

CHAPTER-I

INTRODUCTION

1.1 General Background

World is on the way of running in 21st century. Now a day, prime concern of every nation of world rapid economic development and Nepal is no exception to this ever- continuing process. Nepal aims for self-reliant economic system to upgrade its living standard of people. Thus a lot of money has to be spent to achieve maximum national objectives.

Nepal is land locked country as well as least developed country. It's economy is dependent on traditional agriculture. The agriculture plays major role in the Nepalese economy. More than 80% peoples are still in rural areas. Most of the Nepalese are not getting minimum physical facilities that are necessary for human being because of underdevelopment and their poverty. The annual per capita income for Nepal is just us \$416.

Due to globalization of the business, the world has become small. A company can early set access to the market of the other parts of the world. If the company's marketing plans are better, the company can achieve their goals. So company should know its market situation in targeted area. The companies are facing various challenges to market for their products over the years. if companies are unknown about market situation that means they are blindly adopting the strategies in the market. So those companies are failures for their goals. Should aware to know his market conditions, i.e., is his Promotional activities are effectives'? Is his

distribution channel is good? Are consumers satisfied with his products (like, price, quality, packing and rest.)? Why another brand is leading? These are the main questions.

Many definitions have been defined of marketing in different ways. According to Philip Kotler "Marketing Management as the art and science of choosing target and getting, keeping and growing customers through creating, delivering and communicating superior customer value."

Dr. Govinda Ram Agrawal defines. "Marketing is a societal process which encompasses all activities aimed at satisfying, customer needs and wants through exchange relationship to achieve organization objectives in a dynamic environment" (Agrawal, 2005).

According to William J. Stanton "Marketing is a total system of business activities designed to plan price, promote and distribute want, satisfying, products to target markets to achieve organization objectives."

A review of various definitions of marketing helps us to conclude that marketing is a process that is associated with flow goods and services from the owners to the customers in a smooth and lubricated way. Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving response from other parties.

Today's every products have so many brand in market like noodles, toothpaste, soaps, brush, hair oils etc. It means competition is high so, marketing field is challenging field. Business is facing today

three challenges and opportunities. They are; advance in technology, globalizations and deregulation.

Competition is the main characteristics of the modern marketing. Today dozens of probably more brands even specific products categories are being sold in the Nepalese market. Consequently Nepalese consumers have wider choice while buying most of the products. They are no more compelled to buy any particular brands:, rather they are free to choose whatever they like among different brands. Many promotional activities have increased in the country. Every seller is trying to prove his product as the best.

In the context of toothpaste, there are so many brands are found in market produced by Nepalese companies even in foreign companies. Nepal lever limited is one of the leading companies in Nepal. This company produces many kind of consumers goods like, soap, shampoo, toothpaste etc concerning about close-up it is production of Nepal lever limited.

1.2 Significance of the Study

Nepal is dependent on agriculture, as well as going on the way of industrialization slowly. Industrialization plays vital role in development of every country whether it is agriculture or industrial sector. marketing plays vital role in drawing attention mi consumer to the products and helps to act to the growth of the economy.

Today's marketing era is modern marketing era. the business is running in 21st century. Even our companies are lacking by better marketing policies, management and strategies Nepal Lever Limited is

one of the leading company in Nepal. Primary objectives of the study is knowing marketing policies and structure of Nepal lever limited and is expected to find out the positive and negative aspects in the contest of 'close-up' in Kathmandu. Which may "some same or other industries to give an 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 from the success or failure of other firms may be benefited by the study.

So, I've chosen the title "A study of tooth paste marketing in Kathmandu". This study may be helpful to thesis writer, marketing author and other researches that are related with paste marketing. I think it would be helpful to retailers, distributors, consumers and marketer who buy and sell different type of toothpaste. It's important for all the people who are related with toothpaste. So it will be helpful for them to plan effective marketing strategies.

1.3 Statement of the Problem

Previously market is not so competitive. There are only limited brand available in the market. In context of tooth paste also market is not so competitive before few years ago. But today connection is very high because many companies are involved to produce toothpaste in Nepal. Not only Nepali brands, now in market there are many foreign brands are seen. So without advertising, maintaining standard quality and without giving services there is no possible to sell the toothpaste.

This study has chosen to analyze, the situation of toothpaste marketing in Kathmandu valley. Market of toothpaste has been

increasing day by day and it is also important source to increase national income. There has not been yet the specific study on toothpaste in Kathmandu. So with lack of the study of toothpaste, i.e. 'close-up' draws the attention on this aspect for research purpose as it has the following issues:

- ◆ What is the selling position of close - up in Kathmandu?
- ◆ What is the consumer's view of about the close-up?
- ◆ What is consumer's view of advertising of close-up and other brands?
- ◆ What is distribution channel of close-up?
- ◆ What is the selling growth trend of toothpaste?
- ◆ What is overall marketing situation of close-up?

1.4 Objective of the Study

This study has the following objectives to achieve through research:

-) To identify the sales position of 'close-up' in comparison to other brands.
-) To measure consumer's perception of 'close-up' and other brands in terms of price, pack, and quality.
-) To measure consumers' perception of advertising of 'close up' and other brands.
-) To identify the distribution channel of 'close-up'.

1.5 Limitations of the Study

This study has been conducted under the following limitations:

- ◆ This study has been confined only in Kathmandu metropolitan city.

- ◆ Most of data used in this study have been obtained through questionnaire survey and interview.
- ◆ The study has been conducted over a small size sample respondents and judgmental sampling method has been used.

1.6 Organization of the Study

This research work is divided into five chapters as like:

- ◆ **Chapter I: Introduction:** This chapter provides general introduction of marketing, market situation of present stage in the real field. Significance, objectives, limitation of the study, statement of the problems, rationale for selection of area is also concerned with this chapter.
- ◆ **Chapter II: Review of Literature:** This chapter provides information of different issues of marketing which is related with topic by different books, Journals, reports, research.
- ◆ **Chapter III: Research Methodology:** This chapter deals mostly on the research methodology and describes the research design, population and sample, data collection methods used and data analysis tools.
- ◆ **Chapter IV: Data Analysis and Presentation:** This chapter is concerned with presentation and interpretation of data. Research data are tabulated and shown in tables, charts, and diagrams. The major findings of the study are also presented in this chapter.
- ◆ **Chapter V: Summary, Conclusion and Recommendations:** This last chapter presents the study summary, conclusion and recommendations.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Introduction

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. Literature review begins with a search for a suitable topic and continuous throughout the duration of the research work. Review of literature helps to know the outcome of those investigations in areas where similar concepts and methodologies had been used successfully.

According to Howard K. Wolf and Prem R. Pant, "The purpose 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. The literature survey also minimized the risk of pursuing the dead ends in research". (Wolf and Pant: 1999).

2.2 Marketing Management: Meaning and Concept

According to Philip Kotler, "Marketing Management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value" (Kotler, 2003).

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

According to Agrawal (2005), "Marketing consists of creating, promoting and delivering products to satisfy customer needs. It creates value for customers. It delivers satisfaction to customers"

2.3 Marketing: Meaning and Concept

Marketing is the management function, which organizes and directs all those business activities involved in an assessing and converting customer purchasing power into effective demand for a specific customer. Marketing is demand management. It stimulates demand for products. It helps organizations to understand what their customers need and want. It also helps to decide what product should be offered to satisfy their needs and wants.

According to American Marketing Association, "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" (Koirala, 1999).

According to Mc Carthy (1996), "Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client".

According to Stanton, Etzel and Walker (1994), "Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives".

A review of various definitions of marketing helps us to conclude that, marketing is a social process performed by individuals and groups and it is also concerned with creating, offering and exchanging products and services that satisfying individual and organizational objectives.

"Marketing has been developing with development in human civilization. If we trace three-four hundred years back to the history of human civilization, we find marketing of that time, by modern standard was relatively uncultured. They did not need mechanism or tools or techniques of marketing as used today. But now all the situations have changed, the needs and wants have changed. Human aspiration for excellent and better status have given birth to thousands of discoveries, inventions and innovations and innovations and established thousand 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 organizations task is to 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 society's well beings. The concept calls upon marketers to balance three considerations. Namely, company profits, consumer satisfaction and public interest" (Kotler, 1999).

2.4 Evolution of Marketing

The evolution of marketing has been analyzed in similar way by various authors in their independent works. Some of the authors are William J. Stanton, Philip Kotler, Gary Armstrong. The different stages in the process of evolution of marketing as follows:

a. Production Oriented Stage

The production concept lies in the philosophy that consumers will favor products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency (Kotler, 1997).

Kotler and Armstrong think that it is still a useful philosophy in two types of situations.

When the demand of a product exceeds the supply management should look for ways to increase production.

When cost of production is high and is require to decrease to expand market (Kotler and Armstrong: 1997).

b. The Product Oriented Stage

The idea that the consumer will favor products that offer the most quality, performance and features and that the organization should

therefore, devote its energy to making continuous product improvements (Kotler, 1997).

c. The Sales Oriented Stage

This stage emerge with the philosophy that consumers would not buy enough of the organizations product unless the organization undertake a large-scale selling and promotion effort.

d. Marketing Oriented Stage

The basic target of this state is that the achievements of organizations goals depend on determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than the competitors.

e. Societal-Marketing Orientation Stage

This is the latest development in the field of marketing. The stage is based upon the fact that the organization should determine the needs/wants and interest of the target markets and deliver the desired satisfaction more effectively and efficiently than do competitors in way that maintains and improves the consumer's and society's being.

2.5 Development of Marketing

Marketing has developed in an evolutionary rather than revolution of fashion. The progress of civilization and economic development of nation have influenced its development.

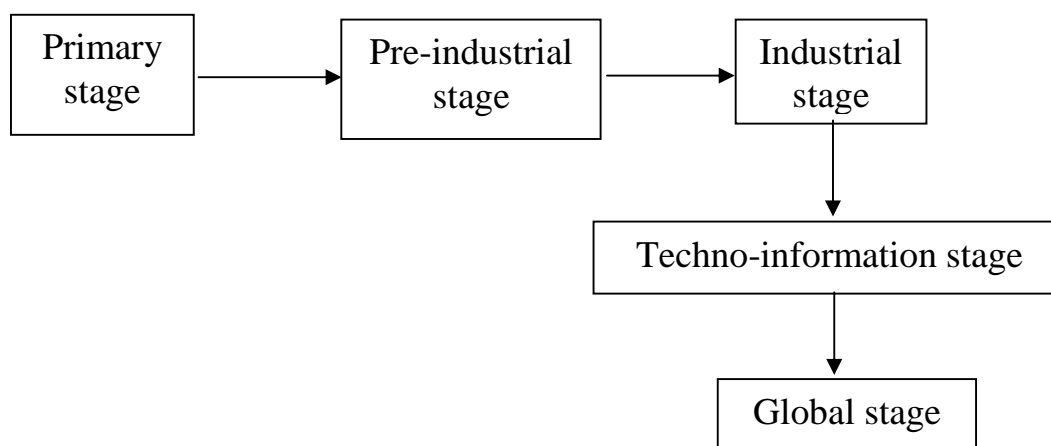


Figure No. 2.1 : Stages of Marketing Development

2.6 Market: Concept

The market is the place where buyer and seller meet and function, goods and services offered, for sale and transfer for ownership. Generally market stood for "the place where buyers and sellers gathered to exchange their goods and services, such as a village square.

According to Stanton (1978), "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, three factors to consider - Market = People with need or wants + Money to spend + Willingness to spend it".

