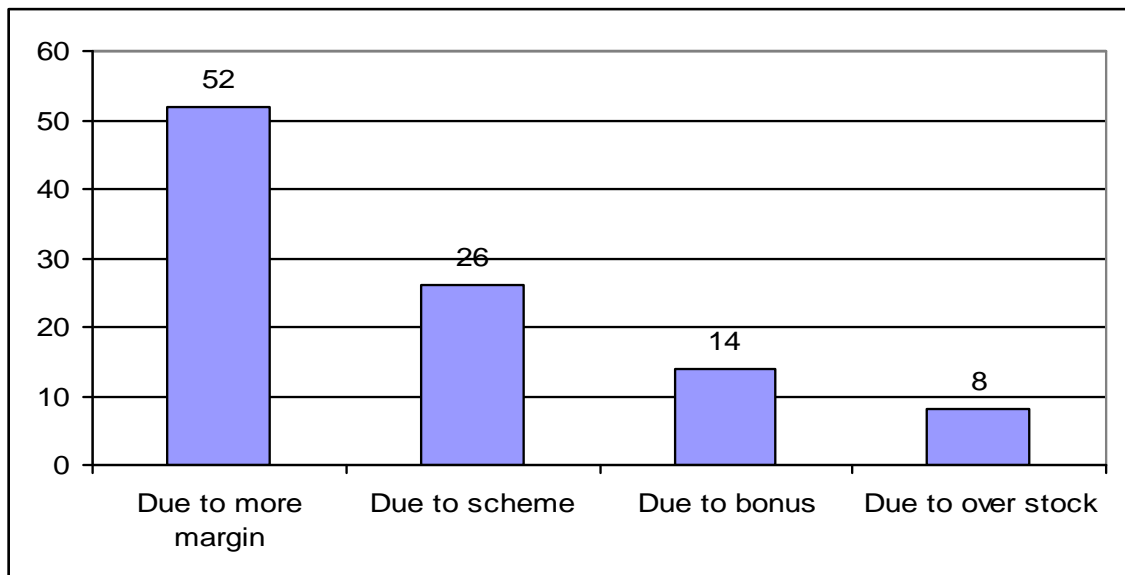
Reason behind to suggest a special brand

| Reason | Quantity | Percentage |
|--------------------|----------|------------|
| Due to more margin | 52 | 52 |
| Due to scheme | 26 | 26 |
| Due to bonus | 14 | 14 |
| Due to over stock | 18 | 18 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-28

Reason behind to suggest a special brand



Above responses indicate that the most of the shopkeepers prefer a specific brand due to more margin on their profit. As well as scheme and brand also effective to get preference on the eye of shopkeeper. However among the respondents, 80% shopkeepers suggest the brand due to overstock in shop.

4.4.8

Table-31

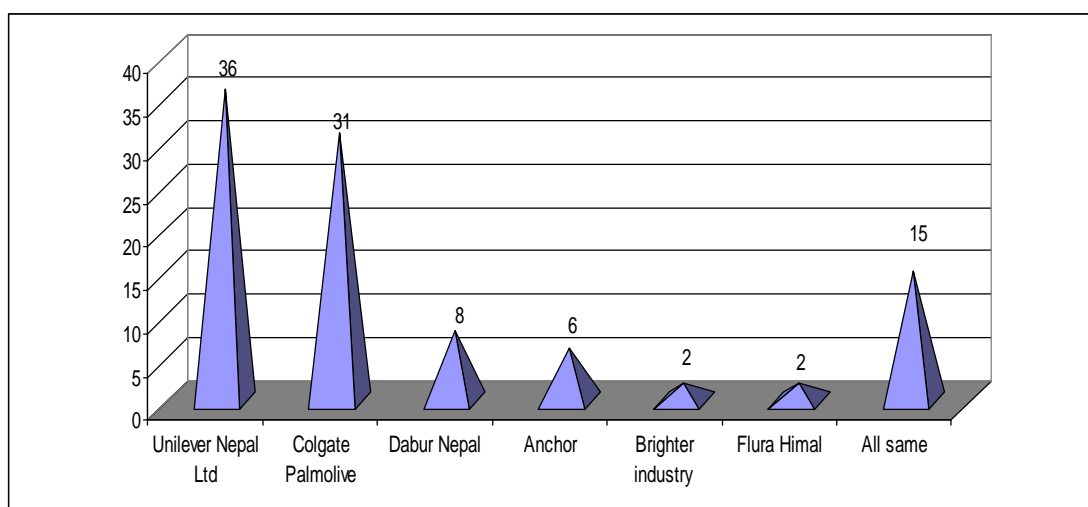
Good distribution channel on shopkeepers' view.

| Brand name | Quantity | Percentage |
|--------------------|----------|------------|
| Unilever Nepal Ltd | 36 | 36 |
| Colgate Palmolive | 31 | 31 |
| Dabur Nepal | 8 | 8 |
| Anchor | 6 | 6 |
| Brighter industry | 2 | 2 |
| Flura Himal | 2 | 2 |
| All same | 15 | 15 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-29

Good distribution channel on shopkeeper view.



Above table and figure shows that Unilever Nepal Pvt.Ltd has very good distribution channel like wise Colgate Palmolive Pvt.Ltd also has good distribution channel according to the shopkeepers. And 15% respondents said that all are the same.

