

CHAPTER-ONE

INTRODUCTION

1.1 General Background

The consumer's behaviour, which is essentially a subset of human behaviour, means people's conduct when it comes to buying or consuming material goods and services. At large, it comprises the entire conduct of the final user of material and immaterial goods. The study of the behaviour of the consumer is vital for an enterprise for making all the decisions of marketing: the positioning of the brands, the segmentation of the markets, the development of new products, advertising strategies of distribution etc. Each and every person is different, therefore generalizations become difficult. All marketers spend an inordinate amount of time figuring out how to grab the attention of consumers and various marketing theories including consumer behaviour theories have been introduced regularly by academicians and industry veterans. Despite these different theories and models of consumer behaviours, the fundamentals of consumer behaviour have remained the same over the years.

Consumer behaviour theories are used by businesses in order to optimize their selling and marketing strategies. These theories tend to concentrate on how consumers spend money, what causes them to spend more money, and how the spending of consumer money should impact the planning and marketing strategies practiced by businesses. Different types of consumer behaviour theories may focus on the choices consumers make based on their budgets, how consumers make decisions to reach the highest level of satisfaction, how consumers consider the utilities and features of different products, or what and how much consumers know about particular products. (Stantan 2010)

All Consumer behaviour theories are based on the assumptions that consumers behave rationally. Further, it is believed that consumer behaviour is systematic and can be observed in certain ways. The study of the consumer behaviour begins with the attitude of the buyer to the particular product, understanding the needs and the values offered by the product, attention to internal and external stimuli resulting the intention to buy that particular product. The stimuli, as discussed, can be both internal and

external factors and act as the inputs to the system resulting expected purchase behaviours as the outputs.

Every consumer behaviour theory agrees that consumers have different tastes and preferences that dictate which products they show interest in. The marketers often perform consumer studies and market research so that they break down the consumers/market into different segments on the basis of occupation, age, and location, since these factors contribute to consumer preferences. It helps not only to analyse and understand the current markets effectively, but also for formulating effective marketing strategies and making marketing decisions in the future.

Most of buying behaviours is more or less repetitive and the buyers establish purchase cycles for various products which determine how often he will buy. For some products such as durables, this cycle can be lengthy and the purchase is infrequent. On the other hand, the daily use products such as food and personal care items including soap, shampoo, toothpaste etc, generally have the shorter purchase cycle and the purchase is more frequent. In the case of shorter purchase cycle products, it is often observed that the consumers generally simplify their task of repetitive brand choice by storing all relevant information and establishing routine in his decision making. Once the buyer develops sufficient information from various sources that enables him to choose a particular product which seems to have the best potential for satisfying his motives. If the product proves satisfactory,

The probabilities of buying that product again get increased. With the repetitive satisfactory purchases of the product over the periods result a routine decision process. The buyers often go through the routine decision process for the daily use products such as toothpastes.

Consumer buying behaviour is a multi dimensional concept. Consumer buyer behaviour is influenced by both the internal and external factors. The internal factors such as knowledge, attitude, beliefs, feeling, motivations, lifestyle and motivations of an individual buyer significantly impacts on the purchasing decision he/she makes. Likewise, the external four factors namely cultural, social, economical and environmental also play an important role in shaping up the purchasing behaviours of the individuals. However, this research aims to focus on the marketing mix

factors/variables that influences the consumers' buying behaviours. The marketing mix such as price, promotion, place, availability, advertisements are used by the marketers in order to influence the behaviours of the consumers with great successes. The following four major variables of marketing mix that influence consumer behaviours have been identified and analysed.

Price is a key factor influencing the purchasing decision especially in the low value products such as toothpaste. The consumers often compare the prices with the other products and may opt for the cheaper alternatives as long as they are satisfied with the perceived quality or value. Price reduction or discounts is offered as a marketing tool to lure the customers in the market. Due to the low value product, it is difficult to create brand loyalty for such item. Thus, the price of the product is mostly used by the competitors to beat each other in the market.

After the product has been planned, the channels of distribution and physical distribution of the product decided, and the price structure evolved. The next step is to decide upon the promotional strategy that the firm may follow. Promotional strategy is the second key element in overall marketing strategy. The first key element is a product market strategy. It focuses upon fitting the product and its features to the target market's need and wants. Promotion is concerned with the marketer's activities in communication both with members of the target market and the middlemen to increase the chances that the planned sequence of sales (i.e., ownership transfers) takes place smoothly and efficiently.

Promotion is the process of marketing communication involving information, persuasion and influence. Promotion has three specific purposes. It communicates marketing information to consumers, users and resale persons. Promotional efforts act as powerful tools of competition providing the cutting edge of its entire marketing programme. Promotion has been defined as "the coordinated self-initiated efforts to establish channels of information and persuasion to facilitate or foster the sale of goods or services, or the acceptance of ideas or point of view".

Kotler (1998) State that "Promotion includes all the activities the company undertakes to communicate and promote its products to the target market."

Advertising is a non-personal presentation and promotion of ideas, goods or services paid for by an identified sponsor. It is non-personal mass communication. It has become a potent means of education and mass selling. It consists of all the achievements involved in presenting product information to target audiences through media such as newspapers, magazines, catalogues, booklets, posters, radio, television, cinema, novelties, calendars, cards, boards, logos, sky writing, posters, transport and advertising.

Stanton(2010) define that "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

American Marketing Association, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor".

Kotler, "Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor."

From the above definitions, advertising is the dissemination of information concerning an idea, product or service to induce to induce action in accordance with the intent of the advertiser. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services of an identified sponsor. The message is presented or disseminated. This is known as 'advertisement'. All activities necessary to prepare the message and get it to the intended people are part of 'advertisement'.

1.2 Statement of Problem

Previously, market was not so competitive. There were only limited brands available in the market. In context of Toothpaste also market was not so competitive before few years ago. But today competition is very high because many companies are involved in to produce Toothpaste in Nepal. Not only Nepalese brands are seen at present. So without advertising, maintaining, standard, quality and giving services, there is no possible to sale the Toothpaste.

Nepalese toothpaste market till the middle of 80's was not competitive because there was only one supplier. During that time period, Everest toothpaste was the only

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

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

Chitwan is one of the biggest cities of Nepal, where we have to make sure that the product reaches to all areas and places. Where there are no proper facilities of services, it is difficult to serve in markets, because the costs are very high and there is a general trend of strong dominance of traders in Nepal. It is very different from the Indian market in terms of control over the business. Here, traders have their own rules and regulation and buyers have to follow them. That is very major problem of toothpaste Companies.

Today, advertisement plays a vital role in promotion of sales be informing and influence the consumers. The toothpaste industries expand a lot in advertising their product but they cannot get the return of it. It is also major problem of the company. Now a days, in the market, different kinds of toothpaste such Close-up, Pepsodent, Dabur, Brighter, Everest, and Colgate etc. are available which have different quality and price. It creates big problems for the potential consumers to select the product.

Thus, there are many problems existing in toothpaste market, which are very important to be solved by the related company. So, we will try to find out better solution for this research question:

1. What is the use of toothpaste product in Chitwan by the age, occupation and gender?
2. Do the sales promotion and advertisement affect the sales of toothpaste product?
3. Whether the brand loyalty affect the buying behaviors of consumers?
4. Do there any preferences of specific brand over other brands in buying behavior of consumers?
5. What is the reaction of consumer on product?

1.3 Objectives of the Study

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

Due to the size of the market, being not too big or the area coverage not too high, the case of brand loyalty is also vivid. Main objective of this study is to explain and analyze the consumer behavior toothpaste product in Chitwan:

1. To identify the consumers' behaviors towards the purchase and use of toothpaste in Chitwan District.
2. To ascertain the role and effectiveness of advertisement and promotion-schemes on sales toothpaste.
3. To analyze the reaction of consumers on product.
4. To observe the brand loyalty of consumers in Toothpaste marketing.
5. To determine the position of specific brand in comparison to other brands

1.4 Significance of the Study

Industrialization plays vital role in development of every country. Which country are industrialized there are many competitors occurring among industries to sell their products in the market. To success from the competition, it needs proper marketing management and policy. Nepal is dependent on agriculture as well in the process of

industrialization slowly. Whether it is agricultural or industrial sector, marketing plays very important role in drawing attention in consumer toward the products and improper making policy and its efficiency serves as hindrance to the growth of the economy. By accumulating inventories or reducing the output of the forms, which retards or even negates the growth of an economy.

Today's marketing era is modern marketing era and markets determine by consumer buying behavior. The business is running in 21st century even if the companies are lacking by the better marketing policies, management and strategies. Nepal Liver Limited is one of leading company in Nepal. Primary objectives of the study is know marketing policies and structure of Nepal lever limited and is expected to find out the positive & negative aspects in the context of Pespodent and Close-up in Chitwan District. Which may useful, some same or other industries to give and insight to their own policy and reformulate it to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure and willing to take the lesson firms the success or failure of other firms may be the benefited by the study.

It would be helpful to retailers, distributors, consumers and marketer who buy and sell different types of Toothpaste. And it may also be helpful to future researchers and students to know about consumer buying behavior of toothpaste marketing in Nepal. The major finding of the study will be based on survey of consumer buying behavior; consumers' needs and wants, potential consumer, feeling about taste quality and price of Toothpaste. It is important for all the people who are related with toothpaste. So, it will be helpful for them to plan effective marketing strategy/policy.

