

**ANALYSIS OF MARKETING MANAGEMENT PRACTICES  
OF COSMETIC PRODUCTS IN OUSHADHI**

By

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**MAJOR PROJECT REPORT**

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**Kerala Agricultural University**



**COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT**

**VELLANIKKARA, THRISSUR- 680656**

**KERALA, INDIA**

**2017**

Declaration

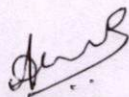
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## DECLARATION

I, hereby declare that this project report entitled 'ANALYSIS OF MARKETING MANAGEMENT PRACTICES OF COSMETIC PRODUCTS IN OUSHADHI' is a bonafide record of work done by me during the course of project work and that it has not previously formed the basis for the award to me for any degree/diploma, associate ship, fellowship or another similar title of any other University or Society.

Place: Vellanikkara

Date: 20-10-2017

  
Aswini V.S  
(2015-31-035)

Certificate

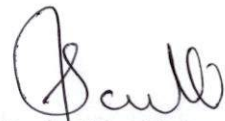
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## CERTIFICATE

Certified that this project report entitled **ANALYSIS OF MARKETING MANAGEMENT PRACTICES OF COSMETIC PRODUCTS IN OUSHADHI** is a record of project work done independently by **ASWINI V.S (2015-31-035)** under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship, or associate ship to him.

**Place: Vellanikkara**

**Date:**



**Dr. Smitha Baby**

**Assistant Professor (CTI)**

## **ACKNOWLEDGEMENT**

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## ACKNOWLEDGEMENT

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**Vellanikkara**

**30-10-2017**

**Aswini V.S**

Contents

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## TABLE OF CONTENTS

CHAPTER NO.	TITLE.	PAGE NO
I	Design of the study	1-6
II	Review of literature	7-14
III	Industry profile	15-23
IV	Oushadhi pharmaceutical corporation - a profile	24-34
V	Data analysis and interpretation	35-66
VI	Summary of findings and Suggestions	67-70
	Bibliography	
	Appendix	

# List of Tables

---

## LIST OF TABLES

TABLE NO.	TITLE PAGE	PAGE NO
5.1	Promotional satisfaction	36
5.2	Means of transportation	38
5.3	Various methods to increase the sales of the products	39
5.4	Present package size and its price	40
5.2.2	Age group to their demand for the products	42
5.2.3	Demand of the cosmetic products	43
5.2.3	Perception on the distribution of Oushadhi cosmetic products	43-44
5.2.5	Utilization of Oushadhi face pack and hair tone	45
5.2.6	Dealer's opinion about Oushadhi face pack	46
5.2.7	Dealer's opinion about Oushadhi hair tone	47
5.2.8	Perception about pricing of Oushadhi cosmetic products	48
5.2.9	Perception about packaging among dealers	49
5.2.10	Frequency of delivery	51
5.3	Profile of the respondent	53
5.3.1	Respondent's opinion about the cosmetic products in Oushaadhi	54
5.3.2	Awareness about the Oushadhi face pack	55
5.3.3	Awareness about the Oushadhi hair tone	56
5.3.4	Sources of awareness about Oushadhi cosmetic products	57
5.3.5	Frequency of purchase of Oushadhi face pack	58
5.3.6	Frequency of purchase of Oushadhi hair tone	59
5.3.7	Media preference	61
5.3.8	Most preferred brands	62
5.3.9	Customer satisfaction towards Oushadhi cosmetic products	65

## List of Figures

---

## LIST OF FIGURES

<b>FIGURE NO</b>	<b>TITTLE</b>	<b>PAGE NO</b>
5.1	Promotional satisfaction level of Oushadhi face pack	37
5.2	Promotional satisfaction level of Oushadhi hair tone	38
5.1.1	Various methods to increase the sales of the product	40
5.2.1	Marketing channels of Oushadhi cosmetic products	41
5.2.3	Perception on distribution of the products	44
5.2.4	Dealer's opinion about Oushadhi face pack	46
5.2.5	Dealer's opinion about Oushadhi hair tone	47
5.2.6	Perception about package among the dealers	49
5.3	Respondent's opinion about the cosmetic products in Oushadhi	54
5.3.1	Awareness about the Oushadhi face pack	55
5.3.2	Sources of awareness about Oushadhi face pack	57
5.3.3	Sources awareness about Oushadhi hair tone	58
5.3.4	Frequency of purchase of Oushadhi face pack	59
5.3.5	Frequency of purchase of Oushadhi hair tone	59
5.3.6	Most preferred brands	62

## **CHAPTER I**

### **DESIGN OF THE STUDY**

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# CHAPTER I

## DESIGN OF THE STUDY

### 1.1 INTRODUCTION

Marketing management - The American association of marketing define marketing management as the process of planning and execution he conception, pricing, promotion and distribution of ideas, goods and services in order to create, exchange and satisfy individual and organizational objectives.

Marketing management is a business discipline which focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Marketing managers are often responsible for influencing the level, timing and composition of customer demand in a way that will help the organization achieve its objectives. In part, this is because the role of a marketing manager may act as the overall general manager of his or her assigned product. To create an effective, cost – efficient marketing management strategy firms must possess a detailed, objective understanding of their own business and the market in which they operate. In analyzing these issues, the discipline of marketing management often overlaps with the related discipline of strategic planning.

Marketing management employs various tools from economic and competitive strategy to analyses the industry context in which the firm operates. In competitors analysis markers build detailed profiles of each competitor in the market, focusing especially on their relative competitive strengths and weaknesses using SWOT analysis .Marketing managers will examine each competitor's cost structure ,sources of profits ,resources and competencies competitive positioning and product differentiation ,degree of vertical integration ,historical responses to industry developments, and other factors. Marketing management often finds it necessary to invest in research to collect the data required to perform accurate marketing analysis. As such they often conduct market research to obtain this information .Marketing managers may also design and oversee various environmental scanning and

competitive intelligence processes to help identify trends and inform the company's marketing analysis.

To achieve the desired objectives marketers typically identify one or more target customer segments which they intend to pursue. .

Customer segments are often selected as targets because they score highly on two dimensions :1) The segment is attractive to serve because it is large growing, makes frequent purchases, is not price sensitive (i.e. is willing to pay high prices) or other factors and 2) The company has the resources and capabilities to complete for the segments business can meet their needs better than the competition and can do so profitably. In fact, a commonly cited definition of marketing is simply "Marketing needs profitably".

If the company ,has obtained an adequate understanding of the customer base and its own competitive position in the industry ,marketing managers are able to make their own key strategic decisions and develop a marketing strategy designed to maximize the revenues and profits of the firm .After the firm's strategic objectives have been identified ,the target market selected and the desired positioning for the company ,product or brand has been determined ,marketing managers focus on how to best implement the chosen strategy .Traditionally, this has involved implementation planning across the "4ps" of product management ,pricing (at what price slot does a product are going to be sold ,which could be local,regional,countrywide or international ) i.e. Sales and distribution channels),and promotion.

Taken together, the company's implementation choices across the 4P's are often described as the marketing mix, meaning the mix of elements the business will employ to "go to market" and execute the marketing strategy. The overall goal for the marketing mix is to consistently deliver a compelling value proposition that reinforce the firm's chosen positioning, builds customer loyalty and brand equity among target customers, and achieves the firm's marketing and financial objectives. In many cases, marketing management will develop a marketing plan to specify how the company will execute the chosen strategy and achieve the business' objective.

More broadly, marketing managers work to design and improve the effectiveness of core marketing procesess, such as a new product development,brand

management, marketing communications, and pricing. Marketers may employ the tools of business process reengineering to ensure these processes are properly designed, and use a variety of processes management techniques to keep them operating smoothly. Effective executive may require management of both internal resources and a variety of external vendors and service providers, such as the firm's advertising agency. Marketers may therefore coordinate with the company's purchasing department on the procurement of these services.

## **1.2 STATEMENT OF PROBLEM**

Oushadhi Ayurvedic Pharmaceutical Corporation is a leading ayurvedic products manufacturing company in Kerala. Oushadhi face pack and hair tone are the important cosmetic products of Oushadhi Ayurvedic. This industries has lots of competitors like parachute Himalaya, Dhathri and Indulekha.

This project a more efficient for Oushadhi to design a more effective marketing strategy to enhance their sales volume in Oushadhi Cosmetic products. This study will give a detailed information about the awareness and perception of customers on the marketing on Oushadhi cosmetic products. It will help to understand the dealers view about the marketing management of cosmetic products in Oushadhi and to know how far Oushadhi is following customer winning strategy.

## **1.3 OBJECTIVES**

- To analyze the marketing management practices followed in Oushadhi for cosmetic products.
- To assess the perception of dealers about marketing management of Oushadhi's cosmetic products.
- To know the awareness and perception of customers about Oushadhi's cosmetic products.

## **1.4 METHODOLOGY**

The study will be undertaken in Thrissur Corporation. The primary data will be collected through interview schedule. The respondents will include the employees of marketing department of Oushadhi, customers and dealers of Oushadhi whom will be selected through stratified random sampling.

### 1.4.1 Data Analysis Technique

The collected data were analysed using appropriate statistical tools like percentages and indices. Tables and diagrams were given as and when it was found necessary to make the data more easily understandable.

For the construction of indices, the respondents were asked to rate the statements representing selected variables on scales of different spans. The opinions of respondents were assigned values of 1, 2, 3... Representing the most negative to the most positive degree of opinion.

The scores assigned by all the respondents for each statement were summed up to arrive at the total score of each statement. The total score thus obtained by each statement was then divided by the maximum possible score of that statement to obtain the index of that statement. Similarly, total score of all the statements were summed up and divided by the maximum score to calculate the composite index. The following formula was used for calculating the index of each statement and composite index.

$$\text{Index of each statement} = \frac{\text{Total score for each statement} \times 100}{\text{Maximum score}}$$

$$\text{Composite index} = \frac{\sum x}{M \times N \times S}$$

Where,  $\sum x$  = Sum of the total scores of all attachments

M = maximum score

N = Number of respondents

S = Number of statements

For the purpose of interpretation, the indices obtained are classified into different zones and as follows: -

<b>Index</b>	<b>Zone</b>
81-100	Excellent
61-80	Good
41-60	Average
21-40	Poor
0-20	Very poor

## **MAJOR OBSERVATIONS**

I) Existing marketing management practices used by Oushadhi for cosmetic products.

a) Product and services

Product range

Procurement of quality raw materials

Product modification

Quality control management

b) Distribution

Transportation

Establishment of channel relation

c) Promotion

Advertisements

Branding

Sales promotion

## **SCOPE OF STUDY**

The study made an in depth analysis of the market of Oushadhi face pack with special emphasis to Oushadhi face pack and analyses the channels involved in the marketing of the product including the potential consumers.

## **LIMITATIONS**

The study is limited to Thrissur city to Kerala state. Hence the results may not fully fit to be generalized in other areas. This being a project work under an academic programme, it had the constraint of time resources. Further, the study was mainly based on the perception or opinion of the respondents, and hence it may be subjected to personal bias. However, utmost care is taken to make the study as objective as possible.

**CHAPTER II**

**REVIEW OF LITERATURE**

## CHAPTER II

### REVIEW OF LITERATURE

- Blattberg and Neslin (1990) Observes that though “for years advertising executives have been warning marketing executives that promotions will destroy their brand image”, It is not that promotions do detract from a brand’s consumer franchise .
- Balasubramanian (1990) Discussed that sales promotion tend to produce a sharp and fast increase in sales of the brand. This however was opposed by the issue of short term and long term impact of the promotion, discussed later on in the paper. In addition to that the cost/sales ratio for advertising and promotion is the function of market share, market growth rate and the interaction between the two. And though replication of the study did not confirm the results of the original research, this is still considered as one of the possible explanations of the variations of the levels of advertising and promotional expenditures for different companies.
- Neslin (1990) Argued that sales promotion is an action –focused marketing event whose purpose is to have a direct impact on the behavior of the firm’s customers.
- Bovee(1992) Advertising is impersonal communication of information about products, Services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors.
- Dickson and Sawyer (1992) suggested a number of psychological models of consumer response to promotional activities.The implication of these models gives an insight into short term versus long term communication effect of sales promotion.
- Shimp (1993) Said that sales promotions are all marketing activities that attempt to stimulate to quick buyer action or attempt to promote immediate sales of the product.
- Coote and Helen (1994) said that advertising supports two different goals of the company. If the goal of advertising is the product or service, with the purpose of sales increase it is called product advertising. On the other hand ,If the goal is to promote the image of the company, then it is institutional Advertising .Non-profit making organizations make use of both product and institutional advertising as a

way of improving their societal image and to raise awareness of their records and information products and services they offer. On-profit making organization advertise their records and information products and services to their target market through channels of communication such as TV, radio, Internet and Billboards.

- Thaler (1995) Viewed that the price consumer use as reference in marketing purchase decisions as the price they expect to pay prior to a purchase occasion. Further, the expected price may also be called the "internal reference price".
- Lambin (1996) said that direct appeal to the advertising media can be used in small firms, with a few promotional activities or limited use of advertising media. With the constant reference to advertising media a special advertising department is organized.
- Kotler (1996) stated that marketing channels are set of interdependent organizations involved in the process of making a product or services available for use or consumption.
- William and Ferrell (1997) Sales promotion is an activity that acts as a direct inducement, offering added value or incentive for a product to resellers, salesperson or customers.
- Engel (1998) Examined that they all happen within marketing strategy of the company or organization. Interaction of the promotions with other elements of marketing mix should not be ignored.
- Stanton (1998) defines sales promotion as all those activities other than advertising, personal selling, public relations and publicity that are intended to stimulate customer demand and improve the marketing performance of sellers.
- Li and Houston (1999) applied stepwise logistic regression to identify significant socio demographic factors (such as gender, age, and others) which influence the choice of each of the six major types of food markets and to identify the promotional factors which positively or negatively influence consumers' preferences for the most often used markets. Female consumers have almost four times higher odds of frequently using traditional vegetable markets in the past year. The unmarried, divorced/widowed, and /or those living in northern Taiwan

have higher odds of choosing traditional vegetable markets as the most frequently used markets.