4.4.9

Table-32

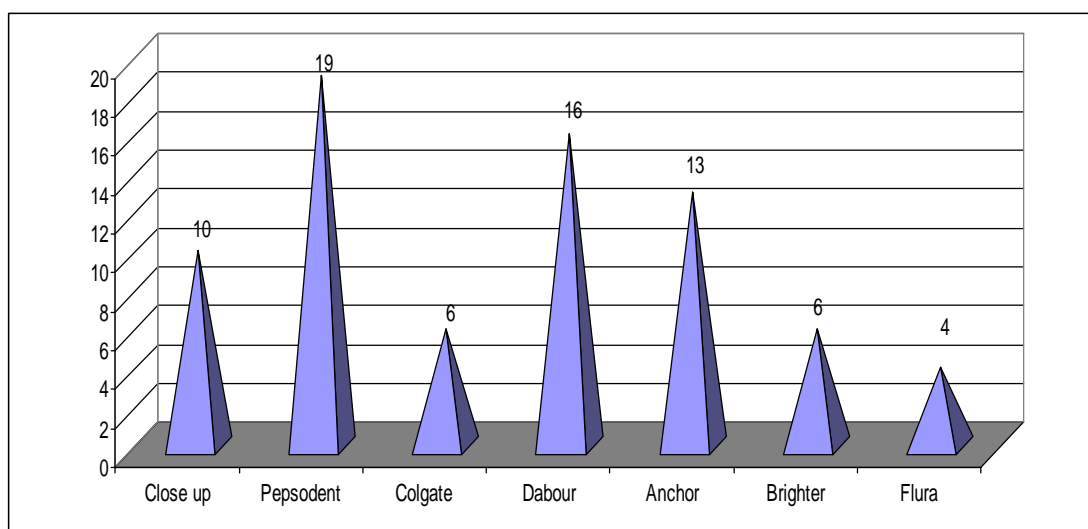
The more profitable brand than another

| Brand name | Quantity | Percentage |
|------------|----------|------------|
| Close up | 10 | 10 |
| Pepsodent | 19 | 19 |
| Colgate | 6 | 6 |
| Dabour | 16 | 16 |
| Anchor | 13 | 13 |
| Brighter | 6 | 6 |
| Flura | 4 | 4 |
| Other | 26 | 26 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-30

The more profitable brand than another



On the view of 19% shopkeepers Pepsodent brand has more profit than other. But most of the shopkeepers i.e. 26% are getting more profit than Nepal's leading brands.

4.4.10

Table-33

Incentive provided by companies

| Incentive | Name of the brands |
|------------------|--------------------|
| Price off | Pepsodent |
| Brush free | Dabout |
| Shampoo free | Pepsodent |
| Extra quantity | Anchor |
| Other goods free | No. |

(Source: Primary data)

To promote sales the different brands have several incentive and schemes provided by companies.

4.4.11

Table-34

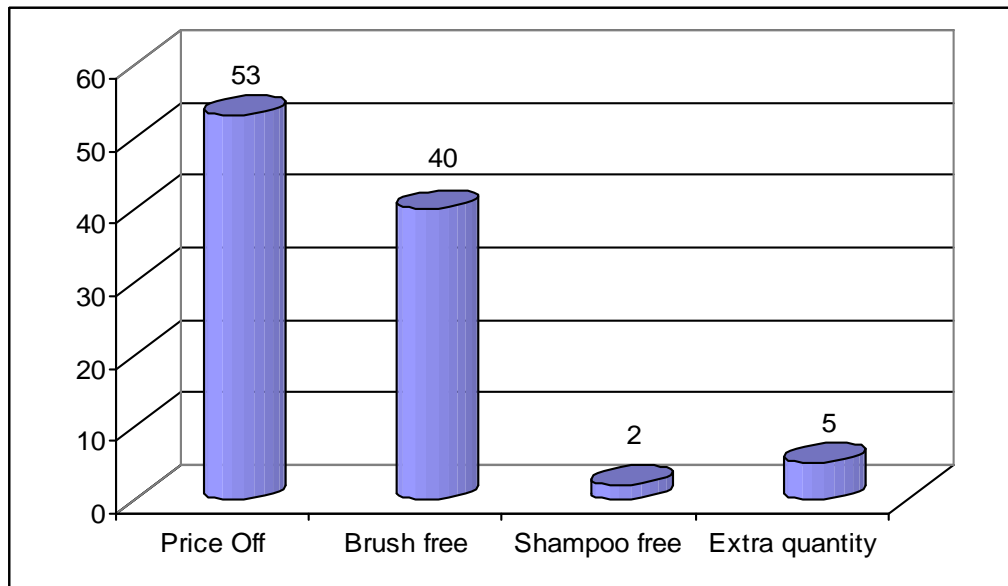
In shopkeepers' experiences most of the customers like incentives as follows:

| Incentives | Quantity | Percentage |
|----------------|----------|------------|
| Price off | 53 | 53 |
| Brush free | 40 | 40 |
| Shampoo free | 2 | 2 |
| Extra quantity | 5 | 5 |
| Total | 100 | 100 |

(Source: Primary data)

Figure-31

In shopkeeper experiences most of the customers like Incentives are as follows.



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

4.5 Distributors' Survey

4.5.1

Table-35

Distributors of toothpaste companies in Hetauda

| Name of company | Numbers |
|-------------------------------|---------|
| Unilever Nepal Ltd | 1 |
| Colgate Palmolive | 1 |
| Dabour Nepal | 1 |
| Brighter Industry | 1 |
| Flura Himalaya | 1 |
| Anchor Beauty and Health Care | 1 |
| Total | 6 |

(Source: Primary data)

All the main toothpaste manufacture companies have authorized distributors to distribute their product in the Hetauda market.