According to Kotler (1999), "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".

2.7 Marketing Mix: Concept

Marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market. It 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. A successful company will have effective knowledge over the marketing mix.

The components of marketing mix are known as 4PS. E Jerome Mc Carthy popularized the concept of 4PS, with each p having its own mix.

- (a) Product mix: New product development, product wise planning, branding, packaging.
- (b) Price mix: Setting the base price, discounts, commissions.
- (c) Place mix: Channel management, marketing logistics.
- (d) Promotion mix: Personal selling, advertising, sales promotion, publicity, public relation.

2.8 Product

According to Agrawal (2005), "A Product is any offering that can satisfy customer needs. It can be goods, services, ideas, experiences, events, places, properties, organizations and information".

A product is a set of tangible and intangible attributes, 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 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. We divided all products in two categories.

- (a) Consumer products
- (b) Business product

This research is concerning with consumer products.

2.9 Brand and Branding: Meaning and Concept

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

According to Kotler (1999), "A Brand is a name, terms, sign, symbol or design or a combination of the intended to identify the goods or service of one seller or groups of seller and to differentiate from those competitors".

Branding constitutes an important part of product mix. The word brand is comprehensive encompassing other 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 by sign and differentiates its product from competing products. Marketers say that branding that branding is the art and corner stone of marketing.

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

Now a days, market is being much more competitive, it 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 a side for research and development. It is always important to study the need, interest, taste and purchasing power of the targeted customers.

"As the customer is the king of the market in today's liberal economy. Company can not be product oriented only. There is no specific formula for success. Market is different from place to place; consumer's 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, brand positioning, unique selling proposition, value addition, relationship etc." (New Business Age, 2001).

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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).

2.10 Brand Loyalty in the Cases of Toothpaste Marketing

If consumer think a brand is good in comparison with others available brands in terms of fulfillment needs, wants and other prejudice, then they develop positive attitude towards a brand and purchase them. If this action is repeatedly happens with a specific brand that is known as brand loyalty. Brand is a great asset of a company, which is not expressed in numerical form of a balance sheet. It is completely unseen but gives results of full enjoyment.

Today leading brand are personalities in their own right and are known in all societies and cultures as film heroes, cartoon characters, sport stars or great leaders. Thousands of people related to brand personalities in the same ways as they do to human personalities. Some brands appeal to the rational part of a person to the elements of logic and goods sense (The thinking dimension) such as toothpaste, which prevents decay and cholesterol free foods. Other appeals to the sense of smell, tested, right 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 on motorcycle and companies like Benetton with its global village branding exemplify these.

"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).

2.11 Price and Pricing: Meaning and Concept

Price 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 a good marketing manager always looks towards the price of the product, so that he can penetrate the product as their capacity to pay.

Price is around us. You pay rent for your apartment, tuition for education and fee to your physician or dentist. The airline, railway, taxi and bus companies charge you a fare, the local utilities call their price a rate, and local bank charges your interest for the money you borrow. Your regular lawyer may ask for a retainer to cover her services. The price of an executive is a salary, the price of sales person may be a commission, and price of a worker is a wage. Finally, although economists would disagree, many of us feel that income taxes are the price we pay for the privilege of making money (David, 1981).

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 discounts. Consumer shops carefully force retailers to lower their prices. Retailer put pressure on manufacturer 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 commitment. At the same time, price competition is the number one problem facing company. Yet many companies do not handle pricing well. The common mistakes are these:

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

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

It selects its pricing objective survival, maximum current profit, maximum market share, maximum market skimming, or product quality leadership.

-) It estimates the demand curve, the probable quantities that will select each possible price.
-) It estimates how its cost varies at different levels of output, at different level of accumulated production experience, and for differentiated marketing offers.
-) It examines competitors cost, price and offers.
-) It selects a pricing method.
-) Finally, it selects the final price, taking into account psychological pricing, and the influence of together marketing mix elements on price, company pricing policies, and the impact of 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-adoption strategies are available:

-) Geographical pricing.
-) Price discounts and allowances.
-) Promotional pricing.
-) Discriminatory pricing.

Product mix pricing, which includes setting prices for product lines, optional features, captive products two part items, by-products, and product mix bundles.

How price change influences brand choice and category choice ?

National brand expenditures on sales promotion for frequently purchased consumer products have increased dramatically in the post decade, with many companies spending more on promotions than they do on advertising (Blatber, Briesch and Fox, 1995).

2.12 Promotion: Meaning and Concept

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 and as well it is not a simple process.

According to Agrawal (2059 BS), "Promotion is another variable of marketing mix which communicates to the ultimate consumers about 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.

"Promotion mix includes determining the promotional blend the mixture of advertising, personnel selling, sales promotion publicity and public relation to popularize the use of product in the target market" (Koirala, 2057).

(a) Advertising

The word advertising is derived from the latin word advert to: 'Ad' means 'towards' and 'verto' means 'turn'. So, the meaning of advertising is to turn people towards specific thing. In other word 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.

"A product, service and idea can be presented and promoted in a variety of ways, and advertising is only one of them. Advertising influence consumer attitudes and purchase behaviour in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The technique of advertising may be direct by one or more objectives of advertising depending upon the situation" (Shrestha, 1997).

"Advertising is impersonal mass communication that the sponsor has paid for and in which the sponsor is clearly identified. The most familiar forms of ads are found is the broadcast (TV and Radio) and print (newspapers and magazines) media. However, there are many other advertising alternatives, from direct mail to bill boards and the telephone directory, yellow pages also internet" (William, 1998).

Today business organization non-business organization political organization and government organization and non-government

organizations are also using advertising as tools of promoting and presenting goods 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 behavior of the target audience, particularly the potential buyers or 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.

It should be made clear that advertising and promotion seems some, are not exactly the something. Advertising is a broad form whereas advertising is just a part of promotion when we talk about promotion, it generally includes publicity personal selling, public relation and advertising. Advertising is considered to be one arm of promotion.

b. Personal Selling

Personal selling consists of person to person communication between the sales persons and their prospects. Unlike advertising, it involves personal interaction between the source and the destination. The

most effective method of promotion probably is to have sales persons call upon every targeted 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.

According to Koirala (2057), "Personal selling consists of executing sales through salespersons. It involves a two-way communication process between the seller and the potential buyer. It is a very effective form of promotion, particularly when the buyer needs full explanation of the product attributes, utilities and other associated benefits. Many firm hesitate to use personal selling on account of the heavy expenses involved in maintaining a large sales-force. Nevertheless, personal selling has several merits and it is extensively used during the introduction of a new product in a market".

c. Sales Promotion

"Sales promotion refers to short term incentives to encourage trial or purchase of a product. It creates a stronger and quicker response. It supplements advertising and facilitates personal selling. It can be directed at consumers middleman and sales force" (Agrawal, 2005).

According to Kotler (2003), "Whereas advertising offers to reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools or consumer promotion (Samples, coupons, cash refund offers, prices off, premiums, prizes, patronage, rewards, free trials, warranties, tie-in promotions, cross-promotions, point of purchase displays and demonstration); trade promotion (prices off, advertising and

display allowances and free goods); and business and sales force promotion (trade shows and conventions, contest for sales raps, and specialty advertising). Those tools are used by most organizations, including non-profit organization.

Following are the tools being used for sales promotion (Agrawal, 2005).

Consumer promotion

- J Free samples
- J Coupons
- J Rebates
- J Premium/gifts
- J Price-off
- J Contests/prizes
- J Display/demonstrations

Trade Promotion

- J Free goods
- J Allowances
- J Price-off
- J Sales contest
- J Gift items
- J Credit facilities
- J Trade show

Sales force promotion

- J Sales contest
- J Trade shows/conventions

- J Gift items
- J Promotional kits
- J Bonus and commission

d) Public Relation

Public relation promotes favorable attitudes and opinions towards an organization, its policies and products. It develops favorable groups that has interest in or impact or organization's objectives. The tools of public relation are: Public service activities, sponsorship of events, exhibits and displays, and lobbying.

"Public relations are a broad set of communication activities used to create and maintain favorable relationship with customers, government officials, press and society. It is achieved through effective personal relationship, presentation of good corporate image, social responsiveness and charity work (Koirala, 2057).

According to Philip Kotler and Gary Armstrong, "Public relation, a major mass promotion tool is building good relation with the companies various public by obtaining favorable publicity, building up a good corporate image, and handling or heading of unfavorable rumors, stories and events" (Kotler, 1999).

Public relation is used to promote products, people, places, idea, activities, organization and even nations. Public relation can have a strong impact on public awareness.

(e) Publicity

Publicity refers to programs designed to promote or protect a company's image and products. It is handled in a department separate from the marketing department in a firm.

"Publicity is communication in news story form about the organization and its product that is transmitted through the mass media. It is achieved through the publication of a feature, article, a captioned photograph and press conference" (Koirala, 2057).

Following are the tools of publicity: (Agrawal, 2005)

-) Press conference and speeches.
-) News releases
-) Feature articles
-) Publications

2.13 Place: Meaning and Concept

Place is another variable of marketing mix which takes product to consumer. It is concerned with distribution and physical distribution. It is also concerned with selecting a channel and place of selling. Each market contains a distribution network with many channels whose structures are unique and in the short run fixed.

"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 (Agrawal, 2059 BS). According to Agrawal, components of place mix consist of :

-) Channels: They can be direct or middle man consisting of wholesaler, retailer etc.

- J Physical distribution activities consisting of:
- (i) Order processing: Receiving, handling, filling orders.
 - (ii) Warehousing: Storage facility until the product is sold.
 - (iii) Material handling: Movements of products.
 - (iv) Inventory Management: Control of costs and levels of inventory.
 - (v) Transportation: Carrier type and mode of transport (Agrawal, 2005).

2.13.1 Channels Structure Decisions

"Marketing channels are set of interdependent organizations involved in the process of making a product or service available for use or consumption" (Kotler, 2003).

According to Stanton (1994), "A Distribution Channel Consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user" .

According to Koirala, channel selection requires a consideration of three major factors:

- J Customers
- J Distribution objectives
- J Channel constraints.

The channel structure is a combination of channel components and channel level. The channel components are the type of channel participation involved in the channel system. The channel levels are the numbers of channel and industrial products are different. Similarly, the

types of channel components also differ between consumer and industrial products.

2.13.2 Channel Design for Consumer Product

There are four design alternative for the distribution of consumer goods, ranging from a zero level to level three. The four designs have been presented in the figure below.