- Christopher(1999) Studied the shopping habits of consumers to form an idea of whether or not the store concepts,product ranges and strategies of the companies are appropriate towards consumer requirements .He belived that consumer behaviours are unpredictable and changing continuously changing;While trying to understand how individual or group make their decision to spend their available resources on consumption –related items.These are factors that influence the consumer before,during ,and after a purchase.
- Histak(1999),Finds evidence that promotions are associated with purchase acceleration in terms of increase in quantity purchased and,to a lesser extent,decreased inters purchasing things.
- Nagochi and Nikki(2000) Skin care industry has evolved and innovated beyond the scope of most current regulatory systems.Hybrid products that challenge the boundaries between cosmetics,pharmaceuticals,and nutritional supplements and the growing number of claims for natural/organic products demand further regulation.Globalizaton and the internet create the need for common standards across regions .Global brands can significantly benefit from cohesive standards that can enable product development and marketing ,the internet.
- Shimp(2000) quoted that the promotion comes from a Latin word means to move forward.So,in this case any tools ,methods,techiques,that stimulates the growth of the sales can be considered a part of sales promotion.However,this is not that simple.
- Ebue (2000) Defines sales promotion is that something extra that can arouse interest,creating a buying desire,sparks an immediate reaction from customers,middleman or company sales force.
- Ross (2001) sees promotional mix as “the total marketing communication programme of a particular product”.
- Aaker (2001) advertising can create long term brand image for a product or trigger quick sales.Consequently,baed on the past research.
- Sandage(2001) said that commercial advertising is used to create,maintain and increase the demand for certain products,creating the best conditions for

sale. Non-commercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise.

- Gilbert and Jackaria (2002) Sales promotion comprises a multitude of marketing tools designed to stimulate the purchase of goods and services by providing an incentive. It consists of a wide variety of short term tactical promotional tools aimed at generating the desired response from consumers.
- Wang (2002) identified the factors influencing consumer's perception of advertisement as entertainment irritation informativeness, credibility and demographic factors. It also pointed out that the interactiveness is also a factor that contributes to consumer's perceptions.
- Kotler (2004) said that systematization of knowledge on sales promotions I believe should start from systematization the definition of the concept. There is a lack of conformity in methodology and hence in the definition of what can be considered sales promotion.
- Sinha (2005) In this article, "Gender differences among adolescents as influences and impact of communications in the family purchase decision" analysed the role measures of adolescents, the difference between male and female adolescents and their influencing role in family purchase and measure the difference between male and female adolescents in the communication and their impact on family purchase. The researcher concluded that a significant difference between male and female adolescents in the family purchase has made a case for further exploration. The communication between parents and adolescents is one of the openness, irrespective of gender difference. Apart from this, it was felt necessary to understand in depth, the role of measures of adolescents.
- Dhiman (2005), Promotion involves communication that a marketer engages in with the customers in order to acknowledge the product. The basic aim of promotion is to select a technique that can encourage the recipient to respond either by buying or requesting further information, or by filling the promotional material away for the use in the future.
- Adedisi (2006) Defined promotional mix as "any marketing effort whose function is to inform or persuade actual or potential consumers about the merit a product possesses for the purpose of inducing a consumer to either start buying or continue to purchase the firm's product".

- Kotler (2006) Observes that advertisement is very expensive it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps to form a long term sustainable image of the product and on the other hand, it stimulates sales.
- France (2007) As a marketing tool, the primary objective of sales promotion is to create an immediate need by adding an extra incentive to buy the product.
- American Marketing Association (2007) "Those marketing activities other than personal selling advertising and publicity that stimulate consumer purchasing and dealer effectiveness such as display shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine."
- Brito and Hammond (2007) Sales promotions are short-term instruments usually designed to yield an immediate sales effect.
- Clow and Baack (2007) Said that there are four types of sales promotions are coupons, Samples, Rebate, Bonus packs.
- Ferrell and Hartline (2008) Defines the development and use of sales promotions are limited only by the creativity of the firm offering the promotion, sales promotions typically come in the form of coupons, rebates, samples, loyalty programs, point -of- purchase promotions, Premiums, Contests and sweepstakes, and direct mail.
- Kotler (2008) Defines advertising as a communication with current and potential customers and consumers, done through paid mass media. The channels of communication can be television, radio, internet and billboards.
- Gupta (2008) Quoted that purchase acceleration is predominantly exhibited in increased purchase quantities rather than shortened inter purchase times.
- Kotler (2008) Included that sales promotion consist of a diverse collection of incentive tools, mostly short-term designed to stimulate quicker and /or greater purchase of a particular product by consumers or the trade blattberg.
- Tong and Hawley (2009) Described that advertising exposed product to consumers more frequently, and thus could develop their high or positive brand awareness and stronger association, but also their perception of high brand quality.

- Nelson (2010) Viewed advertising as a crucial determinant for brand image, along with the physical characteristics of the brand, the price charged and the satisfaction that was derived from the brand.
- Kotler (2013) stated that personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction and action.

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**CHAPTER III**  
**INDUSTRIAL PROFILE**

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## CHAPTER-III

### THE PHARMACEUTICAL CORPORATION (I.M) KERALA LTD – A PROFILE

#### 3.1 INTRODUCTION

The pharmaceutical Corporation (Indian Medicines) Kerala Ltd, popularly known as Oushadhi, is a fully Government enterprise. Oushadhi manufactures and markets quality Ayurvedic medicines, food supplements, Cosmetics etc adhering to classical Ayurvedic texts under the direct supervision of eminent physicians.

With a range of 400 popular products, Oushadhi meets the entire requirements of Government Hospitals, dispensaries in Kerala and other states, Apart from this, it also supplies medicine to central government health scheme. ESI Dispensaries, Ministry of labour and mining, tribal welfare departments etc. Trusted by millions, Oushadhi is a leading player in the market. Oushadhi has 550 strong dealer networks that spread across the length and breadth of country. It has made its presence felt in Maharashtra, UP and AP through its various sales outlets in major cities in those states. Oushadhi has a state of the art manufacturing facility at Kuttanellur, 8kms east of Thrissur. While following traditional Ayurvedic Medicine manufacturing systems, this factory combines the elements of modern technology by using advanced machinery. To ensure quality to the highest order, Oushadhi has a well-equipped quality control lab that monitors every step of production, right from the procurement of raw materials to packing and storing. To ensure quality raw materials, Oushadhi has set up herbariums where rare medicinal plants are nurtured.

In view of strengthening Ayurveda to keep pace with the fast changing world, Oushadhi has set up an R&D wing. This department has already developed many innovative methods for increasing the efficacy of medicines and manufacturing market friendly products.

#### 3.2 HISTORY

It was originated as Sree Kerala Varma Government Ayurvedic (SKVGA) Pharmacy in 1941 at the instance of his highness the Maharaja of Cochin for the

supply of medicines to Government Ayurvedic hospitals in Thrissur and erstwhile princely family of Cochin state.

In 1959, this pharmacy was converted and registered as a co-operative society named as Sree Kerala Varma Ayurvedic co-operative pharmacy and stores Ltd. No. 4318, Thrissur on 8<sup>th</sup> September 1975. It was incorporated as a company under companies Act 1956 and renamed as "the pharmaceutical Corporation (I.M) Kerala Limited. Thrissur and its operation started on 10<sup>th</sup> July, 1976. Thus this corporation took over the business of SKVA pharmacy.

### **3.3 FEATURES OF OUSHADHI**

- Manufactures more than 400 Ayurvedic formulations as per ancient "Yogasastras" and special combinations developed by researchers.
- The whole manufacturing activity is under the direct and expert supervision by qualified Ayurvedic physicians.
- Quality medicines are made available to public at reasonable price.
- Meets the entire medicine requirement of Government Ayurvedic Hospitals and Dispensaries under the department of Indian systems of Medicine, Kerala.
- Fulfills the demand from Directorate of ISM Bhopal, Jaipur, National Institute of Ayurveda Government Hospitals, medicinal services, Government Ayurvedic colleges, Tribal welfare Department, Government Ayurvedic Mental Hospitals, Government of Kerala ICDC Programme.
- Meets public demand through a network of 550 exclusive Oushadhi Dealer and Agents inside and Outside Kerala.
- Distribution started in Karnataka, Chennai and Hyderabad.
- Uphold ancient traditional method of manufacturing of medicines with modern machinery and technology under strict control measures.
- Functions as a nodal agency of the Government of Kerala for the propagation of medicinal plant cultivation.

### **3.4 OBJECTIVES OF OUSHADHI**

- Manufacturing and marketing of Quality Ayurvedic medicine.
- To undertake cultivation of medicinal plants.
- Research and development studies on Ayurvedic formulations.

- Maintenance of medicinal plants Herbarium and cultivation.
- Implementation of Government of Kerala Healthcare programme.
- Healthcare and Clinical Research programme.
- Propagation of Ayurveda and connected systems all over the world.
- Promoting Ayurvedic education and establishing institutions for the same.
- Implementation of community development programme with special reference of women and child development.
- To take up supply of machinery, tools and equipment to small indigenous medicines manufactures, Government and other bodies.
- To promote, establish and operate sales officers with the object of improving the marketability of indigenous medicines anywhere within and outside India.
- Secondary/Subsidiary objective is to organize, take up or introduce scheme for imparting training in scientific manufacture of indigenous medicines, identification of herbs and plant, processing and preservation of raw drug and to sponsor candidates for such training whenever available.

### **3.5 BRANCH**

The firm has only one branch. It is a sales unit located near Ayurvedic college, Thiruvananthapuram and its contribution is less than 1% of total sales.

### **3.6 MANAGEMENT**

Oushadhi is a concern fully owned by the Government of Kerala. The Management of Oushadhi is vested with Board of Directors. The Directors shall be appointed by the Governor of Kerala who may nominate one of the directors to be chairman and determine the period for which he is to hold the office. The decision taken at any Board meeting shall be on the basis of the opinion of the majority. The Governor of Kerala may also appoint one of the directors to be Managing Director. Chairman and Board of Directors of the Organization will take final decisions of the organization. Managing Director assigns the work to each category of employee. The conduct and Management of business of the corporation by the Managing Director is subject to the decision of the Board of directors. Financial controller, Administrator officer, Marketing Manager, Production Manager are in the middle level of management and they co-ordinate the work of Assistant

managers. Assistant managers or storekeepers supervise the work of clerks and workers. The management of any organization involves a variety of activities and is by its very nature, a complete task. Here, the line system of management is applied.

### **3.7 Ayurveda: Science of Life**

Ayurveda is a science which is intended to benefit the entire world. In ancient India it was considered as a great science in touch with Indian philosophical thoughts and its tenets were found highly beneficial as a system of medicine. Ayurveda aims physical, Psychological and social welfare of living being. It envisages the means of preservation of health, prevention and treatment of various ailments. Approach of Ayurveda is field oriented, holistic and functional. This science of life utilizes wealth of nature for increasing the resistance of the body and treats man as whole and uses drug as a whole as well. Ayurveda vies that successful medical treatments depends up on four factors –the physician, drugs or diets, nurse and patients. The objective of the science of life is establishing the equilibrium of body elements. Ayurveda favours administration of natural raw drugs and their preparation. Generally ayurvedic medicines cause no toxic or side effects, no question of tolerance, resistance and addiction.

### **3.8 Pharmaceutical Science of Ayurveda**

The pharmaceutical Science of Ayurveda deals with the preparation of effective remedies for the eradication of diseases and prevention of health. Pharmaceutical preparations are made with a view to make the drug more potent, preserved, and clinically effective. Mode of preparation plays an important role in the abortion of drugs.

### **3.9 Scope of Ayurveda**

Ayurveda has dealt with anatomy, physiology, Aetiology, Pathology, Therapeutics, achievements of good health, haematology including the stage of the disease, physicians, therapies including wholesome locality and procedure. The body is composed of panchamahabhoothans and divided into several organs. Its multifarious are maintained and regulated by the food that one takes. The unwholesome contact with sense, intellectual blasphemy and serious variations

constitute the aetiology of the diseases. The disturbances of the equilibrium of the dhatus is responsible for the causation of the diseases. Different seasonal changes and the different stages of the manifestation of diseases constitute the time (kaala). The procedure of treatment to be followed depends on the time, the disease and the drug.

In principle, the Ayurvedic approach to the treatment of disease consists of 2 major procedures:

- Samsodhana chikitsa –The radical treatment supposed to eradicate the vitiated humours, thus completely preventing or curing of diseases.
- Samsamana chikitsa –The conservative treatment by administration of appropriate ays designed for subsiding or alleviating the vitiated humours thus preventing or temporarily subsiding a disease.

Dhanwantari moorthy is considered as the god of Ayurveda. Originally, four main books of spirituality, which covers a vast number of subjects from astrology, health, usiness etc are written in Sanskrit and are known as the oldest writing in the world .They are

1. Rid Veda
2. Yajur Veda
3. Sama Veda
4. Atharva Veda

During 3000-2000 B.C, Atharva Veda was written of which, Ayurveda is upaveda (sub-section). This was first time the traditionally practiced. Oral form of Ayurveda was written in a text form as an independent service.