4.5.2

Table-36

Demand of the toothpaste in Hetauda

| Demand | Quantity | Percentage |
|------------|----------|------------|
| Increasing | 6 | 100 |
| Decreasing | - | - |
| Constant | - | - |
| Total | 6 | 100 |

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

4.5.3

Table-37

Sales of the different toothpaste brands from the sales book of concerned distributors on 2010

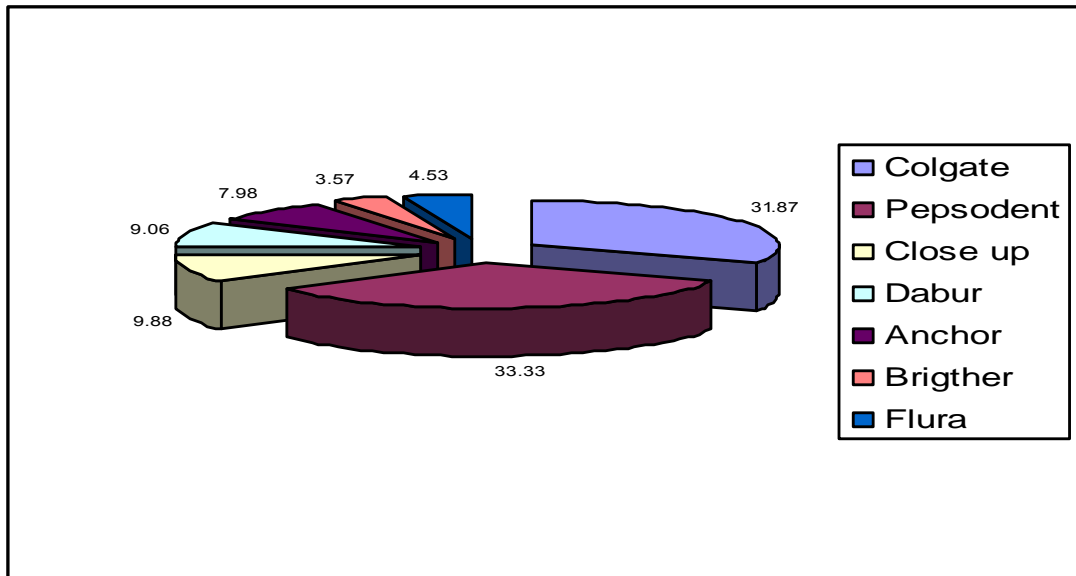
| Month | Pepsodent | Colgate | Close up | Dabur | Anchor | Brighter | Flura |
|-------|-----------|---------|----------|---------|--------|----------|--------|
| Jan. | 206863 | 317826 | 88531 | 68395 | 65612 | 42215 | 36536 |
| Feb. | 191639 | 336206 | 89624 | 70871 | 68837 | 40697 | 42135 |
| Mar. | 336503 | 100628 | 90125 | 82543 | 70180 | 39816 | 41196 |
| Apr. | 315185 | 101356 | 91948 | 83819 | 71344 | 37572 | 39242 |
| May. | 385687 | 192525 | 92547 | 84283 | 70516 | 38194 | 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 | 368733 | 94342 | 91071 | 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 pepsodent is in first position and Colgate is in second position. The sum of sales for 2010 is Rs. 11341785 only except other same brands. We can see the market occupied by the brands in the figure as follows:

Figure-32

Sales of the different toothpaste brands from the sales book of concern distributor on 2010



The figure no.32 shows that 33.33% consumers' market is occupied by Pepsodent likewise Colgate occupies 31.87%, Close up 9.88%, Dabur 9.06%, Anchor 7.98%, Flura 4.53% and Brighter 3.57% of the market.

Table-38

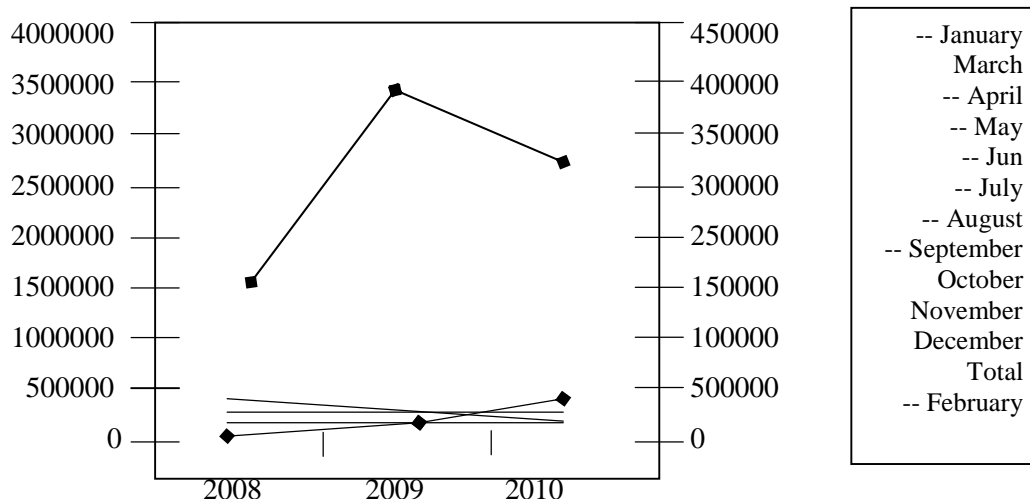
Month sales of Pepsodent from the sales book of distributor, as,
on 1st January 2008 to 31st December 2010

