



ORIGINAL RESEARCH PAPER

Marketing

MARKETING STRATEGIES OF DABUR AMIDST SHIFT IN CONSUMER BEHAVIOR TOWARDS AYURVEDIC PRODUCTS DURING COVID-19

KEY WORDS: Covid-19, Consumer Behavior, Immunity, Ayurveda

Dr. Madhulika Bhargava

Asstt. Professor (Deptt of Commerce), UPACA, Abu Road, Rajasthan M.com (Bus. Admn), MBA (Mktg), M.Phil (Bus. Admn), PhD (Deptt of Commerce)

Ms. Amrita Joshi*

M.Com (Deptt of EAFM), MBA (Mktg), NET, PhD (Management) (pursuing)*Corresponding Author

Mr. Manvik Joshi

B.Tech, IIIrd Year (Dairy technology), CDFT, MPUAT, Udaipur, Rajasthan

ABSTRACT

Covid 19 pandemic has crucially affected the economy, health and other spheres of life. This unprecedented pandemic has severely affected consumer attitudes, behaviorism, and purchasing habits. The rapid shifts in consumer behavior patterns have major implications on consumer goods industries. Now, most of the purchases are centered on basic needs specially health and nutrition for general well-being. In present situation, consumers are fascinated towards health and immunity boosters. Personal health and hygiene has become a top priority of the people. People are changing their buying preferences based on global circumstances, the product categories being purchased are also changing. The market is also flooded with immunity boosters especially Ayurvedic products, hygiene and sanitizing solutions.. The most important change that this pandemic has brought in the consumer behavior is that they are now moving from reactive to proactive mindsets and because of Ayurveda there will surely a sales boost in those kind of products as consumer focus and priorities shifting towards inner health and immunity. Major players in the Indian market include Dabur India Limited, Himalaya Drug Company Private Limited, Patanjali Ayurved Limited, Shree Baidyanath Ayurved Bhawan Private Limited, Charak Pharma Private Limited, Emami Limited, Vicco laboratories. These key players are building Ayurveda as a brand through their innovative marketing strategies and giving a boost to the Ayurveda sector. Before Covid, the situation goes the same for the companies but this pandemic makes a change in the concept of consumerism. Consumerism is also looking for new aspects as only dumping and increasing consumption of products is not the way for the future. Now consumers are more focused on saving money, saving health and saving for the future. One more new concept is emerging with it is adjusting to a New Normal which means a new way of living and going about our lives, work and interactions with other people. The factors that influence brand decisions are also changing as a "buy local" trend accelerates. Vocal for a local tagline has also created an emphasis on local products rather than well-established brands. Digital commerce has also seen a boost as new consumers migrate online for grocery shopping – a rise that is likely to be sustained post-outbreak. This paper focuses on the shift in buying behavior of consumer towards Ayurvedic products and changing marketing strategies of Ayurvedic companies specially Dabur in India in alignment with consumer preferences.

The Covid-19 pandemic has drastically altered consumer behavior in India and made lasting changes in the buying patterns of the consumers. The nationwide shutdown and social distancing has shortened the mobility. Working, Learning and shopping all have centralized at home. It has increased the flexibility of working, shopping as there are no boundations to follow schedules any more. All these changes led to a greater shift in customer preferences. Although major countries have reopened their economies and consumer are settling their behavior to new normal. But understanding its long lasting effects on consumer behavior is now a crucial task for every company. The situation of Covid exemplifies the remarkable changes of unintended consequences on the economic, social, and environmental factors of Indian complex system. Covid-19 changed the situation very fast. All entertainment Zones, fitness clubs and malls were forced to close and at that time working remotely becomes a big issue for everyone. At the same time, Covid19 became an opportunity for companies to reframe their basic marketing strategy with consumers. As of now, health has been reasserted as a main focus of consumers, and insufficient distribution of immunity and hygienic products require the restructuring of marketing strategies to ensure that the benefits of health, hygiene and immunity are equally extended to all consumers.

