



## EVALUATION OF MARKETING MIX ELEMENTS WITH REFERENCE TO HIMALAYA COSMETIC PRODUCTS

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### **Abstract**

*Marketing is a business function responsible for the process of satisfying consumer needs by adding value, at competitive prices, through appropriate distribution channels, using promotional strategies and marketing communication in an ever changing business environment. This study is aimed to evaluate the marketing mix elements with reference to Himalaya cosmetic products. The research design chosen is descriptive in nature. Data were collected from 120 respondents by using convenience sampling method in Chidambaram Town. Primary data were collected through the structured questionnaire and Secondary data were collected through previous research work, journals, websites, etc., t-test and ANOVA are the tools used for data analysis. Along with these tests frequency analysis, mean and standard deviation are also considered for analysis. It is found that the demographic profile of the customers such as gender, marital status, occupation and family income have significant influence on marketing mix of Himalaya cosmetics. Further it is suggested that the company should design their marketing strategy where they can offer quality product with reasonable price.*

**Key Words:** *Himalaya, Customers, Marketing Mix, Product, Price, Place And Promotion.*

### **Introduction**

The word market is derived from the Latin word *Marcatus* which means goods/trade/ place where business is conducted. 'Market' traditionally is a place where buyers and sellers gather to exchange their goods. Generally the term marketing is defined as "a business activity planned at satisfying to a reasonable extent, consumer or customer needs and wants, generally through an exchange process". The human needs are less and are important for their survival. The wants of people are many and subject to change with time to time, place and society. These wants keep changing with life styles, earning capacity of consumers, social values, education, etc. Human intentions and decision to acquire may not be the same due to the above said conditions. For example, a man may like to stay in a five star hotel. But due to his financial situation he may acquire a room in three star hotel.

Kotler (1997) defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. According to American Marketing Association marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Lamb, et. al., (2005) argued that marketing has two aspects. Firstly, it is a philosophy, an attitude, a perspective, and a management orientation that stresses customer satisfaction. Secondly, marketing is a set of activities used to implement this philosophy. With this concept of markets, it is seen that Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants.

### **The 4P's of Marketing**

#### **Product**

A product is a goods or service that a business owner provides for sale to his target market. When it comes to developing a product, the design, quality, packaging, features, after-sales service, and customer service should be considered. David Jobber (2001) stated that the product decision involves what goods or services should be offered to different groups of customers. Paul Fifield (1998) stated that the product policy is undoubtedly the most important element of the marketing mix. The product is the vehicle used by companies to satisfy consumers needs and it should always be orientated to the consumer.

#### **Price**

The price is the amount of money that customers have to pay to purchase products or avail of services. There are several factors that you have to consider when it comes to price. These include discounting, price setting, credit collection, and cash and credit purchases. Jobber (2001) stated that the price is a key element of marketing mix, because it represents on a unit basis what the company receives for the product or service which is being marketed. In other words, price represents revenue while the other elements are cost. Often an organization is willing to spend hundred thousand dollars on researching its new product concepts, but it is loathed to spend one per cent of that on researching the different customer perceptions to various price levels (Paul Fifield, 1998).



### **Place**

This is with regard to location, distribution, and ways of delivering the product to the customer. The place may include the location of your business, distributors, shop front, possible use of the Internet, and logistics. Manufacturers are concerned with how to distribute and deliver the product to customers and service providers are concerned with the location of service points and customer accessibility (Paul Fifield, 1998). Place strategies focus on issues such as location, convenience, direct versus indirect distribution and scheduling (George, 2004). The accessibility of the places influences the convenience of the service delivery to the consumers.

### **Promotion**

Promotion is all about the act of communicating the values and benefits of your products to your customers. It involves the use of different methods, such as direct marketing, sales promotion, advertising, and personal selling to persuade customers to your business. Promotion refers to all the methods with which a firm offering can be promoted to the target market, as well as the communication methods available to marketers (Bennett, et. al., 2005). By utilising different media the tangible dimensions of the firm can be promoted, understood and evaluated. Harrell and Frazier (1998) propose that there are four main aspects of a promotional mix, namely, advertising, personal selling and public relations.