1.5 Limitations of the Study

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

1. The target consumers are from Chitwan District and it covers 20 local places of Chitwan District.

2. Most of the data used in this study has been obtained through questionnaire & interview. So most of the primary data are based on sample survey conducted in Chitwan District.
3. The responses of the researcher are analyzed with percentile method, mean chi-square test and also tabulated and presented in graphs as per need.
4. The study covers a period of one year i.e. 2012 only.

1.6 Organization of the Study

The whole study has been categorized into five main chapters as:

Chapter I: Introduction: This chapter deals about the introduction that includes general background of the study, significance of the study, statement of the problems, limitation of the study and organization of the study.

Chapter II: Review of related literature: The second chapter deals with literature review. The chapter includes introduction of market share advertising sales promotion, buying behavior product attributes and prices. The researcher has been concentrate only on literature available in Nepal.

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

Chapter IV: Data presentation and analysis: This is the main body of the study which deals about the presentation, tabulation, interpretation and analysis of data.

Chapter V: Summary, conclusion and recommendations: This is the final chapter which is concerned with summary of the study & presented with key findings based on the finding recommendation are made which will be helpful to the company and the students of marketing.

At the end of the chapters bibliography and appendices have been incorporated.

CHAPTER-TWO

REVIEW OF LITERATURE

The purpose of literature review is to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. Literature survey also minimizes the risk of pursuing the dead-ends in research" (Wolf & Pant, 1999).

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

2.1 Market/Marketing: Meaning & Concept

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

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

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

Marketing is the management function, which organizes and directs all those business activities involved in an assessing and converting customer purchasing power in to effective demand for a specific customer. So product or service and in making the product or service to the final, as to achieve the particular or other objective set by the company.

According to Philip Kotler, “Marketing is a social process by which individuals and group obtain what they need and what though through crestring offering and freely exchanging products and services of value with others” (Kotler, 1997).

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

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

Thus, this definition focuses these points. Marketing is a social process preformed by individuals and groups marketing are also concerned with creating offering and exchanging products and services.

Marketing has been developing together with development in human civilization. We trace three – four hundred years back to the history of human civilization; we find marketing of that time by modern stander was relatively uncultured. They did not need mechanism or tools or techniques of marketing as used today. But now all the situations have change the needs and want have changed. Human aspiration for excellent and better status have given birth to thousand of discoveries, inventions and innovations and established thousands of units of different types of industry to fulfill that aspiration. These changes in turn not only indented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field (Parajuli, 2001).

In recent years some have questioned whether the marketing concept is an appropriate philosophy in a world faced with a major demographics and environmental challenges. The societal marketing concept holds that the organization’s task is to the determine the needs, wants and interest of target markets and deliver the desired satisfaction more effectively and efficiently than competition in a way that preserve or enhances the consumer’s and the society’s well beings. The concept calls upon

marketers to balance three considerations. Namely Company profits, Consumer satisfaction and Public interest (Kotler, 1999).

2.2 Marketing Mix: Concept

Marketing mix is one of the key concepts in modern marketing. It refers to set of variables that the business uses to satisfy consumer needs, namely product, price, promotion and place. Each company should deeply study the marketing mix to run the business. A successful company will have effective knowledge over the marketing.

“Marketing mix is the set of marketing tools that organizations use to pursue their marketing objective in the target market” (Agrawal, 1999).

The elements which can influence business activities of the firm as marketing strategy is known as marketing mix. They are product, price, place and promotion. The combinations of these elements are called 4ps.

Product, price, place and promotion (4ps) contribute the components of the marketing mix. Each component has its own mix. Product mix, price mix, place mix, and promotion.

2.3 Product: Concept

A product is anything that can be offered to the consumer satisfaction. Products can differ in size, quality, feature, brand, packing etc. this is the most important variable of marketing mix. A company should deeply think over the quality of the product before market penetration (William and Bruce (1994).

In marketing we need a broader definition of product to indicate that consumers are not really buying a set of attributes, but rather benefits that satisfy their needs. A product is a set of tangible and intangible attributed, including packaging, color, price, quality, and brand, plus the seller’s services and reputation. A product may be a good, service, place, person, or idea. In essence, then consumers are buying much more than a set of physical attributes when they a product. They are buying want satisfaction in the form of the benefits they expect to receive from the product. We divided all products in to two categories:-

1. Consumer products: - This research is concerning with consumer product so, goes ahead with consumer product.
2. Business products: - Consumer products are intended for use by household consumer for business purposes.

2.4 Products Quality: Concept

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

Quality is the “Totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs” (Agrawal, 1999).

When considering the physical product apart from the additional attributes, real or fancied, bestowed on it by an effective marketing program, the manufacturer’s attention is usually centered on product quality. In this context product quality is often measured in terms of the purity or grade of materials used the technical perfection of design, and exacting standards of production. The level of quality is usually set in terms of either meeting or beating competition. Once a level of product quality, in this sense, has been determined, most firms carry out rigorous programs of quality control and product testing to ensure that technical standards of product quality are upheld.

2.5 Brand & Branding: Meaning & Concept

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

“A Brand is a name terms, signs, symbol, or design or a combination of the intended to identify the goods or service of one seller or group of seller and to differentiate from those competitors” (Kotler, 1999).

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

Branding constitutes an important part of product mix. The work brand is comprehensive encompassing others narrower terms. A brand name consists of words, letters or number that can be vocalized. A brand mark is the part of the brand that appears in the form of a symbol, design or distinctive color or letter. A brand mark is recognized by sign and differentiates its product from competing products. But it cannot expresser when a person pronounces the brand name e.g. gillets, coors, etc. are the brand name. “Marketers say that Branding is the art and corner stone of marketing” (ibid).

“Building brands require a great deal of time money promotion and packaging. Brands suggest product difference to costumers. They convey attributes, image value and benefits most of the products are branded” (Agrawal, 2001).

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

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

2.6 Brand Loyalty in the Cases of Toothpaste Marketing

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

Today leading brands are personalities in their own right and are well known in all societies and cultures as film heroes, cartoon characters, sports stars, or great leaders. Many of the people relate to brand personalities in the same ways as they do to Human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Carl Jung's work where he described the four functions so mind-thinking, sensation, feeling and intuition. The secret to successful branding is the influence the ways in which people perceive the company or product, and brands can affect the minds of customers by appealing to these four mind functions, or combinations of them.

Some brands appeal to the rational part of a person, to the elements of logic and good sense (the thinking dimension) such as Toothpaste, which prevents decay 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. Products such as Harley-Davidson motorcycles and companies like Benetton with its global village branding exemplify these.

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

The Marlboro brand personality is a good example of how companies understand and combine the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as 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 extensions of the personality, so it really is all in the mind. The key to brand

management and development is a clear understanding of what benefits the customer is looking for. Time and again, research shows that the real driving force behind market leadership is perceived value-not price or inherent product attributes.

Brands are also successful because people prefer them to 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 and helping consumers reach better, quicker decisions (Paul, 2003).

2.7 Price and Pricing: Meaning & Concept

It is another variable of marketing mix that creates revenue. Consumers pay price to buy products for their need satisfaction. It may be fixed on the basis of cost demand and competition. It may involve discount, allowances, credit facility etc. Price has become the important variable of marketing mix because penetration a good marketing manager always looks towards the price of the product so that he can penetrate the product as their capacity to pay.

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

Price is the marketing mix element that produces revenue, while the others produce costs. Price is also one of the most flexible elements. It can be changed quickly, unlike product features and channel commitments. At the same time, price

competition is the number one problem facing companies. Yet many companies do not handle pricing well. The most common mistakes are these.

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

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

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

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

Several price adaptation strategies are available: -

- 1.Geographical pricing.
- 2.Price discounts and allowances.
- 3.Promotional pricing.
- 4.Discriminatory pricing.

Product-mix, pricing, which are included setting prices for product lines, optional features, captive products, two part items, by-products, and product bundles (Kotler, 1999).

2.8 Promotion: Meaning & Concept

“Promotion is the element is an organization’s marketing mix that serves to inform, persuade, and remind the market of a product and for the organization selling it, in hopes of influencing the recipient feelings, beliefs, or behavior” (Agrawal, 2059).

“Promotion is another variable of marketing mix which communicates to the ultimate consumer bout goods and services. It involves those activities which inform, educate and stimulate the demand for the product. It consists of advertising, publicity, personal selling and sales promotion. Company should follow effective promotional Medias to inform the consumer about the product. A good marketing manager always looks towards effective promotional Medias to compete with other brands. This variable is very important to stimulate sales”(William and Bruce, 1994).

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

2.9 Place: Meaning & Concept

Place is another variable of marketing mix which takes product to consumer. It is concerned with distribution and physical distributions. It is also concerned with selecting a channel and place of selling.

“A good marketing manager always thinks of an effective channel and physical distribution system for the smooth flow of the goods at the right time at the right place and to the right person or market” (Argawal 2059)

Philip Kotler defines marketing mix as the set of marketing tools that the firm uses to pursue its marketing objectives in the target marketing. The popularized a four-factor

classification of these tools called the FOUR P'S product, price, promotion, and place.

2.10 Advertising and Other Promotional Activities: Concept

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

“Advertising is the most visible marketing tool, which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertisement. Activity advertising unlike salesmanship, which interacts with the buyer face, is non-personnel. It is directed towards a mass audience, and cot at an individual, as in personnel selling” (Aryal, 2002).

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

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

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

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

Simply advertising stimulates the potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firms, and increased sales. The techniques of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotional tools advertising, personal selling, and sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary (Shrestha, 1997).

