

**A STUDY OF TOOTHPASTE MARKETING IN KATHMANDU
(With Reference to Close-Up)**

**By
Narayan Poudel
Central Department of Management
T.U. Regd. No.: 7-1-241-489-99
Campus Roll No.: 524
Exam Roll No.: 3225**

**A Thesis submitted to
Office of the Dean
Faculty of Management
Tribhuvan University**

**In Partial Fulfillment of the Requirements of the Degree of
Master of Business Studies (M.B.S.)**

**Kirtipur, Kathmandu
August, 2009**

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RECOMMENDATION

This is to certify that the thesis:

Submitted by

NARAYAN POUDEL

Entitled

**A STUDY ON TOOTHPASTE MARKETING IN KATHMANDU
(WITH REFERENCE TO CLOSE-UP)**

*has been prepared as approved by this department in the prescribed format of
faculty of management. This thesis is forwarded for examination.*

.....
Prof. Dr. Kundan Dutta Koirala
Thesis Supervisor

.....
Prof. Dr. J. K. Pathak
Chairperson,
Research Committee

.....
Prof. Dr. Dev Raj Adhikari
Head of Department

Date: _____

VIVA VOCE SHEET

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

NARAYAN POUDEL

Entitled

**A STUDY ON TOOTHPASTE MARKETING IN KATHMANDU
(WITH REFERENCE TO CLOSE-UP)**

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

Viva-Voce Committee

Chairperson, Research Committee:

Member (Thesis Supervisor):

Member (External Expert):

Member (Central Department of Management).....

Date:.....

DEDICATION

Dedicated to

My Mother Tila Devi Poudel

&

Late Father Tulasi Ram Poudel

DECLARATION

I hereby declare that the work reported in this thesis entitled **A Study on Toothpaste Marketing in Kathmandu (With Reference to Close-Up)** submitted to the Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the Master Degree in Business Studies (M.B.S.), under the supervision and guidance of Prof. Dr. Kundan Dutta Koirala, Central Department of Management, Tribhuvan University.

Date: August, 2009

Narayan Poudel

Researcher

Central Department of Management

T.U. Regd. No. 7-1-241-489-99

CDM Roll No. 524/062-064

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Finally, effort has been made to avoid all type of error and mistake, though mistakes can be made by every one so I am sorry for the unknown mistake that I made in this thesis report.

August, 2009

Narayan Poudel

TABLE OF CONTENTS

	<i>Page No.</i>
Recommendation	i
Viva-Voce Sheet	ii
Dedication	iii
Declaration	iv
Acknowledgements	v
Table of Contents	vi
List of Tables	ix
List of Figures	x
List of Abbreviation	xi
CHAPTER-I: INTRODUCTION	1-6
1.1 General Background	1
1.2 Significance of the Study	3
1.3 Statement of the Problem	4
1.4 Objective of the Study	5
1.5 Limitations of the Study	5
1.6 Organization of the Study	6
CHAPTER - II: REVIEW OF LITERATURE	7-34
2.1 Introduction	7
2.2 Marketing Management: Meaning and Concept	7
2.3 Marketing: Meaning and Concept	8
2.4 Evolution of Marketing	10
2.5 Development of Marketing	11
2.6 Market: Concept	12
2.7 Marketing Mix: Concept	13
2.8 Product	13

2.9	Brand and Branding: Meaning and Concept	14
2.10	Brand Loyalty in the Cases of Toothpaste Marketing	16
2.11	Price and Pricing: Meaning and Concept	17
2.12	Promotion: Meaning and Concept	20
2.13	Place: Meaning and Concept	26
	2.13.1 Channels Structure Decisions	27
	2.13.2 Channel Design for Consumer Product	28
2.14	History of Toothpaste in Nepal	28
2.15	Nepal Lever Limited: An Introduction	29
2.16	Marketing Policy/Strategies of Close Up	30
2.17	Review of Previous Research Work	31
	2.17.1 Keshav Raj Khannal	31
	2.17.2 Shree Chandra Bhatta	32
	2.17.3 Kishwar Raj Aryal	32
	2.17.4 Rajendra Krishna Shrestha	33
CHAPTER-III: RESEARCH METHODOLOGY		35-37
3.1	Research Design	35
3.2	Population and Sample	35
3.3	Sources of Data	36
3.4	Data Collection Instruments	36
3.5	Pilot Study	37
3.6	Data Analysis Tools	37
CHAPTER-IV: DATA PRESENTATION AND ANALYSIS		38-64
4.1	Data presentation and Interpretation	38
4.2	Consumer's View	38
4.3	Businessman's View	56
4.4	Major Findings	64