### **3.10 Ayurveda in India**

Native to India, Ayurveda is the ancient medicinal form, developed during the vedic times, about 5000 years ago. Ayurveda deals with the physical, as well as spiritual health. The medicinal form is governed by the laws of nature, which suggest that life is a combination of senses, mind, body and soul. According to the science of life, the structural aspect of every individual comprises five elements –earth, water, fire, air and

space. While giving Ayurvedic treatment to a person to cure a particular disease, the physical, mental, emotional and spiritual well-being is taken into consideration. The best part of acquiring an ayurvedic treatment is that if the prescribed doses of medicine are taken, the diseases can be cured in the most effective way. The Ayurvedic medicines generally come in the form of powders, tablets, decoctions, and medicated oils, that are prepared from natural herbs, plants, and minerals. In addition, the diseases treated and cured by Ayurvedic medicines do not cause any side effects.

The functional aspect of the body is governed by biological humours. The equilibrium of these results in health and their imbalanced and their excited condition cause diseases. Traditional technique and processes are used to prepare the medicines at home, while certain amount of mechanization is inevitably used for large-scale production. The beauty of the therapeutics is that they contain the active principles in their natural forms and their administration in prescribed doses does not cause any side effects to the patients.

Ayurveda gives a complete look into the lifestyle of a person, like starting from his/her personality to the daily food habits. The science of life helps us in understanding each individual at a very subtle personal level and giving a detailed description about the diet, daily routine, lifestyle, actions and activities to be followed. The science teaches how to live life in a balanced way. Ayurveda aims at having a healthy and happy society, free from diseases. India has gained worldwide recognition for its indigenous and extensive ayurvedic treatment. Various centers are established throughout the length and breadth of the country, where in authentic ayurvedic treatment is given. Kerala is the hub of ayurvedic treatments in India. Ayurvedic treatment's soothing effect on the body and soul has attracted tourists from different parts of the country as well as from across the globe. This has proved a boon for tourist in the states of India, especially Kerala, where Ayurvedic treatment is given at various health centers and tourists resorts.

The key suppliers in the ayurveda segment are Dabur India, Sri Baidyanath Ayurvedic Bhawan and Zandu Pharma Pharmaceuticals, which together account for 85 percent of India's domestic ayurvedic market.

Other major suppliers include Himalaya drug company, Charak Pharmaceuticals, Vicco Laboratories, Emami Group and Viswakeerthy Ayurvedic pharmacy, Ayurveda Pharmacy and Ozone group.

### **3.11 Status of Ayurveda in India**

- Number of ayurvedic manufacturing units: 9,493
- Number of registered medical practitioners: 366,812
- Number of Dispensaries: 2,189
- Number of hospital beds : 33,145
- Number of teaching institutions (undergraduate): 187

### **3.12 Modern Market Developments**

The SAARC – South Asia Association for Regional Cooperation which include India, Pakistan, Nepal, Bangladesh, Bhutan, Maldives and Sri Lanka. These countries all have been influenced by Ayurvedic medicine. Trade in Ayurvedic medicines within the SAARC is mostly limited to raw materials that grow in one region (eg., high mountains, northern factories that try to service the local communities, with products labeled with the local language, there is little opportunity for suppliers in one SAARC country to send finished products to another SAARC or even abroad. Entrepreneurs in these countries, mainly in India, are seeking to break into the market for natural products. They have determined that the promising herbs and formulas that are based on Ayurveda but not necessarily reflecting traditional practices. Of necessity, such research eventually focuses on finding of active ingredients, and this has led to the development of isolates from plants that are sold as “nutriceuticals” substances not registered as drugs, but used like nutritional and dietary supplements. For these is a growing worldwide demand.

### **3.13 Ayurveda in Kerala**

Kerala is a cradle of Ayurveda and a traditional system of medicine. The Ayurvedic manufacturing comprises merely 750 units having GMP certification (Report by Ayurvedic Medicine Manufacturers Association). Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite

small. Medical tourism is thriving activity in the state with huge employment potential, and creation of an advanced multipurpose analytical testing and standardization.

Kerala has marketed the art of curing through Ayurveda (The traditional Medical Science) many years ago. Kerala state Medical Plant Broad has 500 hectares of land under cultivation of medicinal plant to meet future demand. The Ayurvedic manufactures in Kerala with the State Government and Central assistance are putting up a Rs.625 crores company to set up a world standard QC lab, R & D facility for the industrial benefit with all the modern equipment for advanced standardization, quality and efficiency. This will also develop own protocols of quality certification equivalent for the other global standards.

### **3.14 Threats Associated with Ayurvedic Industry**

The major challenges faced by the industry are in relation to the products, market access (reach into micro interiors), high level of fragmentation of the market and presence of too many small and localized players. The lack of adequate scientific data also hinders progress of the industry. Some of the threats are:

- The medicines may not be very user friendly. The medicines may not be that much tasty and all.
- Ayurveda medicines are preferred as second alternative only.
- There is always a chance of fluctuations in the cost of production.
- There is high raw material cost.

### **3.15 Cosmetic industry**

The word cosmetics defined as “substances of diverse origin, scientifically compounded and used to

1. Cleanse
2. Allay skin trouble
3. Cover up imperfections
4. Beautify

All human beings have a urge to look beautiful. It is because of this reason that they have been using different types of materials from time immemorial. During the early period, all cosmetics were made in the home. Natural materials, spices, herbs, dyes, fats, oils and the natives of different countries used perfumes. The use of cosmetics was directed not only towards developing an outwardly pleasant and attractive personality. But towards achieving merit, longevity with good health and happiness. The global cosmetic industry has been captivated by India in a fascinating manner-the world's second most popular country has been an enormous growth of the cosmetic industry.

When compared to their female counterparts, the expense of the male segment has reported a rise of about 80% over this period. India's import of cosmetics, beauty products and intermediate raw materials such as essential oils is approx \$400 million per year. Increased advertising creates and captures the imagination and awareness of the people.

## **CHAPTER IV**

### **COMPANY PROFILE**

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## CHAPTER-IV

### COMPANY PROFILE

#### 4.1 INTRODUCTION

The Pharmaceutical corporation (I.M) Kerala Limited, Thrissur popularly known as Oushadhi is an ayurvedic medicine manufacturing company fully owned by government of Kerala. Oushadhi is the largest producer of Ayurveda medicine in public sector in India. It is one among the few public sector companies, consistently making profits since 1999. It is a GMP and ISO 9001-2000 certified company. It produces around 500 ayurvedic formulations both classic and proprietary. Oushadhi is directly controlled by health and family welfare department of Kerala state government.

Oushadhi is the sole supplier of medicines to government Ayurveda hospitals and dispensaries in Kerala. It is also a supplier of ayurvedic medicines to government hospitals and dispensaries of other states like Madhyapradesh, Chattigarh, and Pondicherry etc.

#### 4.2 HISTORY

Oushadhi was originated as sree Kerala Varma government ayurvedic pharmacy in 1941 at the instance of his highness Kerala Varma VI the maharaja of Cochin from 1941 to 1943. He is also known as Midukkan Thampuran, a well-known ayurvedic physician with in depth knowledge in Sanskrit and Specialized in "Vishavaidyam" (Poison treatment). In 1975, the company was registered and renamed as "the pharmaceutical corporation (Indian medicines) Kerala Ltd" Thrissur.

#### 4.3 ACTIVITIES

Oushadhi has two factories at Kuttanellur, Thrissur and Pariyaram in Kannur district. The company has established 30-bed panchakarma hospital and research institute at Thrissur city and speciality centre for Ayurveda and yoga at Sasthamangalam near Thiruvanthapuram. Oushadhi is also supplying ayurvedic

medicines to 1035 government hospitals dispensaries and five other states at Kuttanellur and Pariyaram.

#### **4.4 PROFILE**

- Largest producer of Ayurveda medicines in public sector in India.
- One among the few public sector companies,consistently making profit and paying dividend to government of Kerala since 1999.
- Supplies medicines to common man through ISM Dept.
- A GMP and ISO 9001-2008 certified company.
- Produces 450 ayurvedic formulations both classical and proprietary.
- Sole suppliers of medicines to government ayurvedic hospitals and proprietary.
- Suppliers of Ayurveda medicines to government ayurvedic hospitals and Dispensaries of other states like Madhya Pradesh,Chattisgrah,Pondicherry,Rajasthan,Orissa,New Delhi,etc.
- Caters to the need of public through a vast network of 610 agencies spread all over the nation.
- Governed by dedicated board of directors.

#### **4.5 Oushadhi Panchakarma Hospital and Research Centre**

Located at Shornur road, Thrissur.Started functioning on 18-10-2004.Both inpatient and outpatient section.30 bedded modern hospital.Round the clock service of 4 ayurvedic doctors.Average no of patient per year-2000.Average turnover from pharmacy Rs.6 lakh.Famous for Panchakarma therapy.

#### **4.6 Medicinal Plant Cultivation**

Two medicinal plant nurseries at Kuttanellur and Pariyaram,supported by SMPB.Annual distribution of 3 Lakhs seeding of 20 leading spices.Cultivated 15 acres of land at Kuttanellur with 20 species of medical tree species.Raised medical trees on 50 acres of land at pariaram,Kannur district.Raised medical plant gardens in 150 selected schools in Thrissur and Kannur district of Kerala.

## **4.7 Location**

Oushadhi's registered office situated in Shornur road, Thrissur Kerala, South India. And the factory at Kuttanellur, 8kms from Thrissur Town. The office situated in Kuttanellur, 8 kms East from Thrissur Town.

## **4.8 Vision**

The vision of the company was leading world class Ayurveda industry in the country by 2020.

## **4.9 Mission**

The mission of the company was optimum utilization of resources, to make every employee feel proud of his organization, to provide society with superior quality products and the employees with happy working environment.

## **4.10 Objectives of the company**

- To manufacture and market high quality Ayurveda medicines.
- To supply quality Ayurveda medicines to all government dispensaries and hospitals in the state at subsidized price.
- To supply quality medicines to people at affordable price through its 610 sales outlets.
- To act as a price stabilizing factor for Ayurveda medicines.
- Development of new drugs through R&D to meet the market requirements.
- Promotion of Panchakarma therapy
- Raising of medicinal plant nursery and plantation.
- Buy back arrangement with farmers to ensure healthy return for crops raised by them.
- Provide employment opportunity to people.

## 4.11 Features

- O – Outstanding
- U – Universal
- S – Service to humanity
- H – Honest in dealings
- A – Affordable
- D – Dedicated
- H – Holistic and health
- I – Innovative

## 4.12 Core Values

- Mutual trust and respect
- Customer satisfaction
- Quality control
- Professional ethics
- March with time

## 4.13 Milestones

- 1941: Commenced by his highness, the maharaja of cochin as “Sree Kerala Varma Ayurveda Pharmacy”
- 1959: Converted in to society viz Sree Kerala Varma Ayurveda Pharmacy and Stores Ltd.
- 1975: Commissioned modern manufacturing unit at Kuttanellur and shifted the factory to the new premises.
- 2004: Started a new Panchakarma hospital and research institute at Thrissur.
- 2007: The entire office shifted to factory premises at Kuttanellur.
- 2008: Commercialized fully fledged R & D Centre at Kuttanellur and regional distribution unit at Kannur.
- 2009 : Started Panchakarma hospital
- 2012: Inaugurated the construction of new 16 crore plant.

#### **4.14 Future Plans**

The main future plans of Oushadhi were modernization of existing until to improve quality and to meet the marks requirement. Establish branches in neighboring states to promote Oushadhi. Establishment of export oriented production unit for selected high demand items. Computerization of entire business. Establishment of new processing and value added units. Strengthening of quality control and drug testing laboratory. Development of new drug in heatracutical cosmetic and baby products segments. Promote medicinal plant cultivation and conservation. Purchase of raw material raised by farmers through Oushadhi agents spread all over the state through an effective buy back arrangement to encourage medicinal plan cultivation by farmers.

#### **4.15 Supporters**

- Govt of Kerala Ayush department of Kerala Govt.of India.
- ISM Dept.of Govt of Kerala
- General pubic
- National medicinal plant board
- State forest Department
- Reputed organizations like KPRI, TBGRI, and Agl. University, Ayurveda Research Centre's
- SC/ST federation
- Wholesale dealer of raw materials.

#### **4.16 Branches**

- Arogyabhavan, Thiruvananthapuram
- Poojapura, Thiruvananthapuram
- Pariyaram, Kannur

#### **4.17 Product Profile**

The product are classified in to

#### 4.19.1 Classical products

These are the products prepared according to the Granthas like ashtangahridayam in ayurvedic texts. These are about 450 medicines for Oushadhi. They are classified under different heads which are

- Asavrishtams
- Thailams
- Rasakriya
- Lehyams
- Ghrihams
- Bhasma Sindoorams
- Choorams
- Gulikas
- Sookshma Choorams
- Kashayachoorams
- Kashayams

#### 4.19.2 Patent Products

These are products developed by Oushadhi, with the help of doctors and R&D department and are patented by Organization. There are around 25 products developed by the company which are:

- Oushadhi Face pack
- Ashtachooram syrup
- Burn cure Ointment
- Diabetic Drinks
- Murivenna Ointment
- Oushadhi Hair tone
- Oushadhi Tooth powder
- Oushadhi Dahasamani
- Oushadhi Cough syrup
- Bliss Balm
- Pramehoushadhi

- Psorset Oil & Ointment
- Rheumajith Ointment
- Sudarsanam Tablet
- Cardocare Tablets
- Vigor Plus Capsules
- Thenginpookkulamrutham
- Saraswatharishtam (with gold)
- Oushadhi Baby Oil
- Lipocare Tablets

## **4.20 Department Profile**

### **4.20.1 Administration Department**

- Provide support and service for the activities of board of directors.
- Coordination of bank branch activities and provision of interaction between branches and the main office.
- Expanding and reorganization of bank market network
- To create appropriate condition for efficient operation of structural bank submissions.
- Currency control of bank branches.
- Control money transfer in foreign currency
- Coordination of construction, maintenance, rent and keeping building issues.
- Coordination of issues as logical support of bank activities.

