



A Study on Marketing of Medicinal Products in Sivakasi

K. Mareeswaran

Assistant Professor of Commerce (CA)
Sri Kaliswari College (A), Sivakasi, Tamil Nadu



Open Access

Manuscript ID: BIJ-2026-JAN-036

Subject: Commerce (CA)

Received : 08.01.2026

Accepted : 27.01.2026

Published : 31.01.2026

DOI:10.64938/bijri.v10n2.26.Jan036

Copy Right:



This work is licensed under
a Creative Commons Attribution-
ShareAlike 4.0 International License.

Abstract

Medicinal product is a product containing a substance or a combination of substances produced and proposed for the treatment or prevention of infections in humans or in animals, for diagnostic purposes, improvement or change of physiological functions or for succeeding other medically justified objectives. Blood and blood components anticipated to be used in transfusion shall not, under the provisions of this Law, be considered medicinal products. For a salesman, it is very tough to retain the potential buyers. The reason is the buyers are scattered and the salesman have to face a stiff competition in the market to market their Medicinal products. Recently, Doctors have in progress their own shops in their dispensaries. This is mainly due to various offers and samples being offered by the manufacturers to doctors than to chemists. In fact, it is accepted norm today. It means that if a manufacturer gives a higher margin, the turnover of the manufacturer will go up. Today doctors are not worried about brands, which are being substituted by the chemists. Rural and B class town chemists are even influencing prescribing habits in some parts of India. This is a disturbing scene and must be tackled. Henceforth, there is an imperative need to undertake a learning of this nature to find out the real causes for the problems in marketing of medicinal products and offer suitable solutions to overcome the problems identified.

Keywords: Medicine, Doctors, Marketing, Salesman, Sivakasi, Products

Introduction

Medicinal product is a product containing a substance or a combination of substances produced and proposed for the treatment or prevention of infections in humans or in animals, for diagnostic purposes, improvement or change of physiological functions or for succeeding other medically justified objectives. Blood and blood components anticipated to be used in transfusion shall not, under the provisions of this Law, be considered medicinal products.

Definition of Medicinal Product

Medicine is defined as 'something that is taken into the body changes the way the body works'. The medicines Act 1968 classify medicines into three legal categories:

1. Prescription Only Medicines (POM)

These are medicines that can only be supplied on receipt of a prescription from a registered premises i.e. a pharmacy or dispensing GP. Doctors, Dentists and some prescribing nurses and Pharmacists can write prescriptions. The symbol POM will appear somewhere on the packaging.

2. Pharmacy medicines (P)

These medicines may only be sold in a pharmacy under the supervision of a chemist. They are stored behind the medicine counter and not available for self selection. The symbol P will appear somewhere on the packaging.



3. General Sales List Medicines (GSL)

These medicines are not to be sold in a pharmacy. They are generally only available in small quantities and are displayed on open shelves from any retail

premises. A medicine is a compound that contains a drug in a prepared formulation for one of the following reasons:

- To relieve the symptoms of an illness e.g. pain relief for arthritis
- To prevent illness e.g. vaccinations
- To ensure the body is working correctly e.g. to keep blood pressure within harmless levels
- To improve the excellence of life.

Market

The word 'Market' is derived from the Latin word 'Mercatus' meaning merchandise, wares, traffic, trade or a place where business is conducted. The common usage of market means a place where goods are bought or sold. In its strict meaning market need not necessarily mean a place of exchange.

Definition of Market

Pyle defines "Market includes both place and region in which buyers and sellers are in free competition with one another."

Marketing

Marketing is a comprehensive term that involves all the activities, research, designing, pricing, promotion, transportation and distribution. The term marketing is divided into 4Ps, product, place, price and promotion.

Marketing Mix

The term marketing mix is used to describe a combination of five elements namely the product, price place, promotion and physical distribution. These are popular known as "Five P's". These five basics or sub combinations should be taken as instruments, by the management, when expressing marketing plans. As such, marketing manager should have a thorough knowledge about the five P's. The marketing mix will have to be changed at the change of marketing conditions like economical, political and social etc. Marketing mix is developed to gratify

the predicted needs of the identified markets. The five basics of marketing mix (Five P's) are Product, Price, Place, Promotion and Physical Distribution.

Salesman

A salesman is a decision maker, and makes others to implement the decisions taken by him. A salesman is a line executive and is quite close to an action in the field. He is less concerned with planning, and more with action. Sales plans should get prepared, but they are tactical plans of a short duration. In these plans, the selling objectives are set, and attempt is made to realise them. A sale is related to the present while marketing to the future.