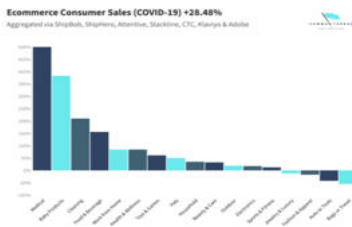
One more new concept is emerging with it is adjusting to a New Normal which means a new way of living and going about our lives, work and interactions with other people. Various adaptations and changes in lives are considered as 'New Normal'. Now fashion, preferences, choices, spending patterns everything changes and no one finds it weird

because whatever new is coming to us is normal to protect ourselves or we are taking it as a normal. It has not stopped here only, Covid-19 also made people more conscious towards their buying methods. Indian consumers believe in buying with caution. They always want to buy the product with the concept of "DEKH BHAL K" after physically inspecting it. But Covid-19 made it difficult and it is not practically possible for consumers to go to the market and shop. Brands also have to adapt and be flexible to meet changing needs. So that they will be able to align themselves to the changing patterns in the buying behavior of the consumers. Due to economic slowdown, many consumers are facing financial constraints. So, they now prefer spending on essential products rather than meeting the luxury wants and thus, saving for future. Also, due to increasing anxiety for the virus, consumers are now focusing more on health and nutrition.

Here comes the eCommerce platform to act

Brands are changing the way of communicating with consumers. Medium of information is changing from traditional to digital and social media. The combined effect of the Digital India campaign and introduction of 'Jio' in Indian market improved electronic infrastructure. The total of internet users in India is expecting to increase from 718.74 million in December 2019 to 829 million by 2021. It is a gold mine for the companies where consumers are self-motivated to come and it is much easier to attract them because of attractive advertising and apps. Companies are also providing exclusive offers on eCommerce to make their products more popular. Groceries, medicine, hygiene and sanitation are the products which come in most demanded products and in addition to those, eCommerce covers a wide

number of products, across categories. Common Thread Collective, an eCommerce has been collecting data on shopping behavior on eCommerce during Covid-19, including the chart below. In usual, ecommerce performance is not generally up or down, but breaking down the data by vertical tells a bit more of the story.



Source: Common Thread Collective

Change in concept of Consumerism

Consumerism initially meant protecting and promoting the interest of consumers but as mechanisation started with increasing efficiency it became difficult to sell the product and companies eventually used it as a maximum consumption of products. For that companies forget the product's impact on health and immunity and result in consumers only believing what promotion mixes showing them. Before covid, the situation goes the same but this pandemic makes a change in the concept of consumerism. Consumerism is also looking for new aspects as only dumping and increasing consumption of products is not the way for the future. Now consumers are more focused on saving money, saving health and saving for the future. It is now not easy to make him spend over whatever products companies are making. Consumers are now deciding their priorities before spending and it is changing the way of consumerism. Companies have to be more focused towards what they are delivering to the consumers and consumers are also behaving more rationally than before.

Getting to know the consumer in crisis

Consumers are deeply concerned about the impact of COVID-19, both from a health and economic perspective. People are responding in a variety of ways and have differing attitudes, behaviors and purchasing habits. People across the globe are afraid as they strive to adapt to a new normal. Fear is running high as individuals contemplate what this crisis means for them, but more significantly, what it means for their families and friends, and society at large. Consumers are responding to the crisis in a variety of ways. Some feel anxious and worried, fueling panic-buying of staples and hygiene products. At the other extreme, some consumers remain indifferent to the pandemic and are continuing their business as usual, despite recommendations from government and health professionals. Companies need to understand how their own consumers are reacting, and develop customized and personalized marketing strategies for each. The days of one-size-fits-all marketing are over. Consumers are more fearful of the economic impact of COVID-19 than for their health which can be understood by the Covid-19 consumer research.



Source: Accenture COVID-19 Consumer Research, conducted April 2-6. Proportion of consumers that agree or significantly agree

After the Covid outbreak, the consumer need for hygiene products - ranging from hand sanitisers to household disinfectants - has grown significantly. According to Nielsen India, demand for such products jumped by nearly three-fold. To cater to this growing need, companies across sectors diversified into manufacturing hygiene products for sanitizing hands and personal spaces within homes. This increasing awareness on personal hygiene, coupled with the rise in adoption of digital media, social media and e-commerce, consumption of home and personal care products is likely to sustain. Going forward, in the Covid-19 world, we might see consumers spending more on essential personal care products and lesser on discretionary personal care products. Consumers are likely to increase focus on value for money with premium category likely to see a moderation.