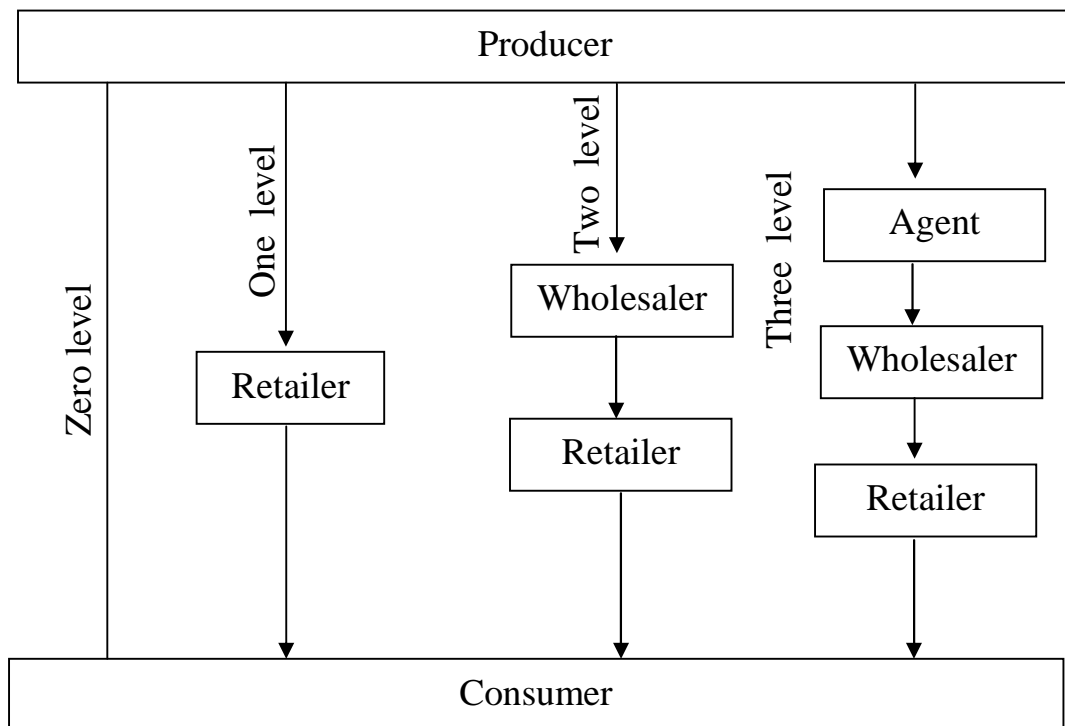


Figure No. 2.2 : Channel Design for Consumer Products

2.14 History of Toothpaste in Nepal

During the hunting era people were not in the habit of cleaning their teeth. Then gradually with the various other developments people used coal for cleaning their teeth and neem stick slowly. After some time various companies were established for the production of toothpaste.

The production and sales of toothpaste in Nepal started in 1980 A.D., with the establishment of Nepal tooth product. The company started its marketing activities with the production and sales of "Everest" brand toothpaste. Everest toothpaste won gold medal in 1982 and 1983 A.D. The Brighter industry is the second toothpaste company, which produces "Brighter" toothpaste was established in 2042 B.S. in Thimi, Bhaktapur.

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

2.15 Nepal Lever Limited: An Introduction

Nepal Lever Limited was established in Nepal in the year 1992 according to the company registration Act of Nepal. After the establishment of the company, it started to install its plant. It took nearly two years for N.L.L. to start its operation. As its initial stage starting from the year 1994 the company started its venture launching two products in the market which were "Wheel detergent" and "Vim Bar". The company is a part of United Lever Ltd., which is a multinational organization. It has its branches not only in Nepal and India but also in countries like Malaysia and Indonesia. Nepal Lever Limited is a subsidiary of Hindustan Levers (a part of United Lever Ltd.), which is in India. The company aims to be one of the major companies in Nepal for fast moving consumer goods for people convenience. Till date the company deals with twenty different products. At the initial stage in the Nepalese market N.L.L. did not have a separate marketing department. The company only

started its separated marketing department in the domestic after the heavy initiation.

2.16 Marketing Policy/Strategies of Close Up

Specially, Nepal Lever Limited highlight for "close-up having fluoride. Close-up is targeting for those consumers who are student of campus as well school. NLL have strong promotion activities. NLL have appointment authorized companies dealer main city of Nepal. They are responsible for distribution for NLL products in their areas. Those marketing areas and their activities are observed by the marketing supervisor/officers/territory of the company.

Promotional Activities of Close up:

They are adopting following activities:

1. Media

NLL is using different media likes:

Space: Newspaper, Magazine

Time: Radio/FM

2. Direct Marketing

NLL is doing direct marketing using following materials:

-) Posters
-) Dangles
-) Backing paper
-) Board/image window
-) Shop board

3. Outdoor

-) Kathmandu
-) Highway
-) Big Budding
-) High bridge

2.17 Review of Previous Research Work

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.

2.17.1 Keshav Raj Khannal, "The Study of Market Situation of Toothpaste" Pepsodent 2002

In this study "The study of market situation of toothpaste" pepsodent has stressed that most of the consumers in the toothpaste market seen to be loyal on the specific brand. This loyalty is found to be crated by the quality rather than the price. Similarly, the advertisement also plays important role in the sales of toothpaste. 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 SL% consumers are convinced by the shopkeeper's suggestion to purchase a specific brand.
- d. More than 50% consumers prefer quality in toothpaste rather than price.
- e. An effective promotional activity ensures the increment of sales in the toothpaste marketing.

2.17.2 Shree Chandra Bhatta, "Sales Promotion and It's Effect on Sales: A Case Study of Beer Market of Nepal" 1998

The main objective of the study was to find out if the sales promotion does impact on sales of Beer, to find out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales promotion, to evaluate the effectiveness of sales promotional activities in the sales of beers in Nepal and to predict the sales of coming years if every factors remain same. Thus, this study specially deals with the most recent and widely used methods of promotion and its impact on product.

2.17.3 Kishwar Raj Aryal, "A Study of Market Share of Colgate in Comparison with Other Brand" 2002

According to his study, the sales promotion works as a starter to the toothpaste users. People who are not to 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.

The major objectives of his study are as follows:-

1. To identify the purchase/buying behavior of 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 toothpaste from wholesalers.
- c. Maximum consumers take self-decision while buying toothpaste but minimum consumers take decisions according to others.
- d. Most of the consumers are attracted through T.V. media for buying toothpaste.

2.17.4 Rajendra Krishna Shrestha, "The Role of Advertising in Brand Choice and Product Positioning" Case of Noodles and Soft Drinks, 1997

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. It is the study trying to show the importance of advertising as brand choice of low involvement products. 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 government companies, experts, planners and university students in future.

CHAPTER-III

RESEARCH METHODOLOGY

This chapter describes the approach, materials and procedures used in the present study.

3.1 Research Design

This study will describe the market situation of close - up in Kathmandu valley. Therefore. It is based on the descriptive research design. The survey research approach has been adopted for this study. It is primarily based on primary data.

3.2 Population and Sample

The entire number of people using close-up brand will be population for the study. As the above started population is too large, it is not possible to include the total population in the study. So, out of total population only 90 consumers and 40 retail shops are selected for the study. Even though the sample size is very small in comparison to the total population, sufficient efforts have been made to make the sample representative of the whole population.

Table No. 3.1
Sample Retail Outlets

Area	Sampling Size of Shop
Kalanki	8
Maitidevi	10
Putalisadak	4
Balkhu	3
Kalimati	4
Gangabu	2
Sundhakra	6
Gaushala	3
Total	40

3.3 Sources of Data

To analyze the market situation of the Close-up primary data has been used. The study has included respondents representing different professions, age group, areas and educational backgrounds from different places in Kathmandu valley.

3.4 Data Collection Instruments

The suitable questionnaire has been developed for different aspects. Respondents are requested to fill the questionnaire containing 18 questions. While distributing the set of questionnaire, the researcher personally visited to the respondents one by one and obtained the same process in gathering information. After collecting the completed

questionnaire, they have been classified and tabulated for analysis and conclusion.

During the time in research some respondents were unable to fulfill the questionnaire at that condition research will full with the help of their oral answers. The questionnaire were distributed to the consumes and businessman were surveyed through the interviews.

3.5 Pilot Study

Pilot study, on a small scale, has been carried on before launching a major research to be done. Some changes has been made in questionnaires to make more convenient if it essential.

3.6 Data Analysis Tools

Descriptive statistical tools have been used to find out the appropriate outcomes as per designed objectives of the present study. The present research has used mix of statistical tools such as table, diagrams and pie-chart according to the nature of the data.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

4.1 Data presentation and Interpretation

Before going to field to research in Katmandu a set of questionnaire including eighteen questions was prepared for primary data collection from the respondents. During the period of distributed of the questionnaire were randomly distributed to the respondents who were different in age sex and educational status, social status and differ in religions aspects who were the representative sample of different kinds of people of the area. Some of the questionnaires were distributed and collected by the personal contact and some of them were distributed and collected by visits in their office campus and shops.

After collection of data the required information have been presented the following table, bar graph and pie charts.

4.2 Consumer's View

Among the distributed 100 questionnaires only 90 were returned back from the consumers, so the respondents were 90%. They are presented in table 4.1.

Table No. 4.1
Age of the Consumers

Age group	No of respondent	Percent
Below 21 years	21	23
21–29 years	32	36
30–39 years	19	21
40–49 years	10	11
50 year	8	9
Total	90	100

Source : Primary Data..

Table No. 4.2
Occupation of the Consumers

Occupation	No. of respondent	percent
Student	40	44
Service	34	38
House wife	16	18
Total	90	100

Source: Primary Data.

Among the total respondents, twenty three percent, thirty six percent, twenty one percent, eleven percent and nine percent respondent were collected from below twenty years, 21–29 years, 30–39 years, 40-49 years and 50 years above respectively. It shows that most of the respondents are young group. By occupational wise forty four percent, thirty eight percent and eighteen percent of the respondent are student, service holder and housewife respectively.

Table No. 4.3

Qualification of the Respondent

Qualification	SLC	Certificate	Graduate	Post graduate	Total
Respondent	18	12	48	12	90
Percent	20	13	54	13	100

Source: Primary Data.

The above table shows that all of the respondents are educated .

Table No. 4.4

Consumer's Priority While Buying Tooth Paste

Priority variable	No, of respondent	Percentage
Taste	16	18
Price	22	24
Brand	41	46
Other	11	12
Total	90	100

Source : Primary Data.

The above table shows that the consumers consider the brand factor i.e. 46% while buying tooth paste. consumers also average about the price which according to above table lotion shows the value as 24% similarly a consumer considering taste is 18% .

Maximum consumers considers brand name while buying toothpaste and minimum consumers considers about other factors.

Table No. 4.5

Person Involved in Decision to Buy a Particular Brand

Decision maker	No. of respondents	Percentage
Father	25	28
Mother	15	17
Brother	9	10
Sister	7	8
Self	30	33
Others	4	4
Total	90	100

Source : Primary Data.

Above table shows that maximum number of consumers make decision themselves. It is proved by above tabulation self decision percentage in maximum than others, i.e. 33% as so father takes decision on buying particular brand i.e.28% similarly mother 17% brother 10% , sister 8% and other 4% respectively among the respondents of Kathmandu. According to the above table maximum people take self decision and maximum no of people take decision according to others in buying toothpaste.

Table No. 4.6
Preference of Category of Toothpaste

Category	No. of respondent	Percent
Gel	33	37
White paste	35	39
Herbal	14	15
Others	8	9
Total	90	100

Source : Primary Data.

The above table shows that 39% percent of respondents preferred similarly 37% of respondent 15% of respondent and 9% of respondent preferred get herbal and others. By the above table it was found that the maximum number of respondents preferred white paste and get among the category of toothpaste.