It should be made clear here that advertising and promotion though seems same are not exactly the same thing. Promotion is a broad form whereas advertising is just a part of promotion. When we talk of promotion it generally includes publicity, personal selling, public relation and advertising, but advertising comprises the most portions. Advertising is considered to be one arm of promotion. Advertising promotion consists of other four element personal selling, sales promotion, public relation and publicity.

a) Personal Selling

Personal selling consists of face to face communication between the sales persons to their prospects. Unlike advertising, it involves personal interactions between the source and the destination. The most effective method of promotion probably is to have sales persons call upon every target consumer. For many institutions, especially those that appeal to the mass market, this would be terribly inefficient. As a result, they employ mass marketing techniques, such as advertising. Personal selling is very important in industry.

b) Sales Promotion

According to the American Marketing Association, sales promotion consists of those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, shows, and expositions, demonstrations, and various non-recurrent selling efforts not in the ordinary routine. Sales promotion is one of the major promotional tools. It is used to coordinate and supplement the advertising and personal selling programmes. Sales promotion has increased considerably in importance in recent years as management has sought measurable, short-term sales results. Sales promotion should receive the same strategic attention that a company gives to advertising and personal selling.

c) Public Relation

Marketers engage in public relations in order to develop a favorable image of their organizations and products in the eyes of the public. They are: public at large, labor union, the press, and environmental groups. Public relations activities include sponsoring, lobbying, and using promotional messages to persuade members of the public to take up a desired position. The term public relations refers to a firm's communications and relationships with the various sections of the public. These sections include the organization's customers, suppliers, shareholders, employees, the government, the general public and the society in which the organization operates.

d) Publicity

Publicity is a means of promoting the mass market, and is similar to advertising except that it is free and is found in the additional portion of the news media, and pertains to newsworthy events. The most common type of publicity is news releases, photographs and feature stories. Promotion can be directed towards final consumers, middlemen, or a company's own employees.

Public relations and publicity are the last two promotional methods. Public relations are the broad, overall promotional vehicle for improving or maintaining an organization's image and its favorable relationship with its public. Publicity is any

promotional communication regarding an organization and its products that are not paid for by company benefiting from it. Typically these two activities are handled in a department separate from the marketing department in a firm (Khanal, 2002).

2.11 Situation Analysis

A market situation analysis is used to analyze the current market or industry in which you would like to launch a new product. It identifies major competitors within that market, therefore allowing you to plan the launch of your new product accordingly.

In order to profitably satisfy customer needs, the firm first must understand its external and internal situation, including the customer, the market environment, and the firm's own capabilities. Furthermore, it needs to forecast trends in the dynamic environment in which it operates.

A useful framework for performing a situation analysis is the 5 C Analysis. The 5C analysis is an environmental scan on five key areas especially applicable to marketing decisions. It covers the internal, the micro-environmental, and the macro-environmental situation. The 5 C analysis is an extension of the 3 C analysis (company, customers, and competitors), to which some marketers added the 4th C of collaborators. The further addition of a macro-environmental analysis (climate) results in a 5 C analysis, some aspects of which are outlined below.

1) Company

- a) Product line
- b) Image in the market
- c) Technology and experience
- d) Culture
- e) Goals

2) Collaborators

- a) Distributors
- b) Suppliers
- c) Alliances

3) Customers

- a) Market size and growth
- b) Market segments
- c) Benefits that consumer is seeking, tangible and intangible.
- d) Motivation behind purchase; value drivers, benefits vs. costs
- e) Decision maker or decision-making unit
- f) Retail channel - where does the consumer actually purchase the product?
- g) Consumer information sources - where does the customer obtain information about the product?
- h) Buying process; e.g. impulse or careful comparison
- i) Frequency of purchase, seasonal factors
- j) Quantity purchased at a time
- k) Trends - how consumer needs and preferences change over time

4) Competitors

- a) Actual or potential
- b) Direct or indirect
- c) Products
- d) Positioning
- e) Market shares
- f) Strengths and weaknesses of competitors

5) Climate (or context)

The climate or macro-environmental factors are:

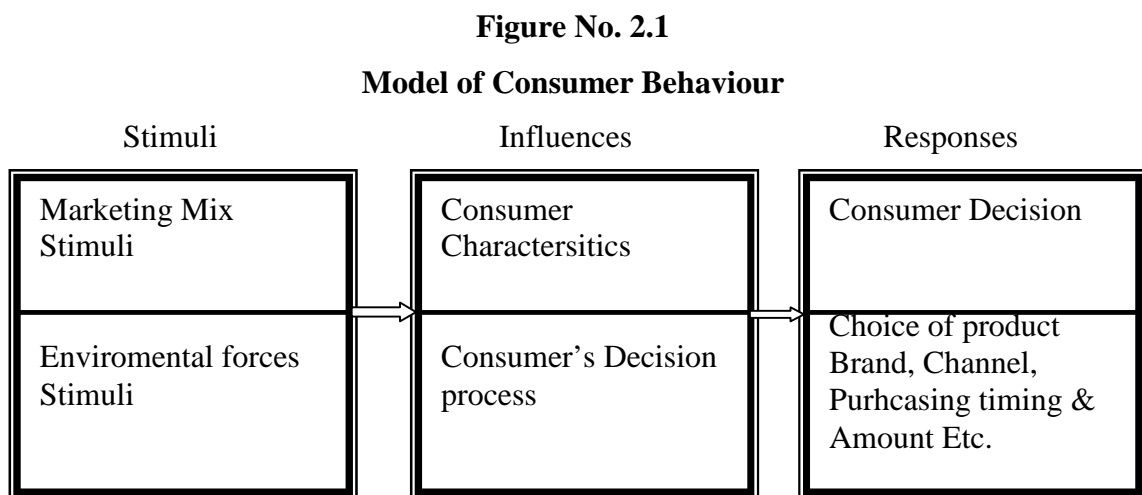
- a) Political & regulatory environment - governmental policies and regulations that affect the market
- b) Economic environment - business cycle, inflation rate, interest rates, and other macroeconomic issues
- c) Social/Cultural environment - society's trends and fashions
- d) Technological environment - new knowledge that makes possible new ways of satisfying needs; the impact of technology on the demand for existing products.

2.12 Consumer Behaviour

In simple terms, consumer behaviour means the behavior which consumer shows before or after purchase as well as the process of purchasing.

L.G. Schiffman & L.L. Kanuk, define the term of consumer behavior can be defined as the behavior that the consumer display in searching for, purchasing, using evaluating & disposing of products, services and an ideas which they expect will satisfy their needs.

2.13 Model of Consumer Behaviour



Sources: Dr. G.R Agrawal 2001

1. Stimuli

Consumer are stimulated by

- a. Marketing mix consist of product, price, place & Promotion variables.
- b. Environmental forces consisting political, economy, technological & socio-cultural variables

2. Influences

- a. Consumer characteristics: they consists of

Culture: it determines a person's wants and behavior. Each culture consists subcultures-nationalities, religions, racial groups. Social class is also important for consumer behaviour.

Social: they are reference groups, family, social roles and status.

Personal: they are age and stage in life cycle, occupation, income, life style and personality.

Psychological: they are motivation, prescription, learning beliefs and attitude.

b. Consumer decision process: it consists of

- ❖ Problems recognition
- ❖ Information search
- ❖ Evaluation of alternatives
- ❖ Purchase decision
- ❖ Post purchase behavior

3. Responses:

They are consumer decision about

- ❖ Products choice
- ❖ Brand choice
- ❖ Channel choice
- ❖ Purchase timing
- ❖ Purchase amount

Marketer can influence consumer behavior but they can't control it.

2.14 Modern History of Consumer behaviour

In recent years, sum efforts have been made by marketing scholars to build by behaviour models totally from marketing man's stand point. The Nicosia model and the Howard and Sheth model are two important models in this category. Both of them belongs to the category call the system mode, where the human going to analyzed as a system with stimuli as the input to the system and behaviour as the output of the system with stimuli as the input to the system and behaviour as the output of the system.

Francesco an expert in a consumer motivation and behaviour to forward his model of buyer behaviour in 1966. The model try to established the linkages between a firm and a consumer-how the activities of the firms. Influence the consumer and result in his decision to buy.

Howard and Sheth publish their entitled 'the theory of buying behaviour'. The logic of the model runs like this: there are inputs in the form of stimuli. There are outputs beginning with attention to a given stimuli and ending with purchase. In between the inputs and the outputs there are variables affecting perception and learning. These variables are termed by "hypothetical" since they can not be directly measured at the time of occurrence.

Over a years, several other models have also been put forward, with the intention of explaining buyer behaviour. All these, models have certain merits as well as limitation. They do not fully explain the complex subject of buyer behaviour. Nor do they establish a straight input-output equation on buyer behaviour. And, none of them provides a precise answer the why's or how's of their buying behaviour. They merely explain the undercurrents of human behaviour from different angle and premises. But these models will certainly be helpful in gaining at least a partial inside into buying behaviour.

2.15 Consumer Behaviour History in Nepal

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

1. Consumer behaviour has not been properly taken into account while creating and offering marketing mixes.
2. Indian and foreign competitors have been actors in taking the advantages of new market opportunities in Nepal because; Nepalese marketers have lack of knowledge of consumer behaviour.
3. Products positioning has remain largely neglected because of the lack of knowledge about the behaviour of niches.
4. Marketers know very little about consumer behaviour at every stage of the consumer buying process. The post-purchase stage is hardly considered to build life long customers.