Function of Salesman

1. Diagnostic

This involves a salesperson probing and finding the cause of a problem, i.e., why a customer often changes a brand or why a customer is loyal to a particular brand.

2. Analyst

A salesperson analyses customer needs and market trends and identify the linkages.

3. Information Provider

A salesperson is also an intelligent agent. He keeps the management informed of any significant development in his territory, i.e., any strategic change of competitor etc.

4. Strategist

A salesperson being in the forefront of sales organization can command on time and route plans for sales organization. For example: A salesperson may at time make the announcement of a price change in his territory in such a method that it will give him maximum benefit. Likewise, evolving a strategy to sell to an aggressive customer is the role of a salesperson.

Profile of the Study Area

History

In the middle of 15th century, the place was ruled by Madurai kings. It was King Hari Keasri who laid the foundation of a Shiva temple here. It was later renovated under the reign of King Pandia, known by the name Kasi Viswanatha, the Temples was reconstructed many number of times. Sivakasi



at Virudhunagar district of Tamil Nadu excels in firework industry and printing presses. Famous for its bustling industries, the city offers the tourists with magnificent temples and churches.

The word "Sivakasi" means lingam of Lord Shiva from Kasi. There are three main businesses that are quite prominent here. Many of them might have known printing, matchboxes & sticks and firecrackers covers. Apart from these two, printing press industry has flourished here from many years. It ranks second in world for the offset machines required for printing. The only other city that exceeds the number is Gutenberg. As far as the match industry is concerned, there are around 1500 such units that are functional here. More than 80% of India's need of firecrackers and matches is filled by Sivakasi alone.

Legend behind the Name

As per a legend, Ankesari was a pandiyan ruler who wanted to construct a Shiva abode at Tenkasi. To do so, he visited Kasi in North India so as to bring a lingam from there. While returning from his journey, he took a nap and when awoke from his slumber, he was surprised to see that the cow carrying the lingam would not move from its place. As it caused delay and the king dropped the idea of installing the lingam at Tenkasi. Instead, he consecrated the place where he had halted. This sacred place came to be known as Sivakasi.

Statement of the Problem

For a salesman, it is very tough to retain the potential buyers. The reason is the buyers are scattered and the salesman have to face a stiff competition in the market to market their Medicinal products. Recently, Doctors have in progress their own shops in their dispensaries. This is mainly due to various offers and samples being offered by the manufacturers to doctors than to chemists. In fact, it is accepted norm today. It means that if a manufacturer gives a higher margin, the turnover of the manufacturer will go up. Today doctors are not worried about brands, which are being substituted by the chemists. Rural and B class town chemists are even influencing prescribing habits in some parts of India. This is a disturbing scene and must be tackled. Henceforth, there is

an imperative need to undertake a learning of this nature to find out the real causes for the problems in marketing of medicinal products and offer suitable solutions to overcome the problems identified.

Scope of the Study

The present study covers Sivakasi area. Regarding marketing of medicinal products, the marketing mix namely 5 P's namely

- Product
- Price
- Place
- Promotion and
- Physical Distribution are analysed.

In the case of medicinal product, the various drugs are available in the market. With regard to place, medicines supply in the area is covered. The concept of price portray the various information's like price fixation, price control norms and streamlining of regulatory process of price control norms are covered. The promotional measure generally highlights the launching of new drugs in the market and implementation of various advertising activities for boasting up the marketing function. All these aspects are covered.

Objectives of the Study

The following are the foremost objectives of the study.

1. To study the origin and development of medicines.
2. To identify the varieties of medicines available in the market.
3. To find out the problems related to the marketing of medicinal products.
4. To offer suitable suggestions on the source of the findings of the study.

Methodology

For the resolve of this study both Principal and secondary data have been collected. Principal data have been composed through a pre-tested interview schedule. The interview schedule is used for collecting data from salesmen who are dealing with Medicinal products.

The secondary data for the study have been together from the books, journal, magazines and websites.



Sampling Design

There are more than 130 medical shops are functioning in and around Sivakasi. Out of which 75 medical shops were selected by adopting simple random sampling technique. As those 75 medical shops there are 267 salesmen available. There is impossible to cover the entire population of the current study. So the researcher has restricted with 30% for entire population size as 80 of sample for the current study. The researcher has used judgments sampling method to select the sample interviewees of 80.

