



## EXPANSION OF MARKETING MIX CONCEPTS:AS A STRATEGY PERTAINING TO WOMEN HYGIENE PRODUCTS

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### **Abstract**

The purpose of this paper is to show that the marketing mix allows understanding how to build and sell value to customers. Ultimately, customers buy what they perceive is the best value for their money in a purchase situation. Implementing marketing campaigns that show off great products at fair prices gives an opportunity to succeed. Finding affordable marketing options also helps get better return on investment from marketing. While market, Strategist should target with their messages. Primary customer group becomes the target customers of the marketing campaign. Product and price offer some direction in identifying the right audience. Part of marketing is conveying to customers what have to offer and why it is different and better than alternatives. Place is how to offer whether it is in-store or online. The price point is part of the overall offering, because it affects your product's value. The promotion P addresses the actual process of creating and distributing messages about brands and products. Under the promotion umbrella, Strategist has to decide what messages and formats to use to persuade their target customers to buy.

**Key words: Marketing Mix, Marketing Strategy, Women Hygiene Products.**

### **Background of the Study**

The term "marketing mix" was first paved a way in the early 1950s but it was a prominent marketer, E. Jerome McCarthy, who promoted it to be known as the four Ps of marketing in 1960. After that, this idea of 'marketing mix' was amplified by Neil Borden (1964), which has been widely used to the marketing management. The marketing mix refers to four major elements of decision making in the marketing process, i.e. products, price, place and promotion that are combined to acquire the results yearned by the company or organization.

In a relation with hygiene products' market, to meet women's needs the product providers should develop the products to content them, set and sell in the right price, distribute the products the right place, and to create the effective way for the existence of the product known through promotion.

Hygiene Products pertaining to women

The researcher mainly discussing about five products which women uses mainly for their hygiene perspectives.

- a. Deodorant  
A deodorant is a substance applied to the body to prevent body odour caused by the bacterial breakdown of sweat in armpits, feet, and other areas of the body.
- b. Hand Wash  
Hand wash is the product of cleaning one's own hands with or without use of water. By using this product, It prevents or minimizes diseases and diffusion of infections. By cleansing with hand wash, will protect from diseases. People who are infected with respiratory illness such as common cold, cough can easily transmit viruses through air. So if they don't wash their hands, it is easy to get affect others.
- c. Mouth Wash  
The main use of mouth wash is a part of oral hygiene routine which kills bacterial plaque which causes cavities, gingivitis and bad breath. One of the common use of mouthwash is prior to and after oral surgery procedures such as tooth extraction.
- d. Sanitary napkins  
Menstrual pads are worn as a diaper to absorb menstrual discharge (and thereby protect clothing and furnishings). They are usually individually wrapped so they are easier and more discreet to carry in a purse or bag. This wrapper may be used to wrap the soiled pads before disposing of them in appropriate receptacles
- e. Tissue Paper  
Facial tissue (paper handkerchiefs) refers to a class of soft, absorbent, disposable paper that is suitable for use on the face. The term is commonly used to refer to the type of facial tissue, usually sold in boxes, that is designed to facilitate the expulsion of nasal mucus from the nose although it may refer to other types of facial tissues including napkins and wipes.

### **Objectives of the Study**

1. To study marketing mix components in relation to women hygiene products.
2. To analyse marketing mix components as a marketing strategy.



3. To find marketing matrix which shows mapping between subcomponents of marketing mix and women hygiene products

### Methodology

The methodology of the present study relied on the web based research, review of print literature to understand marketing mix elements.

### Marketing Mix of Women hygiene Products

Assembling the marketing mix means making the best combinations of 4P's. ( Product, Price, Place and Promotion) – the linkages among them, and their joint impact on the brand's performance in the market. So it has to decide :

- What sort of product should be offered to an identified target market?
- What should be the price structure?
- Which channel has to be used?
- What is the right promotion strategy?
- How should the marketing effort/ resources be appointed among 4P's?
- What is the best combination in the given situation?