### **Cosmetic Industry**

The Indian Cosmetics Industry is defined as skin care, hair care, color cosmetics, fragrances and oral care segments which stood at an estimated \$2.5 billion in 2008 and is expected to grow at 7%, according to an analysis of the sector. Today herbal cosmetics industry is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people shun chemical products in favour of organic ones. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more. The Indian cosmetics industry has emerged as one of the unique industries holding huge potential for further growth. According to a new research report, the Indian Cosmetics Industry is expected to witness impressive growth rate in the near future owing to rising beauty concern of both men and women. Today the industry holds promising growth prospects for both existing and new players.

### **Himalaya Herbals**

The Himalaya Drug Company was founded in 1930 by Mr. M. Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5,000 year old system of medicine. It produces health care products under the name Himalaya Herbal Healthcare whose products include Ayurvedic ingredients. It is spread across locations in India, the United States, the Middle East, Asia and Europe. While its products are sold in 92 countries across the world. The company has more than 290 researchers that utilize ayurvedic herbs and minerals. Himalaya Global Holdings Limited is the parent of The Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries.

Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, and animal health products. Himalaya Herbals is a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research. Batch to batch performance and complete purity and safety are assured through the application of advanced pharmaceutical technology at every stage of manufacture.

### **Objective of the Study**

- ❖ To evaluate the marketing mix elements of Himalaya cosmetic products with reference to Chidambaram Town.

### **Methodology**

The purpose of this research is to examine the marketing mix elements of Himalaya cosmetics in Chidambaram Town. The research design chosen is descriptive in nature. Primary data were collected from the 120 respondents by using convenience sampling method. Primary data were collected with the help of structured questionnaire. Secondary data were collected from earlier research work, various published journals, magazines, websites, etc. Responses are coded and data are entered and then analyzed using a computer program called statistical package for the social sciences (SPSS 20). In order to answer the research objectives, the researcher has applied various statistical analyses. Frequency analyses are made to describe the demographic profile of the respondents who have participated in this study. Descriptive statistics like mean and standard deviation have been calculated for the study variables. Independent sample t-test is applied to identify the mean difference between two groups. Analysis of variance is applied to know mean difference of independent variable based on dependent variable.



**Analysis and Interpretation**

**Table 1: Demographic profile of the customers**

S. No	Demographic Profile		Frequency	Percent
1	Age	Below 25 years	70	58.4
		25-35 years	31	25.8
		Above 35 years	19	15.8
2	Gender	Male	19	15.8
		Female	101	84.2
3	Marital status	Married	35	29.2
		Unmarried	85	70.8
4	Educational qualification	HSC & below	18	15.0
		Graduate	70	58.4
		Post graduate	25	20.8
		Others	7	5.8
5	Occupation	Employees (Pvt./Govt.)	45	37.5
		Business	29	24.2
		Student/Housewife	46	38.3
6	Family Income	Less than Rs.15000	46	38.3
		Rs.15000-20000	39	32.5
		Rs.20000-25000	20	16.7
		Above Rs.25000	15	12.5

Table 1 explains the profile of the sample respondents in selected study area. In the case of age groups, 58.3% of the respondents belong to the age group of below 25 years, 25.8% of the respondents belong to the age group of 25-35 years and 15.8% of the respondents belong to the age group of above 35 years. With regard to gender, 84.2% of the respondents are female and 15.8% of the respondents are male. In the case of marital status, 70.8% of the respondents are unmarried and 29.2% of the respondents are married.

