



IMPACT OF ADVERTISING AND MARKETING STRATEGIES ON CONSUMPTION OF AYURVEDIC MEDICINES

Poonam Amrutia¹, Darshana Dave²

¹Research Scholar, Indukaka Ipcowala Institute of Management, Charotar University of Science and Technology, Changa, Gujarat, India.

²Professor, G. H. Patel PG Institute of Business Management, Sardar Patel University, Vallabh Vidyanagar, Gujarat, India.

ABSTRACT

Since centuries, striking impact of various marketing strategies and advertising has been recorded. Wavering behaviour of end user urges the demand to study their behaviour and perceptions with regular interval of time. Hence, the attempt has been executed to widen the understanding regarding impact of advertising and promotional strategies on consumption of ayurvedic medicines. The present empirical study has incorporated views of 613 respondents. Convenience sampling method has been used to collect representative sample. The study revealed that Newspapers and Magazines is the most effective medium in terms of source of information for ayurvedic medicine. Moreover, advertising having sensory appeal, good theme and catchy words influence the consumption of ayurvedic medicine.

KEY WORDS: Advertising, Ayurvedic Medicines, Consumption, Marketing Strategies

INTRODUCTION

Majority of the present day population grew up in a surrounding that is flooded with various informative forms of marketing communication through mass media such as television, computers, internet, magazines, newspapers, billboards etc. that again are flooded by various marketing tactics of marketers including advertising and promotional offers, videos, pictures

etc. Prevailing marketing era is consumption-driven hence, the prime focus of marketers is to get prospective consumers, influence their awareness, attitudes and buying behaviour. Today almost every company spends lot of money to keep market and consumers interested in their products and services. In order to do so, they use shelter of various promotional activities which includes tools such as direct marketing, advertising, sales promotion, public relation etc. All these together create a large collision in the minds of consumers. In short, successful marketing is mandatory for almost every product, business and industry to flourish in competitive market and in the minds of consumers.

In present competitive scenario, necessity is felt for Indian traditional ayurvedic medicine to focus on promotional aspects in order to enhance consumption. Ayurveda is ‘a form of alternative medicine that is the traditional system of medicine of India, that preceded and evolved independently of Western medicine, and that seeks to treat and integrate body, mind, and spirit using a comprehensive holistic approach especially by emphasizing diet, herbal remedies, exercise, meditation, breathing, and physical therapy’(Ayurveda defined by Merriam Webster). Ayurvedic medicine, despite of being an Indian origin, has gain less importance in terms of consumption compared to allopathy medicines till date. Probably because it was fail to capture consumer and market attention properly. Many researchers identified emerging need for promoting ayurvedic medicines.

Tradition and culture change according to the modern trends. But, there is no minor change in the form of Ayurveda. It is still practiced as it was being practiced since its inception. Though the principles of Ayurveda are called immortal, there is a need to be modernized with the modern marketing trends for the benefit of the society and to foster Ayurveda. Moreover, the question of legging behind in inherent ancient wisdom arises because of wider societal acceptability of modern medical science as compare to Indian Traditional medicine system in its own birthplace though it has a tremendous potential.

Patanjali Ayurved Limited initiated to promote ayurvedic medicines and other ayurvedic products in India and global level as well. These days Patanjali products (Made in Bharat) are giving a tough fight to foreign companies in each and every segment- be it medicines, herbal products, cosmetics, personal care or foods. It is ranked among top five FMCG companies in India. Acceleration and quick adoptability of Patanjali products and medicines indicates lack of marketing initiatives by other ayurvedic manufacturing companies.

REVIEW O LITERATURE

Consumer approach towards marketing activities is imperative from both theoretical and managerial perspectives (Chan, T.S. et al., 2002). According to Aneesh T. P. et al. (2009), good promotional activities, advertisements, marketing and laboratory practices have positive impact in the minds of consumers. It also helps to attract and create more consumers easily.

Arya, V. *et al.* (2012), Kewlani, S. & Singh, S. (2012), Dasture, A.V. (2002), Yajna, L. (2013) observed a positive and significant impact of advertisement in the minds of consumers and they stick to particular brand. Size and style of packaging also plays very important role in changing the behaviour of consumers towards traditional medicine.