### **4.20.2 Human Resources Department**

Human resource is the main resource needed for the functioning of the organization. No machine will work without human being. Any part of the operation there will be needed of a human being. So that it is very important thing in the organization.

The main functions of Human resource department are:

- Formulation of hr. policies
- Establishment matters like recruitment, promotion, wage revision etc.

- Selection
- Placement and Orientation
- Training and Development
- Performance appraisal
- Compensation
- Legal issues on administrative matter
- Trade union issues
- Law and order issues
- Enforcement of work culture
- Health and Safety at work

The company provides uniforms, caps and chapel's to its workers. Oushadhi is a government organization. The government provides salary and other benefits to its employees.

#### **4.20.3 Finance & Accounts Department**

Finance function is the one of the important business function. Finance is a life blood of business. It remains the focus of all activities. It is not possible to substitute or eliminate the function because the functioning will be disrupted in the absence of finance. The main functions of finance department are:

- ❖ Knowing the financial needs
- ❖ Raising funds
- ❖ Allocation of fund
- ❖ Management of accounts
- ❖ Internal auditing

#### **4.20.4 Purchase Department**

Purchase department is a department which deals or performs the functioning which are related to purchase. The purchase department of diamond plastics and containers mainly deals with the purchase of raw materials either from formers or from the dealers. Purchase department deals the activities by both cash and credit basis. The main functions of purchase department are

- Establish purchase policies procedures and practices
- Identify and choose the best sources of supply of material
- Check the quantity and quality of materials received
- Maintained proper records relating to purchase

#### **4.20.5 Production Department**

Production department is department which deals only those activities which are related to the function. Production denotes the conversion of raw material semi-finished products with the help of certain production process. The main aim of any production system is to produced goods and service economically to customers. The main function of the production department is

- ❖ Produces 450 ayurvedic formulations –both classical and proprietary
- ❖ Quality and experienced doctors to supervise productions
- ❖ Production of medicine as per GMP NORMS
- ❖ Quality control to ensure quality of raw materials and finished goods
- ❖ Modern dosage forms like tablets,Ointments etc are introduced
- ❖ Setting plant layout
- ❖ Selection of raw materials
- ❖ Selection of methods
- ❖ Selection of Production process
- ❖ Packaging

#### **4.20.6 Marketing Department**

In competitive economy, consumers decide the success or failure of business either by buying the product. Today it has become necessary to study substantially to different aspects relating to marketing process with regard to fulfilling the expectation and needs of the consumer at the right thing at the right time and right place.

In modern era business, marketing is more important than production, that is why at first effort are made to understand market needs. That is the desire; needs and demand of the consumer and then goods and services are produced according to those needs. This is the core concept of marketing.

Marketing department is a department which deals those activities which deals those activities which are related with marketing. Marketing is the process of finding out customer needs and servicing those needs profitably. The essence of marketing is providing desired value to customers. Marketing management is a process of planning and executing the consumption, pricing, promotion and distribution of goods and services and ideas to create exchange with target groups that satisfy customer and organizational activities. The main functions of marketing department are:

- ❖ Knowing demand
- ❖ Coordination of incoming orders
- ❖ Conducting customer satisfaction
- ❖ Handling customer complaints
- ❖ Monitor the competition
- ❖ Decisions are taken in these departments considering the impact that the decisions will have on the customers
- ❖ Set the marketing strategies
- ❖ Sales
- ❖ Exporting

#### **4.20.7 Quality Control Research & Development**

Ensuring quality is very important especially in the case of medicines. So the relevance of having quality control department is very important. The quality is checked and ensured throughout the production process from purchased raw materials to finished goods. The main functions of the quality control department are:

- Checking the quality of raw materials and accept or reject
- Prepare detailed inspection for each test and analysis
- Ensure quality during production
- Check the quality of finished goods.

Research and Development is the key for any pharmaceutical industry. Although there is lot of knowledge in the ancient text of Ayurveda research and development has miniaturized forms of all sort of commercialized equipments. They have recently published a magazine called "Oushadhi sandesh".It has constructive articles and also

contains articles about quality control like "instant check for adulteration".The magazine also contains various information about other department also.

## **CHAPTER V**

### **ANALYSIS AND INTERPRETATION**

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## CHAPTER-V

### ANALYSIS AND INTERPRETATION

#### Section A

#### **5.1 MARKETING MANAGEMENT OF COSMETIC PRODUCTS IN OUSHADHI: COMPANY PERSPECTIVE**

Marketing management employs various tools from economic and competitive strategy to analyse the industry context in which the firm operates. In competitor analysis, marketers build detailed profiles of each competitor in the market, focusing especially on their relative competitive strengths and weaknesses using SWOT analysis. Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors. Marketing management often finds it necessary to invest in research to collect the data required to perform accurate marketing analysis. As such, they often conduct market research to obtain this information. Marketing managers may also design and oversee various environmental scanning and competitive intelligence processes to help identify trends and inform the company's marketing analysis.

The chapter attempts to analyze the marketing management practices of cosmetic products in Oushadhi. From the point of view of customers by examining consumers' preference towards the Oushadhi cosmetic products. For the purpose of the study, 60 consumers of Oushadhi cosmetic products, 10 from the authorized dealer and from the marketing department of Oushadhi Thrissur Corporation area were selected and analyzed with the help of percentages, rank order scales and indices.

According to Kotler, Promotion is communicating information between seller and potential buyer to influence the attitude and behaviour. For promotion to be effective, the promotion objective must be clearly defined. The effect of promotion can be best known by gauging it against the objective with which the marketer has used it. It is often perceived that promotional campaigns ultimately aimed at increasing sales

.However, the sales are fashioned by several factors besides promotion; such as product features, price, quality, availability and buyer's psychological aspects. The next best alternative method to study the impact of promotion is to make an assessment of the response behaviour of the buyer.

## 5.2 Various promotional activities of Oushadhi

The promotion is one out of the four basic instruments of marketing that has the purpose to inform about other instruments of the marketing mix and to contribute to the sales increase in the long term. Goals of promotion can be public informing, demand increasing, product differentiation, and product value increasing our sales stabilizing. Usually, the promotion targets more than one goal. The promotional mix is the employment of different advertising and communication channels in a coordinated way to operate an efficient marketing effort. These coordinated campaigns are part of an effective integrated marketing communication plan. The most important factor in determining the optimal mix identifying the target market.

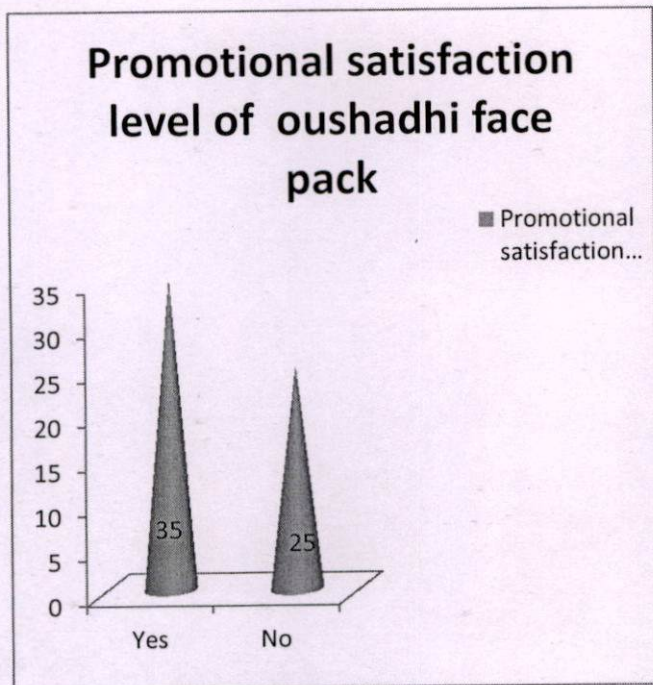
**5.2.1 Promotion Satisfaction:** It provides the details regarding the organizations promotional activities. In case of newly launched products advertisements will help for the fast sales movement of the products. In the organization can provide promotional activities for capturing e minds of the customers.

Table 5.1 Promotional satisfaction

Products	Yes	No
Oushadhi face pack	35	25
Oushadhi hair tone	16	44

Source: Primary data

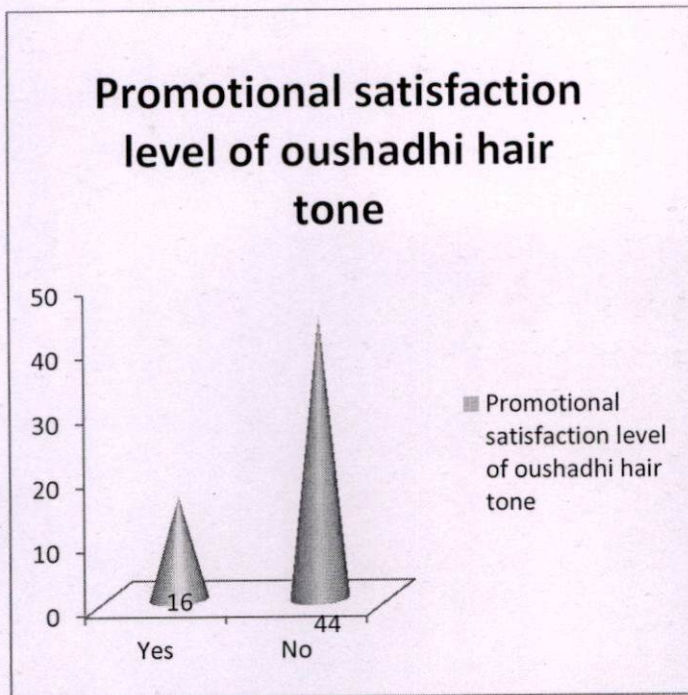
Fig 5.1 Promotional satisfaction level of Oushadhi face pack



In Table 5.1 represents that majority of the people are satisfied with the promotional activities of the organization. In this fig .5.1 show represents that 35 respondents were satisfied about the promotional activity in the Oushadhi face pack. And the rest of 25 respondents are not satisfied with the promotional activity in Oushadhi face pack.

Fig 5.2 Promotion satisfaction level of Oushadhi Hair tone

57



In Table 5.2 represents that majority of the people are satisfied with the promotional activities of the Organization. In these fig .5.2 show represents that 16 respondents were satisfied about the promotional activity in the Oushadhi hair tone. And the rest of 44 respondents are not satisfied with the promotional activity in Oushadhi hair tone.

**5.3 Means of Transportation:** This shows that the means of transportation. For the maximum utilization of money we should choose for the cheapest mode of transportation. There showing some of the means of transportation.

Table 5.2 Means of transportation

Products	Road	Rail	Water	Others
Oushadhi Face pack	100	0	0	0
Oushadhi Hair tone	100	0	0	0

Source: Primary data

Table 5.2 shows that 100 percentage were choose road transportation and nobody have choose any other means of transportation. Road transportation is most

economical to dealers because both company and Thrissur main branch are not so far.

**5.4 Mode of Payment of Money:** It explains about the mode of payment of dealers and customers to the company. Most of the dealers used to prefer cheque or cash. But in the case of customers they only used to prefer cash, no credit payment is available from the organization. If the dealers are purchasing products from the Thrissur main branch the mode of payment will be cash.

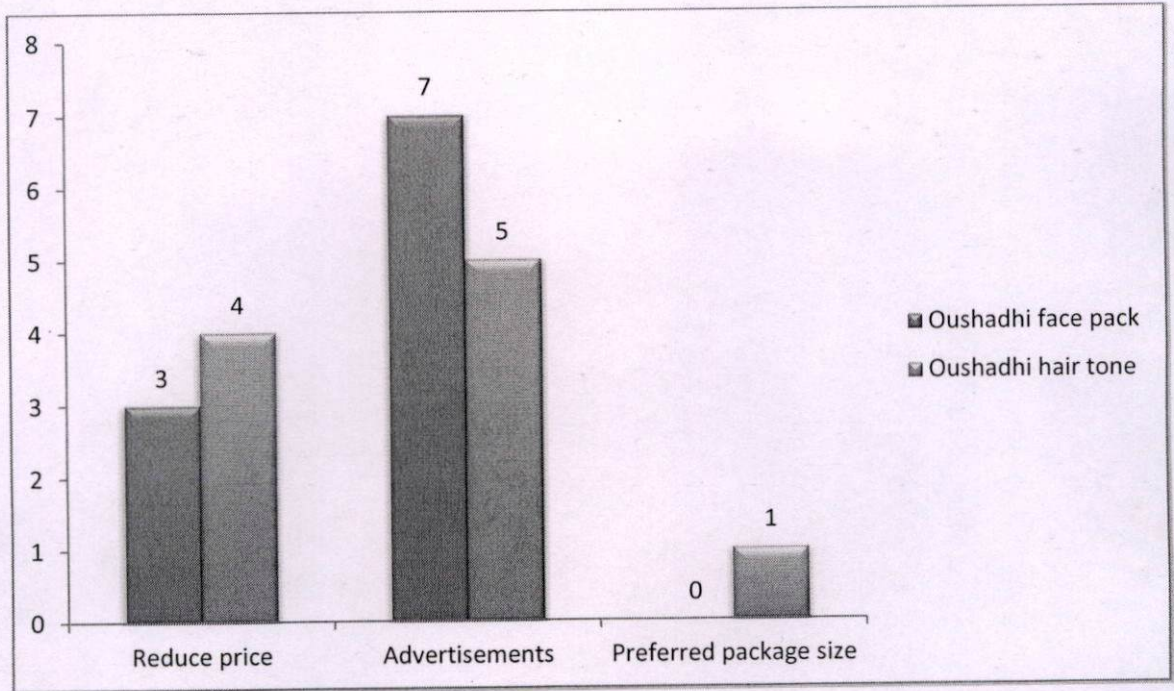
**5.5 Various methods to increase the sales of the products:** It reveals about various methods employed to increase the sales of these products. The various methods are; reduce price of the products, providing advertisements and products in preferred packet size, From this we can find out which is suitable method to increase the demand of the products.