New buying behaviors in this new normal

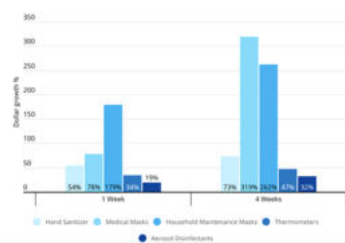
Why, what and how consumers buy is changing due to the COVID-19 outbreak. Consumer priorities have become centered on the most basic needs, sending demand for hygiene, cleaning and staples products soaring, while non-essential categories slump. The factors that influence brand decisions are also changing as a "buy local" trend accelerates. Digital commerce has also seen a boost as new consumers migrate online for grocery shopping – a rise that is likely to be sustained post-outbreak. In times like these, our need for the basic necessities of life takes precedence. It comes as no surprise that personal health is the top priority for the consumers we surveyed, followed by the health of friends and family. Food and medical security, financial security and personal safety were other leading priorities. Consumers are becoming more careful about their spending and therefore brands have to work even harder. People are changing their buying preferences based on global circumstances, the product categories being purchased are also changing. Market research company Nielsen has identified six key consumer behavior thresholds tied to the COVID-19 pandemic and their results on markets. These are:

- Proactive health-minded buying (purchasing preventative health and wellness products).
- Reactive health management (purchasing protective gear like masks and hand sanitizers).
- Pantry preparation (stock piling groceries and household essentials).
- Quarantine prep (experiencing shortages in stores, making fewer store visits).
- Restricted living (making much fewer shopping trips, limited online fulfillment).
- A new normal (return to daily routines, permanently altered supply chain).

As we progress through these stages, the items people choose to buy and the product categories that thrive continue to change. Any consumer who has faced empty shelves or seen prices going high online knows that health, hygiene and safety products are being purchased too fast than they can be produced and again restocked. Apart from immunity boosters, comfort goods demand has also increased significantly. In nationwide lockdowns, people had to just enjoy sitting and eating. The products like instant noodles, biscuits, ready-to-make food and other breakfast options were purchased in large quantities. Their comparative stable shelf life and love shown by consumers had given them leverage amidst pandemic. In fact, such products were in so much of a trend that even some places faced stock out conditions. Notable examples of such food products are Maggi, Parle-G etc. Thus, it is quite evident that companies like Nestle, Parle and Britannia have definitely gained profit and earned money in the times when the whole world was searching for a penny. In the case of dairy industries, their profit can be seen so clearly as the products in which they are dealing is a necessity specially in case of milk, milk powder, ghee and butter. People are now very much bothered

regarding health. Market is now flooded with immunity boosters, health drinks, etc. This pandemic has very much cleared the fact that people can stop wearing clothes, buying automobiles, electronic appliances for a certain period of time but they can not stop using food and dairy products. This fact will make these industries dictator of the market, no matter what the scenario is. Food and dairy products are evergreen forests of the market and shall remain in the future. The main focus of consumers has shifted to health, hygiene and safety products. During Covid-19, health and hygiene market bumps very high to show how people are becoming more cautious about it. Anyone who has faced empty shelves or seen price gouging online knows that health and safety products are being purchased far faster than they can be produced and restocked. According to data from Nielsen, items like hygienic and medical mask sales are up by more than 300%.

Sales of health-related CPG items are on the rise amid COVID-19 concerns



Source: Nielsen Holdings Plc

Rising sentiments for Ayurveda

“Ayurveda is an immortal time tested repository of the healthcare system in the world. This panacea could certainly open new horizons of health and wellness by creating immense opportunities of entrepreneurship and business development contributing to the global economy.”- Vaidya Rajesh, Secretary, Ministry of Ayush