Table No. 4.7
Preference of Toothpaste among Toothpaste Varieties

Name	Close-up	Pepsodent	Dabur	Colgate	Brighter	Other brands	Total
No. of respondents	40	18	7	12	7	6	90
Percentage	44	20	8	13	8	7	100

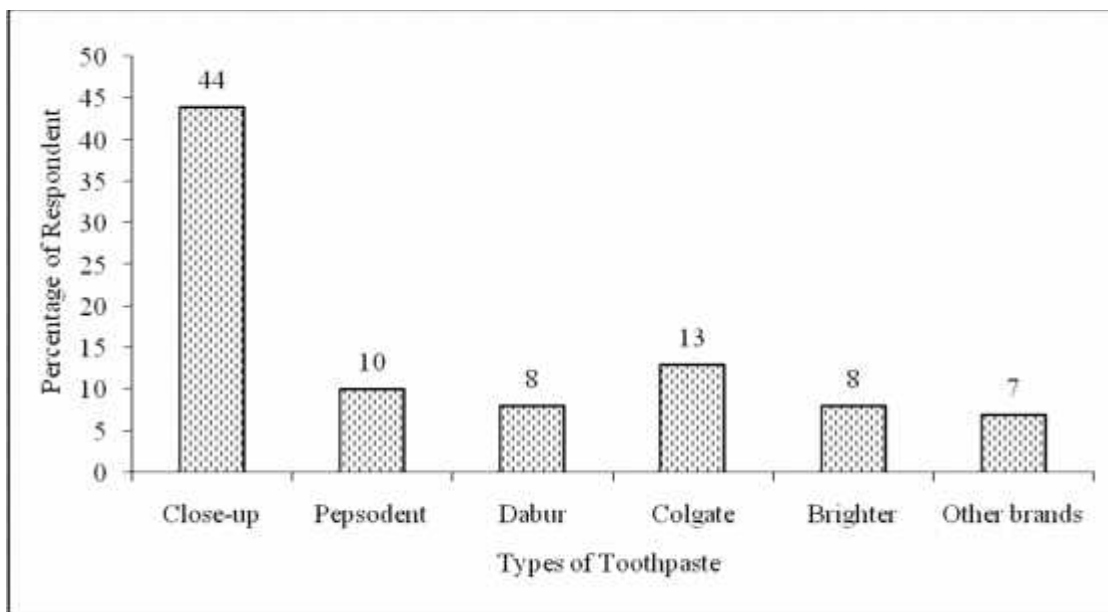
Source : Primary Data.

This table shows that maximum number of consumers preferred close-up among the toothpaste varieties. From the above table forty four percent of respondents were preferred close-up similarly twenty percent, thirteen percent, eight percent, eight percent and seven percent of

consumers preferred president, Colgate, Dabur, Brighter and other brands of toothpaste respectively. From the above tabulation it is found that there is competition among the close-up Pepsodent and Colgate. But in current situation it is known that close-up is in higher position than the other toothpastes. This is also shows by the following figure .

Figure No. 4.1

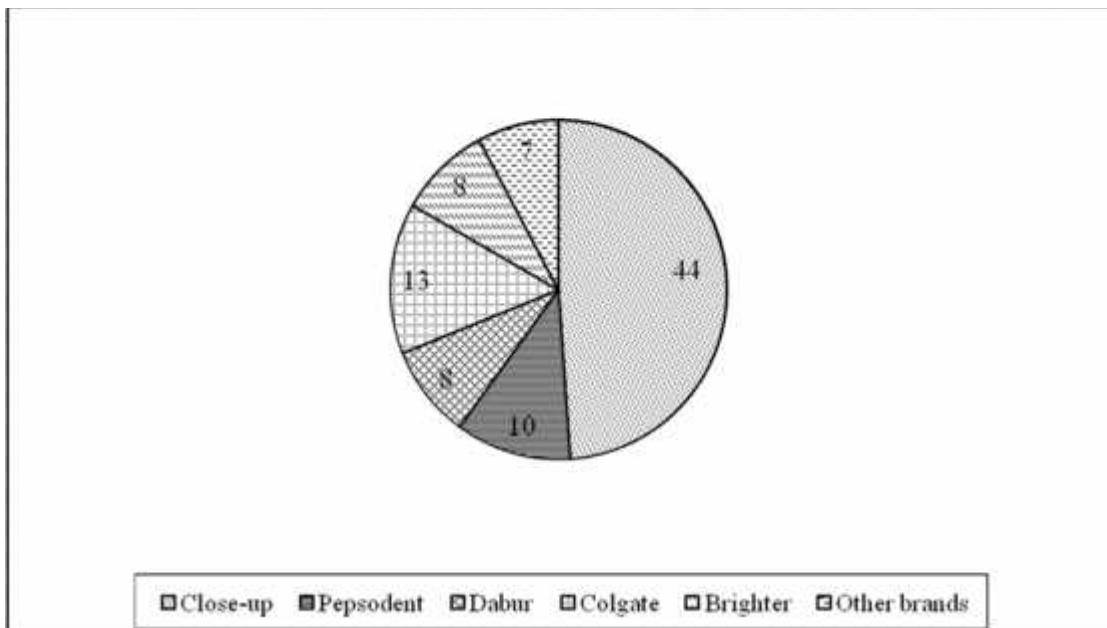
Preference of Toothpaste among Toothpaste Varieties



By analysis of above figure it is found that close-up is in higher position among all of the toothpaste, Pepsodent is in second position and Colgate is in third position. Then Dabur and Brighter are in fourth position and other brands are in fifth position. From the figure it is found that the market of close-up higher than the other brand of toothpaste.

Figure No. 4.2

Preference of Toothpaste among Toothpaste Varieties



Pie is also showing that close-up is preference by higher no. of the consumers then after Pepsodent, Colgate, Dabur and Brighter and other brands respectively.

Table No. 4.8

Reasons for not preferred close-up

Reasons	Habitually use other paste	Low quality	Taste	Schemes	Price	Total
No. of respondents	26	5	5	4	10	50
Percentage	52	10	10	10	20	100

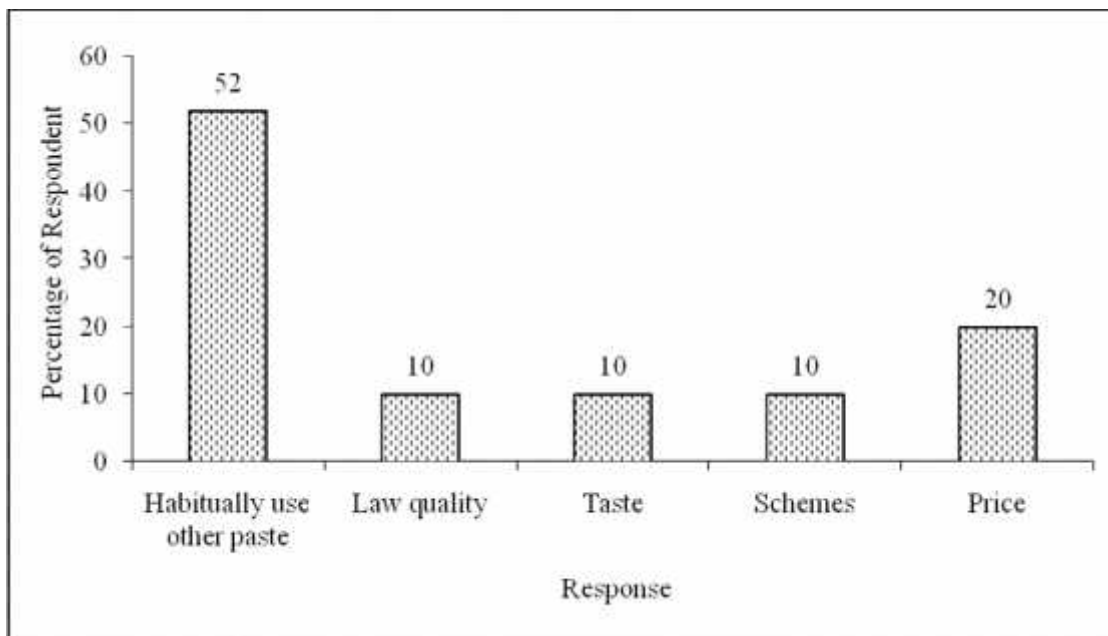
Source : Primary Data.

The above table shows that the higher no of non users of close-up not preferred close-up because they are using habitually other toothpaste.

Fifty two percent of respondents use habitually other paste. twenty percent of respondents not preferred close-up because of higher price than other pastes. Ten percent of respondents so not use close-up because they think it has less quality and other ten percent of respondents do not like its taste; then eight percent of consumers think other brands have more schemes than close-up.

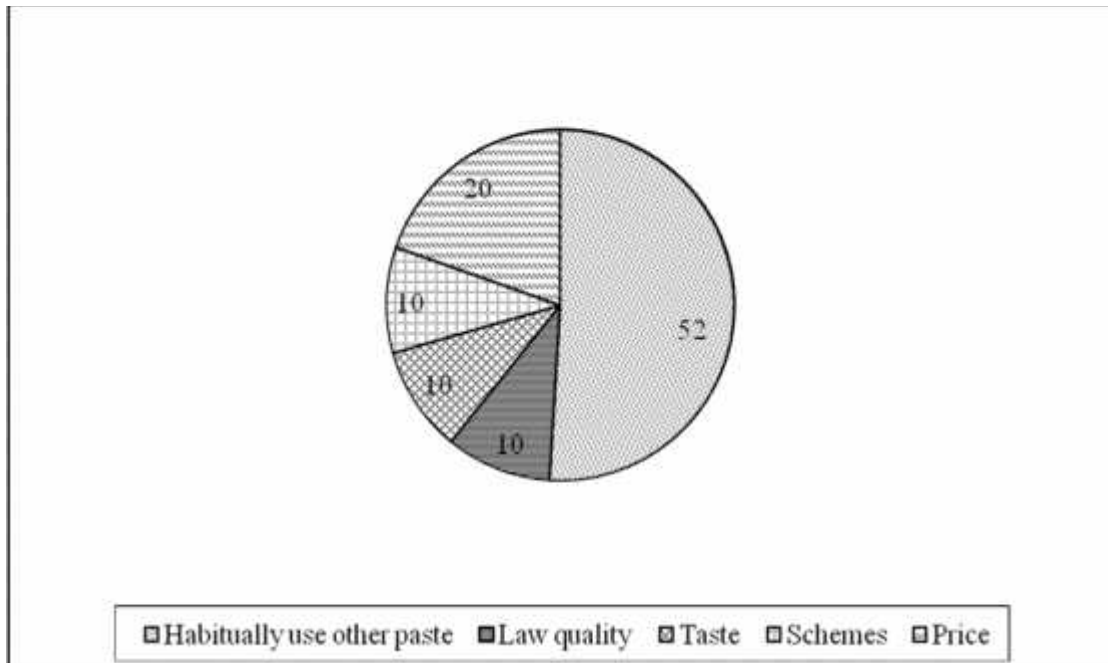
Figure No.: 4.3

Reasons for not preferred close -up



By analysis of the above figure it is found it is found that most of the consumers who do not use close-up because they are using habitually other pastes.

