

Marketing of Condoms with reference to Hindustan Latex Ltd

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Abstract

Today, India is the 2nd most populous country in the world. In the early half of this century, India is poised to replace China as the most populous country in the world. Therefore, birth control and family planning measures have assumed great importance in India

It has become the government's policy to encourage small families, the government has undertaken various measures to reduce population growth. Since illiteracy is widespread in India most of the people are unaware of the importance or advantage of small families. They are also unaware of family planning measures. These people think that having more number of children is a blessing of God.

In order to reduce the population growth rate the government has undertaken various measures such as counseling, raising marriage age of girls to 18 and boys to 21 and encouraging use of birth control devices such as intra- uterine devices such as sterilization, condoms, oral contraceptives etc.

Condoms use were being encouraged by the government for two reasons. First of all, it can help couples to space births. Secondly it can help to prevent sexually transmitted diseases.

Today AIDS has assumed alarming proportions all over the world. India too has got a very large number of AIDS cases. The use of condoms and oral contraceptive pills helps to prevent AIDS and various other sexually transmitted diseases. The use of condoms helps couples to practice safe sex.

Introduction

The concept of small family had prompted the government to introduce birth control measures in order to curb the population explosion. Birth control measures like intra-uterine device, condoms, pills etc, were widely propagated. Condoms had been quite popular in bringing down the birth rate but later it also became a device to control the death rate due to the problem of AIDS/HIV.

Understanding the importance of this a study was conducted among retailers in Calicut Dist, with the objective of studying the retailer preference for condoms. The study involved meeting a sample of 120 retailers and administering the questionnaire to them. The study was also done to find the major competitors of Hindustan Latex Ltd.

The retailer survey revealed that there was a good market for condoms. From the study it was evident that the people hesitation to buy this type of product from the open market is decreasing. Almost all the leading companies provide more or less the same trade schemes & gift schemes. Some imported brands were giving more trade schemes and more commissions to the retailers.

Product Profile

AIDS has ushered in a new era of condom promotion. Condoms are one of the oldest of modern contraceptive methods and have been available for many years. Before AIDS, however only a few program actively promoted condoms for family planning. Today, condoms are promoted widely as part of AIDS-prevention campaigns. Promotion often stresses the dual role of condoms for family planning and avoiding HIV/AIDS and other sexually transmitted infections (STIs) .

How effective are condoms?

Condoms can be effective at preventing Acquired Immune Deficiency Syndrome (AIDS).

pregnancy and sexually transmitted infections (STIs). For condoms to be effective, however, people must use them consistently and correctly.

Effectiveness against Aids

The need for condoms is becoming increasingly urgent due to the rapid spread of Acquired Immune Deficiency Syndrome (AIDS), which is caused by the human Immunodeficiency virus (HIV). HIV/AIDS is now among the top 10 causes of death worldwide and may soon move into the top 5. In 1998 About 2.5 million people died of AIDS-related causes, and an estimated 5.8 million about 160000 per day-became.

Infected with HIV. There is no vaccine against HIV and, although treatments are improving, no cure. For the foreseeable future, changing behavior, including encouraging widespread condom use, is the only way to curb the AIDS epidemic.

Effectiveness against STI's

Some 25 infections besides HIV can be spread through sexual contact. These share many characteristics with HIV/AIDS. People generally have a higher risk of HIV infections if they have other STI's. STIs that have been linked to an increased risk of HIV/AIDS include bacterial vaginosis, chancroid's, Chlamydia trachomatis, herpes simplex, syphilis, and trichomoniasis. One study estimated that preventing or curing 100 cases of syphilis in a high risk group would prevent 109 new HIV infections as were as more than 4,100 new cases of syphilis in the following 10 years.

Globally, an estimated 333 million new cases of the four major curable STIs — gonorrhea, Chlamydia, syphilis, and genitalherpes- occur each year among adults, with at least one-third of these in adults under 25 years of age. Prevalence and incidence of curable STIs are particularly high in developing countries. Among women of reproductive age in developing countries, STIs are the second most frequent cause of sickness and death, behind only maternal causes. Many of these cases of STIs could be prevented through correct and consistent use of condoms.

Objective of the Study

- To find out the people perception in buying condoms and oral contraceptive pills
- Effectiveness of Advertisement done by the company.
- To study the retailers brand preference for HLL

Research Methodology

There are different methodologies followed in a research study. A popular research methodology has to be adopted for a good research.