This pandemic has reminded us that our body's immunity is our first and best line defense. They are now more interested in maintaining an optimal health by enhancing the body's natural defense system (immunity) with the help of Ayurveda. The most important change that this pandemic has brought in the consumer behavior is that they are now moving from reactive to proactive mindsets. According to market tracker Euromonitor International, this pandemic has resulted in a change in consumer lifestyles, increasing focus on preventive healthcare remedies leading to rising demand for immunity-positioned supplements. The Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) has highlighted the importance of strong immune system in fighting this virus. India, being a land of herbs and spices rich in medicinal properties and vast heritage and knowledge in Ayurveda, does not have to look too far. Riding on many waves of evolution, Ayurveda is poised to re-enter our lives in unique ways. Though, it is being in Indian households since decades but changing philosophy of consumerism has made it fade in last few years. Now, the consumers started focusing on preventive healthcare products than curative medicines. With a great change in dietary preferences of the Indian consumers, there has been a considerable increase in demand for immunity and wellness products.

Consumer behavior is changing with consumer's priorities, as now health comes first and it starts a new wave of products specifically focused on products having immunity boosting properties especially looking towards Ayurveda. “Immunity boosting” has become a trending topic during the Covid-19 Pandemic. The focus of the consumers has shifted to remain fit and healthy, and building immunity to prevent infection is trending not only among consumers but companies are also capitalizing on the same. In last few months, demand for products such as Chyawanprash, Honey, Aswagandha, Tulsi,

Turmeric or mixture of all has increased. In all products that have immunity boosting properties, turmeric comes first. Some people also call it a Turmeric Era. As Turmeric is said to contain curcumin, a flavonoid which supports healthy immune response and promotes general well being, Mother dairy, a leading dairy brand in Delhi-NCR, launched Haldi milk in butterscotch flavor for adults as well as kids. Even, Amul, another leading dairy brand launched new immunity boosting products viz., haldi, tulsi and ginger milk to promote well being. Dairy Day Plus, a dairy brand in Karnataka, launched two new flavours of Ice cream to boost immunity. One is haldi Ice cream, loaded with pepper and honey, and other is Chyawanprash Ice cream loaded with amla, dates and honey. All these companies are also promoting these products on digital platform. There are many other companies in India which are focusing on immunity boosting products. Bonn Group, a Punjab based FMCG company has launched immunity boosting ingredients like turmeric, black pepper, oregano, sunflower seeds, and pumpkin seeds. Amway India partnered with ITC to create products in the health, wellness and immunity space to address the anticipated demand. The increasing demand for Ayurvedic products has prompted Hamdard laboratories to revisit and relaunch their earlier products from their traditional medicine baskets.

As per an article in Invest India (National Investment Promotion & Facilitation Agency), in 2017, the global Ayurvedic market was valued at \$4.57 Bn and by 2026, it is expected to reach \$ 14.62 Bn, growing at a CAGR of 16.14 per cent through the forecast period. This upward trend brings India into the limelight as one of the largest producers of raw materials for Ayurveda products.

Prominent Players of Ayurveda in Indian market

The Ayurveda market in India is segmented on the basis of Ayurveda products and Ayurveda services. Personal care products, food and beverages, household products and healthcare products fall under the Ayurveda products category. The Ayurveda services segment comprises healthcare services and spa and rejuvenation services. Major players in the Indian market include Dabur India Limited, Himalaya Drug Company Private Limited, Patanjali Ayurved Limited, Shree Baidyanath Ayurved Bhawan Private Limited, Charak Pharma Private Limited, Emami Limited, Vicco laboratories. These key players are building Ayurveda as a brand through their innovative marketing strategies and giving a boost to the Ayurveda sector. They are exploring online and offline sales channels and various distribution network to improve consumer accessibility. Amidst, Covid-19 these companies have launched many marketing campaigns to spread the message of a strong immune system. We are also seeing the emergence of niche players that are now entering this segment like Kama Ayurveda, Nyassa, QTrove , Forest Essentials, Mamaearth and Dr vaidys's . Among the established players, Dabur holds a strong, dominant share in Indian Ayurveda market and has emerged as the leader in the global Ayurveda market. This paper specifically focused over Dabur, key player of Ayurvedic Industry in India, how the company changed its strategy to cope up with changing consumer behavior and how its research of years helped it to make it more permissible in the market.