Research by Singh, V. (2004), Frank, R. & Stollberg, G. (2002) and Sirosis, F.M. (2007) have noticed that despite of extensively advertising ayurvedic medicines and services on television and internet did not succeed to persuade people. While, word-of-mouth (social networks), recommendation of friends (Vincent, C. & Furnham, A., 1996) and family members does good.

According to Pew Internet Project survey, globally, seeking health information and searching for options to cure the illness is found to be the third most popular online activity among internet users. Needless to say that recently, social media forms a major part of online activity. Majority of patients use social media networking sites to comment regarding their own health experiences regarding treatments or meditation, about availability of various specialist doctors, supportive health insurance companies through images and videos and so on.

Patients are using social media to better educate themselves. Following report by PWC 2012 provides information about number of people share their views via social media.

Figure 1 PWC Report 2012



*Consumer reviews of medications or treatments, hospitals and other medical facilities, doctors, health insurers

Source: www.slideshare.net/Younomy/india-cocreates-ayurveda-industry

NEED FOR ADVERTISING AND PROMOTIONAL STRATEGIES

Formerly it has been studied wider that consumer purchase decisions are highly affected by advertising and marketing strategies. It has now become important to carryout studies on the subject with regular interval of time as consumer preferences varies time to time.

Promotional strategies and advertisements contribute to the momentum change in consumer perception and behaviour. It assists consumer not only in taking decisions but also push them to purchase.¹ Such promotional tools or actions increases consumer awareness regarding product and captures consumer attention towards the product being advertised, creates positive impact of the product and retains interest of consumers, encourage consumers for trial and repeat purchase implementation.² Moreover, advertisement produces enduring impact on the viewers due to sensory and emotional appeal, theme, catchy words, star endorsement etc.

Today, medicine market is saturated by allopathy medicines. To gain momentum, it has taken a shelter of various promotional strategies. Ayurveda has gradually lost the ground due to supremacy and influence of allopathy medicines. Hence, the time has now arrived for ayurvedic medicines manufacturers, retailers and promoters to enhance consumer awareness regarding positive aspects of this particular Indian traditional medicine.

OBJECTIVES

1. Identify effective medium as consumer source of information for ayurvedic medicines
2. Understanding the impact of advertising and promotional strategies on consumption of ayurvedic medicines

RESEARCH METHODOLOGY

Keeping in view the objectives of the study, descriptive and exploratory research design was used. Convenience sampling method was adopted to collect the samples for the study. Perpetual and non-perpetual users of ayurvedic medicines were considered as the sample and respondents of the study. The sample size of the study is 613 individuals. Respondents were provided structured close ended questionnaire. Keeping in view the convenience of the

¹ Alharthey, B. K. (2015). Understanding Decision Making of Consumers through Advertising Strategy and Integrated Marketing, *Journal of Marketing Management*, 3(2), 47-54.

² Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L. & Polegato, R. (2014). Consumer behaviour: buying, having, and being. Upper Saddle River, NJ: Prentice Hall.

respondents, the questionnaire was provided in both English and Gujarati (local) languages. Gujarati language was first prepared in English and then was translated into Gujarati. The collected data has been analysed through various statistical techniques such as descriptive statistics, frequency distribution and rank ordering method.

DATA ANALYSIS AND RESULTS

Table 1 Ranking for Effective Medium as a Source of Information regarding Ayurvedic Medicines

Medium	1	2	3	4	5	6	7	8	9	Total Score	Res pon dent s	Mean	Rank
Television advertisement	1458	704	427	294	235	220	126	110	54	3628	613	5.92	2
Radio and FM	342	568	581	240	230	236	240	206	93	2736	613	4.46	6
Newspapers and Magazines	810	944	763	456	300	196	120	80	31	3700	613	6.04	1
Hoardings and Display	477	584	546	648	430	324	156	96	34	3295	613	5.38	3
Fairs, Exhibitions and announcements	351	416	616	630	495	368	183	96	29	3184	613	5.19	4
Internet	369	328	413	384	270	300	207	190	115	2576	613	4.20	9
Broachers'	225	320	392	354	445	328	423	128	57	2672	613	4.36	8
Health check-up camps	648	552	357	468	370	244	225	150	58	3072	613	5.01	5
Recommendations from others	837	488	196	204	290	236	159	170	142	2722	613	4.44	7
Total Score	5517	4904	4291	3678	3065	2452	1839	1226	613	27585	5517	45.00	45
Weighted average mean 5													