| Month | Year | | |
|-----------|---------|---------|---------|
| | 2008 | 2009 | 2010 |
| January | 101006 | 107328 | 317826 |
| February | 200835 | 400862 | 336206 |
| March | 401375 | 301256 | 100628 |
| April | 325626 | 203562 | 101356 |
| May | 275258 | 192636 | 192525 |
| June | 215672 | 260157 | 288691 |
| July | 281158 | 300185 | 309638 |
| August | 375828 | 303562 | 326863 |
| September | 205736 | 305169 | 368733 |
| October | 206852 | 333516 | 395917 |
| November | 25765 | 300168 | 382878 |
| December | 300725 | 300625 | 493637 |
| Total | 3146833 | 3309026 | 3614898 |

(Source: Primary data)

Figure-33

Monthly sales of Pepsodent from the sales book of distributors as
on 1st January 2008 to December 2010



Average monthly sales on 2008 = Rs 262236.8

Average monthly sales on 2009 = Rs 275752.16

Average monthly sales on 2010 = Rs 3012410.5

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

4.5.4

What are the channels of distribution?

To reach product on the hands of consumers all the distributors distribute through wholesalers and retailers.

4.5.5

Table-39

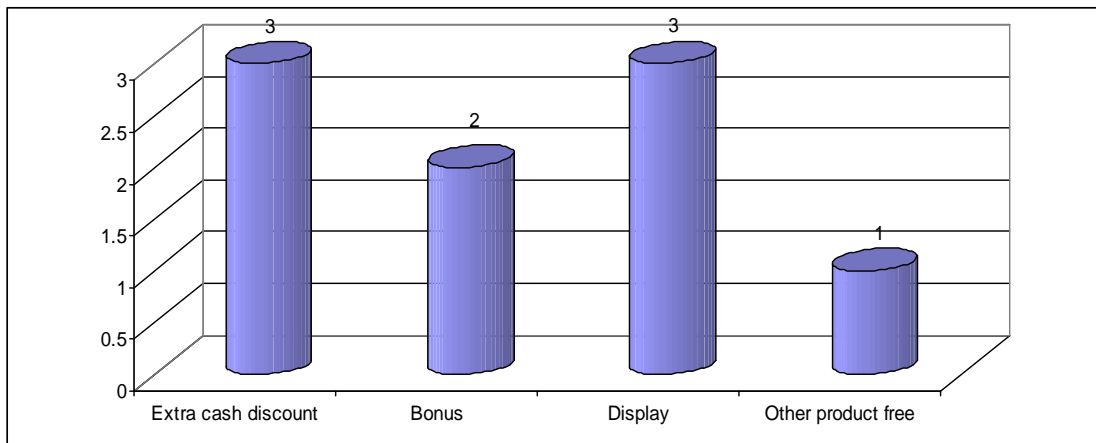
Incentive scheme for sellers

| Incentive | Quantity | Percentage |
|---------------------|----------|------------|
| Extra cash discount | 3 | 50 |
| Bonus | 2 | 33.33 |
| Display | 3 | 50 |
| Other product free | 1 | 16.67 |

(Source: Primary data)

Figure-34

Incentive schemes for sellers



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

4.5.6

Table-40

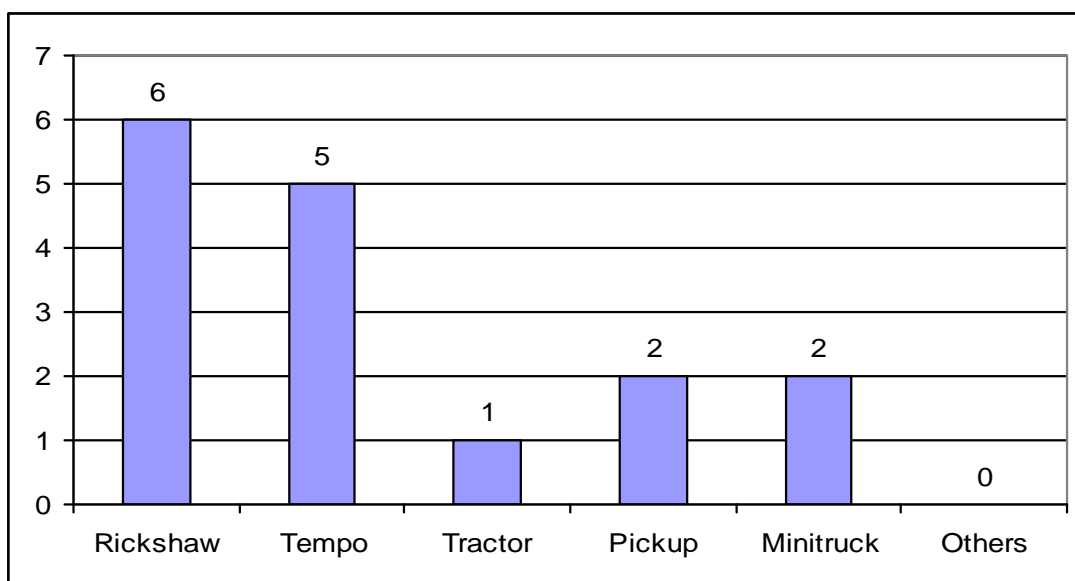
Means of transportation

| Options | Quantity | Percentage |
|-----------|----------|------------|
| Ricksaw | 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-35

Means of transportation



Above responses indicate that distributors use the means of transportation for daily distribution activities. All distributor have Rickshaw, 5 distributors us tempo, 1 of them use tractor, 2 distributors have pick up and mini truck also.