With regard to educational qualification, 58.3% of the respondents are graduates, 20.8% of the respondents are post graduates, 15% of the respondents have completed HSC & below qualifications and 5.8% of the respondents have some other qualifications like ITI, Diploma, Professional degree, etc. In the case of occupation, 38.3% of the respondents are students/housewives, 37.5% of the respondents are employees and 24.2% of the respondents doing their business. With regard to family income 38.3% of the respondents' family income falls under the category of less than Rs.15000, 32.5% of the respondents' family income falls under the category of Rs.15000-20000, 16.7% of the respondents' family income falls under the category of Rs.20000-25000 and 12.5% of the respondents' family income is above Rs.25000.

**Table 2: Customers opinion towards Himalaya cosmetics**

S. No	Statements	Opinion	Frequency	Percent
1	Source of information	Television ads	39	32.5
		Friends	43	35.8
		Newspaper ads	30	25.0
		Others	8	6.7
2	Frequency of purchase	Weekly once	36	30.0
		Monthly once	39	32.5
		Monthly twice	31	25.8
		Whenever needed	14	11.7
3	Promotional activity like the most in	Free samples	9	7.5
		Ads through various media	19	15.8



	Himalaya	Attractive packing	58	48.4
		Discounted price	21	17.5
		Others	13	10.8
4	Level of satisfaction	Highly satisfied	30	25.0
		Satisfied	47	39.2
		Neutral	28	23.3
		Dissatisfied	6	5.0
		Highly dissatisfied	9	7.5

Table 2 shows the opinion of customers towards Himalaya cosmetics. In the case of main source of information, 35.8% of the respondents said that friends are their main source of information, followed by television advertisements (32.5%), newspaper ads (25%) and other sources (6.7%).

With regard to frequency of purchase, 32.5% of the respondents purchase Himalaya cosmetics monthly once, 30% of the respondents purchase Himalaya cosmetics on weekly once, 25.8% of the respondents purchase Himalaya cosmetics monthly twice and 11.7% of the respondents purchase Himalaya cosmetics whenever they needed.

In the case of promotional activities, 48.3% of the respondents like attractive packing of Himalaya cosmetics, 17.5% of the respondents like discounted price, 15.8% of the respondents like ads through various media, 10.8% of the respondents like other promotional activities like pamphlets, publicity, etc and 7.5% of the respondents like free samples among various promotional activities.

With regard to level of satisfaction, 38.2% of the respondents are satisfied with Himalaya cosmetics, 25% of the respondents are highly satisfied with Himalaya cosmetics, 23.3% of the respondents have neutral mindset about their satisfaction with Himalaya cosmetics, 7.5% of the respondents are highly dissatisfied with Himalaya cosmetics and 5% of the respondents are dissatisfied with Himalaya cosmetics.

**Table 3: Marketing mix**

Product	Mean	S.D
Purchase Himalaya cosmetics since it is herbal products	2.03	1.21
Himalaya cosmetics are not harmful	2.17	1.03
Fragrance and colour of the Himalaya cosmetics are important factors in my buying decision	2.12	1.07
Buy another products in case of non- availability of Himalaya cosmetics	2.13	1.05
<b>Overall</b>	<b>2.11</b>	<b>1.09</b>
Price		
Give more preference to price than brand name and quality in buying decisions	1.97	1.13
Branded cosmetics are not always high priced products	2.20	1.05
Himalaya cosmetics at affordable price	2.18	1.20
Himalaya showrooms provide cosmetics at discounted price	2.31	1.16
<b>Overall</b>	<b>2.16</b>	<b>1.14</b>
Place		
Purchase Himalaya cosmetics because of availability	2.04	1.18
Look for another shop during non availability of Himalaya cosmetics at nearby shop	2.15	1.04
Wait for product to come while non availability of Himalaya cosmetics at nearby shop	2.05	1.15
Himalaya Exclusive showrooms create an awareness and influence purchase decision	2.30	1.17
<b>Overall</b>	<b>2.13</b>	<b>1.13</b>