As synonymous with 'Custodian of Ayurveda', Dabur, established in 1884, has been carrying traditional wisdom with modern-day science to develop products for consumers

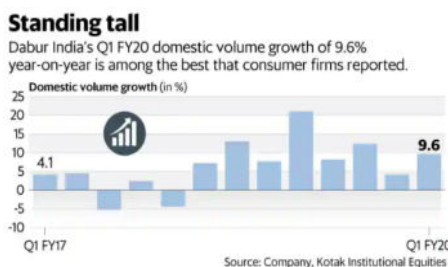
across generations and geographies. Dabur has embarked a feeling of Trust, Health & Well-Being in the minds of our consumers. It is the 4th largest fast-moving consumer goods (FMCG) company in India with a revenue of over INR 8,454 crores (2015-16) and with Market Capitalisation of over INR 50,120 crore. Being the most trusted name in Ayurvedic products in India and the world's largest Ayurvedic medicine manufacturer, Dabur today has over 381 trusted products across 21 categories. Dabur's Ayurvedic specialities division has over 260 medicines for treating a range of ailments and body conditions from common cold to chronic paralysis. Dabur Chyawanprash has a market share of 70% and chewable Hajmola digestive Tablets has an 88% share. Other major products are Dabur Amla Hair Oil, Vatika (Hair Shampoo), and Lal Dant Manjan (Tooth powder)

Dabur is a well-established company which has experience of about 130 years and faced unprecedented conditions before (combating cholera by launching Ayurvedic products, etc) thus it has a solid R&D department. Using this unique solid framework which they gained from vast experience makes Dabur self-efficient to survive in the present scenario. Dabur majorly operates in key consumer products categories like Ayurvedic products, Hair Care products, Oral Care products, Health Care products, Skin Care products, Home Care and Food products. The Company with a wide distribution network, covers over 6.7 million retail outlets with a high penetration in both urban area markets and rural markets. It expanded its total area of land under cultivation from 2,000 acres to 4,500 acres to become India's largest cultivator of rare medicinal herbs. Dabur also have a high presence in foreign markets and products also have a huge impact in the overseas markets and are available in over 100 countries across the world. Its brands are highly popular in various geographical boundaries like Middle East, Africa, SAARC countries, US, Europe and Asia. Dabur's overseas revenues account for 28.2% of the total turnover.

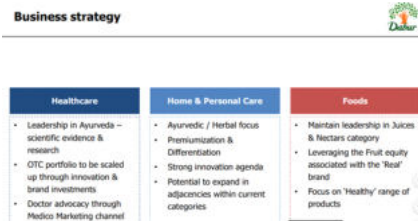


Source: Dabur

Dabur gets acceleration in their profitable growth significantly by focusing on the core brands that run across various product categories, develop new geographies globally, and leverage technologies efficiently. Using their deep knowledge of Ayurveda and herbs, Dabur stand out among others and got a hike in its products as shown in table.



As per a report by IMARC, released prior to the COVID pandemic spread, Indian Ayurvedic products market is expected to grow at a CAGR of 14% during 2019-2024. It means even before Covid, Dabur has ample of opportunity to make presence more better and powerful but still it needs to modify its strategy.



Source: Dabur

Business Strategy of Dabur during Covid-19

Covid came as an opportunity in many companies and same with Dabur. Increasing awareness and belief in Ayurveda gives a boost in a company's product specially in urban areas where previously the company was leaking and unable to connect itself with the major youth population. Without affecting quality company popped its products and adopted new way for advertising and promoting its products. Dabur has strategically positioned itself as a long experienced quality Ayurvedic products supplier, which made it extremely difficult to imitate due to causal ambiguity and excellent cross-sectional fit among the activities they perform. During the Covid-19, Dabur has enhanced production of its existing range by deploying new strategies to ensure uninterrupted supplies of supplements to consumers across the country. In April, 2020, Dabur launched new entrants in its portfolio which are ready-to-use immunity – booster products like Tulsi Juice, Amla Juice. During this pandemic, Dabur reported 400 percent increase in demand for its Dabur Chyawanprash and 80 percent surge in demand for Dabur Honey. It has launched Dabur Immunity kit (including 6 immunity booster products in its basket) and Dabur Suraksha Kit (including 5 products aimed for cleaning and hygiene). Dabur has launched hand sanitizer by nearly a quarter to mid-March, in order to meet the emerging need gap. They have expanded their portfolio with the introduction of air sanitisers, all-purpose disinfectants and sanitizing floor cleaners. It is planning to launch more products to strengthen its immunity-boosting basket. Dabur using almost every platform for reaching out to a wider customer base. They also marked their presence on online grocery stores like Grofers and Big Basket. Initially, Dabur launched three websites to promote their products but 6 months ago they merged into one to serve their customers well. They also started channels like NewU and DaburUveda.com for reaching a wider set of customers to maintain an image of "young, modern, and socially conscious organisation". Dabur also featured in Google Case Study on Customer Engagement and hence captured more young customers.