### Product

Sub components under Product are a) Product Design b) Product Quality c) Warranty d) Package e) Service.

#### a) Product Design

The manufacturer is concerned with production cost; in the end, the manufacturer wants an economically produced product, The purchaser looks at price, appearance, and prestige value, The end user is concerned with usability and functionality of the final product.

Product Design includes sub elements *features, brand name, models, style, and appearance.*

#### Product features

A function of an item which is capable of satisfying a particular consumer need and is hence seen as a benefit of owning the item. A product feature is one of the distinguishing characteristics of a product that helps boost its appeal to potential buyers, and might be used to formulate a product marketing strategy that highlights the usefulness of the product to targeted probable consumers in the business.

#### Brand Name

Brand Name is a word, name, symbol, etc., especially one legally registered as a trademark, used by a manufacturer or merchant to identify its products distinctively from others of the same type and usually prominently displayed on its goods, in advertising, etc.

#### Models

A manufacturer usually provides an identifier for each particular type of product they make, known as a model, model variant, or model number. For example, Dyson Ltd, a manufacturer of appliances (mainly vacuum cleaners), requires customers to identify their model in the support section of the website. Brand and model can be used together to identify products in the market.

#### Style

The style of something is the general way in which it is done or presented, which often shows the attitudes of the people involved.

#### Appearance

It refers to the outward look

#### b) Product Quality

Quality has no specific significance unless related to a definite function and/or object. The common element of the business definitions is that the quality of a product or service refers to the awareness of the degree to which the product or service meets the customer's prospects.

#### c) Warranty

A seller's assurance to a purchaser that the goods or services being purchased are or shall be as represented and, if not, will be replaced or repaired.

#### d) Package

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package and (in many cases) the point of sale display. Most packaging is designed to reflect the brand's message and identity.



e) Service

Service includes *Presale and after sale, service standards, service charges*

Presales is a process or a set of deeds usually carried out before a customer is acquired, though sometimes presales also ranges into the period the product or service is delivered to the customer.

Service standards are important for customers, potential customers, employees and management of a business. It helps to define what a customer can expect and to remind management and employees of the challenge and obligations that they face.

Service charge

**Place**

Place component includes channels of distribution and Physical distribution

- a) Channels of distribution: Chanel Design, types of intermediaries, location of outlets, channel remuneration, dealer-principal relations etc.

Chanel Design

Effective design, however, requires a disciplined approach to understand customers and how they buy. The “right” channel design and structure becomes will start to become obvious with this analysis. Usually, a couple of alternatives that emerge and a variety of criteria can be used in selecting the best alternative.

In addition to making the channel design and deployment process much easier, the tremendous power to this approach is that since it is customer driven, it will become immediately obvious and easy for customer to buy products and solutions in a manner that is most closely tailored to how they want to acquire solutions.

Types of intermediaries

Marketing intermediaries, also known as middlemen or distribution intermediaries, are an important part of the product distribution channel. Intermediaries are individuals or businesses that make it possible for the product to make it from the manufacturer to the end user, essentially facilitating the sales process. According to Business Dictionary, the four basic types of marketing intermediaries are agents, wholesalers, distributors and retailers.

Location of outlets: Retail stores that sell discounted price items that are irregular, outdated or have been produced in excess quantities. A factory outlet store specializing in selling goods from a particular business might be located in physical proximity to its manufacturing facilities or in association with other factory outlet stores.

Channel Remuneration: Compensation is only one factor that drives channel behavior. A supplier could offer a distributor huge discounts and massive rebates with no impact at all on behavior. Without understanding what drives the channel’s behavior, the supplier is at risk of overpaying or underpaying the channel. Key factors, listed in order of importance are Customer Need and demands, Product and Service model, Customer Preferences, Inventory investment, Relationships, Price. Each supplier must clearly understand its own position relative to these factors. Only then can the supplier develop a channel compensation system that pays the right amount and drives appropriate behaviour. There are four key questions that suppliers should ask as they develop their channel compensation programs:

- Whom to pay?
- How much to pay?
- What to pay for?
- How to structure the pay?