<b>Promotion</b>		
Ads always enhances the knowledge about Himalaya cosmetics	1.90	1.13
Posters of Himalaya intend to purchase cosmetics	2.33	1.11
Brand ambassador influences buying decisions	2.34	1.04
Himalaya offers free products scheme, because to give tuff competition to the competitor	2.46	1.06
<b>Overall</b>	<b>2.25</b>	<b>1.08</b>

Table 3 shows that customers opinion towards their marketing mix of Himalaya cosmetics. These 16 statements used to measure the marketing mix elements. Then the respondents are asked to rate their level of agreement towards these statements in five point scale. Mean and standard deviation values are calculated based on collected data. The mean score is ranged between 2.46 and 1.90. Here the calculated mean value for Himalaya offers free products scheme to give tuff competition to the competitor (2.46), followed by Brand ambassador influences buying decision (2.34), posters of Himalaya intend to purchase cosmetics (2.33), Himalaya showrooms provide cosmetics at discounted price (2.31), Himalaya Exclusive showrooms create an awareness and influence purchase decision (2.30), Branded cosmetics are not always high priced products (2.20), Himalaya cosmetics at affordable price (2.18), Himalaya cosmetics are not harmful (2.17), Look for another shop during non availability of Himalaya cosmetics at nearby shop (2.15), Buy another products in case of non- availability of Himalaya cosmetics (2.13), Fragrance and colour of the Himalaya cosmetics are important factors in my buying decision (2.12), Wait for product to come while non availability of Himalaya cosmetics at nearby shop (2.05), Purchase Himalaya cosmetics because of availability (2.04), Purchase Himalaya cosmetics since it is herbal products (2.03), Give more preference to price than brand name and quality in buying decisions (1.97) and Ads always enhances the knowledge about Himalaya cosmetics (1.90).

These 16 statements are classified into four dimensions of marketing mix such as product, price, place and promotion. The overall mean value for product is 2.11, price is 2.16, place is 2.13 and promotion is 2.25. It is inferred that the promotion mix is found to be higher among the customers of Himalaya cosmetics.

**Table 4: Marketing mix based on gender of the respondents**

Marketing mix	Gender	Mean	S.D	t-value	P-value
Product	Male	1.80	0.39	10.530	0.002
	Female	2.16	0.75		
Price	Male	1.72	0.38	9.912	0.002
	Female	2.24	0.84		
Place	Male	1.82	0.47	4.895	0.029
	Female	2.19	0.74		
Promotion	Male	1.85	0.36	8.080	0.005
	Female	2.33	0.68		

Table 4 explains the customers opinion towards marketing mix based on gender. Mean and standard deviation value are calculated. While observing the mean value, female respondents are highly rated product (2.16), price (2.24), place (2.19) and promotion (2.33).

Ho: There is a difference of opinion towards marketing mix of Himalaya cosmetics based on gender of customers.

In order to examine the above stated hypothesis, t- test is executed. From the test, the calculated p-value is found to be significant on customers. Hence the stated hypothesis is rejected. It is inferred that product, price, place and promotion are differ significantly based on gender of the respondents.

**Table 5: Marketing mix based on marital status of the respondents**

Marketing mix	Marital status	Mean	S.D	t-value	P-value
Product	Married	1.99	0.67	1.229	0.270
	Unmarried	2.15	0.73		
Price	Married	2.06	0.66	7.956	0.006



	Unmarried	2.20	0.86		
Place	Married	2.07	0.62	0.562	0.455
	Unmarried	2.15	0.75		
Promotion	Married	2.22	0.62	0.098	0.755
	Unmarried	2.27	0.68		

Table 5 explains the customers opinion towards marketing mix based on marital status. Mean and standard deviation value are calculated. While observing the mean value, unmarried respondents are highly rated the product (2.15), price (2.20), place (2.15) and promotion (2.27).

Ho: There is a significant difference of opinion towards marketing mix of Himalaya cosmetics based on marital status of customers.