5. Markets have not given proper attention to the psychological and social factors that influence consumer behaviour. Economic, demographic and cultural factors have been dominated in the design of the marketing mixes.
6. The marketing resources have not been efficiently utilized.
7. In recent years, the advent of global enterprises and cable television in Nepal has brought some consciousness about the need for better understanding of buyer behaviour. They have been using personality, life style, motivation and reference group factor in designing their advertising message. The growth of marketing research organization is also likely to promote marketing research about buying behaviour on Nepalese consumer in the years to come.

2.16 A Review of Previous Thesis

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

Shrestha (1997) has conducted a research “The Role of Advertising in Brand Choice and Product Positioning.” The main objectives of the study are to analyze the effectiveness of advertising on brand choice of consumer product, evaluate the role of advertising in product positioning and the consumer perspective and consumer’s response to advertisement and other promotional tools.

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

It has been recommended that especially in case of instant noodles and soft drinks advertisements through electronic media were found and the companies are required to make even more effective advertisements. This research would be helpful to Govt. companies, experts, planners and university students in future

Thapaliya (1999), has conducted a research entitled “A Study on Market Situation of Instant Noodles “Yum-Yum”. The main objectives of the study were to analyze the Yam-Yam market, its sales, its position, taste, price, quality and customers loyalty in compared with other brands of Noodles in Narayanghar . Arun Kumar Thapailaya conducted a study on “Market situation in instant Noodles Yum-Yum.” It also had objectives to suggest company for marketing activities for better distribution.

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

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

Aryal (2002) has conducted a thesis on “The Study of Market Share of Colgate in Comparison with Other Brand.” According to in his study, the sales promotion works as a starter to the Toothpaste users. People, who are not so educated, are not loyal towards any particular brand. Due to this, the sales promotion, advertisement easily attracts attention of those toothpaste users and as result the sales of that particular Toothpaste will increase. The sales promotion is very powerful, which can easily boost the sales have its impact of market share.

The major objectives of his study are as follows: -

- 1) To identify the purchase/buying behavior of Colgate toothpaste.
- 2) To identify the market share of Colgate toothpaste in comparison with other brands.
- 3) To find out the popular media of advertisement for toothpaste, this can easily attract the potential consumers on each brand of companies.

The major findings of his study are as follows:-

- a) The maximum numbers of consumers use Close-up than other brands.
- b) The maximum consumers purchase the toothpaste from general store and only minimum number of consumers purchase than toothpaste from wholesalers.
- c) Maximum consumers take self-decision while buying toothpaste but minimum consumers take decision according to others.
- d) Most of the consumers are attracted through T.V. media for buying toothpaste.

Khanal (2002), has conducted a research on “The Study of Market Situation of Toothpaste” ‘Pepsodent’”. In this study “The Study of Market Situation of Toothpaste ‘Pesodent’. Has stressed that most of the consumers in the marketing of toothpaste seen to be loyal on the specific brand this loyalty is found to be created by the quality rather than the price; similarly the advertisement also plays important role in the marketing. Sales especially the visual ads advertisement seen on the screen is quite considerable for them. Some significant facts and major findings of the thesis are pointed out as follows:

- a) In Nepalese context, the market of toothpaste is increasing.
- b) Most consumers are loyal to the specific brands.
- c) About 51% consumers are convinced by the shopkeepers’ suggestion to purchase a specific brand.

- d) More than 50% prefer quality in toothpaste rather than price.
- e) An effective promotional activity ensures the increment of sales in the toothpaste marketing.

Shrestha (2007) has done a research entitled “Market situation of toothpaste marketing in Chitwan District.” His objectives of the research are to identify the consumers’ behaviors towards the purchase and use of toothpaste in Chitwan District, to ascertain the role and effectiveness of advertisement and promotion-schemes on sales toothpaste, to analyze the reaction of consumers on product, to observe the brand loyalty of consumers in Toothpaste marketing.

The major findings of the study were as given below:

- a) Close-up and Pepsodent Toothpastes are top position in Chitwan District.
- b) Most of the consumers who consumed toothpaste are under 20 years of age.
- c) Most of the Students have seen using toothpaste in comparison to other professional area.
- d) Demand & Supply of toothpaste and Close –up and Pepsodent are highly increasing in Chitwan District.
- e) Consumers give more preference to the quality and less preference to the brand.
- f) In Chitwan District, the main competitive brands of toothpaste are Close-up, Pepsodent & Dabur.
- g) People staying in Chitwan District always use their own particular brand, if they can’t get their own brand then only they purchase another brand.

On the basis of analysis and conclusion, the recommendations were made as: an improvement in the quality and fixing reasonable price can be helpful measures to increase the volume of the sales in the market, the company should adopt effective marketing mechanism & activities to compete with Close-up and Pepsodent. The company should undertake frequent market studies and establish an information

system to understand the brands loyalty and the preferences of the consumers and design the products and product qualities accordingly.

None of the above studies have done such type of research previously. So that, this research would be helpful to government experts, planners and university students in future.

2.17 Research Gap

There are a lot of research/studies on the buying behaviors of consumers in toothpaste product but the present study is unique in the senses that is has made an intensive work buying behavior in the particular case of Chitwan District. Similarly it has widely used the descriptive statistic to cover the objective of study. The data collected in this study are collected through structured questionnaire and data are latest with the year 2012.

CHAPTER-THREE

RESEARCH METHODOLOGY

“Research Methodology is a way to solve the problem. Market research specifies the information requires addressing these issues, designs the methods of collecting information, manages and implements and data collection process analyzed the results, and communicate the findings and their implication” (Joshi, 2002).

In the context of view of marketing, “Marketing is the principle revenue generating activity while other is revenue consuming. Marketing research deals with production and distribution problems, marketing institutions marketing policies, and practices. It is better established than production research partly because of not closely interwoven with technology. It covers the issues like production, planning, development, pricing, promotion and distribution.

3.1 Research Design

“Research design is the plan, structure, and strategy of investigation conceived so as to obtain answer to research questions and to control variance” (Kerlinger, 2002).

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

3.2 Nature and Sources of Data

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

3.3 Data Collection Procedure

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

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

3.4 Population and Sampling

The population of the study area was the residents of Chitwan District were six hundred thousand people lived. It was difficult for the researcher to cover all shops of Chitwan District. So the researcher took only 20 places between 100 respondents were taken as sample sizes on this research, which is based on area wise sampling. In the above stated & places, population is very huge. It is almost impossible to include the total population in the study. So out of this population only 20% of consumers retailers were surveyed.

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

The researcher covered the areas of his study are Bharatpur, Krishnapur, Lanku, Bhojad, Nauranje, Narayangarh, Gitanagar, Tandi, Parsa, Prembsti, Rampur, Bijayanagar, Gaurigunj, Pathihani, Shivanagar, Mangalpur, Ramghat, Shivaghat, Baseni & Ramnagar etc. the sample size of consumers & sample size of shops are taken 5 for each area of the study.

3.5 Data Processing and Analysis

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

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

3.6 Data Presentation

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

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

CHAPTER-FOUR

PRESENTATION AND ANALYSIS OF DATA

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

4.1 Consumers' Behaviors/ Profile

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

First types of data are those from the survey conducted by person who lives in Chitwan District and the shops who are stocking Toothpaste. Second type of data is based on secondary data, which was taken from Toothpaste companies. Survey data was analyzed and interpreted from the response taken from the real users. Secondary data were also taken from shops who are stocking about toothpaste and various unpublished M.B.S. thesis.

The researcher took 100 questionnaires from the real consumer, stockholder (wholesalers, agents, retailers) and target customers. So in this study, the researcher has shown the demographic profile of only 100 respondents who are considered as the real consumer.

The researcher took only 20 places between 100 sample sizes on this research by convenience sampling. The researcher taken out of 100 questionnaires were distributed to the real consumers who are from Chitwan District. Out of 100 questionnaires distributed, we have received 100% consumers' response from real consumers.

4.1.1 Analysis of Age of the Consumers Who Use Toothpaste

Table No. 1

Analysis of Age of the Consumers Who Use Toothpaste

Age	No. of users of Close-up and %		No. of users of Pepsodent and %		No. of users of Dabur and %		No. of users of Brighter and %		No. of users of Everest and %		No. of users of Others and %		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Under-20	16	16	10	10	8	8	4	4	3	3	3	3	44
20-40	19	19	6	6	8	8	3	3	2	2	3	3	41
40-above	2	2	5	5	3	3	2	2	1	1	2	2	15
Total	37	37	22	22	19	19	9	9	6	6	8	8	100

Source: Field survey, 2012.