Often find that many suppliers simply tweak their current programs of play “follow the leader” due to the complexity of these factors. Suppliers can fundamentally alter the playing field in ways that significantly accelerate their profit and growth.

Dealer – Principal relations: A dealer is a person or firm in the business of buying and selling securities for their own account, whether through a broker or otherwise. A dealer is defined by the fact that it acts as principal in trading for its own account, as opposed to a broker who acts as an agent in executing orders on behalf of its clients.

- b) Physical distribution: Transportation, warehousing, inventory levels, order processing etc.

Physical distribution is the group of activities associated with the supply of finished product from the production line to the consumers. The physical distribution considers many sales distribution channels, such as wholesale and retail, and includes critical decision areas like customer service, inventory, materials, packaging, order processing, and transportation and logistics. You often will hear these processes be referred to as distribution, which is used to describe the marketing and movement of products.



Accounting for nearly half of the entire marketing budget of products, the physical distribution process typically garnishes a lot of attention from business managers and owners. As a result, these activities are often the focus of process improvement and cost-saving initiatives in many companies.

#### Functions of Physical Distribution

The key functions within the physical distribution system are:

- Customer service
- Order processing
- Inventory control
- Transportation and logistics
- Packaging and materials

The customer service function is a strategically designed standard for consumer satisfaction that the business intends to provide to its customers. Once these customer service standards are set, the physical distribution system is then designed to attain these goals.

Order processing is designed to take the customer orders and execute the specifics the customer has purchased. The business is concerned with this function because it directly relates to how the customer is serviced and attaining the customer service goals. If the order processing system is efficient, then the business can avoid other costs in other functions, such as transportation or inventory control. For example, if the handbag business has an error in the processing of a customer order, the business has to turn to premium transportation modes, such as next day air or overnight, to meet the customer service standard set out, which will increase the transportation cost.

Inventory control is a major role player in the distribution system of a business. Costs include investment into current inventory, loss of demand for products, and depreciation. There are different types of inventory control systems that can be implemented, such as first in-first out (or FIFO) and flow through, which are methods for businesses to handle products.

#### **Price**

Price is the only element of the marketing mix, which generates revenue for the organisation. There a number of pricing strategies to choose from. Firms will need to select one that suits their product type, industry, target market and product life cycle stage for pricing such as penetration pricing and skimming pricing . Pricing strategies should take into account the following factors into account:

- Fixed and variable costs.
- Competition
- Company objectives
- Proposed positioning strategies.
- Target group and willingness to pay

An organisation can adopt a number of pricing strategies; the pricing strategy will usually be based on corporate objectives. Pricing Strategy includes Pricing policies , margins, discounts and rebates. It also includes terms of delivery, payment terms, credit terms and instalment purchase facilities, resale price maintenance.

#### The Terms of Credit:

The policies regarding credit are to be framed depending on the nature of the product, its marketability, class of customers, competitor's terms and consumer credit facilities made available by banking and other financial units. Of the total turn-over of the business houses, the credit share ranges anywhere between 60 and 95 per cent. The business house grants credit to wholesalers and wholesalers in turn, to retailers and retailers back to consumers. In case of direct selling, credit is granted to customers in terms of instalment and hire-purchase schemes.

#### Terms of Delivery:

Delivery of the goods to the dealers, middlemen and customers is also of vital importance. Clear-cut policies are to be spelled out regarding the terms of delivery as to quantity, time and place of delivery and the conditions of valid delivery.

