Marketing Strategies of Ayurvedic Medicine Industry in Hilly Region of Uttarakhand

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Abstract : In this paper, we will investigate the marketing strategies of a select Ayurvedic medicine companies operating in Uttarakhand's hilly region. The study was conducted by developing a research process specific to the research problem, which embarks on the details of research methodology and techniques relevant to the study, in order to achieve the desired objectives of the current study in relation to the research problem on Ayurvedic medicine marketing strategies in the selected study area. Multiple regression analysis was employed to assess hypothesis statements depending on the aims of the research inquiry and the type of the data obtained. Based on the findings, data interpretation was created in the form of a comprehensive research report that included all aspects of the study. The study's primary focus has been on Ayurvedic sector Professionals in the ayurvedic medicine sector. Data on marketing strategies of Ayurvedic medicine companies was gathered by contacting the marketing heads/marketing managers/Marketing executives of the appropriate companies' marketing teams. The research is both descriptive and analytical in nature. The necessary data was gathered from appropriate sources to make the study more meaningful and concrete. The current study collects primary data using questionnaires, observations, and talks. A questionnaire was developed for Ayurvedic industry professionals to obtain primary data. Sample analysis was utilised to make findings and illustrate the significance, influence, and efficacy of marketing methods used by the Ayurvedic medicine industry.

Keywords - **Marketing strategy, hilly region, Ayurvedic medicine, Ayurvedic industry professionals, questionnaire, etc.**

I.INTRODUCTION

A marketing strategy is the foundation of every business strategy. Every business, regardless of how big or little, needs to have a marketing strategy in place. Delivering items that please clients is the purpose of businesses. The process of conceptualising, pricing, promoting, and disseminating concepts, products, and services is known as marketing. As the world shifts towards natural and pure things, the oldest science of medicine and health care, Ayurveda, is making a comeback. Many fresh studies and reports suggest that the resurrection of Ayurveda is not limited to India. Instead, Ayurveda is having a domino impact all across the world, from Asia to Africa and North America to Europe. The industry was worth $3.4 billion in 2015, but it is anticipated to be worth $9.7 billion by 2022. People are turning to natural, safer, and more holistic remedies such as Ayurveda as they become more aware of the potential adverse effects of traditional treatments through the media. The future of Ayurveda seems bright because more and more people are entering the market with new goods, superior packaging, and innovative marketing strategies. There is little doubt that the future of Ayurveda is rich in lucrative potential. A solid marketing approach will enable a firm that sells ayurvedic items to stand out in both physical and online settings. Your digital marketing services, tools, and channels, on the other hand, are ayurvedic. Many digital marketing tactics for herbal products have assisted businesses in increasing revenue by engaging customers online.

II. RESEARCH METHODOLOGY

2.1   Objective of the Study
To gain an insight into marketing mix strategies adopted by the ayurvedic medicine industry.