Table 5.3 various methods to increase the sales of the products

Products	Reduce price	Advertisements	Preferred package size
Oushadhi face pack	3	7	0
Oushadhi hair tone	4	5	1

Table 5.3 mention that most of the dealers prefer providing advertisements and In the case of Oushadhi face pack no dealer is recommending for reducing the packet size. But in the case of Oushadhi hair tone 1 respondent is opined about the packet size of the product .For these products there is no advertisement other than word of mouth from dealers and wall advertisements.

Figure 5.1.1 Various methods to increase the sales of the products



**5.6 Present package size available and its price:** The following table mention the present packet size and price of the products.

Table 5.4 Present package size available and its price

Products	Size	Price
Oushadhi face pack	50g	96
Oushadhi hair tone	100ml, 200ml	95,180

Source: Primary data

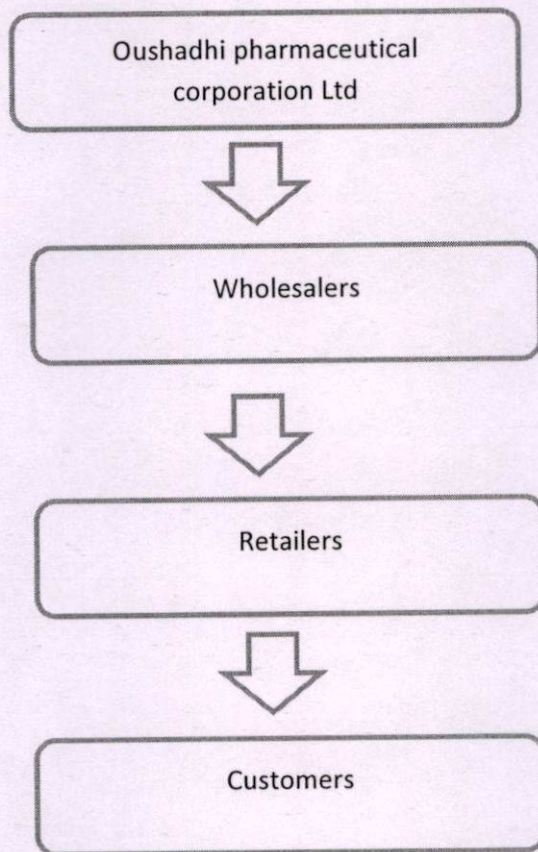
Table 5.4 represents that Oushadhi face pack is available in small containers with 50 gram and it costing Rs.96, Oushadhi hair tone is available in both 100 ml and 200ml and its costing Rs.95 and 180.Both dealers and customers agree that it's an economical packet size for purchasing with a medium price.

## Section-B

### 5.2 DEALERS

#### 5.2.1 Marketing Channels of Oushadhi cosmetic products

The marketing channel identified for Oushadhi cosmetic products is depicted in fig .5.2.1



The distribution is a process of transfer of products from the manufacture to the ultimate user. As it can be seen from fig.1, Oushadhi pharmaceutical corporation Ltd. distributes their products directly to the wholesalers or dealers. Sometimes the wholesalers collect the products directly from the company. In Thrissur city ten Oushadhi products distributors are selected for the study. Dealers order the commodity through telephone; e-mail or any other means and the other will be processed and delivered to the wholesalers as early as possible. Wholesalers distribute the product to the retailers, from there it reaches the customers. Thus we can see that the company has got strong and short supply chain backed by the modern facilities.

### 5.2.2 Age group to their demand for the cosmetic products in Oushadhi

It explains about the different age group of people who are using these product or purchase these products .these are falling under different catagories .From this we can assess the market and can find the future market on the basis of age group.Below table explains about the age group for their demand for the cosmetic products in Oushadhi.

Table 5.2.2 Age group to their demand for the product

PRODUCTS	AGE	20-30	31-40
	GROUP		
Oushadhi face pack	Frequency	25	35
Oushadhi hair tone	Frequency	15	45

Source : Primary data

Table 5.2.2 reveals that 25 per cent of the Oushadhi face pack are falling in the age group between 31-40.It explains that most of the middle age group is using Oushadhi Face pack.In the case of Oushadhi hair tone 15 per cent of the people are falling in the age group between 20-30, it explains that most of the people are youngsters and 45 per cent are middle age people.

### 5.2.3 Demand of the cosmetic products

Demand for the both products is increasing from the day of manufacturing. Both company and dealers are agreeing with this statement about the products. Demand will provide the details of Sales movement.

Table 5.2.3 Demand of the cosmetic products

Products	Increase	Decrease
Oushadhi face pack	100	0
Oushadhi hair tone	100	0

Table 5.2.3 represents that the demand for both of the products is increasing day by day, right from the day of its manufacturing .It shows that particular products having good sales movement in the market.

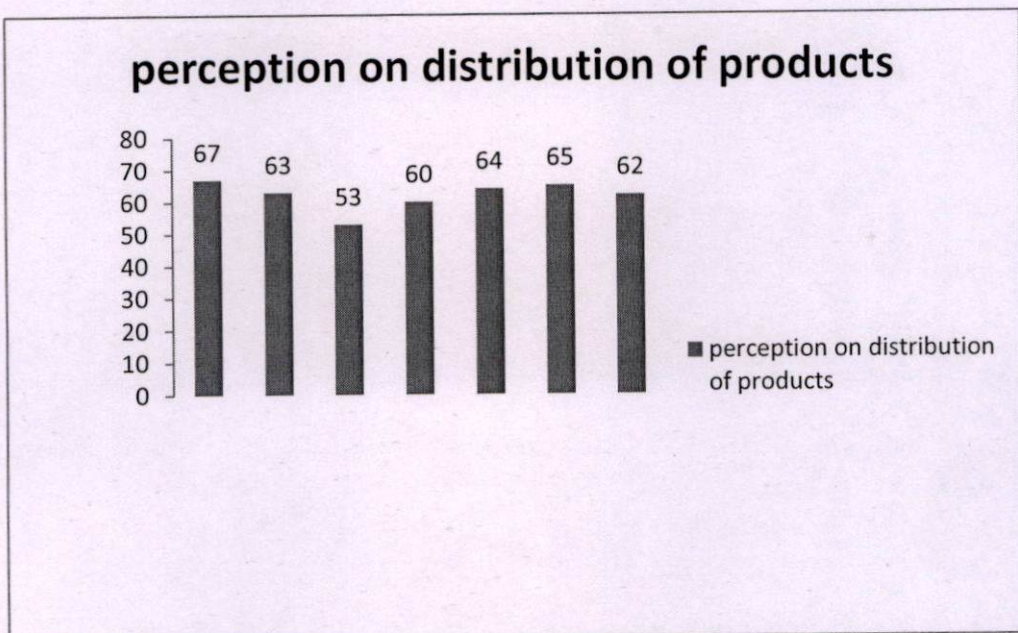
#### 5.2.4 Perception on the distribution of Oushadhi Cosmetic products

Table 5.2.4 represents the perception on the distribution of Oushadhi Cosmetic products

Factors	Score	Rank
Availability of raw materials	67	1
Your satisfaction on the lead time	63	4
Service oriented of sales executives & company	53	7
Prompt response given by the company	60	6
Prompt visit & relationship of sales	64	3

executives		
Benefits you are getting by attending dealership meets	65	2
Satisfaction on commission	62	5

Fig 5.2.3 perception on distribution of products



Among the parameters dealers are highly satisfied of Oushadhi cosmetic product as an Availability of raw materials, Benefits that you getting from the dealership meet. The dealers are satisfied with prompt visit and relationships of the sales executives, etc. are some of the parameters about the perception on the distribution of products of Oushadhi.

### 5.2.5 Utilization of Oushadhi face pack and hair tone

Table 5.2.5 Utilization of Oushadhi face pack and hair tone among respondents=60

Sl.No.	Items	Utilization	
		No.of respondents	Percentage
1	Oushadhi face pack	35	58.3
2	Oushadhi hair tone	20	33.3

Source:Primary data

Table 5.2.5 and reveals that only 35 per cent of the respondents were using Oushadhi face pack and 20 per cent were using Oushadhi hair tone.

From the above results we can see that only one-third of the people were aware of the Oushadhi face pack, where only 8 per cent of the respondents were using it. Thus it is evident that more two third of the public were not aware of Oushadhi face pack, where more than 90 per cent of the public were not using the Oushadhi hair tone. Thus there is ample scope for the company to expand their market, by adopting appropriate promotional measures.

Oushadhi is a recognized brand but its hair tone has not got much awareness among the public. Oushadhi has advertisement and promotional activities; still the awareness and use of the hair tone are focus to be limited. This shows the ineffectiveness of advisements/promotional measures of Oushadhi on its hair tone.

As discussed, the awareness and use of Oushadhi face pack was moderate among the public. But in the case of Oushadhi hair tone the awareness and use among the

product was low among the public. This investigated to analyse the source of awareness of Oushadhi hair tone by customers as well as the promotional strategies followed by the company.

**5.2.6 Dealer's opinion about these products:** It provides the details of dealer's opinion about the products. From these we can get the details of price, quality, package and movement of these particular products.

Table 5.2.5 Dealer's opinion about Oushadhi face pack

Product	Price	Quality	Package	Movement
Oushadhi face pack	3	4	1	2

Source: Primary data

Table 5.2.5 represents dealer's opinion about Oushadhi face pack, 3 respondents reveals that price of Oushadhi face pack is medium level, 4 respondents were reveals that quality of the Oushadhi face pack is good.

Figure 5.2.3 Dealer's opinion about Oushadhi face pack

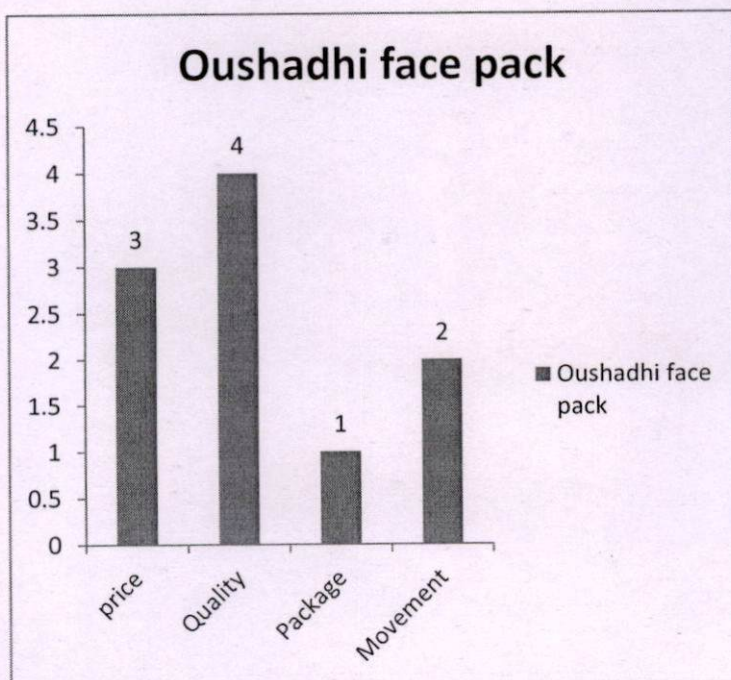


Table 5.2.7 Dealer's opinion about Oushadhi hair tone

Product	price	Quality	Package	Movement
Oushadhi hair tone	2	4	2	2

Source: Primary data

Table 5.2.7 represents dealer's opinion about Oushadhi hair tone, 4 respondents were reveals that quality of the Oushadhi hair tone is good. Rest of them reveals that they are medium.

### 5.2.7 Perception about pricing of Oushadhi Cosmetic Products

Pricing is an important factor that aids in the sales of a product. It is a deciding factor leading to buying behavior of these cosmetic products. Table gives the perception of the retailers regarding the pricing of Oushadhi Cosmetic Products.

Table 5.2.8 Perception about pricing of Oushadhi cosmetic products

Perception	No. of respondents	Percent
Costly	0	0
Affordable	10	100
Total	10	100

Source: Primary Data

Table 5.2.8 reveals that according to the perception of the dealers, the price of the product is affordable. All dealers believe that the product is not costly compared to its other brands.

## 5.2.8 Perception about packaging

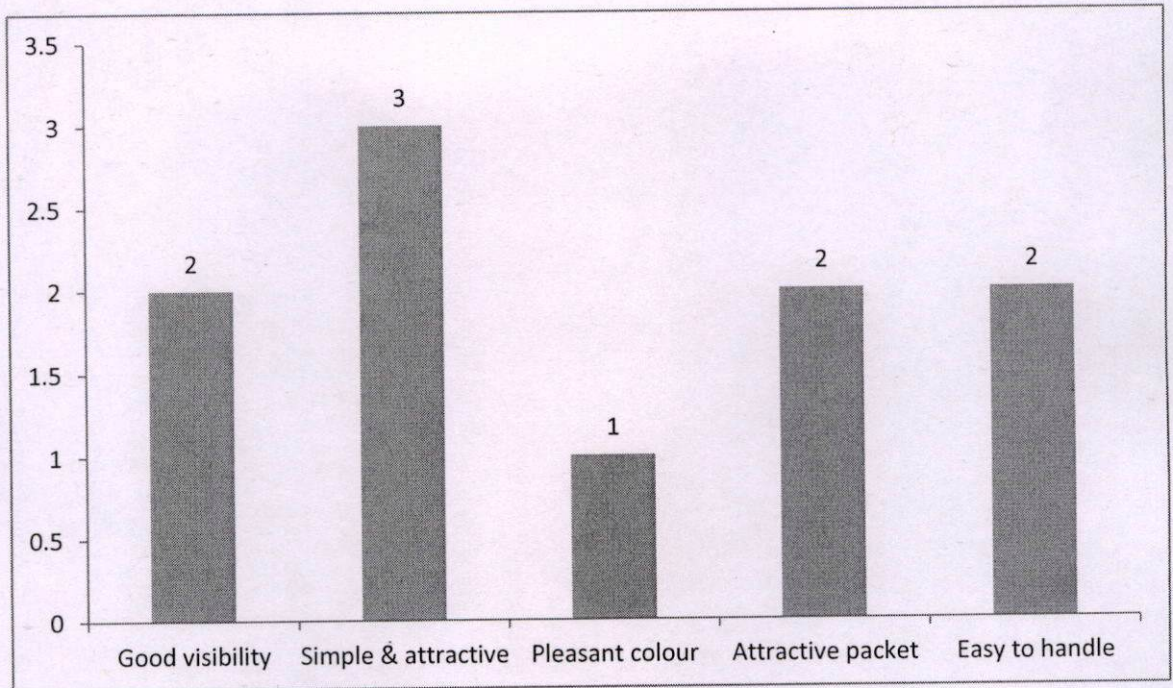
Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. It is one of the important factors. Table 5.2.8 gives the perception of the selected dealers about the packaging.