CHAPTER-V: SUMMARY, CONCLUSION AND RECOMMENDATIONS	65-69
5.1 Summary	65
5.2 Conclusion	66
5.3 Recommendations	68
BIBLIOGRAPHY	70-71
APPENDIX	72-75

LIST OF TABLES

	<i>Page No.</i>
Table No. 3.1 : Sample Retail Outlets	36
Table No. 4.1 : Age of the Consumers	39
Table No. 4.2 : Occupation of the Consumers	39
Table No. 4.3 : Qualification of the Respondent	40
Table No. 4.4 : Consumer's Priority While Buying Tooth Paste	40
Table No. 4.5 : Person Involved in Decision to Buy a Particular Brand	41
Table No. 4.6 : Preference of Category of Toothpaste	42
Table No. 4.7 : Preference of Toothpaste among Toothpaste Varieties	42
Table No. 4.8 : Reasons for not preferred close-up	44
Table No. 4.9 : Availability of Close-up	46
Table No. 4.10 : Improvement Aspect for Better Use of Close-up	47
Table No. 4.11 : How much do you believe in advertising	49
Table No 4.12 : Trend of Watching Advertisement of Close-up on T.V.	50
Table No. 4.13 : Effective media for advertisement	51
Table No. 4.14 : Comparison of Advertisement of Close-up with Pepsodent	52
Table No. 4.15 : Comparison of advertisement of close-up with Colgate	54
Table No. 4.16 : Attractive T.V Advertisement of Toothpaste	54
Table No. 4.17 : Consumer's Views in Price for Different Brand	56
Table No. 4.18 : Types of Shops	57
Table No. 4.19 : Stock wise Situation of Toothpaste in General Stores	57
Table No. 4. 20: Stock wise toothpaste in cold Stores	58
Table No. 4.21 : Stock-wise Toothpaste in Cosmetic Shops	59
Table No. 4.22 : Stock-wise Toothpaste in Whole Sale	59
Table No. 4.23 : Sales Growth of Close-up	61
Table No. 4.24 : Which Toothpaste Company has Good Distribution ?	62
Table No. 4.25: Schemes Effective in Sales Promotion	63

LIST OF FIGURES

Figure No. 2.1	: Stages of Marketing Development	12
Figure No. 2.2	: Channel Design for Consumer Products	28
Figure No. 4.1	: Preference of Toothpaste among Toothpaste Varieties	43
Figure No. 4.2	: Preference of Toothpaste among Toothpaste Varieties	44
Figure No. 4.3	: Reasons for not preferred close -up	45
Figure No. 4.4	: Reasons for not preferred close-up	46
Figure No. 4.5	: Availability of close-up	47
Figure No. 4.6	: Improvement Aspect for Use of better Use of Close-up	48
Figure No. 4.7	: Improvement Aspect for Use of better Use of Close-up	49
Figure No. 4.8	: Believe in advertising	50
Figure No. 4.9	: Trend of Watching Advertisement of Close-up on T.V.	
Figure No. 4.10	: Effective media for advertisement	52
Figure No. 4.11	: Comparison of Advertisement of Close-up with Pepsodent	53
Figure No. 4.12	: Attractive TV Advertisement of Toothpaste	57
Figure No. 4.13	: Stock-wise Situation of Toothpaste in General Stores	57
Figure No. 4.14	: Stock-wise Toothpaste in Whole Sale	60
Figure No. 4.15	: Sales Growth of the Close-up	61
Figure No. 4.16	: Toothpaste Distribution Quality	63

ABBREVIATIONS

A.D.	=	After Death of Christ
Ads.	=	Advertisement
AMA	=	American Marketing Association
B.S.	=	Bikram Sambat
E.g.	=	Example
Etc.	=	Etcetra
Fig.	=	Figure
GDP	=	Gross Domestic Production
i.e.	=	That is
KTM	=	Kathmandu
MBA	=	Master's of Business Administration
MBS	=	Master's of Business Studies
NLL	=	Nepal Lever Limited
No.	=	Number
NTV	=	Nepal Television
Pvt. Ltd.	=	Private Limited
SDC	=	Shankar Dev Campus
TV	=	Television
Yrs	=	Years