2.2   Hypothesis Statements
Null Hypothesis: The sale of ayurvedic medicines is not affected by marketing strategies employed by the concerned Industry.
Alternative Hypothesis: The sale of ayurvedic medicines is affected by marketing strategies employed by the concerned Industry.
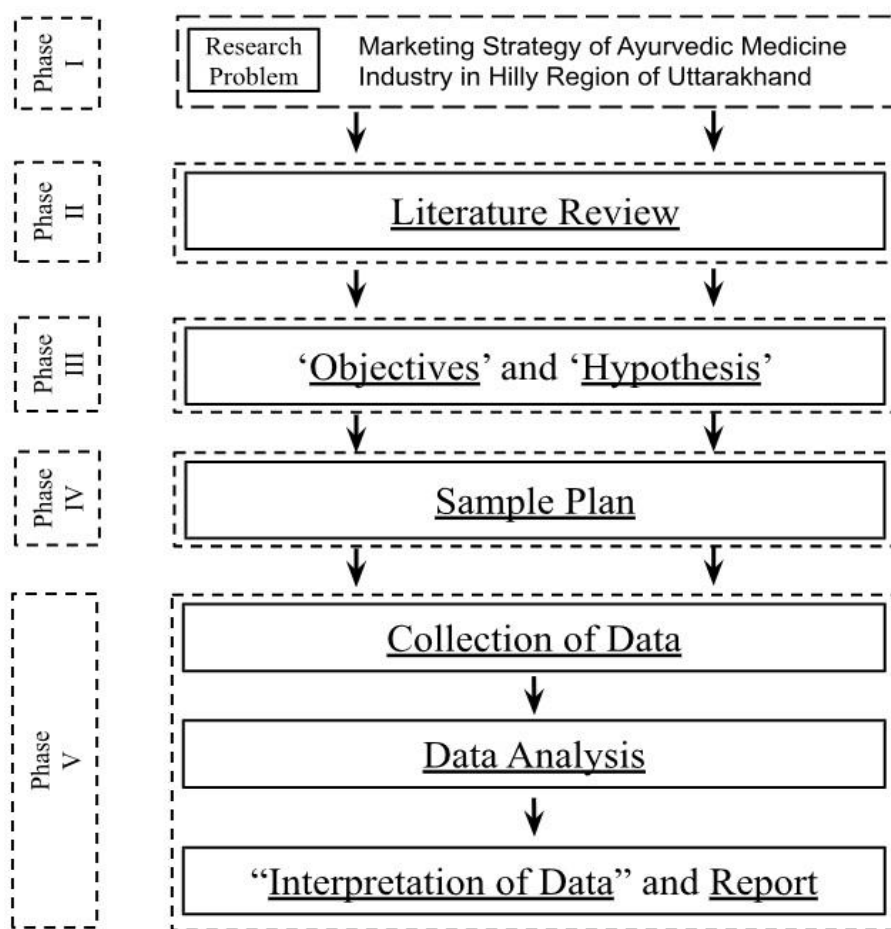
2.3   Research Process

Fig. 2.1 Research Process: Current Research

2.4   Sample Size of Ayurvedic Industry Professionals

The questionnaire was designed for professionals in the Ayurvedic sector. For the poll of ayurvedic industry professionals, six different Ayurvedic medicine businesses were shortlisted: Patanjali, Dabur, Baidyanath, Himalaya, Zandu, and Charak Pharma. These six Ayurvedic medicine firms were chosen based on market share, customer outreach, and consumer popularity. These Ayurvedic medicine enterprises are spread across India and provide Ayurvedic medications in practically every category described in the Ayurvedic scriptures. The data on marketing strategies of the aforementioned Ayurvedic medicine companies was gathered by contacting the marketing heads/marketing managers/Marketing executives of the appropriate companies' marketing teams. As a result, the sample of ayurvedic industry professionals requires a sample size of six.

2.5   Research Strategy

The research strategy for the current study has been summarized in the following table.

OBJECTIVE and HYPOTHESIS	TEST	VARIABLES
Objective: To gain an insight into marketing mix strategies adopted by the ayurvedic medicine industry. **Null Hypothesis:** The sale of ayurvedic medicines is not affected by marketing strategies employed by the concerned Industry. **Alternative Hypothesis:** The sale of ayurvedic medicines is affected by marketing strategies employed by the concerned Industry.	**Multiple Regression**	**Dependent Variable:** Sale **Independent Variable:** Marketing Mix Strategies

Table 2.1 Research Strategy

III   RESULTS AND DISCUSSIONS

3.1   Analysis of Survey

In the current study, primary data was acquired by conducting field surveys over the sample population and administering questionnaires in order to collect relevant information in relation to the research problem. Various industry areas were addressed using a specially designed questionnaire that included all stakeholders in the Ayurvedic medicine sector. We are working with the study sample of Ayurvedic industry professionals in this section of the work. The following subsections provide a summary of the demographic distribution of the data gathered for the current study in terms of its specifics.