Field Work and Collection of Data

Field work of this study is conducted during the month of July 2025 to August 2025. The data were collected through a pre-tested interview schedule.

Analysis of Data

The information collected from the sample interviewees are analyzed by using Percentage analysis.

Analysis of Marketing of Medicinal Products in Sivakasi

Gender Classification

The Table 1.9.1 shows the Gender classification of the interviewees selected for the study

Table No. 1.9.1

S.No.	Gender	No. of Interviewees	Percentage
1.	Male	47	58.80
2.	Female	33	41.20
	Total	80	100.00

Source: Principal Data

From the above Table 1.9.1 spells out that among the 80 interviewees, 58.80 per cent of the interviewees are male and the remaining 41.20 per cent of the interviewees are female.

It is found that majority of (58.80 per cent) the interviewees are Male.

Age Classification

The Table 1.9.2 illustrate the Age classification of the interviewees.

Table No. 1.9.2 Age Classification

S.No.	Age(in years)	No. of Interviewees	Percentage
1.	Below 20 Years	16	20.00
2.	21-30	50	62.50
3.	31-40	09	11.20
4.	41-50	03	3.80
5.	Above 50 Years	02	2.50
	Total	80	100.00

Source: Principal Data

From the Table 1.9.2 it is found that out of 80 interviewees, 20.00 per cent of the interviewees are in the age collection of Below 20 years, 62.50 per cent of the interviewees are in the age group of 21-30 years, 11.20 per cent of the interviewees are coming under the age group of 31-40 years, 3.80 per cent of the interviewees are in the age set of 41-50 years and the remaining 2.50 per cent of the interviewees are in the age group of above 50 years.

It is inferred that majority of (62.50 per cent) the interviewees are in the age group of 21- 30 years. The above details are also presented in the following

diagram.

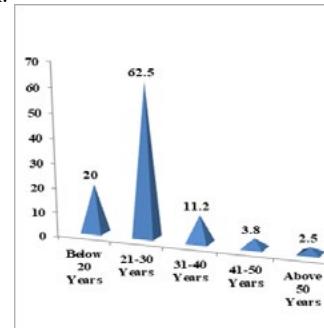


Figure No. 1 Age wise classification

Type of Medicines Marketing

The Table 1.9.3 illustrate that type of medicines marketing by the interviewees.

Table No. 1.9.3 Type of Medicines Marketing

S. No.	Type of Medicines	No. of Interviewees	Percentage
1	Allopathy	19	23.80
2	Ayurvedic	19	23.80
3	English Medicine	36	45.00
4.	Siddha	06	7.50
	23.80	23.80	23.80

Source: Principal Data

From the above Table 1.9.3 spells out that among 80 interviewees, 23.80 per cent of the interviewees are marketing Allopathy medicines, 23.80 per cent of the defendants are marketing Ayurvedic medicines, 45.00 per cent of the interviewees are marketing English medicines and the remaining 7.50 per cent of the interviewees are marketing Siddha medicines.

It is found that majority of (45.00 per cent) the interviewees are marketing English medicines. The above details are also presented in the following diagram.

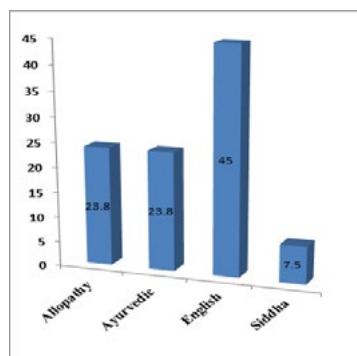


Figure No. 2 Type of medicines marketing

Factors for Purchasing Medicines

The Table 1.9.4 illustrate that factors considered by the consumers for purchasing medicinal items.

Table No. 1.9.4 Factors for Purchasing Medicines

S. No.	Factors	No. of Interviewees	Percentage
1	Brand	20	25.00
2	Discount	29	36.02
3	Quality	31	38.08
Total		80	100.00

Source: Principal Data

From the above Table 1.9.4 it is found that among 80 interviewees, 25.00 per cent of the interviewees opined that the consumers consider brand, 36.02 per cent of the interviewees stated that the consumers prefer discount and the remaining 38.08 per cent of the interviewees stated that the consumers consider quality aspect of the medicinal products.

It is found that most of the interviewees (38.08 per cent) stated that the consumers consider quality of the medicinal products. The above details are also presented in the following diagram.