Table 5.2.9 Perception about packaging among dealers

Perception	No. of respondents	Percent
Good visibility	2	20
Simple and attractive	3	30
Pleasant colour	1	10
Attractive packet	2	20
Easy to handle	2	20
Total	10	100

Source: Primary Data

Figure 5.2.2 Perception about packaging among retailers



From table it is evident that majority (30 percent) of the dealers perceive that the packaging is simple and attractive. Twenty percent feels package having good visibility, attractive, and easy to handle. 10 percent feels that packaging in pleasant colour makes the packaging level in average.

**5.2.9 Distribution system of Oushadhi Cosmetic Products:** This explains about the frequency of delivery of the products. It is classified into different time periods. So, we can easily classify the frequency of delivery of the products.

Table 5.2.10 Frequency of delivery

Products	0-1	1-2 weeks	2-4 weeks	2/months
Oushadhi Face pack	0	2	1	7
Oushadhi Hair tone	2	1	2	5

Source: Primary Data

Table 5.2.10 explains that most of the dealers are taking products two times per month and according to Oushadhi hair tone some are taking products once in a week and least dealers taking products once in a month. Dealers are purchasing products from both company and Thrissur main branch.

SECTION -C**5.3 CONSUMERS****5.3.1 SOCIO-ECONOMIC PROFILE OF THE CONSUMERS**

Table 5.3 Profile of the Respondent (N=60)

SI No	Particulars	No.of respondents	Percentage
<b>1</b>	<b>Gender</b>		
	Female	50	83
	Male	10	17
<b>2</b>	<b>Age</b>		
	21.00 – 30.00	25	41
	31.00 - 40.00	15	25
	41.00 - 50.00	10	17
	51.00+	10	17
<b>3</b>	<b>Religion</b>		
	Hindu	24	40
	Christian	20	33.3
	Muslim	16	26.6



<b>4</b>	<b>Education</b>		
	Matriculation	26	43.3
	Below Matriculation	5	8.3
	Degree	20	33.3
	PG	4	6.66
	Plus Two	5	8.3
<b>5</b>	<b>Employment</b>		
	Self Employed	30	50
	Wage Employed	15	25
	Un Employed	12	20
	Student	3	5

Source: Primary data

The sex wise classification of the respondents revealed that among the 60 consumers, 83 per cent of them were female and rest of them (17%) was male.

Age is a very important demographic factor which plays a major role in the consumption behaviour. The opinions and preferences may differ to a great extent in relation to the age of an individual. Table 4.1 shows that out of 60 respondents 41 per cent were of the age group of 21-30, 25 per cent are belongs to 31- 40 age group, 17 per cent belongs to 41-50 age group, 17 per cent belongs to above 50 age group, and none of the respondents were belongs to the age group of less than 20.

Educational qualification is very important variable in determining one's perception towards a product. Marketers can very well position their product according to their educational background of the consumers. It is revealed from the above table 4.6 that most of the respondents was having matriculation level education (43.3%) and respondents having secondary level and above are (8.3%).The respondents with educational qualification of primary are only 8.3 per cent.The table 4.1 shows that un employed and students were formed 20 per cent and 5 per cent respectively. Occupation of the respondents is also one of the major variables which help marketers in positioning their product. 25 per cent were wage employed. Self-employed people constituted the major Part of the sample (50%)

### 5.3.2 AWARENESS ABOUT OUSHADHI COSMETIC PRODUCTS

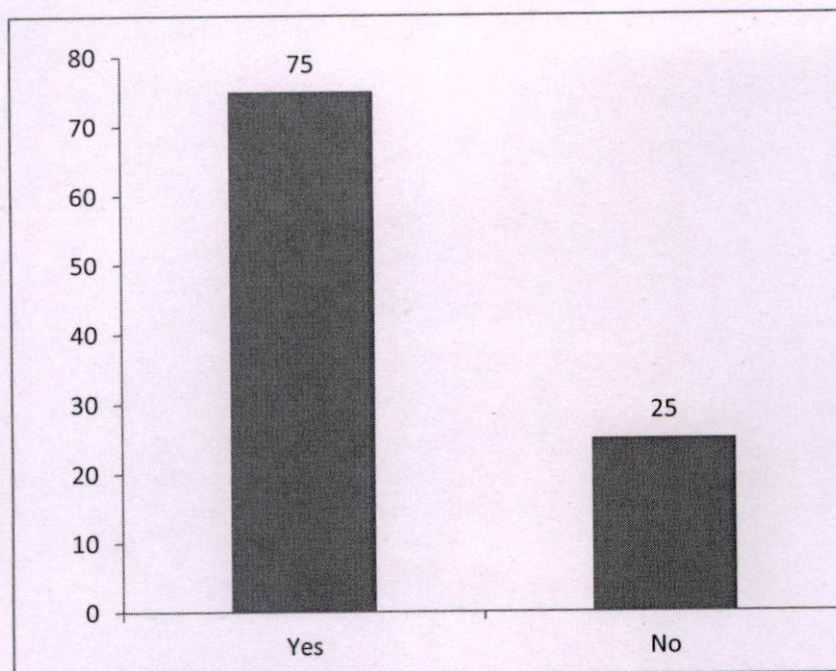
Table.5.3.1 respondents' opinion about the cosmetic products in Oushadhi

N=60

SL. No.	Opinion about Oushadhi cosmetic products	No. of respondents	Percentage
1	Yes	45	75
2	No	15	25
	Total	60	100

Source: Primary data

Fig.5.3 respondent's opinion about the cosmetic products in Oushadhi



Majority respondents of Oushadhi Cosmetic products customers (75%) opined that they will recommend Oushadhi cosmetic products to others, and (25%) of Oushadhi customers opined that they will not recommend to others.

### 5.3.1 Awareness about Oushadhi face pack

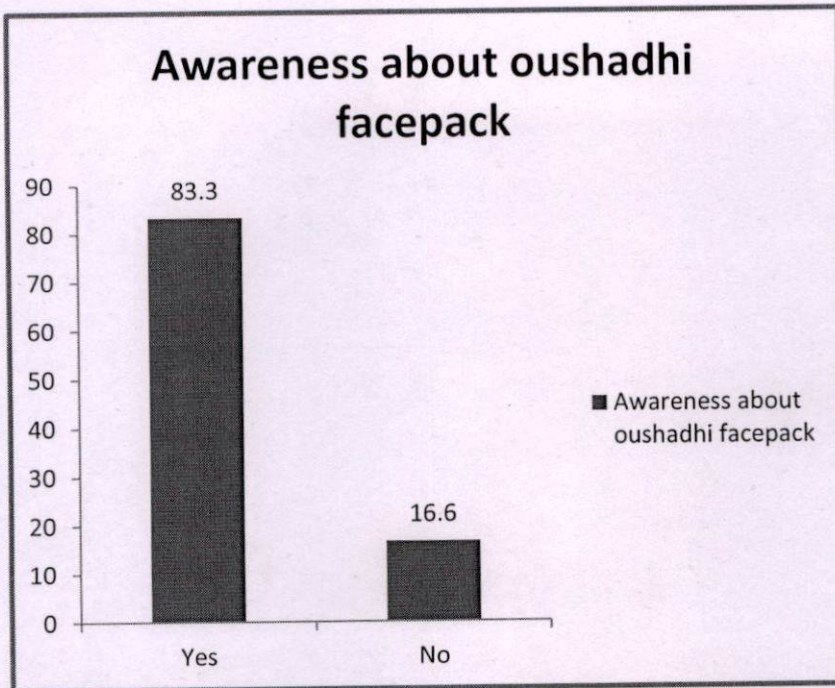
Table.5.3.2 Awareness about the Oushadhi face pack

SL.No.	Awareness about Oushadhi face pack	No.of responents	Percentage
1	YES	50	83.33
2	NO	10	16.66
	TOTAL	60	100

Source: Primary data

7A

Fig.5.3.1 Awareness about Oushadhi face pack



In these Fig 5.3.1 shows that majority of the respondents of Oushadhi face pack products customers (83%) were aware about Oushadhi face pack, and (16 %) of Oushadhi customers were not aware about the Oushadhi face pack.

### 5.3.2 Reasons for using Oushadhi Hair tone

Table 5.3.3 represents the reasons for using Oushadhi hair tone

Reasons	No.Of Respondents	Percentage
Hair growth	14	23.3
Scalp protection	12	20
Hair conditioning	9	15
Anti greying	15	25

Others	10	16.6
Total	60	100

Source: Primary data

The above table shows that 23.3 percent of the customers were Using hair tone to hair growth.20 percent respondents used for scalp protection, 15% of the respondents used for hair conditioning, 25%of the respondents use hair tone to anti greying, and 10% of customers are using hair tone for the other purposes.

#### 5.3.4 Source of awareness about Oushadhi cosmetic product

Table 5.3.4 Sources of awareness about Oushadhi Cosmetic product

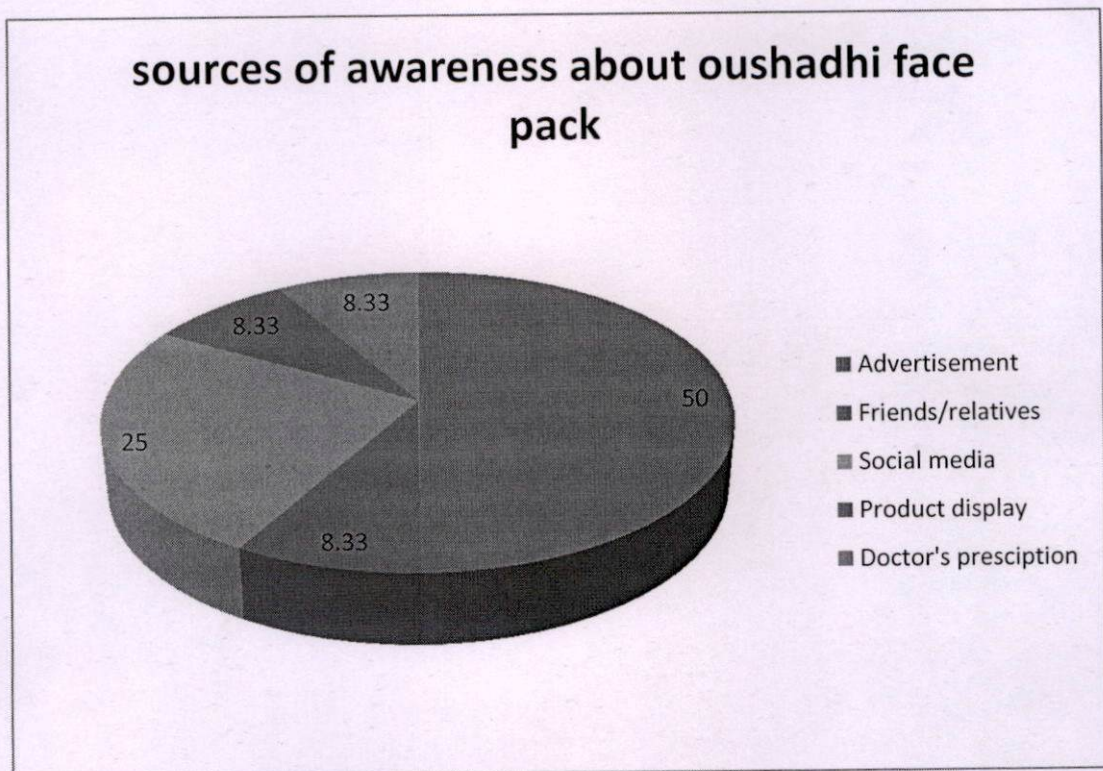
N=60

Sl.No.	Sources (Oushadhi face pack)	No.of responders	Percenta ge	Sources (oushadhi hair tone)	No.of respon dents	Perce ntage
1	Advertisement	30	50	Advertisem ent	15	25
2	Friends/relatives	5	8.33	Friends/relat ives	15	25
3	Social media	15	25	Social media	10	17
4	Product display	5	8.33	Product	5	8.33

				display		
5	Doctor's prescription	5	8.33	Doctor's prescription	5	8.33

Source: Primary data

Fig.5.3.2 Sources of awareness about Oushadhi face pack

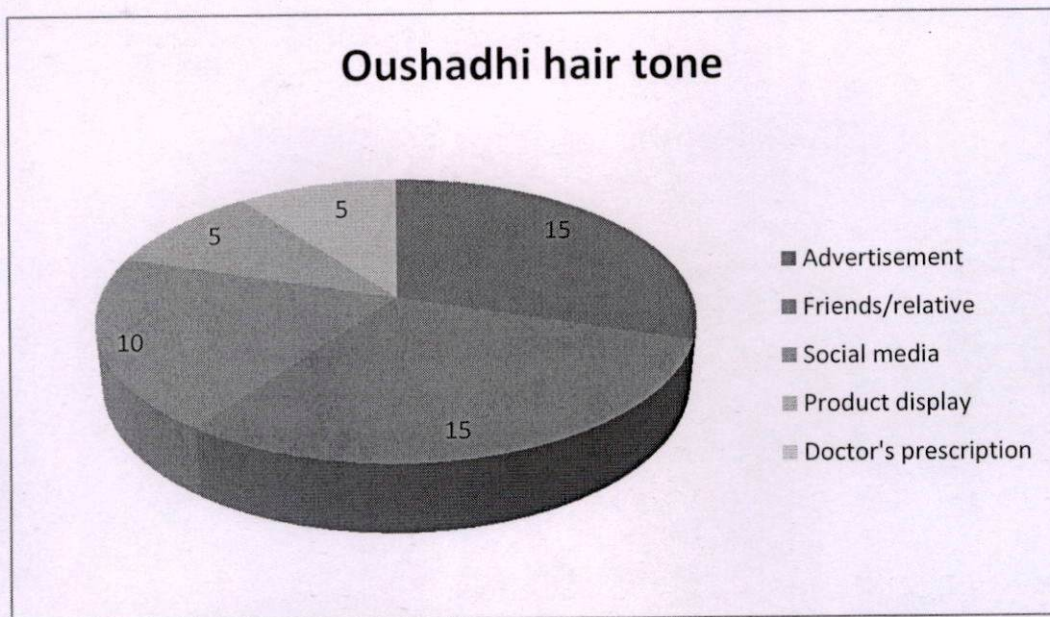


From Table 4.2, it can be seen that 50 per cent of the respondents knew about Oushadhi face pack through television advertisements, whereas 8.33 per cent knew from their friends/relative, 25 per cent from social media, 8.33 per cent for the doctor's prescription.