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

4.1.2 Occupational Wise Analysis of Toothpaste Users

Table No. 2

Occupational Wise Analysis of Toothpaste Users

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

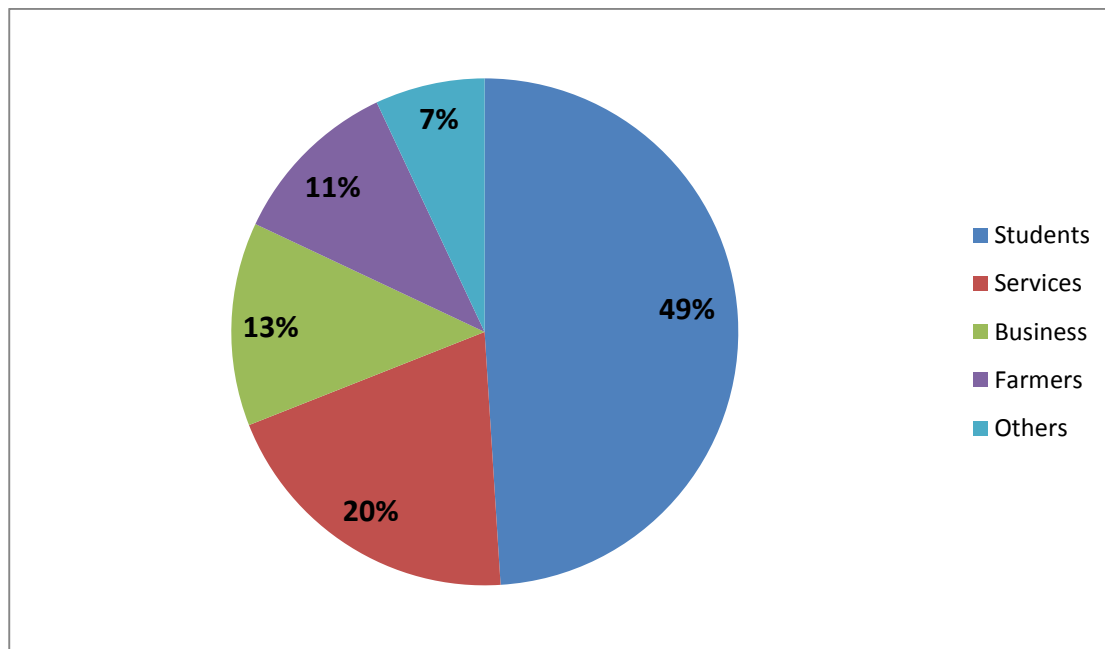
Source: Field survey, 2012.

The above table shows that, there are 22%, 10% 7% 3% 2% and 5% of the students who use Close-up, Pepsodent, Dubar, Brighter, Everest and Others brands respectively. 8%, 4%, 3%, 2%, 1%, and 2% are the service holders, who use Toothpaste of Close-up, Pepsodent, Dabur, Brighter, Everest and Others brands respectively. Similarly 3%, 2%, 2%, 1%, 2%, and 1% of farmers who use Toothpaste of Close-up, Pepsodent, Dubar, Brighter, Everest and Others brands respectively. 3%, 3%, 3%, 1%, 1%, and 2% of consumers who engaged in Business use Toothpaste of Close-up, Pepsodent, Dubar, Brighter, Everest and Others brands respectively. And 2%, 0%, 2%, 0%, 1%, and 2% of the consumers of other occupation, who use Toothpaste of Close-up, Pepsodent, Dubar, Brighter, Everest and Others brands respectively.

This table can show the following Pie-Chart

Figure No. 1

Occupational Wise Analysis of Toothpaste Users



Source: Table No.2

4.1.3 Gender Wise Analysis of Consumers Who Use Toothpaste

Table No. 3

Gender Wise Analysis of Consumers Who Use Toothpaste

Gender	No. of users of Close-up and %		No. of users of Pepsodent and %		No. of users of Dabur and %		No. of users of Brighter and %		No. of users of Everest and %		No. of users of Others and %		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Male	25	25	9	9	8	8	5	5	4	4	3	3	54
Female	20	20	8	8	7	7	4	4	3	3	4	4	46
Total	45	45	17	17	15	15	9	9	7	7	7	7	100

Source: - Field survey, 2012.

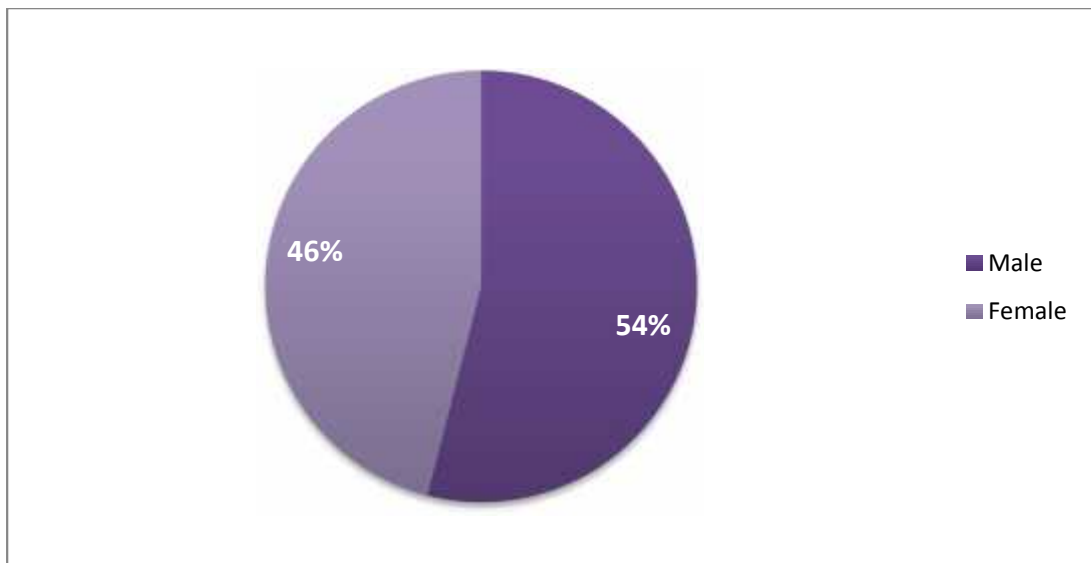
In above table, 100 consumers are covered as 100%. The table shows sex wise preference of Toothpaste. It shows, 25%, 9%, 8%, 5%, 4%, and 3% consumers are

male who use Toothpaste of Close-up, Pepsodent, Dubar, Brighter, Everest and Others brand respectively. Similarly, 20%, 8%, 7%, 4%, 3%, and 4% are female who use Toothpaste of Close-up, Pepsodent, Dubar, Brighter, Everest and Others brand respectively. Thus, in the total out of 200 consumers 54% are male and 46% are female.

This table can be presented following Bar-Diagram

Figure No. 2

Gender wise Analysis of Consumers Who Use Toothpaste



Source: Table No.3

4.2 Consumers' Buying Habit

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

4.2.1 Which Brand Do You Usually Buy?

Table No. 4

Which Brand Do You Usually Buy?

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

Source:- Field survey, 2012.

The table shows that out of total collected responses to the questionnaire 100% People use Toothpaste in Chitwan District. Our tabulation shows that most of people i.e. 43% People are use Close-up toothpaste. 24% consumers' use Pepsodent, which shows that the Close- and Pepsodent Toothpaste quite familiar among the consumers. And 23% of the consumers' use Dabur Toothpaste, similarly few People liked Brighter, Everest and others brands Toothpaste.

All People are aware of the use of the Toothpaste. Maximum consumers use Close-up Toothpaste and minimum consumers use Everest and others in Chitwan District i.e. 3% respectively.

4.2.2 Product Feature While Buying Toothpaste

Table No. 5

Product Feature While Buying Toothpaste

Considering variables	Nos.	Percentage (%)
Price	38	38
Brand name	22	22
Flavor	11	11
Compactness	8	8
Attractiveness	12	12
Floride	3	3
Packaging	6	6
Total	100	100

Source: - Field survey, 2012

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

Maximum consumers consider price (i.e. Economy) while buying Toothpaste and minimum consumers considers about its fluoride & packaging content in Toothpaste.

4.2.3 Source of Toothpaste Buying in Chitwan District

Table No. 6:

Source of Toothpaste Buying in Chitwan District

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

Source: - Field survey, 2012

In this table indicates that most of the consumers of Chitwan District of purchase their Toothpaste from general store i.e. 55% and 30% respondents purchase from retail shop and similarly the consumers also purchase their Toothpaste from Department store is 6% and 6% consumers buy their toothpaste from cold store and 2% from medical store.

Maximum people purchase the Toothpaste from general store and retail shop. And minimum consumers purchase their Toothpaste from wholesalers which one is only 1%.

4.3 Buying Decision of Consumers

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

4.3.1 Who Usually Make the Decision to Buy a Particular Brand?

Table No. 7

Who Usually Make the Decision to Buy a Particular Brand?

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

Source: - Field survey, 2012.

Above, table shows that the respondents decided themselves in buying the toothpaste. It is proved by above tabulation, self decision percentage is maximum than other i.e. 40%, as so father takes decision on buying particular brand i.e. 20%, Similarly, mother 20%, brother 13%, sister 8% and others 7% respectively among the respondents of Chitwan District. Hence, according to the above table, people take self decision and buying toothpaste. Maximum people take self-decision and minimum people take decision according to others in buying toothpaste.

4.3.2 Factors Affecting the Buying Decision of Consumers in Chitwan District

Table No. 8

Factors Affecting the Buying Decision of Consumers in Chitwan District

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

Source: - Field survey, 2012.

Above table indicates that out of the total consumers has been taken into consideration, more important factor in buying decision is price factor which is 55%. After then, family advice and doctor advice are also important factor for consumers which value is 25% and 15% respectively. Similarly, friends' advice and others advice are 3% and 2% are affecting factors for buying decision.

Maximum consumers take importance to price factor while buying toothpaste and some consumers give less importance to the other factors which according to above tabulation is only 2%.

4.4 Media Recognition of Toothpaste

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

Table No. 9

Media Recognition of Toothpaste in Chitwan District

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

Source: Field survey, 2012

In this table, the Nepal Television is the most popular media. 35% consumers were made familiar to the toothpaste by the Nepal T.V. and 23% were informed by the Radio Nepal. Similarly, Newspaper, friends, Hoarding Board, Wall painting, Cinema and others are recognized at toothpaste value are 10%, 17%, 7%, 3%,1% and 4% respectively.