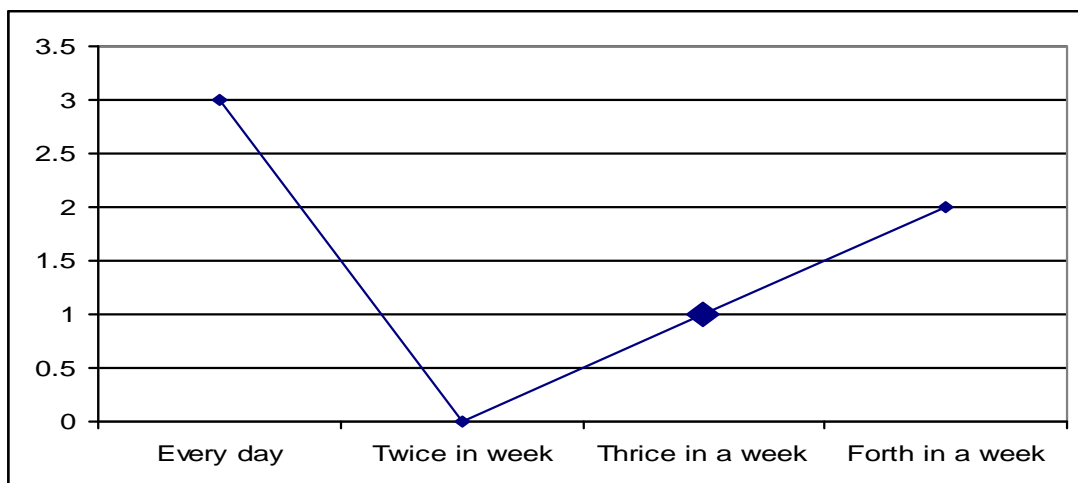
4.5.7

Table-41
Visit for seller

| Time | Quantity | 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-36
Visit for seller



Above table and figure show that 3 distributors visit every sellers everyday, 2 distributors visit four 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.

4.5.8 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.

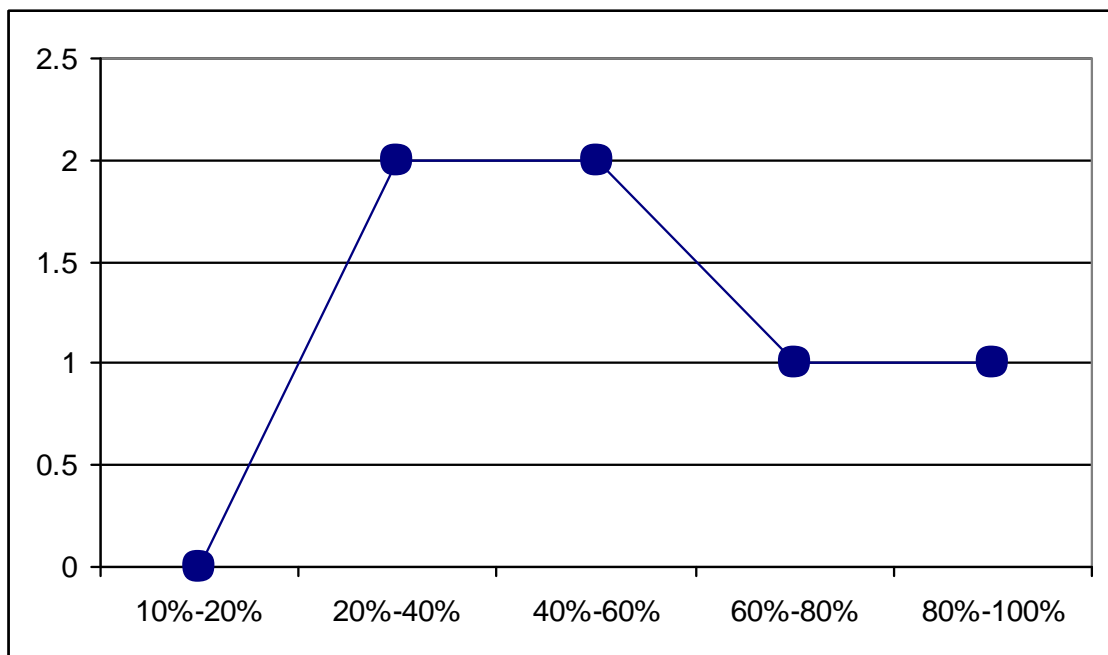
4.5.9

Table-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-37
Part of credit sales



The above diagram indicates that 2 distributors 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 of credit sales.