Research Design

Research design is purely and simply the framework plan for study that guides the collection and analysis of data. There are three major types of research design, i.e., exploratory research design, descriptive research design and experimental research design.

The study is basically a descriptive information analysis type. The study necessitated the questionnaire type survey

Data Sources

Both primary and secondary were collected. the primary data were collected. The primary data was collected through questionnaires, which were address to retailers who were dealing with condoms. The secondary data was collected from various reports, internet, articles from journals, newspapers, magazines etc.

Sampling

Sampling Procedure:

Sample unit of the study were the retailers who were medical shop proprietors, general shops owners, super markets etc..

Sample Design:

Convenience sampling was employed to select the sample size from the population.

Sample Size:

A sample size of 120 respondents from Calicut and 140 respondents from Kottayam were taken for the study. Some samples had taken from customers to find out their perception in buying these type of products.

Research Technique:

The data was collected from primary & secondary sources. A survey was conducted and a structured questionnaire was administered to elicit responses from the respondents. The study was done among retailers in Calicut District and Kottayam District, Kerala and conducted personal interview for collecting the required information. Secondary sources of data included journals, Annual reports, etc.

Findings

- Most of the customer has preferred to buy condom mostly from medical shops.
- Most of the condom customers belonged to the age group between 21 and 30.
- Customers did not ask for any quality certificate like ISI or ISO standards.
- Customers' hesitation to buy the condom in the open market especially in rural market was very high.
- Most of the customers had preferred to buy condoms than any contraceptive pills.
- According to the retailer packet design plays a major role in customers purchasing behavior.
- The Kamasutra brand was the most popular among the customers.
- The packet size 3 in 1 had maximum sales in Calicut district, especially in the urban areas, whereas in the rural areas the sales of 10 in 1 were high.
- Most of the respondents expressed the opinion that advertisements of condoms were the main reason for stimulating the sales of the product.
- Retailers stated that for their customers price was not an important variable in their buying decision process.
- Trade schemes provided for retailers by all the companies were more or less. Among them J.K Ansel provided the most trade schemes.
- Television was the best media for the promotion of condoms. Retailers felt that the radio was not an effective media for the promotion of condoms.
- Many people think that female condoms are meant for commercial sex workers and therefore the sale of these products are very less.
- Condom sales through social marketing campaigns have risen dramatically in urban areas of both districts, but its impact to the rural areas is very less.

Suggestions

- In order to increase the sales of the product it will be worthwhile if the company introduced new packet size like 1 in 1 because many customers sought such packet size.
- By displaying the posters and stickers in front of the retail outlet, customer may be aware that the product was available in that outlet. To do this effectively, the company should give display charges to the retailers.
- The company should create AIDS awareness programs and awareness of sexually transmitted diseases like Syphilis, Gonorrhea etc, This would help the people to identify the

consequences of these diseases and avoid them with the help of condoms.

- Today the government is more conscious about the rapidly growing population. So to reduce the rate of population, the government is emphasizing family planning programs. It is advisable for the company to support the government in doing these type of programs, because through the use of condoms population growth can be controlled and moreover, it is safer than any other preventive method as it is free from side effects and also cost-effective.
- Now a day we know that the religious leaders are roped to reduce the stigma surrounding the AIDS. It will be bring more favorable result for the Condom Manufacturers to organize seminars with the support of these religious leaders.
- The company should provide more profit margin and trade schemes to the retailers as they play an important role in making the product available & visible in their outlets.
- Condoms sales can also be increased by highlighting the drawbacks of pills and other capsules which are used for birth control.

Conclusion

Demographic explosion has been a major constraint and challenge to India's development process. The realisation on the fallouts of a rampant growth in population prompted the government to initiate programmes of family planning and control.

The survey was done to study the current market position of the Moods brand. The study was done among retailers in both urban and rural areas of Calicut district and Kottayam District in Kerala. The study revealed that Hindustan Latex can improve their market share. The sales of condoms can be increased if the company under go some innovative marketing programs like AIDS awareness programs as condoms were the only method to prevent STDs/AIDS etc.. If, as projected, nearly half of the global population were concerned about HIV, AIDS and STIs (sexually transmitted infections), India could become the largest manufacturer, supplier and exporter in the one billion dollar condom market.