Maximum people believe that Nepal Television is the familiar media and it attracts them a lot through this media and minimum people give importance to cinema and wall painting.

4.4.1 Influence By The Advertisement

Table No. 10

Influence By The Advertisement

Description	Frequency	Percentage
Yes	21	21
No	25	25
Not Knowing	54	54
Total	100	100

Source: Field survey, 2012

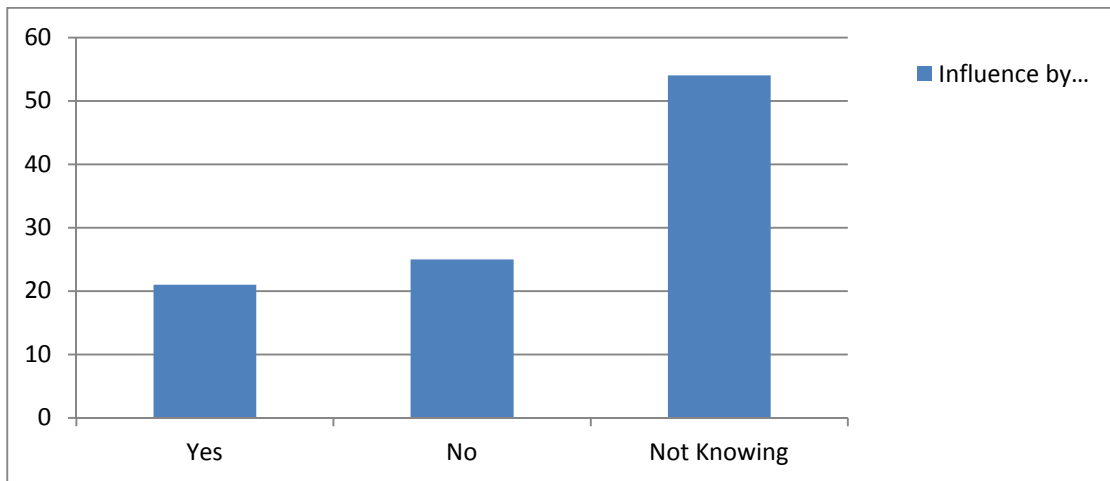
The above table shows that out of 100% consumers, 25% replied that they were not influenced by advertisements, 54% do not know the factor influencing them to buy. While, 21% know the factor influenced by advertisement therefore, it can be concluded that less number were influenced by the advertisements.

Maximum people do not concerning about the influence of advertisements and only less number of consumers take concern yes or no.

This table presented in following Bar-diagram:

Figure No. 3

Influence by the Advertisement



Source: Table No.10

4.4.2 The Advertisement Attractiveness of Various Brands in NTV.

Table No. 11

The Advertisement Attractiveness of Various Brands in NTV

Brands Name	Frequency	Percentage
Close-up	38	38
Pepsodent	23	23
Dabur	18	18
Brighter	8	8
Everest	7	7
Others	6	6
Total	100	100

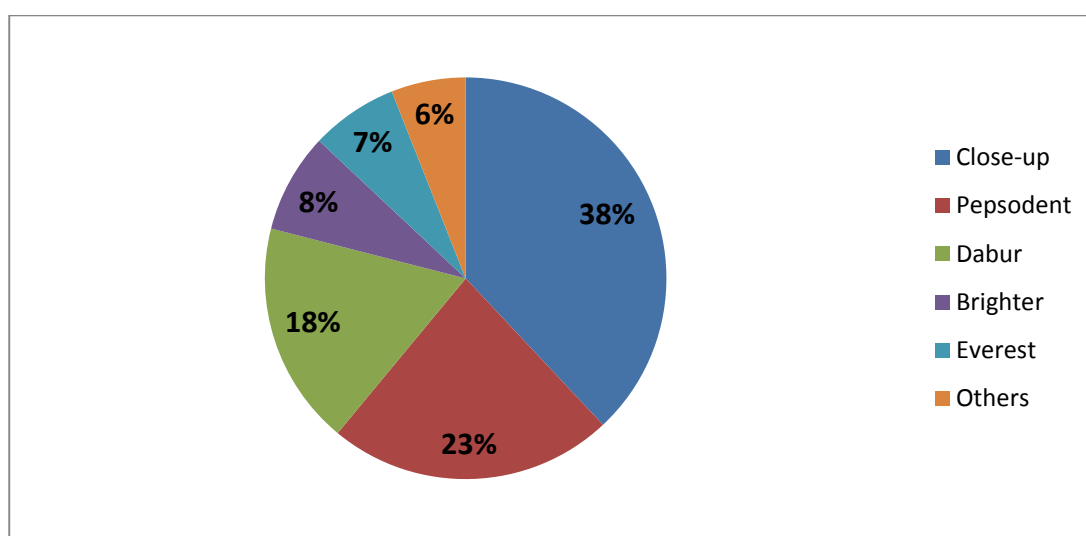
Source: Field survey, 2012

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

This table can be showed by the following Pie-chart

Figure No. 4

The Advertisement Attractiveness among Various Brands in NTV



Source: Table no. 11

4.4.3 The Advertisement Attractiveness Test in Radio Nepal

Table No. 12

The Advertisement Attractiveness Test in Radio Nepal

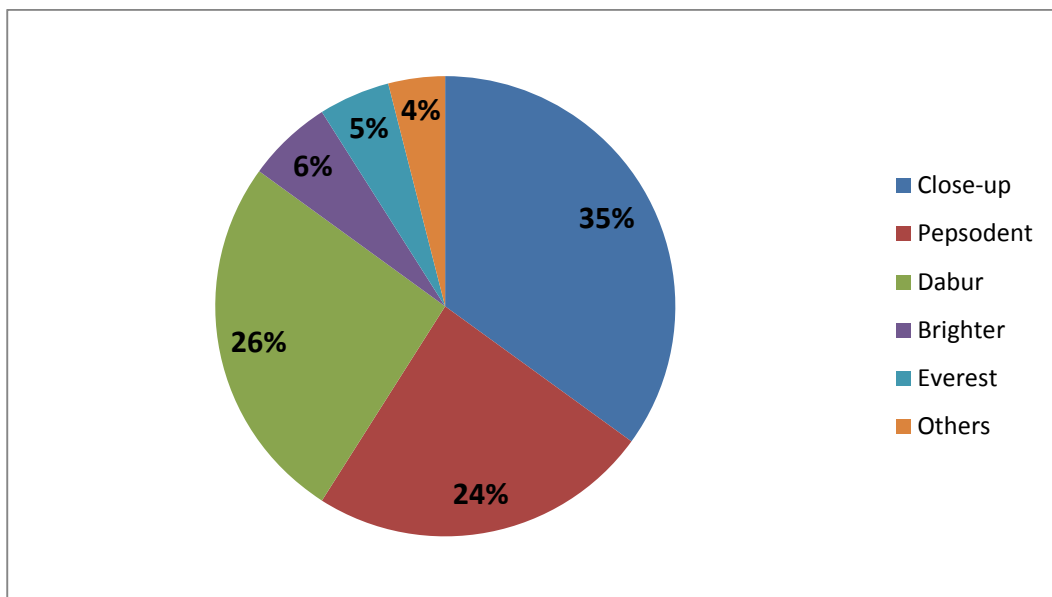
Description	Frequently	Percentage (%)
Close-up	35	35
Pepsodent	24	24
Dabur	26	26
Brighter	6	6
Everest	5	5
Others	4	4
Total	100	100

Source: Field survey, 2012

From the table No. 12 it can be seen advertisement that Close-up holds the first position in Radio Nepal. The similarly other brand Dabur Nepal holds the second position and pepsodent holds the third position in Radio Nepal and the Brighter, Everest and other brands hold fourth, fifth and sixth position respectively. Thus it can be concluded that most respondents were influenced by Closeup advertisement in Radio Nepal, and gave first preference on it.

This table is presented in following pie-chart.

Figure 5: The Advertisement Attractiveness in Radio Nepal



Source: Table No.12

4.4.4 The Advertisement Attractiveness in Newspaper.

Table No. 13

The Advertisement Attractiveness in Newspaper

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

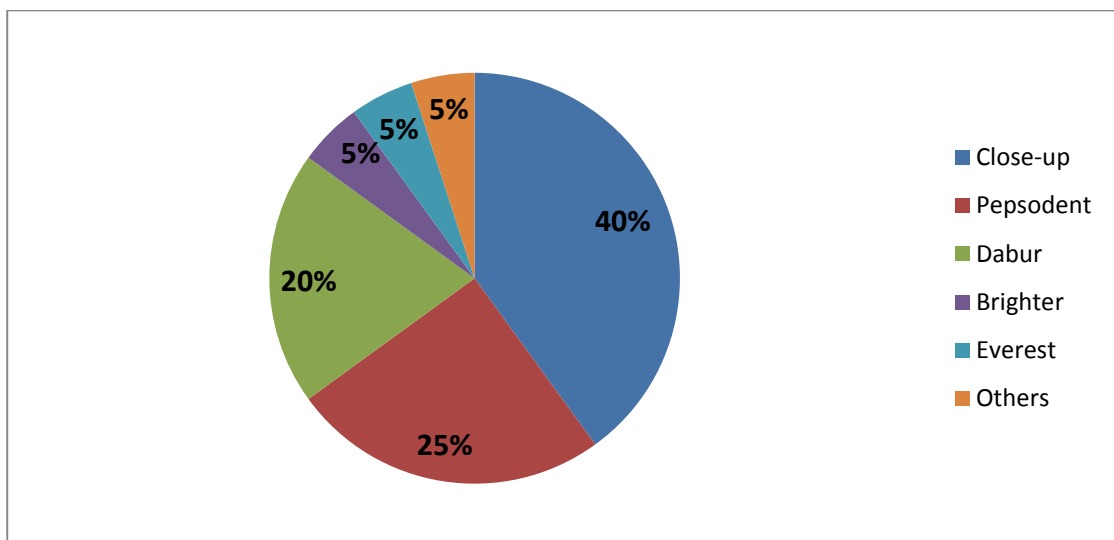
Source: Field survey, 2012

The above table indicates that 40% consumers know about closeup from Newspaper. Similarly 25% of consumers were made familiar of pepsodent brands through newspaper followed by Dabur, Brighter, Everest and others brands with 20%, 5%, 5% and 5% respectively.