Figure No. 4.4
Reasons for not preferred close-up



From the above pie-chart it is also found that the higher no of non users of close-up

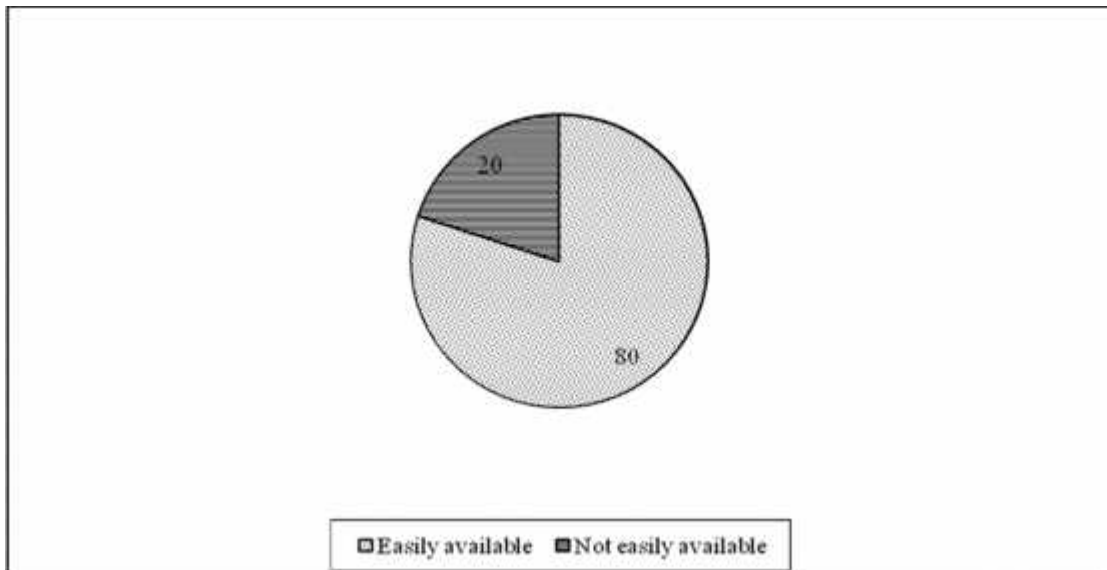
Table No. 4.9
Availability of Close-up

Availability	No. of respondents	Percentage
Easily available	72	80
Not easily available	18	20
Total	90	100

Source: Primary Data..

By analyzing the above table it was found that eighty percent of respondent were telling that it is easily were telling that close-up is not easily available. by which it was found that close-up NLL brand of toothpaste is easily available than the other brands.

Figure No. 4.5
Availability of close-up



By analysis the above pie-chart it can be found that close-up toothpaste the NLL brand toothpaste is easily available in the market in Kathmandu.

Table No. 4.10
Improvement Aspect for Better Use of Close-up

Aspect should improve	No. of respondent	Percentage
Increase advertisement	25	28
Reduce price	35	39
Change taste	30	33
Total	90	100

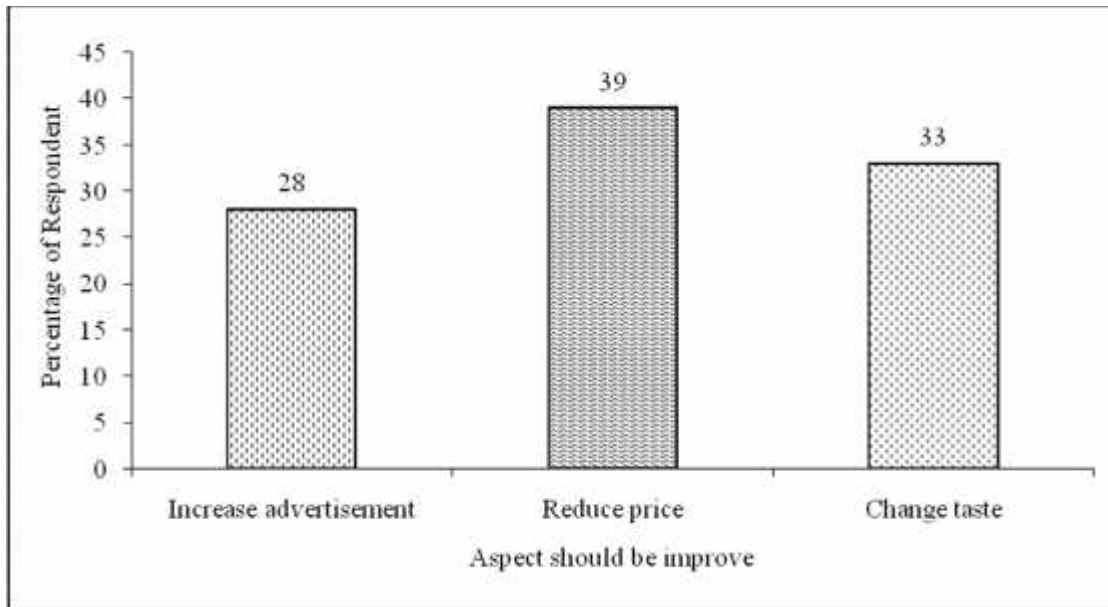
Source: Primary Data.

The above table shows that higher no of the respondent i.e. 39% suggested that reducing price is the main aspect to be improved for close-up and thirty three percent of the respondent suggested for change its

taste and pricing twenty eight percent of the respondent suggested to increase advertisement .

Figure No. 4.6

Improvement Aspect for Use of better Use of Close-up



By the above figure higher no of the responded wanted reduced the price of close-up for better use of it; then thirty three percent and twenty eight percent of respondent suggested to change taste and increase the advertisement respectively .

Figure No. 4.7

Improvement Aspect for Use of better Use of Close-up

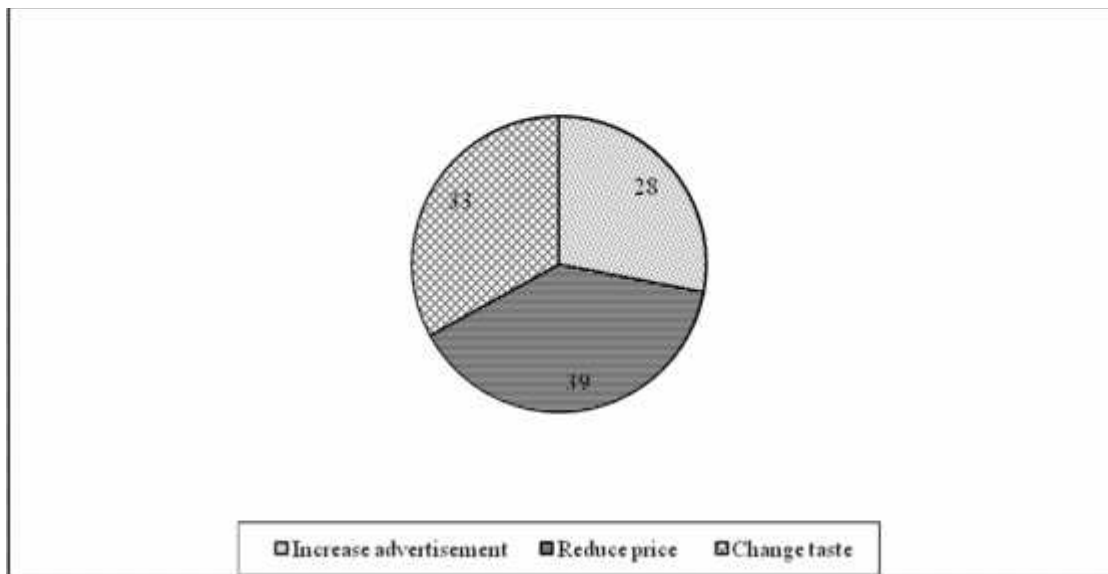


Table No. 4.11

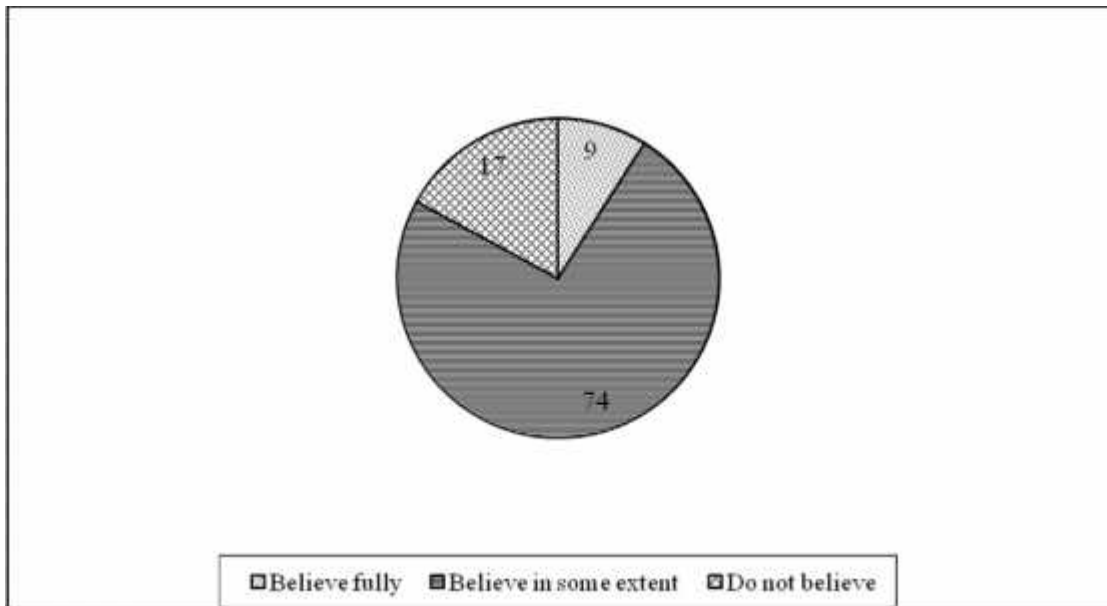
How much do you believe in advertising

Response	No. of respondent	Percentage
Believe fully	8	9
Believe in some extent	67	74
Do not believe	15	17
Total	90	100

Source: Primary Data.

The above table shows that most of the respondents believe in advertising in some extent. They think some advertising are believable some are not believable. Seventy four percentage of respondents believe in some extent. Then seventeen percent of the respondents did not believe in advertising. Remaining nine percent of the respondents believe in advertising fully.

Figure No. 4.8
Believe in advertising



The above pie chart is also showing that most of the respondent i.e. 74% believes in advertising in some extent.

Table No 4.12
Trend of Watching Advertisement of Close-up on T.V.

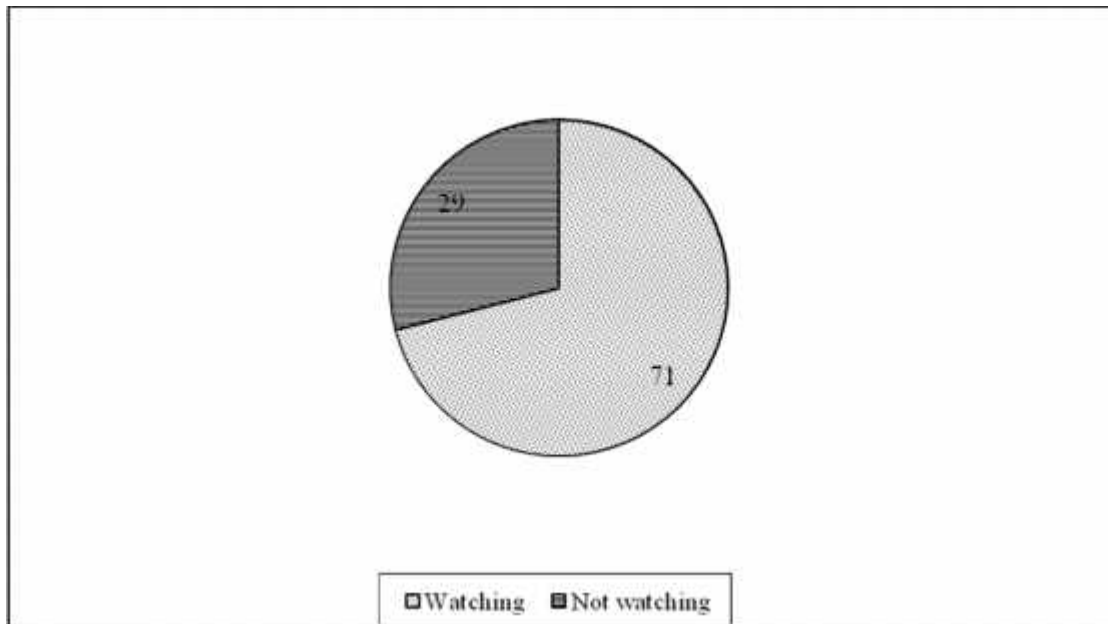
Response	No. of respondent	Percentage
Watching	64	71
Not watching	26	29
Total	90	100

Source: Primary Data.