A survey of Ayurvedic industry professionals from many different Ayurvedic medicine companies was conducted to get information about the marketing methods used by the Ayurvedic medicine industry. Six Ayurvedic medicine companies were chosen to participate in the survey of Ayurvedic industry professionals: Patanjali, Dabur, Baidyanath, Himalaya, Zandu, and Charak Pharma. These six Ayurvedic medicine companies were chosen based on their market share, customer reach, and reputation with customers. These Ayurvedic medicine companies are present throughout India and produce practically all of the types of Ayurvedic medications listed in the Ayurvedic texts. By getting in touch with the marketing heads, managers, and executives of the marketing teams at the appropriate organisations, information regarding the marketing strategies of the aforementioned Ayurvedic medicine companies was gathered.

Table 3.1.1 Description of Respondents from the Ayurvedic Medicine Industry

Serial No.	Company Name	No. of Respondents	Percentage of respondents
1.	Patanjali	1	16.7%
2.	Dabur	1	16.7%
3.	Baidyanath	1	16.7%
4.	Himalaya	1	16.7%
5.	Zandu	1	16.7%
6.	Charak Pharma	1	16.7%
Total Respondents		**6**	**100%**

3.2   Description of the items in questionnaire

3.2.1   Description of Item No. 1: From a total of 6 respondents, 5 (83.3%) reported revenue CAGRs between 0% and 5%, and 1 (16.7%) reported revenue CAGRs between 5 and 10%. Most respondents stated that their revenue CAGR was between 0 and 5%.

3.2.2   Description of Item No. 2: Out of the total of 6 respondents, 1 (16.7%) predicted that its market share would rise by 0-5%, 4 (66.67%) predicted that it would rise by 5–10%, and 1 (16.7%) predicted that it would rise by 10-15%. The vast majority of respondents predicted that their market share will rise by 5% to 10%.

3.2.3   Description of Item No. 3: Out of the total of 6 respondents, 5 (83.3%) respondents buy the majority of the medicinal plants needed for the manufacture of ayurveda medicines from a third party supplier, whereas 1 (16.7%) respondents buy the majority of the medicinal plants needed for the preparation of ayurvedic medicines directly from farmers.

3.2.4   Description of Item No. 4: Out of the total of 6 respondents, 5 (83.3%) respondents said they had used white labelling to the extent of 0-5%, while 1 (16.7%) said they had used white labelling to the amount of 5–10%. The majority of respondents said that they used white labelling to an extent of 0–5%.

3.2.5   Description of Item No. 5: Out of the total of 6 responders, 1 had the largest revenue share (16.7%) in the skin and hair category, 3 had the highest revenue share (50%) in the digestive category, and 2 had the highest revenue share (33.33%) in the lifestyle ailments area. The digestion category had the biggest revenue share for the majority of the responders.

3.2.6   Description of Item No. 6: Out of a total of 6 responses, 4 (66.67%) said e-commerce platforms were the main external element driving their success, while 2 (33.33%) thought the social media revolution was the main external cause driving their success. The majority of respondents said that e-commerce platforms were the main external factor driving their development.

3.2.7   Description of Item No. 7: Out of a total of 6 respondents, all (100%) said that indirect channel sales were the method they utilised to sell the majority of their services or goods.

3.2.8   Description of Item No. 8: Out of a total of 6 respondents, 2 (33.3%) selected impulse buy as the method by which clients purchase their medications, while 4 (66.7%) selected scheduled purchase. The majority of survey participants chose planned purchase as the method used by customers to purchase their medications.

3.2.9 **Description of Item No. 9:** Out of a total of 6 respondents, 3 (50%) respondents chose brand awareness as the main factor influencing people to purchase their company's pharmaceuticals, while 1 (16.7%) respondents chose quality control, availability, and affordability as the main factors influencing people to purchase their medicines. The vast majority of responders chose brand awareness.