In order to identify the most effective medium as a source of information for ayurvedic medicines, respondents were asked to give non-repetitive rank (first rank for most effective

medium and last rank for least effective medium) to each medium. The study revealed that most of respondents, ranked Newspapers and Magazines first hence, it is the most effective medium for source of information followed by television advertisements and hoardings and displays. In views of respondents, internet is the least preferred medium as a source of information for ayurvedic medicines and treatments.

Table 2 Influencing Factors to Observe Advertisement

Factors	Responses	
	N	Per cent
Theme	246	19.2
Sensory appeal	273	21.3
Star endorsement	166	12.9
Way of presentation	176	13.7
Free offers	126	9.8
Catchy words	214	16.7
Your memorable events of past	77	6.0
Friend's instruction	1	0.1
Good Result	2	0.2
Neighbour's Experience	1	0.1
Other's instruction	1	0.1
Success Story	1	0.1
Total	1284	100

Respondents revealed few influencing factors to observe advertisements. According to 21.3 per cent consumers of ayurveda, most influencing factor to notice advertisement is its sensory appeal followed by the theme (19.2 per cent) and catchy words (16.7 per cent). While in views of 0.1 per cent consumers, instruction of friends and others, neighbour's experience, success story is least influencing factors.

Table 3 Descriptive Statistics for Consumer Opinion regarding Advertisements and Promotional Strategies

Factors	N	Minimum	Maximum	Mean	S.D.
Advertisement creates awareness	613	1	5	3.54	1.070
Best way to launch a new product in market	612	1	5	3.64	.896
Best way to promote sales	613	1	5	3.64	.926
Increases the demand of the product in short time period	613	1	5	3.37	1.006
It informs the market about a price	612	1	5	3.34	1.048

change					
Helps to build a company image	612	1	5	3.57	.983
Creates unnecessary temptation to buy a product in the minds of consumers	613	1	5	3.44	1.100
Often attracts the group of children and illiterates most	613	1	5	3.48	1.109
It is just a wastage of time	613	1	5	2.92	1.204
Creates a sort of confusion in selection of the product	612	1	5	3.15	1.112
Excessiveness leads to irritation/anger	613	1	5	3.11	1.160
Always magnifying in terms of quality of product	612	1	5	3.65	1.061
Always shows only the positive sides of the product	613	1	5	3.62	1.154
Many a time used as a tool of cheating the public	613	1	5	3.40	1.124
All the given information about the product are not always true	613	1	5	3.60	1.094
Gives latest updates of every products	613	1	5	3.38	1.071
Best medium to make people aware about present promotional activities of company	612	1	5	3.75	1.008

The descriptive analysis defines that mean value is ranging between 2.92 and 3.75. In views of respondents, advertising and promotional strategies is the best medium to make aware people about present promotional activities of company, best way to promote sales and to launch a new product in market. Moreover, it helps to build a company image. Always shows only the positive sides of the product hence, they are always magnifying in terms of quality of product.

FINDINGS AND CONCLUSION

Since centuries, advertisements and marketing strategies were analysed as important tools for the promotion of any product and service. The literature reviewed indicated that advertising and promotional strategies yield profound impact on purchase decision of customers. However, after the analysis of the data collected, it is evident that promotional tools not only enhances awareness but also persuade consumers in purchasing process. This shows that advertising and integrated marketing communication is of great importance in consumer purchase decision. It clearly defines the importance and need of marketing tactics for any business.

The study resulted that Newspapers and Magazines is the most effective medium as source of information for ayurvedic medicine as it influences mass population in cost effective way. In views of consumers, advertisements and promotional strategies is the best medium to make people aware about present promotional activities of company, best way to launch a new product and to promote the sales. The study also revealed that consumers are more likely to associate with those advertisements, which have sensory appeal, good theme and catchy words. This explains that advertising is a vital tool in creating consumer awareness and influencing consumer purchase decision as well.

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