By analysis the above table it was found that seventy one percent of respondent were watching the advertisement of close-up rest twenty nine percent of respondent were not watching the advertisement of close - up. By this information we can concluded that most the consumers in Kathmandu had seen the advertisement of close-up.

Figure No. 4.9

Trend of Watching Advertisement of Close-up on T.V.



Pie-chart is also showing most of the consumer i.e. 71% seen the advertisement of close-up on up T.V.

Table No. 4.13

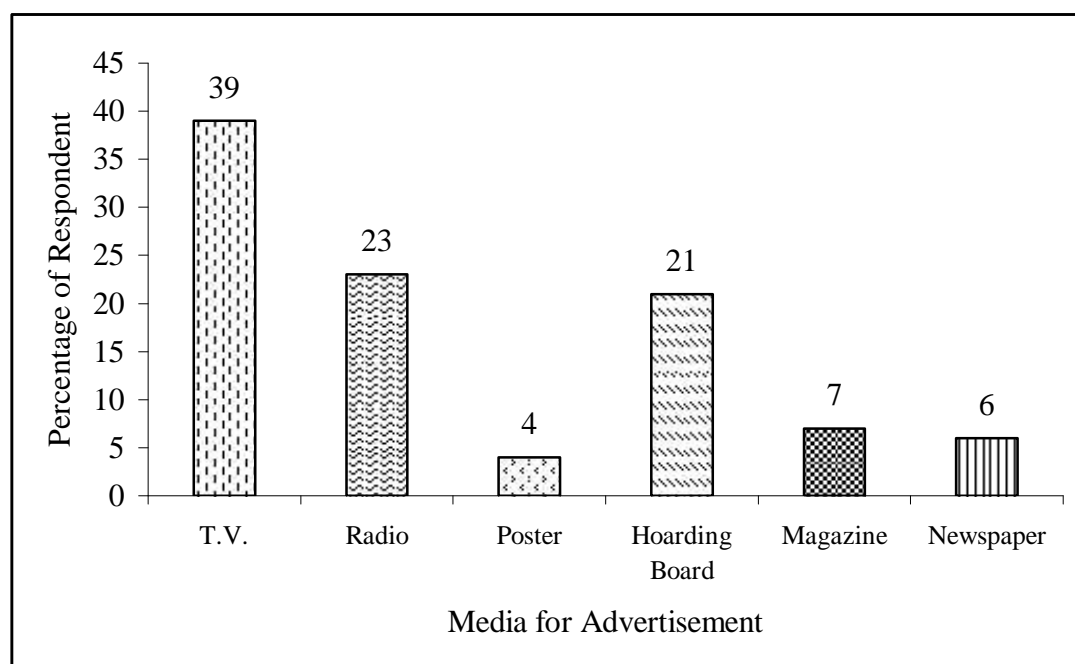
Effective media for advertisement

Media	No. of respondent	Percentage
T.V.	35	39
Radio	21	23
Poster	4	4
Hoarding Board	19	21
Magazine	6	7
Newspaper	5	6
Total	90	100

Source : Primary Data.

From the above table the higher no of respondent I.e. 39% think television is the most effective media for advertisement, similarly twenty three percent, twenty one percent, seven percent, six percent and four percent of the respondent think the most effective media for advertisement is Radio hoarding boards, magazines, newspapers and posters respectively .

Figure No. 4.10
Effective media for advertisement



By analyzing the above figure it can be find that television is the most effective media for advertisement than the others.

Table No. 4.14
Comparison of Advertisement of Close-up with Pepsodent

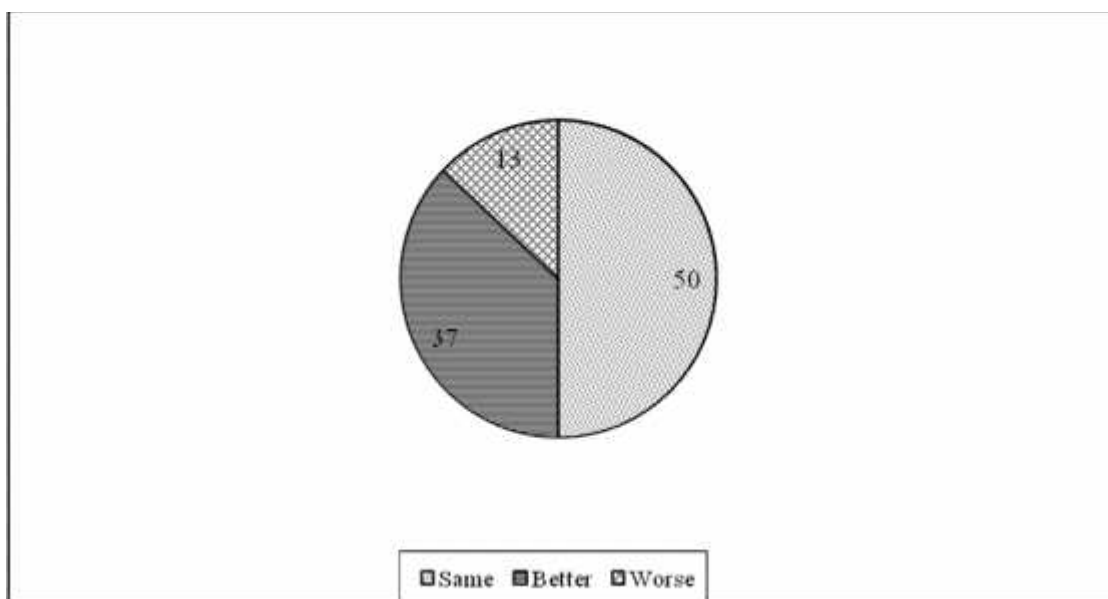
Comparison	No. of Respondent	Percentage
Same	45	50
Better	33	37
Worse	12	13
Total	90	100

Source: Primary Data.

The above table shows that most of the respondents think that advertisement of close-up and Pepsodent is same fifty percent of respondent think so, and thirty seven percent of respondent and thirteen percent of respondent think advertisement of close-up is better than Pepsodent and it is worse than the advertisement of Pepsodent respectively.

Figure No. 4.11

Comparison of Advertisement of Close-up with Pepsodent



The above pie is also showing the higher number of respondent i.e. 50% think that the advertisement of close-up is same to advertisement of Pepsodent. so we can concluded that most of the consumer think advertisement of close-up is same to Pepsodent and least no of people i.e. 13% think it is worse than Pepsodent It means close-up have to improve its advertisement .

Table No. 4.15
Comparison of advertisement of close-up with Colgate

Comparison	No. of respondent	Percentage
Same	38	42
Better	44	49
worse	8	9
Total	90	100

Source: Primary Data.

By analysis of the above table forty nine percent of respondent think the advertisement of close-up is better than the advertisement of Colgate. Then forty two percent of respondent think it is same to Colgate. And rest of the respondent i.e. 9% think it is worse than Colgate . Finally we can concluded that most of the consumers in Kathmandu think it is better than Colgate and least of consumer think it is worse than the Colgate.

Table No. 4.16
Attractive T.V Advertisement of Toothpaste

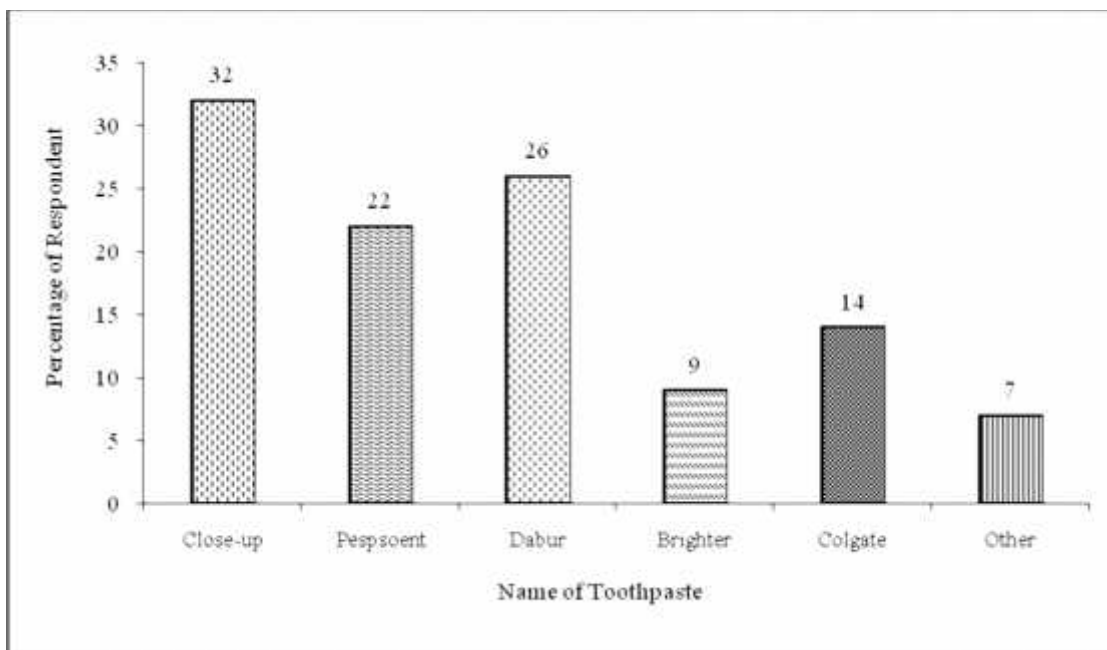
Name of toothpaste	No. of respondent	Percent
Close-up	29	32
Pespsont	20	22
Dabur	14	26
Brighter	8	9
Colgate	13	14
Other	6	7
Total	90	100

Source: Primary Data.

The above table shows that the higher number of respondent i.e. 32% think close-up has attractive advertisement on T.V then T.V advertisement of Pepsodent and Dabur are in 2nd and in 3rd position; and Brighter, Colgate and other toothpaste are in fourth, fifth and sixth position respectively. This taste is presented in following figure.

Figure No. 4.12

Attractive TV Advertisement of Toothpaste



By analyzing the above figure it can be concluded that the TV advertisement of close-up is most attractive because higher number of the respondent i.e. respondent i.e. 32% like the advertisement of close-up most.

Table No. 4.17

Consumer's Views in Price for Different Brand

Brand	Cheap	Reasonable	Expensive
Close-up	10	52	28
Pepsodent	8	46	36
Dabur	11	42	37
Colgate	13	38	25
Brighter	16	52	22

Source: Primary Data.

The above table shows that views of the higher number of respondent i.e. 52 is close-up and Brighter have reasonable price than other brands of toothpaste. In context of expensive price the highest number i.e. 37 think Dabur toothpaste has expensive price and in context of cheap price the higher no i.e. 16 consumer think Brighter toothpaste have cheap price than other toothpastes.