It is clear that friends/relative, product display on shops/Exhibition and Doctor's prescription of Oushadhi face pack not much attractive. Majority of the respondents got the awareness from advertisements and through social media.



Fig.5.3.3 sources of awareness about oushadhi hair tone



From Table 5.3.2, according to Oushadhi hair tone it can be seen that the most respondents knew about Oushadhi face pack through television advertisements and through friends and relatives, whereas 10 per cent knew from the social media and the least respondents were aware through product display and doctor's prescription.

### 5.3.4 Frequency of purchase of the respondents

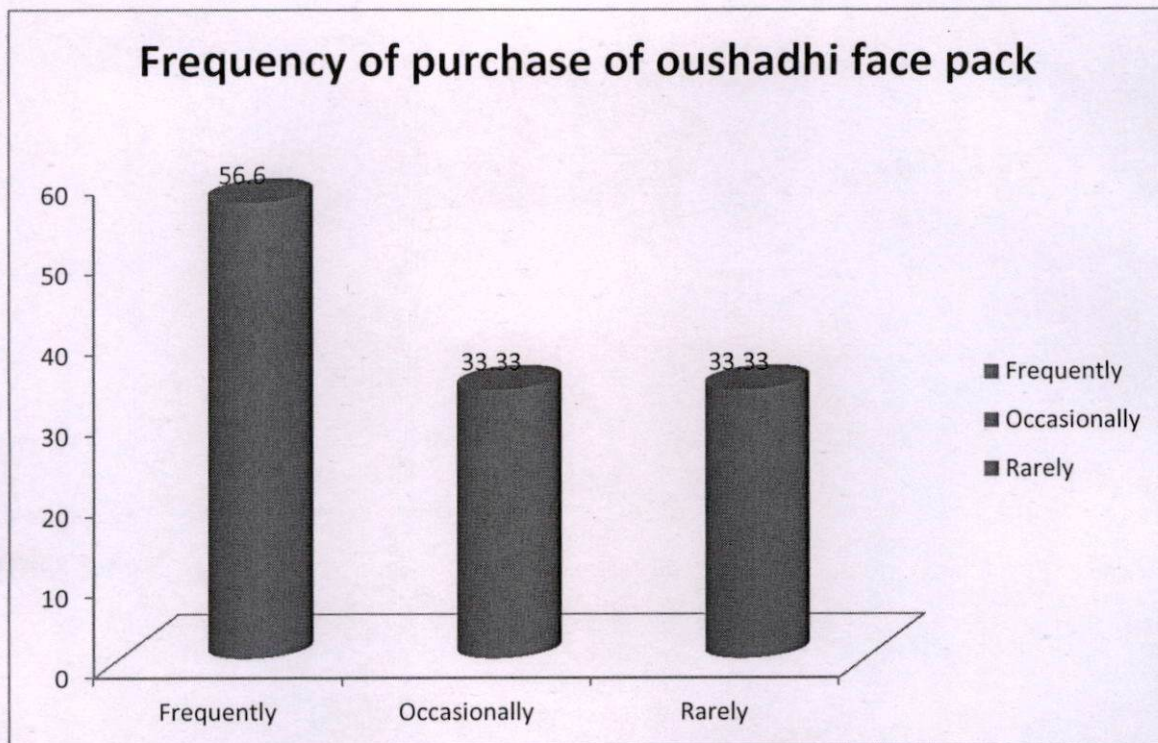
Table 5.3.5 Frequency of purchase of Oushadhi face pack

n=60

Factors	No. of respondents	Percentage
Frequently	34	56.6
Occasionally	20	33.33
Rarely	6	33.33
Total	60	100

Source: Primary data

Fig.5.3.3 Frequency of purchase of Oushadhi face pack



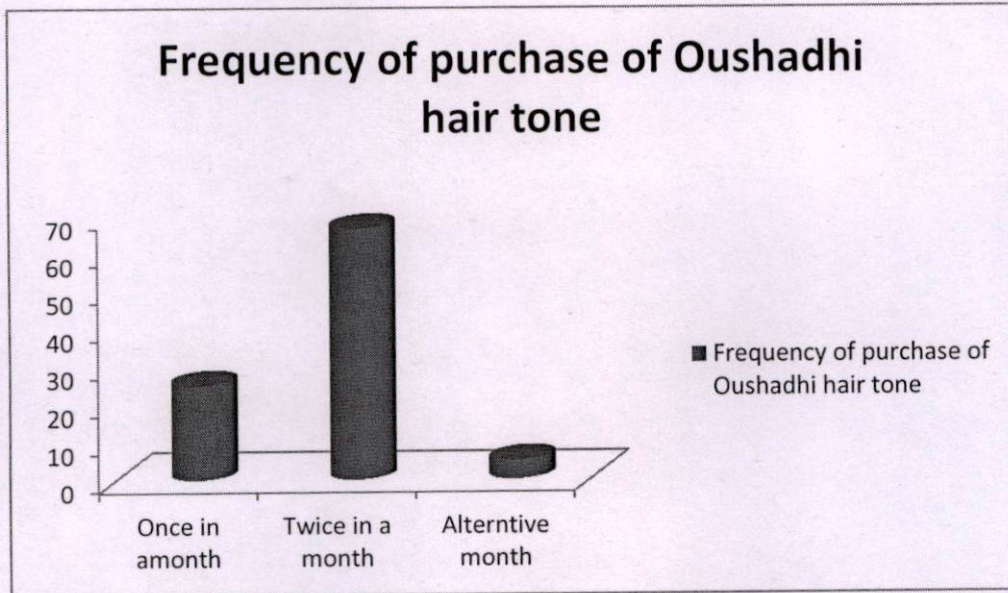
5.3.6 Table Frequency of purchase of Oushadhi hair tone

n=60

Factors	No. of respondents	Percentage
Once in a month	34	56.6
Twice in a month	20	33.33
Alternative months	6	33.33
Total	60	100

Source: Primary data

Fig.5.3.5 Frequency of purchase of Oushadhi Hair tone



The respondent's frequency of purchasing Oushadhi face pack and Oushadhi hair tone results in table 4.8 and figure 4.8. The results show that 56 per cent of the respondents were buying frequently, 33.33 per cent were occasionally purchasing the Oushadhi face pack, 33.33 per cent were purchasing the Oushadhi face pack very rarely, and in the case of Oushadhi hair tone, at most 56.6 per cent were purchased once in a month and the rest of them were purchased twice in a month and alternative month.

### 5.3.6 Media Preference –Oushadhi Cosmetic products

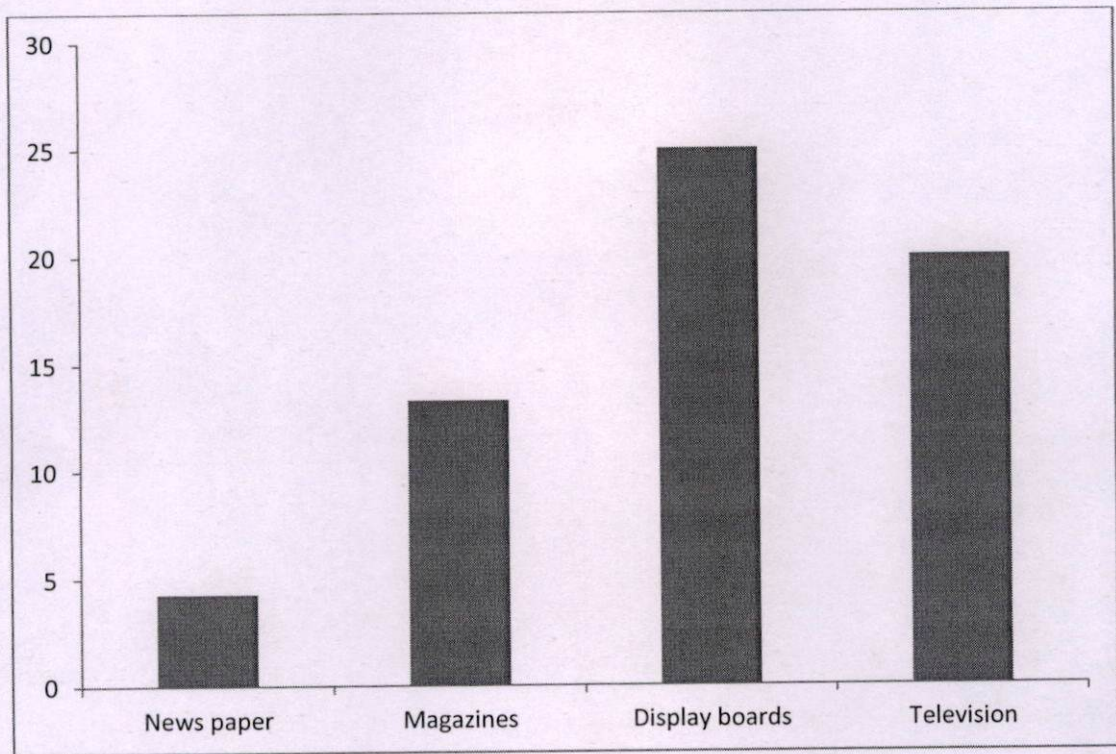
Table 5.3.7 Media preference

Sl.No	Sources	No.of respondents	Percentage
1	Newspaper	25	41.66
2	Magazines	8	13.33

3	Display boards	15	25
4	Television	12	20
	TOTAL	60	100

Source: Primary data

Figure 5.3.6 represents the media preference for Oushadhi cosmetic Products



The above table 5.3.6 and figure 5.3.7 shows that media preference of the respondents. Out of 60 respondents, 41.66 percent of the respondents prefer newspaper advertisements, 13.3 per cent of them prefer Magazines, 25 percent prefer display boards, remaining 20 percent of respondents prefer Television advertisements.

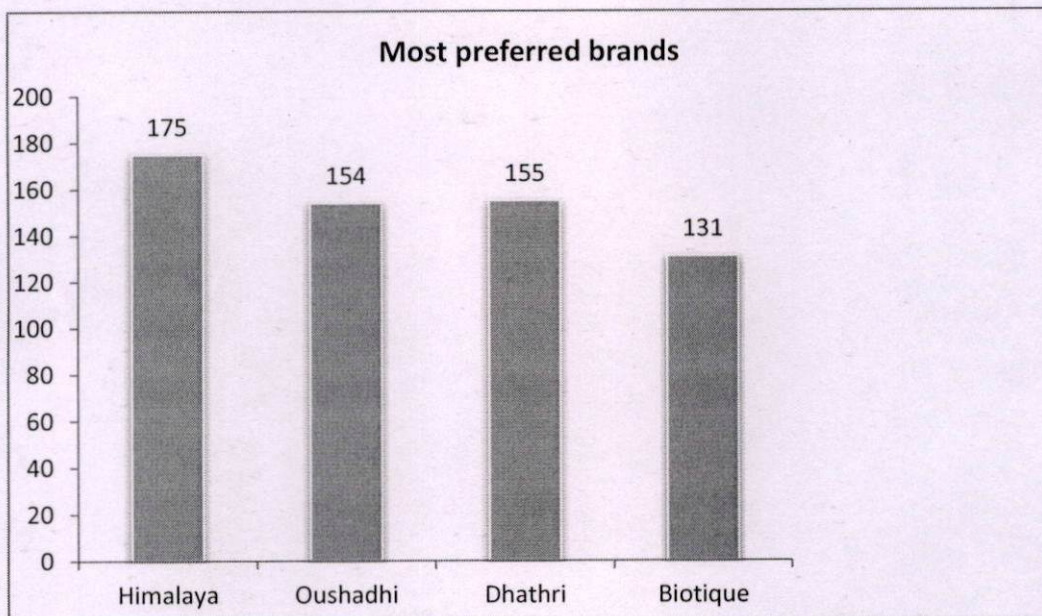
### 5.3.6 Preference of customers towards Oushadhi cosmetic products

Table 5.3.8 : Most preferred herbal cosmetic products by the customers

Sl.No	Brands	Score	Rank
1	Himalaya	175	1
2	Oushadhi	154	3
3	Dhathri	155	2
4	Biotique	131	4

Source: Primary data

Figure 5.3.7 represents the preference of customers towards Oushadhi Cosmetic Products



The above table shows respondents were used other brands they are, out of 60 respondents were ranking in that 175 respondents were used Himalaya, 154 respondents were used Oushadhi, 155 respondents were used Dhathri, and 131 respondents were used Biotique.