3.2.10 **Description of Item No. 10:** Out of the total of 4 respondents, 5 (66.7%) reported that between 0-5% of revenue was spent on marketing, while 2 (33.3%) claimed that between 5 and 10% of revenue was spent on marketing. The majority of respondents stated that 0-5% of income was spent on marketing.

3.2.11 **Description of Item No. 11:** Out of a total of 6 responses, all (100%) of them stated that 0-5% of their sales came through their website.

3.2.12 **Description of Item No. 12:** Out of a total of 6 responders, 2 (33.33%) strongly agree, 3 (50%) agree, and 1 (16.7%) are ambivalent about the statement in item no. 12. The statement in item no. 12 is supported by the majority of responders.

3.2.13 **Description of Item No. 13:** Three (50%) of the six respondents agreed with the statement in item number 13, and three (50%) were neutral.

3.2.14 **Description of Item No. 14:** Out of the total of 6 respondents, 3 (50%) respondents chose outdoor advertising as the best traditional marketing strategy for their business, while 1 (16.7%) respondents chose print advertising, word-of-mouth marketing, and publicity events as the strategies that would work best for them. The majority of survey participants chose outdoor advertising.

3.3 Hypothesis Testing

In the current work we have to evaluate the association between two or more independent variables linked to marketing tactics and one dependent variable, sales. The criteria for choosing a data analysis method for the current investigation are met by the method of multiple regression analysis. So, for the purpose of evaluating the hypothesis, the multiple regression method is used.

Summary Output: The data for the ayurvedic medicine sector were subjected to a multiple regression analysis, and the findings of the analysis are described further in this section. Tables 3.3.1, 3.3.2 and 3.3.3 present the results of the multiple regression analysis of the dependent variable of sales and the 15 independent variables of marketing strategies.

Table 3.3.1 Model Summary

Regression Statistics	
Multiple R	0.8940229636
R Square	0.6679927595
Adjusted R Square	0.7655381881
Standard Error	0.3326029157
Observations	6

Explanation of the model: The statistical model for the data set used in the current investigation must first be examined. Therefore, if we examine the summary output table and note the R square value, we see that it is 0.6679 or 66.79%. It suggests that almost two thirds, or 66.79%, of the variation in the dependent variable is explained by the independent factors. In light of the current study, we draw the conclusion that the marketing mix strategies' independent variables account for almost two thirds, or 66.79%, of the variation in the dependent variable of sales.

Table 3.3.2 ANOVA for the model

	df	SS	MS	F	Significance F
Regression	15	56.05321855	5.403547903	66.60785921	0
Residual	67	22.35494472	0.1106246996		
Total	82	95.4081633			

Significance of the model: When we examine the ANOVA parameters and the summary output table, we can see that the F- statistic for the model has a p-value (Significance F) of 0, which is significantly below the threshold value of 0.05. Our model is statistically significant as a result.

Table 3.3.3 Coefficients and P-value for the model

	Coefficients	Standard Error	t Stat	P-value
Intercept	0.4537841649	0.3521026519	1.5330409124	0.0008505938
2	0.9126212275	0.1678165594	14.2457338013	0.0298851602
3	0.1044546512	0.1451145140	-0.0846475287	0.0000095613
4	0.1455331872	0.1374272463	1.4191328185	0.0303608808
5	1.0360780174	0.2335870789	1.5302550415	0.0252153865

6	0.1511523881	0.1438453807	1.3343330583	0.0002932324
7	0.0980090769	0.1366905854	-0.4010977810	0.0000230189
8	0.2279114411	1.0481992295	-0.2899755580	0.0000000075
9	0.1083825057	0.1392594396	0.0141744351	0.0094918832
10	0.2689899771	0.2811111892	0.1252966581	0.0000003806
11	0.0499584020	0.1445452986	-1.7179361508	0.0010002692
12	0.2029238632	0.1579329978	2.0720050138	0.0016251174
13	0.0570353846	0.1637895347	-0.9154140351	0.0417102823
14	0.0321302577	0.1578362364	-1.5792182993	0.0203769430
15	0.2746091780	0.2214658668	-1.4680960763	0.0926373064
16	0.1383668789	0.1444828626	0.9278428269	0.0003336993