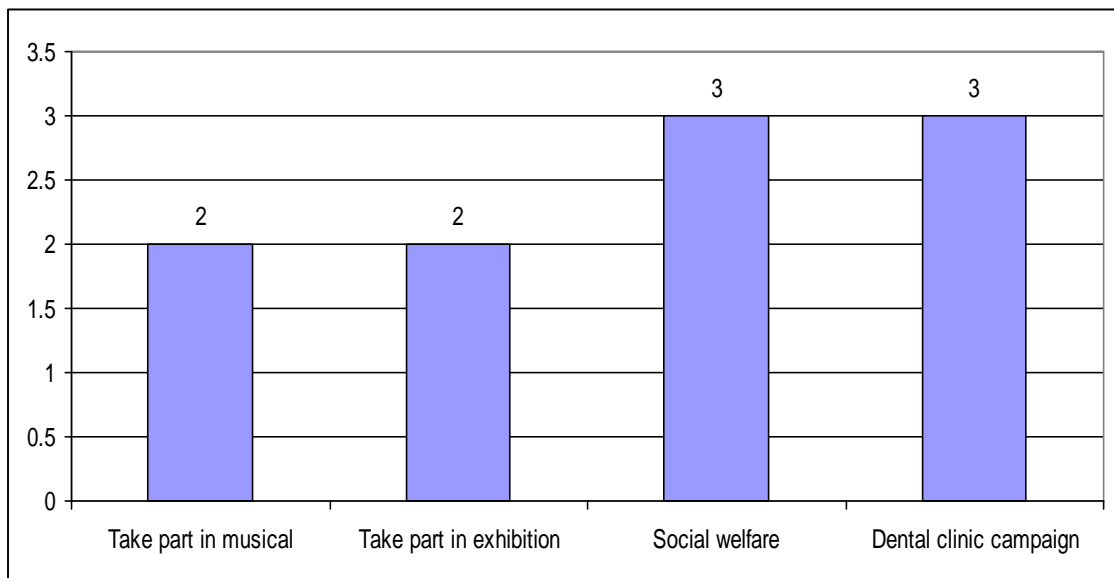
4.5.10

Table-43
Activities for publicity and public relation

(Source: prime data)

| Credit sales | Quantity | Percentage |
|-------------------------|----------|------------|
| Take part in musical | 2 | 33.33 |
| Take part in exhibition | 2 | 33.33 |
| Social welfare | 3 | 50 |
| Dental clinic campaign | 3 | 50 |

Figure-38
Activities for publicity and public relation



Distributors are representatives of manufacturing companies. So they have to take part in different social activities and programs to reach the media and public. Hence the distributors have taken different programs in the society.

4.6 Major findings of the study

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

1. Mostly the people between the age of 26–45 years purchase toothpaste.
2. Most of the consumers were involved in their own business and their average incomes were almost similar.
3. Pepsodent and Colgate toothpaste were used by most of the consumers .Comparatively Pepsodent had higher sale.

4. In Hetauda, females had the main decision power then males in purchasing toothpastes.
5. Most of consumers were found not loyal towards any specific brands, so far they prefer either Pepsodent or Colgate.
6. Advertisement on television was effective for toothpaste.
7. Most of the consumers liked advertisement of Pepsodent.
8. Consumers of toothpaste perceived that Colgate and Pepsodent were competing brands in the market.
9. Consumers preferred to purchase the brand which are easily available.
10. Most of people did not like to check up their teeth with dentist regularly.
11. General (Kirana) stores were found to more powerful in selling the different brands of toothpaste.
12. Shopkeepers used to purchase toothpastes from distributors and wholesalers but more from distributors.
13. According to shopkeepers, Pepsodent and Colgate had higher sales from their shops.
14. Most of the shopkeepers suggested their customers to buy a specific brand due to more cash margin.
15. Unilever Nepal Ltd had a good distribution channel according to the shopkeepers.
16. Price off scheme was more effective tool for consumers as per the experience of shopkeepers.
17. According to the distributors, demand for toothpaste has been increasing each year.
18. Distributors distributed their product almost everyday by using different vehicles or means of transportations.
19. Distributors provided shopkeepers incentives like extra offer, cash discount, display materials and bonus in order to increase their sales.
20. Monthly sales of Pepsodent and Colgate were found to be very fluctuating.
21. In Hetauda, overall demand for toothpaste was more than Rs.10,000,000 (ten millions) yearly.

CHAPTER – FIVE

5. Summary, Conclusion and recommendation

5.1 Summary and conclusion

Marketing research is fruitful to a marketer for performing marketing activities effectively and efficiently. The marketers have to face tough competition in the market and discharge their responsibilities towards society. Marketing management has to understand exactly whether the company stands up in the overall market position and what should it do for future of courses of action.

As the toothpaste is fast moving consumer goods, it has become a part of basic need of people in the society. In the context of Nepalese consumers, they also show much interest to use the toothpaste of various brands. Nowadays, different brands of the toothpaste are available in the Nepalese market. Among the brands, Close up, Colgate, Pepsodent, Dabur, Brighter, Anchor etc. are familiar brands among Nepalese consumers. Brighter toothpaste industry, Flura Himal, R.B. Brush industry etc are some of toothpaste manufacturing companies in Nepal whereas Unilever Nepal Pvt. Ltd, Colgate Palmolive and Dabur Nepal are multinational companies.

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

This research is conducted to find out the current position of toothpaste market where the brand Pepsodent stands for the number one. Consumers, sellers, and distributors in Hetauda municipality are the main source of data for the study. Questionnaires were distributed and data collected. All the responses were analyzed with the help of percentage, graphs, charts and other figures.

The study indicates that overall consumption of toothpaste is Aadvertising campaigns can help the companies to expand their toothpaste market.

Most of the consumers are not loyal for any specific brand or company; therefore cash prizes are very effective for toothpaste as a promotional tool. Consumers are not much conscious about oral health care; most of them do not want to have regular check up for their teeth. So, companies can expand their market by organizing frequent dental health camp in this area.