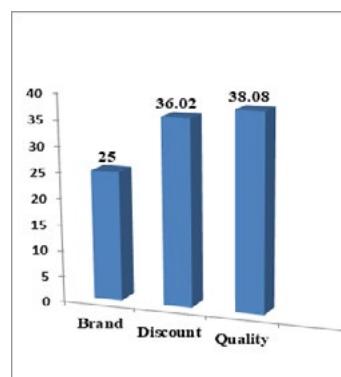


Figure No. 3 Factors for Purchasing Medicines

Reaction for Non-availability of the Products

The Table 1.9.5 illustrate that reactions of the salesperson while the demanded product is not available in the shop.



Table No. 1.9.5 Reaction for Non-availability of the Products

S. No.	Type of Medicines	No. of Interviewees	Percentage
1	Suggest the customers to prefer other shops	44	55.00
2	Offering substitute products	36	45.00
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 55.00 per cent of the interviewees are suggesting the customers to prefer other shops and the remaining 45.00 per cent of the interviewees are offering substitute products for their customers.

It is found that most of (55.00 per cent) the interviewees suggest their customers to prefer other shops, when the demanded product is not available in their shop.

Basis of Purchase

The Table 1.9.6 illustrate that basis of purchasing of medicinal items made by the customers.

Table No. 1.9.6 Basis of Purchase

S. No.	Basis	No. of Interviewees	Percentage
1	Prescribed by Doctor	50	62.50
2	Prescribed by Retailer	16	20.00
3.	Own induces	14	17.50
Total		80	100.00

Source: Principal Data

From the Table 1.9.6 it is found that out of 80 interviewees, 62.50 per cent of the interviewees stated that the customers purchase medicinal items which are prescribed by Doctor, 20.00 per cent of the

interviewees stated that purchase is made on the basis of prescribed by the retailer and the remaining 17.50 per cent of the interviewees stated that purchase is made by their own induces.

It is found that most (62.50 per cent) of interviewees stated that purchase of medicinal items is made by the customers on the basis of the prescription by Doctor. The above details are also presented in the following diagram.

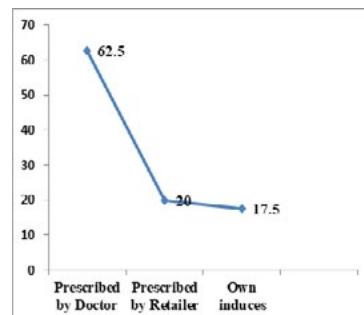


Figure No. 4 Basis of Purchase

Unique Attraction of the Product

The Table 1.9.7 illustrate that unique attraction of medicinal products.

Table No. 1.9.7 Unique attraction of the product

S. No.	Uniqueness	No. of Interviewees	Percentage
1	Good quality	41	51.20
2	Easily availability	19	23.80
3	Timely service	10	12.50
4.	Reasonable price	10	12.50
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 51.20 per cent of the interviewees are mentioned that good quality is the unique attraction on the product, 23.80 per cent of the interviewees cited easily availability, 12.50 per cent of the interviewees are quoted that timely service is the uniqueness of the medicinal products and the remaining 12.50 per cent of the



interviewees have stated that reasonable price is the uniqueness of the medicinal products.

It is found that majority (51.20 per cent) of interviewees are mentioned that Good quality is the uniqueness of the medicinal products.

Disposal of the Drugs

The Table 1.9.8 illustrate that the details of mode of disposal of medicines which exceed the expiry date.

Table No. 1.9.8 Disposal of the Drugs

S. No.	Dispose	No. of Interviewees	Percentage
1	Replace with wholesalers	45	56.20
2	Credit note	18	22.50
3	Adjust for the value of goods	17	21.20
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 56.20 per cent of the interviewees replace with their wholesalers, 22.50 per cent of the interviewees disposed by adjusting in credit note and the remaining 21.20 per cent of the interviewees adjust with value of goods.

It is found that most (56.20 per cent) of interviewees have replaced the expired medicines with their wholesalers.

Rate of Discount

The Table 1.9.9 illustrate that rate of discount offered for the medicinal products.

Table No. 1.9.9 Rate of Discount

S. No.	Discount	No. of Interviewees	Percentage
1	2%	31	38.80
2	5%	38	47.50
3.	10%	11	13.80
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 38.80 per cent of the interviewees offer 2% discount for medicinal products, 47.50 per cent of the interviewees offer 5% discount and the remaining 13.80 per cent of the interviewees offer 10% discount for medicinal products.

It is found that majority of (47.50 per cent) the interviewees offer 5% discount to the medicinal products. The above details are also presented in the following diagram.