Major highlights of marketing and promotional strategies of Dabur during Covid-19

Dabur changed, its media mix completely by discontinuing advertisement over newspapers and common Entertainment Channels and shifting its focus towards news channels, which are drawing high visibility nowadays because of Covid-19

Dabur's has launched a series of advertisements, as well as special videos as part of campaign of "Go vocal for local."

Dabur increased its focus on major events on TV like Prime Minister Narendra Modi's Address to the Nation and 'Mann Ki Baat' programmes.

Advertisements were done heavily over Doordarshan, which had high viewership, especially during telecast of mythological serials like Ramayana and Mahabharat and thus aimed on Cost optimization instead of Cost cuts. Instead, it focused on digital ads.

Dabur recrafted its brand message and communication

towards the Immunity enhancement, Germ Killing properties and health benefits.

- Creation of special featuring video to convey thanks to Corona warriors for their valuable contribution in this pandemic time as a campaign over social platforms.
- With help of its own special ability of manufacturing Ayurvedic products, Dabur creates many videos for public interest and as an educational part to promote and highlight the benefits of Ayurveda.
- Keeping the thought of not moving out, Dabur launched the campaign "slice of life" pushing customers to make home video with the help of mobile to promote and make presence over social media.
- Dabur also uses celebrity endorsement as a medium to speak with consumers and their problems to make a strong emotional bond with common people. Signed film star Kajol as the new face of the brand.
- Dabur also join hands with celebrity chefs to make easy recipes to attract household women and join them during the lockdown period
- Dabur uses social media to promote consumers to share their favourite champi moments with them. It was a part of brand promotion specially Dabur Amla .
- Dabur joined hands with online delivery service providers like Swiggy, Zomato to supply branded essential products and food items to consumers in over 125 cities and also enlisted local retailers to help with the fulfillment of the orders.
- Dabur has taken initiative for direct-to-consumer campaign "Immunity at your doorstep." Through its 'Dabur Immunity Vans' aimed for taking its range of Ayurvedic products closer to consumer households deployed across 10 major cities of India. These specially designed vans are moving around residential localities and government offices.
- Dabur also increased its activities on digital media to get attract young consumers. And, in all those activities, Dabur always focuses over its key word Ayurveda and power of Ayurveda.
- Dabur Honey rolled out a #StayFitFromHome campaign on social media, which saw its brand ambassador Jacqueline Fernandes and the regional brand ambassador Tamannah Bhatia posting about their fitness regime during the lockdown.
- The company has started providing face mask and sanitisers to police personnel across the country. Dabur distributed 2.85 lac Dabur Sanitize Germ Protection soaps to CRPF centres and quarters, select government hospitals and Municipality offices while maintaining all norms of social distancing and sanitization. The cities were Delhi NCR, Mumbai, Bangalore, Vijawada, Chandigarh, Lucknow and Ahmedabad.
- Lite Bite Foods, one of its group company supplied 2,500 meals daily to migrant workers.
- Dabur extended the Immune India campaign to cover underprivileged kids across the country. Under this initiative, Dabur Chyawanprash joined hands with leading NGOs from 14 cities in India and conducted Immunity awareness sessions to educate children.
- Dabur developed innovative solutions and leveraged technology to ensure uninterrupted supply of our essential products to retailers. In some cases where stockists were unable to operate, it commenced direct supplies to retail outlets. The company also created a special Mobile App for Retailers, through which they can place orders for Dabur products. These orders are then serviced either directly through their salesforce or through nearby stockists. Around 40,000 retail outlets were enrolled on the App. other unique interventions include initiating retailer order-booking through WhatsApp wherein a dedicated WhatsApp number was shared with retailers on which orders can be sent as a text message. Further, the company activated its Call Centre to

receive orders directly from retailers, besides booking orders through tele-calling.