Pepsodent and Colgate brands are major competitive brands, which have almost similar sales. Other brands like Close up, Dabur and Anchor are also catching up the consumers gradually where Brighter and Flura brands are found to be very poor position in the market.

5.2 Recommendations

Achieving and continuing of sound market position is the priority of any organization. Toothpaste market has a good market potential in the country as compared to other consumer goods. Toothpaste is necessary or basic thing in human life. Therefore, toothpaste having most quality as well as reasonable price may achieve large market size.

From my study, some suggestions have been forwarded which may be applicable for the concerned authorities.

Attractive sales promotion tools can easily increase sales of toothpaste that must be related with cash prizes. Therefore, the toothpaste manufacturers are advised to spend adequate amount of money on the sales promotional tools. It is found that most of consumers are not loyal to any particular brand of toothpaste, so the concerned company is well advised to manufacture superior quality product than other competitive companies. Advertisements on electronic media are more effective, so the design and story of advertisement should be attractive and appealing to the consumers. People are not conscious about their oral health. Therefore, company is suggested to launch advertising campaign in order to raise awareness of dental health care among the consumers that will help to increase demand for toothpaste product by almost 40%. It is because; most of people brush once a day, which is due to lack of awareness about oral health. The toothpaste manufacturing company is well advised to provide some incentive to resellers in order to increase sales volume. A monthly sale of Pepsodent in Hetauda is highly flexible. In such a situation, the toothpaste manufacturing company is well advised to motivate distributors to boost up their effort in order to maintain sales.

Bibliography

Books

- Agrawal , Dr. Govinda Ram , Marketing management in Npeal, M.K. publisher and distributor, Kathmandu, 2001
- Boyd, Harper w, Westfall Ralph , Stasch, Standley f. , Marketing research, Richanrd D. Irwin inc. ll U.S.A. 7th ed. 2001
- Eugene A. Imhoff, Jr. *Sales Forecasting System* Montvale N.J. National Association of Accountants. 1986.
- Holmes Arthur W. Meier Robert A, and Dabst Donald F. *Accounting for Control and Decision*. Texas.
- Holmes Arthur W. Meier Robert A, and Pabrt Donald F. *Accounting for Control Decision*. Texas. Amtin Business Publishing, 1970
- Jones, Leory P. *Public Enterprises and Economic Development The Korean Case KDI*, 1975.
- Joshi Shyam, *Public Enterprises Management*. Kathmandu: 1st edition Teleju Prakashan 2051.
- Khan M.Y. and Jain P.K. *Management Accounting* 4th Edn. New Delhi Tata Mc Graw Publishing Company. 1989.
- Kothari, C.R. *Research Methodology Method and Techniques*. New Delhi Wiley Eastern Ltd. 1990.
- Narayan Laxmi *Principles and Practice of Public Enterprises Management* New Delhi: S. Chand and Company Ltd. 1982.
- Narayan, Laxmi, *Principles and Practice of Public Enterprise Management* 1st edition Reprint 1998.
- Parajuli, Agnidhar *Profit Planning and Control Process of an Enterprise*, Pragy Manch Nepal University Teacher association Unit Committee, P.N. Campus vol. 6 2052.
- Setevenk C. Whell Wright and spyors Makridakis *Forecasting Methods for Management* New York: John Wiley, 1985.

Welsch Glenn A *Budgeting Profit Planning and Control* 4th Edn. New Delhi: Prentice Hall of India. 1986.

Welsch Glenn A Hilton Ronald W. Gordon Paul N *Budgeting Profit Planning and Control* "5th ed. New Delhi: Prentice Hall of India 1992.

Donald Tull and del Hawkins, *Marketing Research, Measurement and method* 5th ed. Maxwell Mcmillan international

Coterora, Philip R., graham, jong l., *International marketing* , Tata Mc Graw Hill New Delhi , 10th ed., 2001

Jethings Frank, *Advertising Today* international text book company, Glassfow.

Joshi P.R. *research methodology*, 2nd edition, Buddha Academic Enterprises Pvt. Ltd. Kathmandu.

Koirala Dr. K.D., *Marketing decision* , M.K. publisher and distributors Kathmandu.

Koirala Dr.K.D. *Marketing management* 1997, M.K. publisher and distributor 2003.

Kotler Philip, *Marketing management* , prentice Hall of India Pvt. ltd. New Delhi.

Kothair C.K. *Research Methodology*, Reprint edition 2000.

Kafle Giridhair , *Fundamentals of Makketing*, Pradhan Book House, Exhibition Road, Kathmandu , Nepal , 2008

Rathor B.S. , *Advertising Mangement*.

Shrestha Dr. Shyam , *International Marketing Decision*, Nepalese perspective , Buddha Academic Enterprises Pvt.Ltd, Kathmandu.

Shrestha Dr. Shyam , **Marketing Strategy & Managemnet** Asmita Publication , Bhotahity ,Kathmandu,Nepal,2008.

Magazines , News papers, journals and others.

Business age.

The Himalayan Times Daily.

The Kathmandu Post Daily.

Marketing News, December 2010

Himal Khabar Patrika, Series

Nepal , Series

Appendix – 1

Questionnaire for Consumer's behavior survey

Dear Respondents,

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

Sex : Male / Female age : Family monthly income:.....