## Consumer satisfaction

Quality is the collection of features and characteristics of a product that contribute to its consumer to meet their given requirements. If a product fulfills the customer's expectations, the consumer will be pleased and consider that the product is acceptable or even high quality. If his or her expectations were not satisfied, the customer will consider that the product is of low quality. This means that the quality of a product may be defined as its ability to fulfill the customer's needs and expectations.

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging is intended to preserve, transport, inform and sell.

Price is one of the four P's of marketing mix. Price is the only revenue generating element amongst the four P's the rest are being cost centers. Pricing is the manual or automatic process of applying, prices to purchase and sales order, based on factors such as fixed amount, quantity break, promotion or sales campaign, and many others.

Promotion is one of the market mix elements. The promotional plan elements are personal selling, advertising, sales promotion, direct marketing and publicity along with offer and incentives and visibility of the product can be considered as one of the promoting factor to a product.

The satisfaction index for each parameter is calculated separately by using the formula

Satisfaction Index (SI) = (Total score obtained for the statement/Maximum obtained score for the statement) X 100

Maximum obtainable score for a statement = Maximum score obtained for the opinion X total number of respondents

The formula used for calculating the index (Kerlinger, 1970) is given below:

Overall Satisfaction Index = Total score of the statement / Max.score  
of stat \*100

Weighted Score = 5 \* Excellent+ 4 \* Good + 3 \* Average + 2 \* Below average +  
1 \* poor

Index = 5 \*E+ 4 \*G + 3\* A+ 2 \* BA+ 1\*P /5+4+3+2+1

Where, E - Excellent

G - Good

A - Average

BA - Below average

P - Poor

Each respondent were asked to indicate the description that most suited feeling towards the statements. The algebraic summation of scores that assigned to each statement represented the total attitude score of individuals. It was helping to make a comparative evaluation of responses of different statement and find out for which all attribute the respondents have favorable and unfavorable opinion.

### **5.3.11 Customer satisfaction towards Oushadhi Cosmetic products**

For measuring the level of customer satisfaction the opinion of respondents were collected using five point scales with respect to nine selected variables viz, product features, advertisement, price, packaging, availability, ingredients and quality. They are summarized in the table given below.

Table 5.3.9 Customer satisfaction towards Oushadhi Cosmetic Products

Sl.No	Parameters	Excellent	Good	Average	Below average	Poor	Score	Index
1	Quality of the product	4	2	2	1	1	37	74
2	Effectiveness of medicines	3	2	1	2	2	30	60
3	Better results	5	2	1	1	1	39	78
4	Shelf life of the product	2	4	1	2	1	34	68
5	Packaging of the product	2	3	2	1	2	32	64
6	Safety while using this products	4	3	1	1	1	38	76
	Overall index						210	350

Source: Primary data

The composite index of satisfaction level of the dealers about the Oushadhi cosmetic products was estimated to be 70 which fall in the good zone .Among the statements the third statement 'better results'got the highest index 78 and fall in the excellent

zone .The second & third index was for the 6<sup>th</sup> and 1<sup>st</sup> statement as safety while using the cosmetic products and Quality of the product. The effectiveness of medicines got the index 60 and it falls in the good zone. And packaging of the product got the index 64 so, this statements found to fall in the good zone.

**CHAPTER VI**

**FINDINGS, SUGGESTIONS AND CONCLUSIONS**

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## CHAPTER VI

### FINDINGS, SUGGESTIONS AND CONCLUSIONS

#### 6.1 Introduction

Oushadhi or Pharmaceutical Corporation (Indian Medicines) Kerala Ltd is an Ayurveda medicine manufacturing company situated in Kuttanellur, in Thrissur city of Kerala state. It is a 100% Government of Kerala owned company and produces around 450 formulations.

Marketing is simplistically defined as 'Putting the right product in the right place, at the right place, at the right time. The use of a marketing mix is an excellent way to help ensure that 'putting the right product in the right place .It is a crucial tool to help understand what the product or service can offer and how to plan for successful product offering.

The marketing mix is most commonly executed through the 4 P's of marketing: Price, Product, Promotion, and Place. The product is either a tangible good or an intangible service that is seem to meet a specific customer need or demand. All products follow a logical product life cycle and it is vital for marketers to understand and plan for the various stages and their unique challenges. It is key to understand those problems that the product is attempting to solve. In price the actual amount the end user is expected to pay for a product. If a product is priced higher or lower than its perceived value, then it will not sell. This is why it is imperative to understand how a customer sees what they are selling. If a product has little value in the eyes of the consumer, then it may need to be affected by distribution, costs and markup and how competitors price a rival product. In promotion may include advertising, sales promotions, special offers and public relations. It is just the communication aspect of the entire marketing function. In place the distribution is a key element of placement. The placement strategy will help assess what channel is the most suited to a product and how the product is accessed by the end user also needs to compliment the rest of the product strategy.

The study was mainly conducted to know about marketing management practices of cosmetic products in Oushadhi. The study was conducted among the customers of

Oushadhi in Thrissur, dealers of Oushadhi and the marketing department in Oushadhi. The study was based on primary and secondary data. The primary data were collected by conducting a survey using structured interview schedule. The secondary data were collected from various publications, records and website of the company. The survey was conducted among 60 consumers in Thrissur Corporation and 10 dealers from the Thrissur district. The data analysis was done using statistical tools like index and Percentage. Customer satisfaction is assessed by taking consumer satisfaction index (CSI) for the products they are currently using.

## **6.2 Major findings**

### **6.2.1 Dealer's Perception on marketing management of cosmetic products in Oushadhi**

- I. Regarding the age group majority of the respondents belonged to the age group of 31-40.
- II. All the dealers opined that there is continuous availability of the product in the market, and Prompt visit and relationship of sales executives.
- III. Majority of the dealers opined that the quality of the Oushadhi cosmetic product is good and the price of the product is affordable.
- IV. Majority (30%) of the dealers perceived that the packaging is simple and attractive, easy to handle.

### **6.2.2 Consumers' Perception on marketing of Oushadhi**

#### **6.2.3.1 Profile Characteristics of consumers**

- I. It was observed that majority of the respondents belonged to the age group of 21-30.
- II. Majority of the respondents were female.
- III. Educational qualifications of the respondents revealed that majority of the respondents were qualified matriculation level nearly (43%).
- IV. Occupation of the respondents revealed that majority of the respondents nearly 50%, were self-employed.

- V. Majority (23%) of the respondents were using Oushadhi hair tone for hair growth, for anti greying and for scalp protection.
- VI. Most of the respondents came to know about Oushadhi cosmetic product from advertisement (50%).
- VII. Regarding the media preference most of the respondents preferred newspaper.
- VIII. Regarding the frequency of purchase of Oushadhi face pack majority of the respondents purchased frequently and in the case of Oushadhi hair tone majority of the respondents purchased twice in a month.
- IX. The study revealed that other brands of hair oil and face pack viz. Himalaya, Dhathri, and Biotique are the main competitors of Oushadhi face pack and hair tone.
- X. The consumers were satisfied with the product attributes like better results (78), Safety while using these products (74), Quality of the product (74), and shelf life of the product (68).
- XI. Overall index of customer satisfaction with respect to the products was (70); It revealed that consumers were satisfied with the product features.

### **6.3 Suggestions**

- I. The main suggestion is that the company should concentrate many on the promotion of the product especially through media advertisements and Conduct more exhibitions to get awareness about the cosmetic products in Oushadhi.
- II. As majority of the consumers were found to be less satisfied with the shelf life of the cosmetic products, it is suggested to innovate techniques or methods to improve the shelf life of Oushadhi cosmetic products, this may requires more investments in research and development.
- III. The company may conduct customer satisfaction or opinion surveys for further development of the products.

## 6.4 Conclusion

During the coming years, our state will be in the threshold of a great leap forward in the Ayurvedic way of treatment. Considering Oushadhi's decades of association and influence among the people, its cosmetic products can be promoted more easily. There are many consumers who have been using the Oushadhi cosmetic products.

From the whole study, it can be concluded that the marketing management strategies of cosmetic products in Oushadhi, should focused on the product promotional is to improve the sales of the cosmetic products in Oushadhi. And the firm should get goals or create a strategic plan in order to grow in the market research. Good marketing will help to measure the market needs and preference and then acting upon that accordingly.

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**APPENDIX**

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APPENDIX

**Consumer survey form**

(Academic purpose only)

**Analysis of marketing management practices of cosmetic products in Oushadhi**

Name:

Sex : male  female

Age : Below 20  20-30  30-40  Above 40

Address:

Religion :

Marital status : single  Married  Widow

Educational qualification: Primary  Upper primary  High school

Occupation : Agriculture  Govt.employee  Business

Private sector employee  Others

Annual income : less than 50,000  50,000- 1,00000

Contact no:

AWARENESS

- Have you heard about the cosmetic products in oushadhi?

Yes  No

If yes, mention some

- Have you heard face pack ?

Yes  No

If yes, mention some.....

- Have you heard about any herbal face pack ?

Yes  No

- If yes, mention some.....

- Have you heard of Oushadhi face pack?

Yes  No

- Have you used it ?

Yes  No

- Have you heard about oushdhi hair tone ?

Yes  No

If yes, mention some.....

Have you used it ?

Yes  No

- Are you a regular users of Oushadhi face pack ?

Yes

No

- Mention three herbal brands based on your preference?

.....  
.....  
.....

- Reason for not using oushadhi face pack ?
- Are you ready to purchase a hair cream satisfying majority of your need with a hike price?

If Yes, Why.....

If No, Why.....

- Are you ready to purchase a face pack cream satisfying some of your needs with reasonable price?

Yes

No

- Which factor you consider more ,while purchasing cosmetics?

Quality  Colour  Fragrance

Ingredients  Reasonable price

Brand  Stock available at the time of purchase

Attractive packaging  Available in sachet   
packet

- How did you know about Oushadhi face pack ?

.....  
.....

- From where do you purchase Oushadhi face pack ?

Retail shops Fancy stores

Grocery shops

Medical shops

Super market /hyper market

Others

- Are you aware of the ingredients of cosmetics products you are using ?

Yes  No

- From where did you get the knowledge about oushadhi face pack?

Advertisement  Friends/relative   
 Socialmedia  Product display   
 Others

Schedule for users of oushadhi hair tone

- Are you a regular users of oushadhi hair tone ?

Yes  No

- Mention three herbal brands based on your preference?

.....  
 .....  
 .....

- How long are you using Oushadhi hair tone ?

.....  
 .....

- Are you satisfied with oushadhi hair tone ?

If yes,why.....

If No,why.....

- Are you satisfied with price of oushadhi hair tone ?

Yes  No

- Which factor you like more in oushadhi hair tone ?

Quality  Colour  Fragrance

Ingrdients  Bottle design  Brand

Other factor

How did you know about Oushadhi hair tone ?

.....

- From where do you purchase oushadhi hair tone ?

Retail shops  Fancystores  Medical shops   
Supermarket/hypermarket  Others

- Are you aware of the ingredients in oushdhi hair tone ?

- For what benefit you are using hair tone ?

Hair growth & scalp protection  Hair conditioning   
Anti greying  Others

- What quantity you prefer ?

.....

- Did you suggest Oushadhi hair tone to your friends/relatives ?

Yes  No

- How often you purchase Oushadhi hair tone ?

Once in a month  Twice in a month   
Alternative months

- What are the suggestions you have about Oushahi hair tone ?

.....

.....

.....

.....

**Interview schedule- Employees of marketing department**

- 1) Name and address
- 2) Age
- 3) Educational qualification
- 4) Year of establishment
- 5) Details of the cosmetic products
- 6) What are the important steps you follow before developing a new product?
- 7) What are the promotional activities adopted by the company?
- 8) How is its impact towards the sales?
- 9) Types of sales promotion?
- 10) Which are the Medias used for advertising?
- 11) Which mode of transportations are you following?
- 12) What is the time lag between order placing and delivery?
- 13) Explain the channels of distribution?

### Interview schedule- dealers

1. Name & Address
2. Age
3. Educational qualification
4. Retailing experience
5. Rank the age group according to their demand for the cosmetic products
6. Which cosmetic products of Oushadhi you sell more to the customers ?

Category

Tick

Oushadhi face pack

Hair tone

7. Whether the consumer demand is higher for newly developed and modified products or traditional products?

8. Read the following statements /attributes based on your opinion to what extend it goes with you ,by giving your response from a continuum of 1 to 5 .The rating is

- 1) Poor
- 2) Below average
- 3) Average
- 4) Good
- 5) Excellent

9. Your perception about the oushadhi cosmetic products

Attributes

- 1) Quality of medicines
- 2) Effectiveness of medicines
- 3) Better results
- 4) Shelf life of the medicines
- 5) packaging of the medicines
- 6) Safety while using this cosmetic products

**10. Your perception on the distribution of products of Oushadhi**Attributes

- 1) Availability of medicines
- 2) Your satisfaction on the lead time
- 3) Service oriented of sales executives and company
- 4) Prompt response given by the company for your suggestions
- 5) Prompt visit and relationship of sales executives
- 6) The benefits you are getting by attending dealership meets
- 7) Satisfaction on commission