In order to examine the above stated hypothesis, t- test is executed. From the test, the calculated p-value for price is found to be significant. Hence the stated hypothesis is partially rejected. It is inferred that the price is differ significantly based on their marital status.

**Table 6: Marketing mix based on Educational age of the respondents**

Marketing mix	Age	Mean	S.D	F-value	P-value
Product	Less than 25	2.06	0.76	0.435	0.648
	25-35	2.14	0.70		
	Above 35	2.22	0.58		
Price	Less than 25	2.13	0.88	0.100	0.905
	25-35	2.21	0.75		
	Above 35	2.15	0.60		
Place	Less than 25	2.02	0.70	2.463	0.090
	25-35	2.21	0.70		
	Above 35	2.40	0.72		
Promotion	Less than 25	2.16	0.66	2.077	0.130
	25-35	2.45	0.65		
	Above 35	2.28	0.65		

Table 6 represents the customers opinion towards marketing mix of Himalaya cosmetics based on their age groups. Here, age group is classified in to three groups. From the mean values, it is inferred that the old age group are highly rated the product (2.22) and place (2.40). The middle age group highly rated price (2.21) and promotion (2.45).

Ho: There is no significant difference of opinion towards marketing mix depending on customers age.

Further, one-way ANOVA is employed to test the difference of opinion towards marketing mix and age groups. The marketing mix i.e product, price, place and promotion are don't differed based on age of the customers. The P-values are not significant. Hence, the stated hypothesis is accepted. Marketing mix is not varied depending on age of the customers.

**Table 7: Marketing mix based on Educational qualification of the respondents**

Marketing mix	Qualification	Mean	S.D	F-value	P-value
Product	HSC & below	1.84	0.48	1.641	0.184
	Graduate	2.15	0.72		
	Post graduate	2.06	0.81		
	Others	2.50	0.64		
Price	HSC & below	2.00	0.70	0.315	0.815
	Graduate	2.18	0.82		
	Post graduate	2.19	0.87		
	Others	2.28	0.76		
Place	HSC & below	1.95	0.56	1.249	0.295



	Graduate	2.20	0.72		
	Post graduate	2.00	0.73		
	Others	2.42	0.86		
	HSC & below	2.19	0.57		
Promotion	Graduate	2.30	0.68	0.560	0.642
	Post graduate	2.14	0.70		
	Others	2.42	0.55		

Table 7 represents the customers opinion towards marketing mix of Himalaya cosmetics based on their qualification. Here, qualification group is classified in to four groups. From the mean values, it is inferred that customers who have other qualifications like diploma, ITI, professional degrees, etc, they are highly rated the product (2.50), price (2.28), place (2.42) and promotion (2.42).

$H_0$ : There is no significant difference of opinion towards marketing mix depending on customers qualification .

Further, one-way ANOVA is employed to test the difference of opinion towards marketing mix and educational qualification. The marketing mix i.e product, price, place and promotion are don't differed based on qualification of the customers. The P-values are not significant. Hence, the stated hypothesis is accepted. Marketing mix is not varied depending on qualification of the customers.

**Table 8: Marketing mix based on occupation of the respondents**

Marketing mix	Occupation	Mean	S.D	F-value	P-value
Product	Employees	2.04	0.57	0.281	0.755
	Business	2.14	0.74		
	Student/Housewife	2.14	0.82		
Price	Employees	1.87	0.55	4.757	0.010
	Business	2.34	0.80		
	Student/Housewife	2.32	0.94		
Place	Employees	2.08	0.66	0.825	0.441
	Business	2.28	0.68		
	Student/Housewife	2.09	0.78		
Promotion	Employees	2.15	0.59	3.496	0.034
	Business	2.53	0.56		
	Student/Housewife	2.19	0.74		

Table 8 represents the customers opinion towards marketing mix of Himalaya cosmetics based on their occupation. Here, occupation is classified in to three groups. From the mean values, it is inferred that business class are highly rated the product (2.14), price (2.34), place (2.28) and promotion (2.53).