4.3 Businessman's view

During the research time out of total population 90 consumers including 40 shops were surveyed. Consumer's were surveyed though the questionnaires. Consumers were requested to fulfill the questionnaires but shopkeepers were surveyed through personal interviews and observations, researcher has collected primary data with help of their oral answers and observation

Table No. 4.18

Types of shops

Types of shops	No. of shops	Percentage
General shops	24	60
Cold store	9	23
Cosmetics	4	10
Wholesale	3	7
Total	40	100

Source: Survey Study.

The above table is showing most of the research is focus on general stores because most of the general shops are available in the market.

Table No. 4.19

Stock wise Situation of Toothpaste in General Stores

Brands toothpaste	Stores in cartoon in average
Close-up	5
Pepsodent	4
Dabur	2
Brighter	1
Colgate	2
Other brands	2

Source : Survey Study.

By analysis the above table it can b find out that the stock wise position of the close-up is very good than the other brands. close-up is

five cartoon in average. Pepsodent, Dabur, Brighter, Colgate and other brands stock was less than the close-up brand of toothpaste .so we can concluded than the close-up position is very good than the other brands of brands of toothpaste . This table is also presented in following figure.

Figure No. 4 13

Stock wise situation of toothpaste in general stores

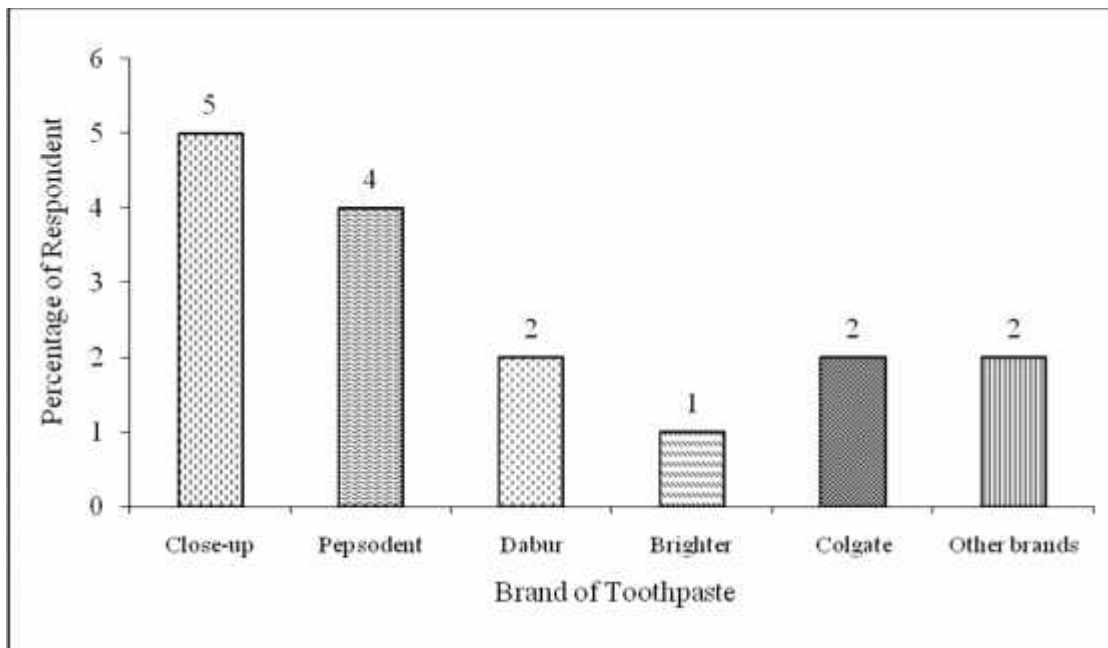


Table No.: 4. 20

Stock wise toothpaste in cold stores

Brands of toothpaste	Stores in cartoon in average
Close-up	4
Pepsodent	2
Dabur	2
Brighter	1
Colgate	1
Other brands	1

Source: Survey Study.

By analysis the above table it can be conclude that the stock-wise position of close-up is better than the other brands in cold stores in Kathmandu.

Table No. 4.21
Stock-wise Toothpaste in Cosmetic Shops

Brands of toothpaste	Stores in cartoon in average
Close-up	2
Pepsodent	1
Dabur	1
Brighter	1
Colgate	1
Other brands	1

Source: Survey Study.

The above table also showing that the stock wise position of close-up toothpaste is very good than the other brands of toothpaste .But stock of the other toothpaste is in same condition.

Table No. 4.22
Stock-wise Toothpaste in Whole Sale

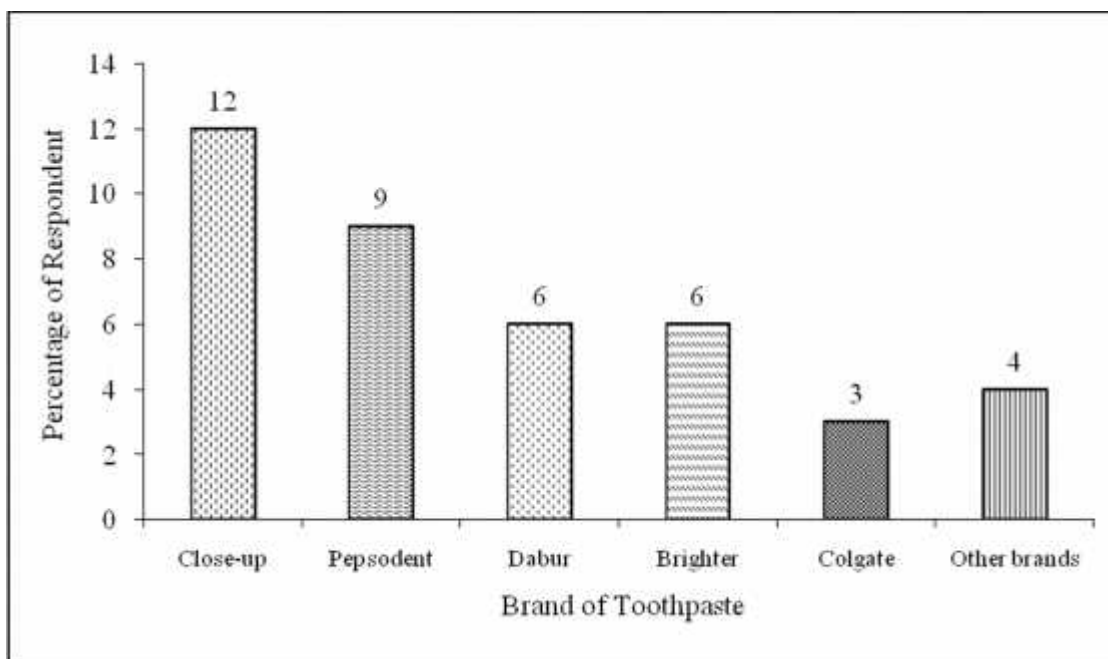
Brand of toothpaste	Stores in cartoon in average
Close-up	12
Pepsodent	9
Colgate	6
Dabur	6
Brighter	3
Other brands	4
Total	40

Source: Survey Study.

By analysis the above table it can be concluded that close-up position is better than the other toothpaste. Stock of close-up is twelve cartoon in average. Then Pepsodent is in 2nd position with nine cartoons in average. Colagate and Babur toothpaste are in same position and other different brand is four cartoons in average. Stock Brighter toothpaste is three cartoons in average. By which it can be said that close-up is in good position than the other brands of toothpaste. This is also presented in following figure.

Figure No. 4.14

Stock-wise Toothpaste in Whole Sale



The above figure is also showing that stock wise situation of close-up is higher than the other toothpastes.

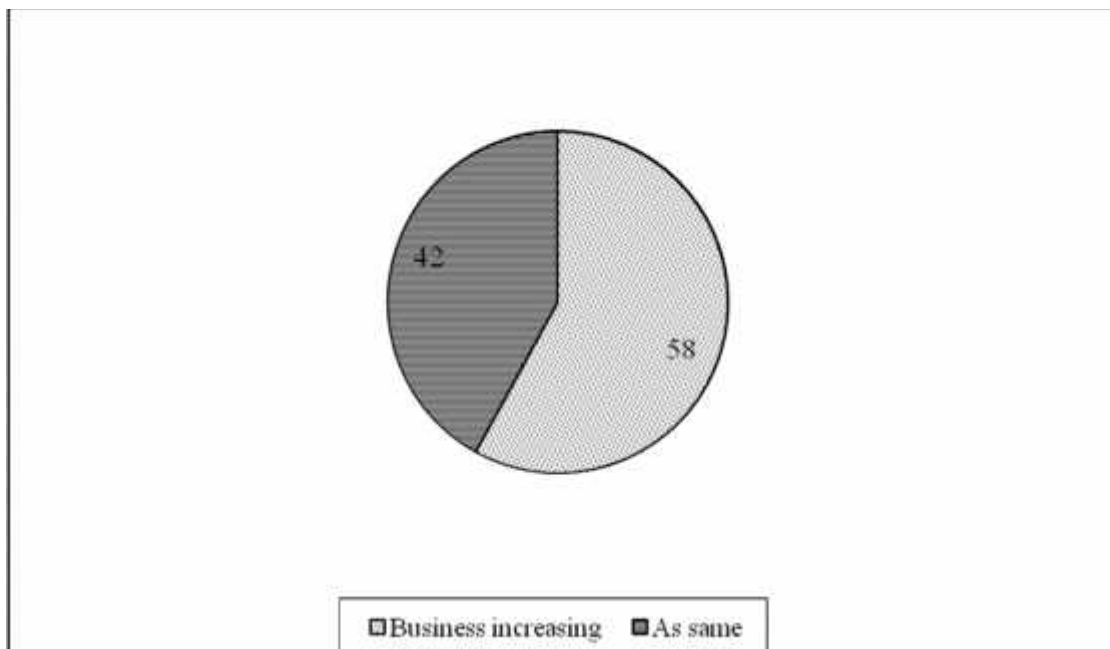
Table No. 4.23
Sales Growth of Close-up

Respondent	No. of Respondent	Percentage
Business increasing	23	58
As same	17	42
Total	40	100

Source: Survey Study.

By this, it can be notice that the sales growth is in increasing trend. Close-Up business is increasing day by day according to businessman. Altogether fifty eight percent respondent said that it is increasing but factory two percent respondent said that it id same condition. By which it can be concluded that close-up business is increasing which is also shown in the below pie-chart.

Figure No. 4.15
Sales Growth of the Close-up



The above pie-chart is also showing business of close-up is in increasing trend.

Table No. 4.24

Which Toothpaste Company has Good Distribution ?

Companies	No. of Respondent	Percentage
Close-up (NLL)	17	42
Pepsodent (NLL)	12	30
Dabur	3	8
Colgate	5	13
Brighter	2	5
Other	1	2
Total	40	100

Source : Survey Study.

Above table indicates that Nepal lever limited has good distribution channel with the value of 42% similarly Pepsodent has also good distribution channel. Nepal lever limited has good distribution in comparison to the other competitor brands. This is also presented in the following figure.