Dabur also has a range of authentic Ayurvedic products for Womens Health Care. The product range includes Dashmularishta Asav, Ashokarishta Asav, Dabur Activ Blood Purifier, Dabur Woman Restorative Tonic and Dabur Lauhasava. Dashmularishta is a potent formulation for women, which combines the goodness of dashmool with other herbs, and helps in recovering from post-delivery related stress and weakness effectively and naturally. Known as the 'natural friend of a woman, Ashokarishta provides hormonal balance and improves reproductive health. A new television commercial was launched this year for Dabur Lauhasava, an Ayurvedic medicine for Iron Deficiency and Anaemia. All products in this portfolio performed fairly well in the market during the year. Reached 4.9 million consumers through the Mensta #NoWomensDay Campaign across digital platforms highlighting that women need to be given respect and care on all 365 days of the year and not just on Women's day. The Campaign received overwhelming response across the country and was featured on prestigious platforms.

These efforts by Dabur were to increase its visibility over the market and to resume Ayurveda. Dabur gets acceleration in their profitable growth significantly by focusing on the core brands that run across various product categories, develop new geographies globally, and leverage technologies efficiently. Using their deep knowledge of Ayurveda, Dabur stand out among others and got a hike in its products. Dabur has strategically positioned itself as a long experienced quality Ayurvedic products supplier, which made it extremely difficult to imitate due to causal ambiguity and excellent cross-sectional fit among the activities they perform. As a result, its main competitors like Himalaya, Zandu face a high trade-off to capture its strategic position.

Challenges of Ayurvedic Companies in India

If we talk about Dabur, despite its superior positioning in Ayurvedic and natural health care products in rural areas and semi-urban regions, it still faces challenges because of poor consumer preferences in the urban areas. Also, the ease of switching brands, availability of multiple choice and low switching costs for consumers with very low and sizable investments in Promotion mixes makes strategic visibility difficult in the urban market, as compared to their top competitors like P&G, Unilever and Colgate. Dabur needs more strategic spending for brand building, awareness and promotional activities in order to aggressively market its product. Also there is a need of Technology automation to leverage operational efficiencies to help in achieving superior competitive advantage compared to other rivals. In India, owing to adverse weather conditions, yield of herbal and medicinal plants is very low. Excessive use of insecticides and pesticides hampers the quality of herbs. As, herbs and medicinal plants are main ingredients of Ayurveda products, there is a shortage of high-quality plants which leads to deterioration of quality of Ayurvedic products. The Ayurveda market in India consists of several players who do not adhere to the quality standards for the products and services offered. There are certain quality certifications for Ayurvedic products and services in India like FPS (Finished Product Specifications), GMP (Good Manufacturing Practice), and ISO (International Organization for Standardization). However, in many cases, regular tests are not carried out to check whether manufacturing guidelines are met. Also, there is a lack of proper scientific documentation of traditional Ayurveda practices.

Conclusion

Health has taken more share of the mind of Consumers, all thanks to social media information on health/immunity which gained most attention of consumers during this pandemic.

People are even spending 20-30% extra to eat healthy. Companies offering Ayurvedic formulations have positive outlook of the current trend and are working on innovations to strengthen their portfolio. There are many ways by which the Ayurvedic companies in India can prosper their businesses and manufacture quality products for the consumers by promoting cultivation of medicinal plants, implementing good agricultural practice, good pre and post harvesting practices and good storage practices. With the need for the Ayurvedic industry towards invigorating phase, there is a need to increase the overall affordability and accessibility of medicines, attracting private investors, promoting Ayurveda Hospitals and Academic Institutions. During this pandemic period, the sea change in consumer preference towards Ayurvedic products has been a catalyst for brands that have been offering Ayurvedic products for Years. With government support and effective marketing strategy, Ayurveda companies can revive and capture the minds of Consumers.

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