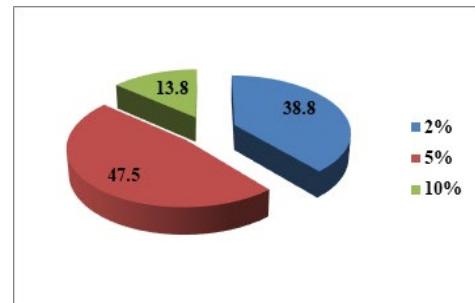


Figure No. 5 Rate of Discount

Profitable Medicines

The Table 1.9.10 shows the type of medicine which gives more profit to the medical shops.

Table No. 1.9.10 Profitable Medicines

S. No.	Type of Medicine	No. of Interviewees	Percentage
	English medicine	47	58.80
	Ayurvedic	17	21.20
	Allopathy	11	13.80
4.	Siddha	05	6.20
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 58.80 per cent of the interviewees stated that English medicines is more profitable medicine, 21.20 per cent of the interviewees favoured with Ayurvedic medicines, 13.80 per cent of the interviewees favoured with Allopathy medicines and the remaining 6.20 per cent of the interviewees stated that Siddha medicines are profitable.

It is found that majority (58.80 per cent) of the interviewees stated that English medicines are more profitable.

Location of the Medical Shop

The Table 1.9.11 illustrate the details of the medical shop.

Table No. 1.9.11 Location of the Medical Shop

S. No.	Location	No. of Interviewees	Percentage
1	Busy centres	36	45.00
2	Adjacent to Hospital	29	36.20
3.	Outside the city area	15	18.80
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 45.00 per cent of the interviewees stated that the location of the shop is in busy centres, 36.20 per cent of the interviewees stated that the location is adjacent to hospital and the remaining 18.80 per cent of the interviewees stated that the medical shops are located in the outside the city area.

It is found that majority (45.00 per cent) of the interviewees stated that their medical shops are functioning in the busy centres of the city. The above details are also presented in the following diagram.

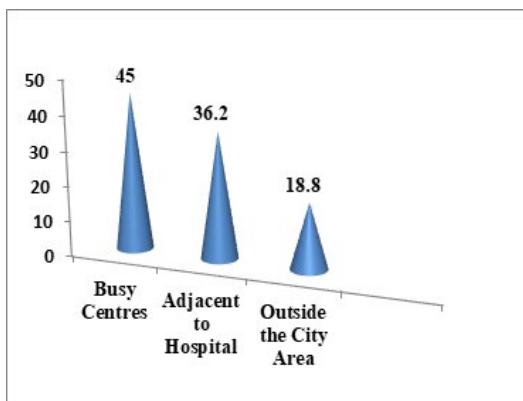


Figure No. 6 Location of the Medical Shop

Source of Purchase

The Table 1.9.12 illustrate the details of sources of purchase of medicines.

Table No. 1.9.12 Source of Purchase

S. No.	Purchases	No. of Interviewees	Percentage
1	From Whole sellers	39	48.80
2	From Sales Representatives	21	26.20
3.	From Local manufacturers	20	25.00
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 48.80 per cent of the interviewees have purchased medicinal products through whole sellers, 26.20 per cent of the interviewees have purchased through representatives and the remaining 25.00 per cent of the interviewees have purchased through local manufacturers.

It is found that most (48.80 per cent) of the interviewees have purchased medicinal products through whole sellers. The above details are also presented in the following diagram.

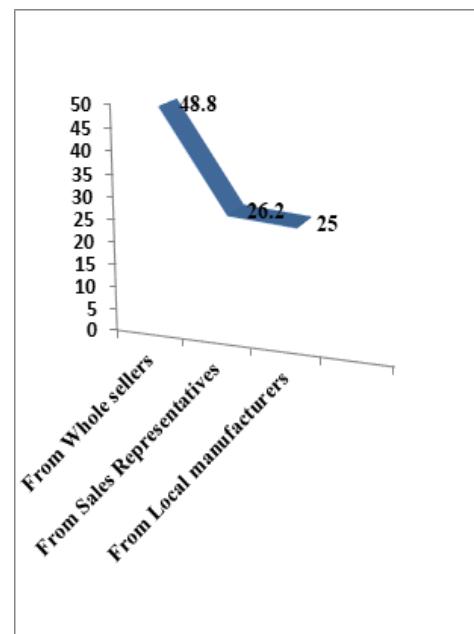


Figure No. 7 Source of Purchase



Problems in Marketing Medicinal Products

The Table 1.9.13 illustrate the details of problems faced in the marketing of medicinal items.