$H_0$ : There is no significant difference of opinion towards marketing mix depending on customers occupation.

Further, one-way ANOVA is employed to test the difference of opinion towards marketing mix and occupation. The price and promotional mix are differed based on occupation of the customers. The P-values are not significant. Hence, the stated hypothesis partially rejected. Marketing mix is varied depending on the occupation of the customers.

**Table 9: Marketing mix based on family income of the respondents**

Marketing Mix	Family Income	Mean	S.D	F-value	P-value
Product	Less than Rs.15000	1.97	0.62	2.851	0.040
	Rs.15000-20000	2.14	0.74		
	Rs.20000-25000	2.01	0.69		
	Above Rs.25000	2.56	0.82		
Price	Less than Rs.15000	1.91	0.56	3.002	0.033



	Rs.15000-20000	2.33	0.97		
	Rs.20000-25000	2.13	0.68		
	Above Rs.25000	2.50	0.94		
Place	Less than Rs.15000	1.98	0.60	3.614	0.015
	Rs.15000-20000	2.27	0.83		
	Rs.20000-25000	1.90	0.57		
	Above Rs.25000	2.53	0.69		
Promotion	Less than Rs.15000	2.11	0.60	2.916	0.037
	Rs.15000-20000	2.26	0.68		
	Rs.20000-25000	2.25	0.57		
	Above Rs.25000	2.68	0.77		

Table 9 represents the customers opinion towards marketing mix of Himalaya cosmetics based on their family income. Here, family income is classified into four groups. From the mean values, it is inferred that higher income group customers are highly rated product (2.56), price (2.50), place (2.53) and promotion (2.68).

$H_0$ : There is no significant difference of opinion towards marketing mix depending on customers family income.

Further, one-way ANOVA is employed to test the difference of opinion towards marketing mix and family income. The marketing mix i.e product, price, place and promotional are differed based on family income of the customers. The P-values are found to be significant. Hence, the stated hypothesis rejected. Marketing mix is varied depending on family income of the customers.

### Managerial Implications

Product mix differs significantly on the basis of gender and family income of the customers. So, the marketer should concentrate more on product mix in order to satisfy both male and female customers and also various income groups. The company may introduce new products with attractive packaging because it is mostly liked by the customers.

Price mix differs significantly on the basis of gender, marital status, occupation and family income. So, Company should think about price differentiate strategy irrespective of gender, marital status, occupation and family income of the customers. This strategy will give a positive impact on personal profile of the customers.

Place mix differs significantly on the basis of gender, occupation and family income of the customers. Company should concentrate more on availability, location, distribution, and ways of delivering the product irrespective of customers' gender, occupation and family income. Since customers have difference of opinion towards place mix.

Promotion mix differs significantly on the basis of gender and family income of the customers. So the company should implement different promotional strategies which will induce the customers to purchase the products. These promotional strategies should enhance the knowledge of the customers about Himalaya cosmetics and attract both the gender and also all income groups to purchase the products. The company should create awareness among customers that Himalaya products are herbal.

### Conclusion

Today's customers are very smart, so business should be carried out in an ethical ways. Even day by day various laws are being enforced for protecting consumer rights. Hence, company should be transparent enough to provide details about various products and special campaigns should be launch to make consumers aware about how to differentiate fake products and the company should legally resort to initiate action against those who are involved in it and strict legal actions should be enforced. This research is aimed to evaluate the marketing mix elements, ie. product, price, place and promotion with reference to Himalaya cosmetic products. The research has found that the demographic profile of the customers such as gender, marital status, occupation and family income have significant influence on marketing mix of Himalaya cosmetics. So the policy makers should concentrate more on individual factors. Further it is suggested that the company should design their marketing strategy where they can offer quality product with reasonable price. It concludes that the Himalaya cosmetics are good products, since majority of the customers are satisfied with Himalaya cosmetics.





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