On the sample of experts in the ayurvedic field in this part, multiple regression analysis was done. We can see that, at a 95% confidence level, all of the P-values for the Independence variables relating to product price placement and promotion are statistically significant. In the result tables of multiple regression analysis, the P-value for independent variables and the level of significance are compared. We can determine that the values fall within the allowed range for establishing the relationship between the dependent and independent variables by comparing the P-values of independent variables with the level of significance.

Result of Hypothesis Testing:
- Null Hypothesis - Rejected
- Alternative Hypothesis - Accepted

Following the completion of the multiple regression analysis on the sample of experts in the ayurveda industry, it was determined that the marketing strategies used by the relevant industry had an impact on the sales of ayurvedic medicines.

IV   FINDINGS AND CONCLUSIONS

According to the statement of our objective, the research effort was concentrated on acquiring an understanding of the marketing mix strategies employed by the ayurvedic medicine sector. To learn more about the marketing strategies employed by the Ayurvedic medicine industry, a survey of Ayurvedic industry professionals from numerous Ayurvedic medicine companies was performed. Six ayurvedic medicine companies were chosen to take part in the survey of Ayurvedic industry professionals: Patanjali, Dabur, Baidyanath, Himalaya, Zandu, and Charak Pharma.

An in-depth understanding of the marketing techniques used by the Ayurvedic medicine sector was greatly aided and contributed by the descriptive analysis of the survey of professionals in the field. Ayurvedic medicine companies are predicted to have a bright future because the industry is expanding at a respectable rate, according to the study. Various findings of the study are as follows:
- Most of the procurement of raw materials is done via third party suppliers and the extent of white labeling in ayurvedic medicines is also minimal.
- Most demanded categories in Ayurvedic medicine were digestive and lifestyle related. The digital India Movement has encouraged the Ayurvedic medicine industry to a significant extent.
- The social media and e-commerce platforms play a great role in the success of the Ayurvedic medicine industry.
- Still majority of the sales of the Ayurvedic medicine Industries is indirect through channels.
- Since Ayurvedic medicine is related to treating health problems therefore the majority of the purchase made by the consumers is planned purchase.
- Brand awareness was the most important factor which affected the sales growth of Ayurvedic medicine companies.
- The percentage of revenue spent on the marketing activities is still very minimal.
- The sale of Ayurvedic medicines through individual websites of the Arabic medicine companies is still very less. This field has a great scope of improvement and growth.
- Social media presence was found to be an essential part of the marking of Ayurvedic medicine companies.
- The effect of physical marketing materials was not found to be significant and worth considering in the marketing strategies.
- The traditional marketing means were being used by all the companies and the opinion was divided as far as the impact concerned.

V   FUTURE SCOPE

The current research project concentrated on the marketing strategies for the Ayurvedic medicine sector. Future research in this area has a broad scope, which is covered below:
- Ayurveda is not only a medical science but also a way of life. Still a lot of work is to be done in the field of Ayurvedic medicines and with proper research and effective and innovative marketing strategies the growth potential is enormous.

- The rural outreach of the Ayurvedic medicine industry is limited and it's a well known fact that the majority of the country's population lives in rural areas. Rural specific marketing strategies are the need of hour and have a great scope of work to be done in future.
- The growth of the Ayurvedic medicine industry was stagnant until in 2020 the covid-19 pandemic struck. Suddenly the subconscious desire to be healthy became evident in the attitude of people and Ayurveda is there to lead this health revolution.
- With the evolution of Artificial intelligence(AI) new and innovative marketing strategies will come into light which will open new doors of research in this field in the near future.

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