#### Margin:

Margin here refers to the difference between the final price paid by the consumer and the total cost incurred in making available to him the product or service. This includes margin of retailer, wholesaler and the producer. If conventional margins are existing in a market, it is essential to accept these to get necessary distribution and positive promotion of the product. Where dealer margins are reduced below the accepted normal, in the trade, advertising may be pressed in service to exert



consumer pressure on dealers. Much depends on the nature of products. Articles, particularly, consumer durables and non-durables need lower margin because of mass consumption. On the other hand, the industrial products requiring after-sale services and maintenance will need higher margin to the intermediaries.

#### Resale Price Maintenance

Resale price maintenance is a practice whereby manufacturers or the distributors or the importers recommended and/or the price and the profit margin at which a product will be sold in section or sections forwarded actuality. It manifests itself in the removal of price competition at the level or levels at which it is imposed. It is a policy of establishing a minimum resale price below which a wholesaler a retailer may not sell, the manufacturer's products. Resale price maintenance is designed to prevent excessive price cuttings by wholesalers and retailers and the consequent reductions in their profit margins. It discourages product substitution by merchants and maintains the prestige of an advertised brand. It generates cooperation and merchandising support of dealers. Further, the consumers are protected against over-charging by the middlemen.

#### Promotion

Promotion is the communication aspect of the marketing mix. It is creating a channel for conversation with the targeted consumer base. Through promotion, the company aims to attract the customer's attention and give them enough information about the product to foster enough interest to motivate them to purchase.

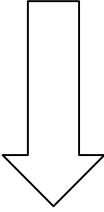
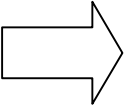
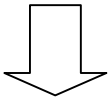
There are five methods that make up a promotional mix. A company may choose to use one or more of these in harmony to ensure a clear, effective and direct message reach the customer. The selection of the portfolio of activities may depend on the company's marketing and sales strategies and budget allocations. These five methods are:

- a) *Advertising* – Advertising includes Media Mix, Vehicles and Programmes. Media mix refers to the various advertising channels through which a company communicates with its audience in order to fulfill a campaign as outlined in the media plan. Generally, a media mix includes radio, TV, print and online advertising endeavors. The media mix is the total amount of advertising that an agency, advertising company or media buyer has budgeted for a specific advertising strategy and media plan. The goal of any campaign is to get the right message to the target audience in the fastest and most efficient way possible. Therefore, the best media mix for any given campaign depends greatly on the demographics of the target market.
- b) *Public Relations & Sponsorship* – PR or publicity tries to increase positive mention of the product or brand in influential media outlets. These could include newspapers, magazines, talk shows and new media such as social networks and blogs. This could also mean allowing super users, or influencers to test the product and speak positively about it to their peers. This type of advertisement may or may not be paid. For example, sponsoring a major event and increasing brand visibility is a paid action. Sending free samples to a blogger then depends on their discretion and opinion and is not usually swayed by payment. Publicity creates public awareness and attention around a brand, and publicists gain publicity for their clients by promoting.
- c) *Personal Selling* – Personal expertise, size of sales force, quality of sales force etc. are main variables. Opposite of the one directional promotional methods, direct selling connects company representatives with the consumer. These interactions can be in person, over the phone and over email or chat. This personal contact aims to create a personal relationship between the client and the brand or product.
- d) *Direct Marketing* – This channel targets specific influential potential users through telemarketing, customized letters, emails and text messages.
- e) *Sales Promotions* – These are usually short term strategic activities which aim to encourage a surge in sales. These could be 'buy one get one free' options, so Sales promotions are the set of marketing activities undertaken to boost sales of the product or service. There are two basic types of sales promotions: trade and consumer sales promotions. The schemes, discounts, freebies, commissions and incentives given to the trade (retailers, wholesalers, distributors, C&Fs) to stock more, push more and hence sell more of a product come under trade promotion. These are aimed at enticing the trade to stock up more and hence reduce stock-outs, increase share of shelf space and drive sales through the channels. However, trade schemes get limited by the cost incurred by the company as well as the limitations of the trade in India to stock up free goods. Incentives can be overseas trips and gifts. But sales promotion activity aimed at the final consumer are called consumer schemes. These are used to create a pull for the product and are advertised in public media to attract attention. Maximum schemes are floated in festival times, like Diwali or Christmas. Examples are buy soap, get diamond free; buy biscuits, collect runs; buy TV and get some discount or a free item with it and so on. Consumer schemes become very prominent in the 'maturity or decline' stages of a product life cycle, where companies vie to sell their own wares against severe competition.