Table No. 1.9.13 Problems in Marketing Medicinal Products

S. No.	Problems	No. of Interviewees	Percentage
1	Shortage problem	35	43.80
2	Price variation problem	32	40.00
3.	Problem of short expiry date	13	43.80 16.20
Total		80	100.00

Source: Principal Data

It is found that among 80 interviewees, 43.80 per cent of the interviewees stated that shortage of drugs is the problem, 40.00 per cent of the interviewees stated that price variation is the problem and the remaining 16.20 per cent of the interviewees stated that short expiry date is the problem in marketing the medicinal products.

It is found that most (43.80 per cent) of interviewees stated that the shortage of drugs is the problem in marketing of medicinal products in the study area.

Findings

1. It is spells out that majority of (58.80 per cent) the interviewees are Male.
2. It is inferred that majority of (62.50 per cent) the interviewees are in the age group of 21- 30 years.
3. It is clear that majority of (45.00 per cent) the interviewees are marketing English medicines.
4. It is clear that most of the interviewees (38.08 per cent) stated that the consumers consider quality of the medicinal products.
5. It is disclosure that most of (55.00 per cent) the interviewees suggest their customers to prefer other shops, when the demanded product is not available in their shop.

6. It is understood that most (62.50 per cent) of the interviewees stated that purchase of medicinal items is made by the customers on the basis of the prescription by Doctor.
7. It is clear that majority (51.20 per cent) of the interviewees are mentioned that Good quality is the uniqueness of the medicinal products.
8. It is clear that most (56.20 per cent) of the interviewees have replaced the expired medicines with their wholesalers.
9. It is also spells out that majority of (47.50 per cent) the interviewees offer 5% discount to the medicinal products.
10. It is clear that majority (58.80 per cent) of the interviewees stated that English medicines are more profitable.
11. It is clear that majority (45.00 per cent) of the interviewees stated that their medical shops are functioning in the busy centres of the city.
12. It indicates that most (48.80 per cent) of the interviewees have purchased medicinal products through whole sellers.
13. It is spells out that most (43.80 per cent) of the interviewees stated that the shortage of drugs is the problem in marketing of medicinal products in the study area.

Suggestions

On the basis of above findings, the following suggestions have been made so as to prevent the problems involved in marketing of medicinal products.

- Peoples are not aware about Allopathy, Siddha, and Ayurvedic medicines. So the salesman may take steps and promotional measures to create the awareness about those medicines.
- Government / service organization may create awareness camp that explains the advantages of Allopathy, Siddha, and Ayurvedic medicines.
- Especially Ayurvedic medicines are prepared with the local medicinal plants. Many people are engaged in the preparation, packing and marketing of Ayurvedic medicine. In order to protect the interest of the employees, it is better to give for the producer and dealers.
- Sometimes salesman may satisfy the customer



by suggest the customer to prefer other shops when the specified brand is not available in the shop. Therefore it better to keep adequate stocks of medicines.

- Salesman can attract the product by good quality but also consider reasonable price and easily available of those products.
- It is advisable that the salesman have to adopt further promotional activities to retain their customers through board display, sales letters, and leaflets.

Conclusion

If the above recommendations are duly carried out by the salesman while marketing of medicinal products would flourish by satisfying the customer needs and requirements and also by fulfilling the aspirations of the trading community. It would go a long way in establishing a strong brand image for medicinal products and in the long run the health conditions of the masses would improve which is need of the hour.

Bibliographies

Books

1. Amarchand, D., and Varadharajan, B., "An Introduction to Marketing", Vikas Publishing House Pvt, Ltd, New Delhi, 1981.
2. Bharat Kumar, G.P., "Forensic Pharmacy", Suneetha Publications, Shimoga, 1988.
3. Dandiya, P.C., and Kulkarni, S.K., "Introduction to Pharmacology", Vallabh Prakashan Educational Publishers, New Delhi, 1985.
4. Pillai Bagavathi, R.S.N., "Modern Marketing – Principles and Practices", S. Chand Publishing, New Delhi, 1990.
5. Pyle, J.E., "Principles of Marketing", MC Graw Hill Book, New York, 1986.
6. Ramasamy, V.S., "Marketing Management", Sulthan Chand and Sns, New Delhi, 1990.

Websites

1. www.pharmaceutical-drug-manufacturers.com
2. www.wikipedia.org