Figure No. 4.16

Toothpaste Distribution Quality

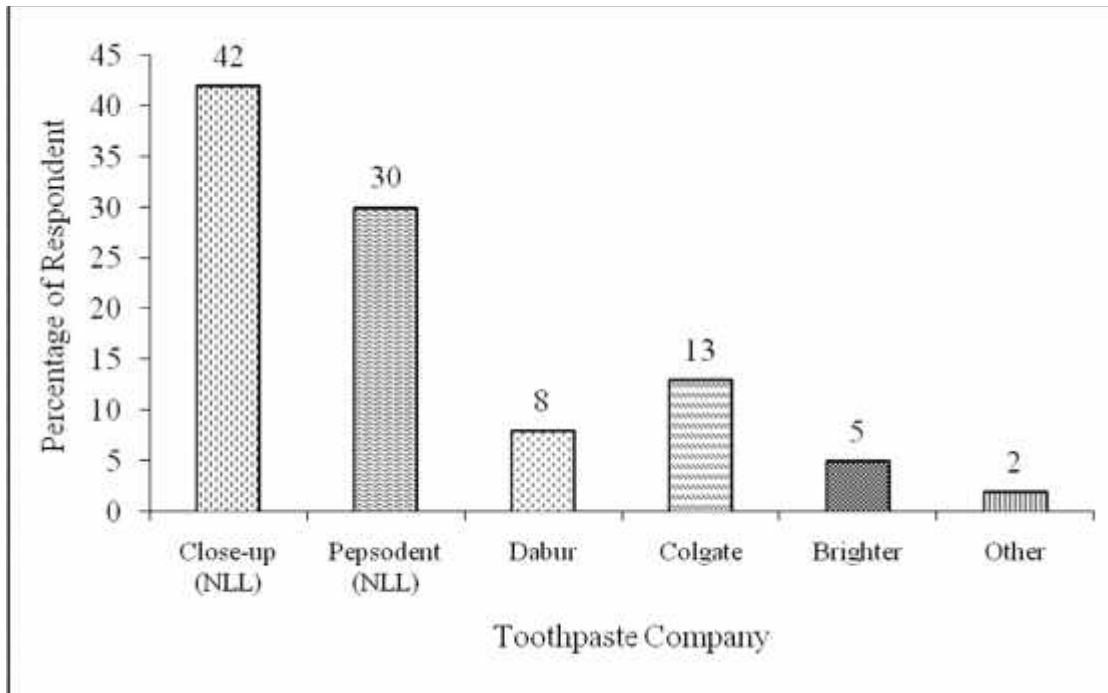


Table No. 4.25

Schemes Effective in Sales Promotion

Schemes	No. of Respondent	Percentage
Reduction in price	17	42
Weight free	11	27
Brush free	5	13
Free goods	5	13
Others	2	5
Total	40	100

Source: Field Survey.

The above table shows that reduction in price schemes is more effective 42% shopkeepers prefer then weigh free schemes is also effective i.e. 27% brush free is 13% effective free goods is also 13% and

others are 5% effective respectively. Regarding the scheme effectiveness maximum people prefers reduction in price scheme than others.

4.4 Major Findings

-) Close-Up toothpaste is in top position in Kathmandu.
-) Most of the consumers who consumed toothpaste are student and 21-29 years age.
-) Consumers give more preference to white paste and gel.
-) Main competitive brand of toothpaste for close-up is Pepsodent
-) Market of close-up toothpaste is increasing.
-) Stock-wise close-up is in first position in Kathmandu.
-) Close-Up is easily available in the market in Kathmandu.
-) Television is most effective media for advertisement.
-) Most of the consumers buy toothpaste from general stores.
-) Nepal lever limited (close-up) has good distribution than the other companies.
-) Reduction in price is most effective schemes than the others

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

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

This research has conducted on the topic, "A Study on Toothpaste Marketing in Kathmandu (with reference to Close-up)", the field there are specific objectives of the study, so that fifteen questions were prepared in a set of questionnaire. The topic was very vast. Although making specific objectives is easy for specific study. Specially marketing has 4ps (product, promotion, price and place), so giving attention for these 4ps activities of Nepal Lever Limited for Close-up study has been done in Kathmandu.

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

From this study, it is found that the demand of toothpaste is increased in recent years among various brands. Close-up and Pepsodent brand products of Nepal Lever Limited has covered most market of

Toothpaste. The toothpaste company is using many media of advertisement as NTV, Radio Nepal, F.M., Wall painting, Hoarding Boards and Newspapers etc. to make familiar of their product to consumers. the study has shown that close-up toothpaste is popular among the consumers. It has also good market share and has been able to make its own identity in the market. The quality, advertisement and distribution of the close-up is found very good in comparison to other brands in the market.

5.2 Conclusion

Nepal is still following traditional styles of business and is not able to reach a high professional level. We need more human resources and business expertise in areas such as marketing management. At the moment, Nepal is in transition stage where industries are trying to take a big leap from traditional to modern style of handling business. In this modern, marketing era, every marketer should understand the consumer's satisfaction. Companies are adopting many marketing policies and strategies to increase the sales. But only few companies win the target. So a company always should aware to know his market situation i.e. is his promotional activities are effective? Is his distribution channel is good? Is consumers are satisfied with his product (like, price, quality pack and test)? Why other brands are leading? These are the main questions of the research.

Every product has so many brands in market. It means competition is high. So marketing field is challenging field, although if marketer could find out the driving way of the marketing skills, always he is in peak. Business is facing today three challenges and opportunities. They

are advance in technology, globalization and deregulation. Cathroat competition is the main characteristics of the modern marketing. Nepal is not exception to this competition have been very through in the Nepalese consumer market together with increase in the number of units of industries producing different types of consumer goods. Today, dozens or probably more brand even specific product categories are being sold in the Nepalese market. Consequently, Nepalese consumer has wider choice while buying most of the products. They are no more compelled to buy any particular brands, rather they are free to choose whatever they like among different brands.

Every seller is trying to prove his product as the best. This can be witnessed from the promotional efforts, seller are making TV commercials, radio advertisement, newspaper, posters, signboards and many tools appealing to buy their products. Consumers buy a specific brands to satisfy their physiological stimuli aware by different promotional campaign including advertising. Their are so many brands are found in market produced by Nepalese companies even in foreign companies. Nepal Lever Limited is one of the leading companies in Nepal. This company produces many kinds of consumer goods like soap, shampoo, toothpaste etc. Concerning about close-up, it is production of Nepal Lever Limited. By analyzing and presenting the above raw data, it is found that close-up toothpaste market is better than the other toothpastes. It is increasing trend in the market position. It is higher than the other toothpaste's quality and cheap in price. But recently some other company launches new products in the market. That is way, Nepal Lever Limited has to face challenges by the other toothpastes. So the company

must be aware to maintain the best quality than the other toothpaste. Advertising is the effective means to notify the product. So the company has to expand its advertising by the means of television, newspaper, hoarding board as seem as possible.

5.3 Recommendations

Suggestions from consumer side.

- ◆ Increase the quality and decrease the price is the most common suggestions for Close-Up (NLL).
- ◆ Develop different category of toothpaste, like white paste herbal, etc.
- ◆ Increase the advertisement in different media.
- ◆ Offer schemes for consumers.

Suggestions from shopkeeper side

- ◆ Shopkeepers are middleman between companies and consumers, so company should provide benefit to them by giving different schemes and facilities.
- ◆ The product should identify the owns quality and identity.
- ◆ If schemes/bonus are coming in near future, it should be inform in time.
- ◆ Some shopkeepers are unhappy with agent and want to substitute.
- ◆ Due to increase in price of Close-Up, the sale is decreasing.

Suggestions given by the researcher

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

- ◆ An improvement in the quality and fixing reasonable price can be helpful to increase the volume of sales.
- ◆ The company should adopt effective marketing mechanism and activities to compete with other companies.
- ◆ The company should continuing advertising by using different media.
- ◆ The company should increase incentives to the wholesalers, distributors for motivate and encourage them to focus their transactions on specific brand.
- ◆ Offer different bonus / schemes / prizes for consumers.
- ◆ The company should undertake frequent market studies and establish an information system to understand the brands loyalty and the preferences of the consumers.
- ◆ The company should establish good distribution channel for easily delivering their products to consumers.

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Appendix 1
QUESTIONNAIRE

Name:..... Designation:.....
Office /Organization:..... Occupation:.....

Please you are requested to tick (✓) the answer of your choice or wherever appropriate put in order of preference from 1 to last number. Number 1 stands for the most important and the last number for least.

1. Have you used toothpaste for brushing your teeth ?
(a) Yes " (b) No "
2. If you have used when did you start to use toothpaste ?
(a) Two year before " (b) Fiver year before "
(c) More than five year before "
3. To which priority do you give priority while buying toothpaste ?
(a) Taste " (b) Price " (c) Quality "
(d) Brand " (e) Other "
4. Which category of toothpaste do you prefer the most ?
(a) Gel " (b) White Paste "
(c) Brand " (d) Others "
5. Who usually make the decision to buy a particular brand ?
(a) Father " (b) Mother "(c) Brother "
(d) Sister " (e) Self " (f) Others..... "

6. Which toothpaste do you prefer the most ?
- (a) Close-up " (b) Pepsodent " (c) Dabur "
 (d) Colgate " (e) Brighter " (f) Others
7. If you do not use 'Close-up', what is the reason ?
- (a) Habitually use other paste "
 (b) Is not like its taste "
 (c) Do not like its taste "
 (d) Other brands have schemes "
 (e) It is expensive "
8. Do you easily find 'close-up' toothpaste in the nearest shop ?
- (a) Yes " (b) Can find after searching one or two shops "
9. Which aspect should 'close-up' improve ?
- (a) Increase advertisement " (b) Reduce price "
 (c) Change taste "
10. Have you ever seen the advertisement of 'Close-up' ?
- (a) Yes " (b) No "
11. In which media do you see or listen it ?
- (a) TV " (b) Radio " (c) Poster "
 (d) Hoarding Board " (e) Magazine " (f) Newspaper "
12. Which advertisement did you find it most effective ? Please rank
 (1, 2, 3.....)
- (a) TV " (b) Radio "
 (c) Poster " (d) Hoarding Board "
 (e) Magazine " (f) Newspaper "

13. Please compare the following advertisement of toothpaste that you have seen/heard/read the most ?

Advertisement

	Same	better	worse
(a) Close up Vs. Pepsodent	"	"	"
(c) Close up Vs. Dabur	"	"	"
(d) Close up Vs. Brighter	"	"	"
(e) Close up Vs. Colgate	"	"	"

14. How much do you believe in advertising ?

(a) Believe fully	"
(b) Believe in some extent	"
(c) Do not believe	"

15. In which of the following toothpaste has made the most attractive TV advertisement ?

(a) Close up "	(b) Pepsodent "	(c) Dabur "
(d) Brighter "	(e) Colgate "	(f) Other "

16. Give your view in price for following brands of toothpaste.

Brand	Cheap	Expensive
(a) Close-up	"	"
(b) Pepsodent	"	"
(c) Dabur	"	"
(d) Colgate	"	"
(e) Brighter	"	"
(f) Other	"	"

17. Give your view in the quality of the following brands of toothpaste with the priority in the position.

	Brand	Position					
		1	2	3	4	5	6
(a)	Close-up	"	"	"	"	"	"
(b)	Pepsodent	"	"	"	"	"	"
(c)	Dabur	"	"	"	"	"	"
(d)	Colgate	"	"	"	"	"	"
(e)	Brighter	"	"	"	"	"	"

18. Please tick on the right box

Age

- | | | | |
|-------------------------|---|-------------------------|---|
| (a) Below 21 years | " | (b) 21 years - 29 years | " |
| (c) 30 years - 39 years | " | (d) 40 years - 49 years | " |
| (e) 50 years above | " | | |

Occupation

- | | |
|--------------------|---|
| (a) Student | " |
| (b) Service holder | " |
| (c) Housewife | " |

Qualification

- | | |
|-------------------|---|
| (a) SLC | " |
| (b) Certificate | " |
| (c) Graduate | " |
| (d) Post graduate | " |

Thank You !