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#### Marketing Matrix



4 P's Marketing Mix  	Hygiene Products  	Deodorant	Hand Wash	Mouthwash	Sanitary Napkins	Tissue Papers
	Sub Elements of Marketing Mix  					
Product	Product Design	Product Features, Brand Name, Variety of models	Product Features, Usability, Style	Product Features, Brand Name	Product Features, Usability, Different aspects of usage especially timings, Sensitive	Product Features
	Product Quality	Utility	Utility	Utility	Utility	Utility
	Warranty	Period of Usage	Period of Usage	Period of Usage	Period of Usage	Period of Usage
	Package	Appearance	Appearance, Labelling	Material, Design	Design, Material, Labelling	Material, Labelling
	Service	Service Standards	Service Standards	Service Standards	Pre sale and After sale	Service Standards Service Changes
Place	Channels of Distribution	Types of Intermediaries, Channel Remuneration, Dealer Principal Relations, Channel Design	Types of Intermediaries, Channel Remuneration, Dealer Principal Relations, Channel Design	Types of Intermediaries, Channel Remuneration, Dealer Principal Relations, Channel Design	Types of Intermediaries, Location of outlets, Channel Remuneration, Channel Design	Types of Intermediaries, Channel Remuneration, Channel Design
	Physical Distribution	Inventory Levels, Transportation	Inventory Levels, Warehousing	Inventory Levels, Warehousing	Inventory Levels, Order Processing	Inventory Levels, Transportation
Price	Pricing Policies	Margins to the different levels of channel, Rebates	Margins to the different levels of channel, Discounts and Coupons	Margins to the different levels of channel	Margins to the different levels of channel, Discounts	Margins to the different levels of channel



	Terms of Delivery	Payment Terms, Credit Terms	Payment Terms, Credit Terms	Payment Terms, Credit Terms	Payment Terms, Credit Terms	Payment Terms, Credit Terms
Promotion	Advertising	Media Mix	Media Mix	Media Mix, Vehicles	Media Mix ( Sensitive Products needs to through capture message)	Media Mix, Programmes
	Public Relations & Sponsorship	Specific and clear Message to prospective audience through channel	Specific and clear Message to prospective audience through channel	Specific and clear Message to prospective audience through channel	Specific and clear Message to prospective audience through channel	Specific and clear Message to prospective audience through channel
	Personal Selling	Size and Quality of Sale force	Size and Quality of Sale force	Size and Quality of Sale force	Size and Quality of Sale force	Size and Quality of Sale force
	Direct Marketing	Direct selling through Marketing Representatives to the Houses, Colleges, Offices even through NGO s (CSR Activity of the company can be Promoted)	Direct selling through Marketing Representative s to the Houses, Colleges, Offices even through NGO s (CSR Activity of the company can be Promoted)	Direct selling through Marketing Representati ves to the Houses, Colleges, Offices even through NGO s (CSR Activity of the company can be Promoted)	Direct selling through Marketing Representative s to the Houses, Colleges, Offices even through NGO, SHG s (CSR Activity of the company can be Promoted)	Direct selling through Marketing Representativ es to the Houses, Colleges, Offices even through NGO s (CSR Activity of the company can be Promoted)
	Sales Promotions	Gifts to the intermediaries, Price offs,	Gifts to the intermediaries, Price offs	Gifts to the intermediari es, Price offs	Coupons, Contests (Company's CRM Policy can be enhanced)	Gifts to the intermediaries , Price offs

Source: Author

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