This table is presented in following Pie-Chart

Figure No. 6

The Advertisement in Newspaper



Source: Table No.13

4.4.5 Which Toothpaste Advertisement is the Best?

Table No. 14

Which Toothpaste Advertisement is the Best in Chitwan District?

Brands	Nos.	Percentage (%)
Close-up	44	44
Pepsodent	26	26
Dabur	23	23
Brighter	3	3
Everest	2	2
Others	2	2
Total	100	100

Source: Field survey, 2012

The above table shows that the consumers like the advertisement of close-up which according to our tabulation is 44% and pepsodent is 26%. As a competitive brand the advertisement of close-up and pepsodent is good as per response. Similarly others brands value are as follows Dabur 23%, Brighter 3%, Everest and others 2% each respectively. The consumers think that close-up advertisement is the best and the advertisement of Everest and others brands are less marked by the consumers.

4.4.6 Suitable Media for Toothpaste Advertisement

Table No. 15

Suitable Media for Toothpaste Advertisement

Medias	Nos.	Percentage (%)
NTV	70	70
Radio Nepal	9	9
Hoarding Board	7	7
Newspaper	5	5
Pamphlets banners	1	1
Wall Panting	7	7
Others	1	1
Total	100	100

Source: - Field survey, 2012.

In the above table indicates that 70% consumers feel that television media is base for toothpaste advertisement. 9% consumers like Radio Nepal. 7% respondents prefer Hoarding Boarding 5% respondents prefer daily Newspaper 7% respondents prefer wall panting. 1% each respectively respondents like Pamphlets and others.

The Consumers think that TV media is the most effective media to advertise toothpaste. Beside this, respondents' rate less for others media that includes Hoarding Boarding, Newspaper, Banners, Wall Panting and others.

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

4.5 Quality Determination in Toothpaste by Consumers

Table No. 16

Quality Determination in Toothpaste by Consumers

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

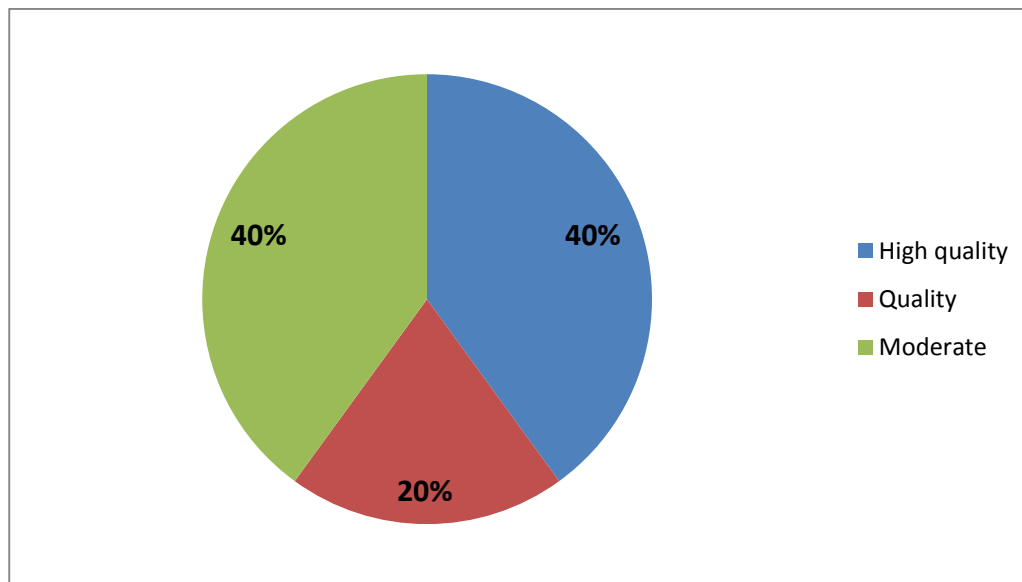
Source: Field survey, 2012

The above table shows that 40% of consumers think that toothpaste is of high quality. 20% consumers say it is normal quality and also 40% consumers say that it is moderate quality.

This table can be shown in the following pie-chart:

Figure No. 7

Quality Determination in Toothpaste by Consumers



Source: Table No.16

4.5.1 Ranking of Different Brands According to Quality

Table No. 17

Ranking of Different Brands According to Quality

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

Source: Field survey, 2012

The above table shows the rank of specific brands of toothpaste in market. According to the above table, it is found that 75% Consumers view showed the Close-up

toothpaste in the first ranking of the brand. Similarly, 15%, 5%, 2% & 3% of the consumers prioritized the Close-up toothpaste as 2, 3, 4 & 5 brands ranking respectively.

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

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

4.5.2 Reaction of Consumers towards the Price of Toothpaste

Table No.18

Reaction of Consumers towards the Price of Toothpaste

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

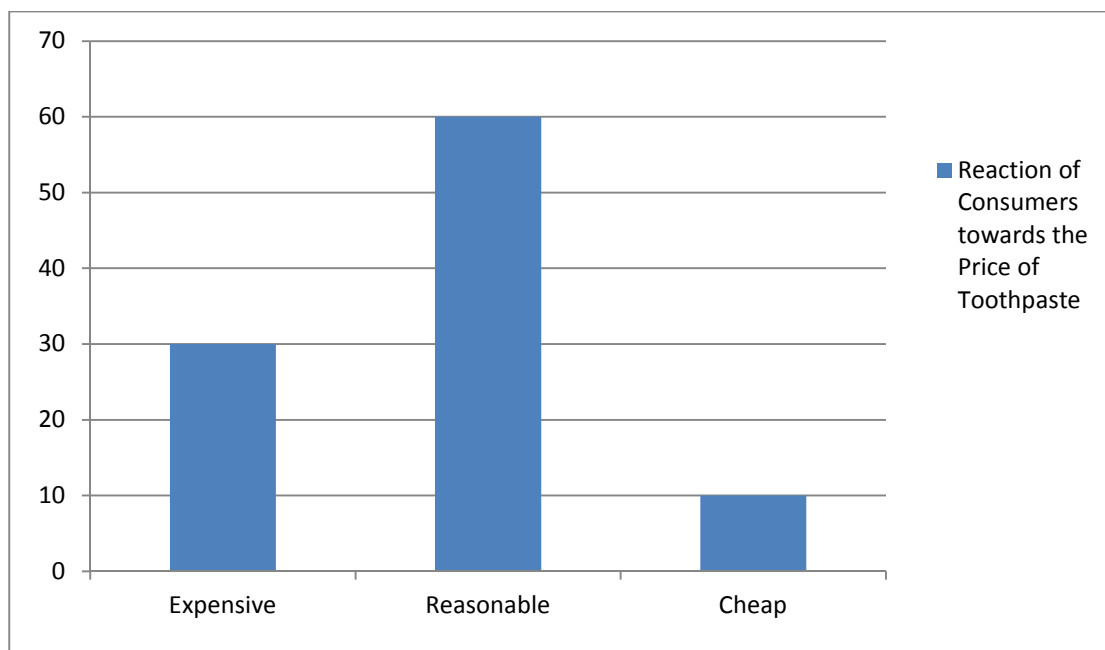
Source: Field survey, 2012

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

This table can be presented in following diagram

Figure No. 8

Reaction of Consumers towards the Price of Toothpaste



4.5.3 Taste Preference of Consumers towards Toothpaste

Table No. 19

Taste Preference of Consumers towards Toothpaste

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

Source: - Field survey, 2012.

In the above table shows that the table of toothpaste, 48% consumers thinks that it is good. As a 24% consumers said it is very good and remaining of them think it is

normal. The taste of toothpaste should be improved according to consumers demand it aspires to be competitive in the market.

4.6 Toothpaste Impact in Health That Consumers Feel About

Table No. 20

Toothpaste Impact in Health That Consumers Feel About

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

Source: Field survey, 2012

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

4.6.1 Which Toothpaste Company Has Good Distribution?

Table No. 21

Which Toothpaste Company Has Good Distribution?

Companies	No. of consumers	Percentage (%)
N. L. L.	53	53
Dabur Nepal	34	34
Brighter	8	8
Everest	5	5
Total	100	100

Source: Field survey, 2012

Table No. 21 indicates that N.L.L. Company has good distribution channel with the value of 53%. Similarly, the competitor brand Dabur Nepal has also very good distribution channel with the value of 34% And other brands available in the market also have 8% and 5% respectively.

N.L.L. has good distribution channel in comparison to the competitor brand Dabur Nepal Ltd. which has the strong distribution channel. Similarly Brighter and Everest are very weak in distribution channel in the market.