Size of your family : Profession : Education :

1. Which of the following brands toothpaste do you usually buy?
 - a) Colgate
 - b) Close-up
 - c) Pepsodent
 - d) Flura
 - e) Dabour
 - f) Brighter
 - g) Aqua Fresh
2. Does your family use specific brand or any available brand?
 - a) Specific brand
 - b) Any brand
3. What do you consider when you buy toothpaste?
 - a) Price
 - b) Brand name
 - c) Packaging
 - d) Attractiveness
 - e) Compactness
 - f) Flavor of toothpaste
 - g) Amount of fluoride
 - h) Doctor's advice
 - i) Shopkeeper's advice
4. Who usually makes the decision to buy toothpaste?
 - a) Father
 - b) Mother
 - c) Husband
 - d) Wife
 - e) Brother
 - f) Sister
 - g) Self
 - h) Others

5. Where do you usually buy toothpaste?
 - a) Whole sale
 - b) General Store
 - 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. Have you noticed the advertisement of different brands of toothpaste?

Yes No
8. If yes in which media have you noticed?
 - a) Television
 - b) Radio / F.M
 - c) Hoarding
 - d) Banner
 - e) Pamphlet
 - f) Poster
 - g) Newspaper and Magazines
9. Among the various brand advertisements which one is the best?
 - a) Colgate
 - b) Close up
 - c) Pepsodent
 - d) Flura
 - e) Dabour
 - f) Brighter
 - g) Anchor
10. In your opinion which is the best media vehicle for the toothpaste advertisement?
 - a) Television
 - b) Radio / F.M
 - c) Hoarding
 - d) Banner
 - e) Pamphlet
 - f) Poster
 - g) Newspaper and Magazines
 - h) Musical Program
 - 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) Dabour
 - f) Brighter
 - g) Anchor

12. How many times do you usually brush in a day?
- a) Once
 - b) Twice
 - c) More than twice
13. How much do you spend for toothpaste in a month?
- a) Rs. 0-25
 - b) Rs. 25-50
 - c) Rs. 50-100
 - d) Rs. 100-200
14. Have you checked your teeth with Dentist?
- a) Yes
 - b) No
15. If yes how many times in a year?
- a) Once a year
 - b) Twice a year
 - c) More than twice

Appendix - 2

Questionnaire for retail sales survey

Dear Respondents,

I am a student MBS from Tribhuvan University and going to conduct a survey from 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.

1. In which category does your shop exist?
 General Cold store Cosmetic Shop
 Wholesale Medical shop
2. Which brands are you stocking in your shop for sale?
 Colgate Close up Pepsodent Flura
 Minto Dabor Brighter Anchor
 Pearl Aqua fresh others
3. From where do you buy toothpaste?
 Distributor Wholesale Both
4. Which toothpaste has more sale from your shop?
 Colgate Close up Pepsodent Flura
 Minto Dabour Brighter Anchor
 Pearl Aqua fresh others
5. Do you convince your customer or not?
 Yes No
6. If you give advice how many percentages of customers accept your advice?
 100% 90% 70% 60%
 50% 40% 30% 20%
 20% 10%
7. Which brand do you suggest to buy and why?
a.

8. Which company has a good distribution channel ?
- | | | | |
|--------------------------|-----------------------|--------------------------|------------------------|
| <input type="checkbox"/> | Brighter | <input type="checkbox"/> | Unilever Nepal Limited |
| <input type="checkbox"/> | Nepal Tooth Product | <input type="checkbox"/> | Flura Himalayan |
| <input type="checkbox"/> | R.B. brush industries | <input type="checkbox"/> | Dabur Nepal |
| <input type="checkbox"/> | Others | <input type="checkbox"/> | All same |
9. Which brand give more profit than another?
- a.
10. What incentives are available in market now?
- | | | | |
|--------------------------|-------------------|--------------------------|----------------|
| <input type="checkbox"/> | Shampoo Free | <input type="checkbox"/> | Brush Free |
| <input type="checkbox"/> | Rs.Off | <input type="checkbox"/> | Gm Extra |
| <input type="checkbox"/> | Quantity Discount | <input type="checkbox"/> | Any Goods Free |
| <input type="checkbox"/> | Display | <input type="checkbox"/> | No Scheme |
11. In your experience, what kinds of incentives most of customers like?
- | | | | |
|--------------------------|-------------------|--------------------------|----------------|
| <input type="checkbox"/> | Shampoo Free | <input type="checkbox"/> | Brush Free |
| <input type="checkbox"/> | Rs. Off | <input type="checkbox"/> | Gm Extra |
| <input type="checkbox"/> | Quantity Discount | <input type="checkbox"/> | Any Goods Free |
| <input type="checkbox"/> | Display | | |

Please if any comment or suggestions specify here.

.....

Appendix – 3

Questionnaire for distributor's survey

Dear Respondents,

I am a student MBS from Tribhuvan University and going to conduct a survey from 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.

1. Which company's authorized distribution is your firm for?
 - a.
2. What is the demand trend of toothpaste market?
 - a) increasing b) decreasing c) constant
3. May you provide the sales for the year 2008?
4. There are so many channels to reach the consumers, who are your median.
 - a) retailers b) wholesalers c) sales persons
 - d) display e) others
5. What kinds of incentive scheme providing to the sales?
 - a) extra cash discount b) bonus c) product free
 - d) display e) others
6. Which means of transportation have you used for delivery?
 - a) Rickshaw b) tempo c) tractor
 - d) pick up e) mini truck f) others
7. How many times do you visit for a seller?
 - a) every day b) twice in a week
 - c) thrice in a week d) fourth in a week
 - e) fifth in a week
8. How do you sell in terms of payment?
 - a) All cash b) All credit
 - c) Both