4.6.2 Distribution of Toothpaste

In Nepal, the business becomes complex day by day. Several business companies are being established in Nepal, producing similar products, with their own brand. For increasing their market, these companies are also taking the advantages of sales promotion. They try to be strong in distribution system, which plays a vital role in raising sales. If distribution is good, the customers who have brand awareness will never shift to another brand because they will find their brand easily whenever they want. Hence, the distribution plays the vital role for each and every company in increasing their market share.

4.6.3 Market Share of Toothpaste in Chitwan District

Table No. 22

Market Share of Toothpaste in Chitwan District

Brands	No. of consumers	Percentage (%)
Close-up	43	43
Pepsodent	24	24
Dabur	23	23
Brighter	6	6
Everest	4	4
Total	100	100

Source: Field survey, 2012

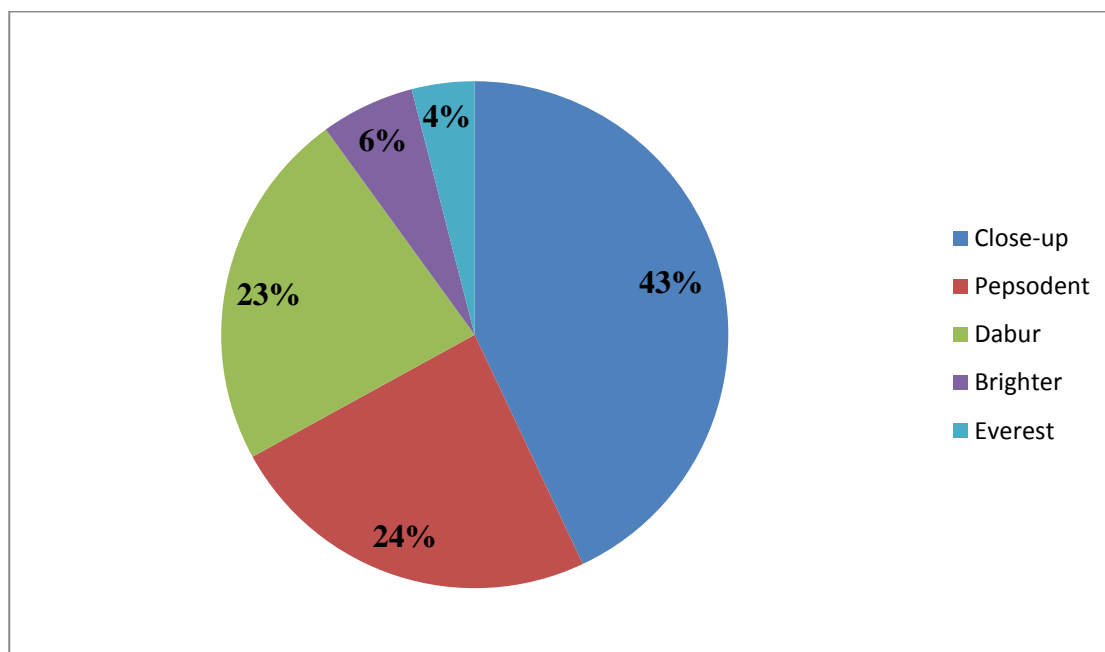
Table No. 22- indicates that the market share of Close-up is 43%. Likewise the Dabur and Pepsodent is 23% and 24% market share respectively. After that the other brands less market share that is Brighter 6% and Everest 4%.

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

This table is presented in following pie-chart:

Figure No. 9

Market Share of Toothpaste



Source: Table No.22

4.6.4 What Scheme is More Effective in Sales Promotion?

Table No. 23

What Scheme is More Effective in Sales Promotion?

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

Source: Field survey, 2012

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

4.7 Major Findings

Based on the analysis, following major findings of the study are given below:

1. Close-up and Pepsodent Toothpastes are top position In Chitwan District.
2. Most of the consumers who consumed toothpaste are under 20 years of age.
3. Most of the Students have seen using toothpaste in comparison to other professional area.
4. Demand & Supply of toothpaste and Close –up and Pepsodent are highly increasing in Chitwan District.
5. Consumers give more preference to the quality and less preference to the brand.
6. The distribution of different brands by their quality, the Close –up is the best quality toothpaste to take maximum no. of people and the Pepsodent brand follows in the second position.
7. NTV is the most popular media of advertisement in Chitwan District. Newspaper & Hoarding Board are second & third position respectively.
8. There are large numbers of consumers that have been not influenced by the advertisement.
9. The advertisement of the Close-up & Pepsodent in NTV much more attractive in comparison to other brands.
10. Consumers are brand loyal most of consumers suggested to decrease or not to increase the price of close-up & pepsodent and maintaining the best quality.
11. In Chitwan District, the main competitive brands of toothpaste are Close-up, Pepsodent & Dabur.
12. People staying in Chitwan District always use their own particular brand, if they can't get their own brand then only they purchase another brand.
13. Price reduction helps to promote sales in more effective way.
14. Toothpaste use is prevalent in Chitwan District.

- 15 Advertised quality has high influence on the preference of the brand by consumers.
- 16 There are various brands of toothpastes available has turned to be competitive in recent years.
- 17 Various brands of toothpaste available are made well known to the consumers by advertising media Radio Nepal, NTV, Newspaper, Hoarding Board & Posters etc.
- 18 There is high competition among different brands. The factors price, quality, availability in the market on the consumer side and the incentives, profit margin etc on the marketing side, determines the portion occupied by the individual brand.
- 19 Consumers give more preference to quality rather than brand and price.
- 20 Various new brands are coming in the market but producers' aren't considering about improving and quality consumers are getting new brands with price competition and incentives but no improvement in price and quality.
- 21 The marketing mechanism, advertising and advertising activities have an important role in establishing a product in a market and sustaining it over time.
- 22 In recent years, it has been observed that there has developed an unhealthy competition among the toothpaste companies and the government has to arrange for legal provisions against such activities.

CHAPTER-FIVE

SUMMARY, CONCLUSION & RECOMMENDATION

5.1 Summary

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

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

The importance of marketing is increasing day by day in competitive market. The marketing concept seen its present world market has passed through different stage of development and finally involved as social concept of marketing. The present concept of marketing includes ups (product, place, demand & promotion). All the firm has no passes through different stage while delivering its product in market and it also formulate its plans and policy in that process. The product passes through the various stages of development, introduction, growth, maturity and decline stage to the market.

In this study, an attempt is made to analysis the consumer buying behaviour. Potential users, estimated demand, consumer preference (taste, price, quality) popular media of toothpaste in the market in Chitwan District based on the survey of the consumer, produces and dealers, opinion as well as the all toothpaste company strategies.

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

It is found that the Close-up Toothpaste and Pepsodent Toothpaste were in higher position in comparison to the other brands of toothpaste. The study has showed that

Close-up & Pepsodent Toothpaste were popular among the consumers. It has also quite good market share & has been able to make its own identity in the market. The Quality, Advertisement & Distribution of the both brands were found good in comparison to other brands in the market of the study.

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

Nepal Lever Limited as a subsidiary of Hindustan Lever was established in Hindustan in 1992 A.D. This company produces many products, Close-up and Pepsodent popular toothpaste. Since its inception, it has been able to retain its top position in Nepalese market.

From the study, it was found that the demand of toothpaste is increased in recent years among various brands. Close-up & Pepsodent brands product of Nepal Lever Limited has covered most market. The consumers used first priority of there choice of depend on the taste of toothpaste followed by brand and quality. The Toothpaste Company is using many media of advertisement as NTV, Radio Nepal F.M, wall painting cinema, herding board and newspaper etc. to make familiar of their product to consumers. The company should produced the toothpaste of different flavour such flura gel, powder etc. in order to fulfill the taste requirement of consumer.

5.2 Conclusion

On the basis of the study under taken in the area, the following conclusions can be made regarding market situation of toothpaste of Close-up and Pepsodent in Chitwan District. Close-up and pepsodent toothpaste are top position by selling in Chitwan District. Advertised quality has high influence on the preferance of the brand by consumers. The distribution of different brands by their quality, the close-up is the best quality toothpaste to take maximum number of people and the pepsodent brand follows in the second position. There is high competition among diffrent brands, the factors are price, Quality and Availability in the market on the consumer side and the incentives, profit and margin etc on the marketing side determine the portion occupied by the individual brand. people staying in chitwan district always use their own

particular brand, if they can't get their own brand then only they purchase another brand

5.3 Recommendations

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

1. An improvement in the quality and fixing reasonable price can be helpful measures to increase the volume of the sales in the market.
2. The company should adopt effective marketing mechanism & activities to compete with Close-up and Pepsodent.
3. The company should increase the incentive to the Wholesalers/ Distributors so as to motivate and encourage them to focus their transactions on specific brands.
4. The company should undertake frequent market studies and establish an information system to understand the brands loyalty and the preferences of the consumers and design the products and product qualities accordingly.
5. The government has to encourage the Toothpaste industries and create suitable environment to the entrepreneurs by making materials easily available. The government at the same time should bring strong the legal provision against unhealthy competition.
6. The language and message used in advertisement should be easily understandable to all types of consumer groups.
7. Increase the quality and decrease the price is the most common suggestion for N.L.L.Company.
8. Making attractive pack and giving attention in promotion.
9. The product should identity the own quality and identity.
10. Shopkeepers are middleman between companies and last users so company should provide benefit to their (shopkeeper) by giving different facilities.
11. If any discount /skim and facilities are coming in near future it should be inform timely.
12. Retailing system should be good.

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