TITLE: CHALLENGES ENCOUNTERED IN MARKETING OF TRADITIONAL MEDICINE IN KENYA: A case of Selected Traditional Medicine Outlets in Nairobi

BY

Osianju N. Janepher.

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MARCH 2005

Osianju, N. Janepher
Challenges encountered in
DECLARATION

This research proposal is my original work and has not been presented in any other University for academic purposes or any other research.

Signature .................................................. Date ........................................

(Department of Business Administration.)

This research proposal has been submitted for examination with our approval as the university supervisors.

Signature .................................................. Date ........................................

Dr. Khayota M. Otube
(Department of Entrepreneurship)

Signature .................................................. Date ........................................

Ms. Mulwa Catherine
(Department of Business Administration)

This research proposal has been submitted for examination with my approval as the Departmental Chairman.

Signature .................................................. Date ........................................

Mr. P. Ochola
(Department of Business Administration)
DEDICATIONS.

To my mother Mary Osianju, my dear friend Wechuli Vitalis and my baby sister Fwana and to all friends who have been a source of inspiration.

I am grateful for the many helpful and sincere good-byes to the professors and students who have contributed extensively to make this project possible by giving me important information in preparing in the research project.

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I am grateful to my friend Vitalis who has been a great source of inspiration and encouragement.

Finally I thank all the people who assisted me in any way but open and some kind are from mentioning them by name. I appreciate the assistance and support provided for the successful completion of this research work. May God bless you all.
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ABSTRACT

The principle objective of this study was to determine the major challenges encountered in marketing of traditional medicine in Kenya. The study sought to assess the role of marketing in selected traditional medicine outlets in Nairobi, the factors hindering the growth and the industry and attempted solutions to these challenges.

The information sought for the study was collected through the use of structured questionnaires. The sample size consisted of 50 outlets. 35 questionnaires were completed and provided information used in this report.

It was discovered that traditional medicine outlets in Kenya do experience challenges in marketing their products and services.

The main challenges mentioned included; trade secrets, financial constraints, cultural factors, product development and planning among others.

On the basis of these findings, it is recommended that marketing of traditional medicine in Kenya be addressed by the government and other sectors to help in overcoming the mentioned challenges.

Also, research on the growth and trend of the traditional medicine industry in Kenya should be conducted to give a clear picture of how the industry has been and is growing in Kenya.
1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY.

Traditional medicine refers to health practices and knowledge incorporating plant, animal and mineral based medicines, spiritual therapies, manual techniques and exercises, applied singularly or in a combination to treat, diagnose and prevent illness or maintain well-being (WHO, 2002). Most people have however associated traditional medicine with witchcraft, which is not the case.

It is estimated that over one third of the world's population lacks regular access to affordable drugs. For these people, modern medicine is never likely to be a realistic treatment option. In contrast, traditional medicine is widely available and affordable, even in remote areas, and generally accessible to most people (Liebert, 2003).

According to the World Health Organization (WHO), as much as 80% of the world's population relies on traditional medicine (Rukangira, 2003).

In Africa, traditional medicine plays an important role in the health of millions of people. A strategy for the African Region", which was adopted by the 50th Regional Committee of Africa in August 2000, states that the African member states are aware of the fact that about 80 percent of the population living in the African region depend on traditional medicine for their health care needs (Rukangira, 2003).

Information from the WHO shows that 80% of the people in Africa rely solely on traditional medicine, a fact that has been mainly attributed to its easy accessibility, sustainability and perhaps even the gullibility of people to easily believe in this form of health care.
THE STATE OF TRADITIONAL MEDICINE IN KENYA.

The traditional medicine was quite strong in Kenya before colonialism, but after colonialism and the coming up of the western medicine (conventional medicine), it became more and more neglected.

As per the record at the ministry of the cultural heritage registration of traditional medicine started back in late 1980s. In Nairobi today, over one hundred traditional medicine clinics are registered. But still the number of traditional medicine store is much lower than the number of sales outlets of modern drugs (conventional medicine).

Most traditional medicine sales outlets are private enterprises. The government does not make use of these resources because most of the drugs do not meet the bio-medical requirement for drug approval.

At the moment there is no legal policy guarding traditional medicine practitioners. However, efforts are being made by the Ministry of Cultural Heritage to come up with a cultural policy to guard the traditional medicine practitioners (Mungai, Ministry of Cultural heritage).

Despite these limitations, traditional medicines are widely used and their significance has been growing in Kenya.

AREAS OF TRADITIONAL MEDICINE USE IN KENYA.

Preference of consumers for traditional medicine treatment is often related to the ailment concerned and the stage in the health seeking process. Using this factor, five specific areas of herbal utilization can be distinguished;

- Herbal ailment - this group of ailment, for which traditional medicine is often used, are those, which traditional medicine is considered best. These are ailments for which medicine has no cure or failed to work e.g. piles, boils, anaemia etc.
- The compensatory treatment - ailment that have proved difficult to be treated by modern medicine
• Complementary treatment - combine traditional medicine with modern drug because only herb can be providing the final cure or complete treatment consists of both.
• Common health problems - simple, common nature disease
• Maternal and child health care - traditional birth attendants (WHO, 2000)

Despite the recognition, Traditional medicine is an issue that has posed critical challenges to the practitioners especially in the area of marketing. Some of these challenges are highlighted below.

A negative attitude by society and government has hampered the development and use of traditional medicine. There has always been a great need to market traditional medicine, which has paradoxically been shunned by Africans despite having been on the continent from time immemorial.

Traditional medicines have been shunned because they lacked proper prescriptions and packaging. Most drugs administered are either raw or poorly packaged and this makes people shun way from it (Githae, 2003)

Modern science has also considered methods of traditional knowledge as primitive and the conventional medicine practitioners, who in most cases are in touch with majority of the patients, are always against traditional medicine making it hard to market the latter (Njoroge Kenyatta University - CCMB)

The survival of traditional medicine in Kenya will very much depend on how successfully they can effectively handle the marketing challenges as well as win consumer confidence in their products. This calls for knowledge and skills in marketing and understanding the marketing challenges that impact on them.
1.2 STATEMENT OF THE PROBLEM.

Until recently the Traditional medicine industry in Kenya was not fully recognised. For along time the industry had not been clearly defined. However, the 1990s saw the emergence of numerous traditional medicine clinics. These include: Makini, Makang'a, Kamirithu, Afrikaaner, Tiba, Chinese Blended Herbal Clinic, Chinese Herbal Clinic, Juliet Pan African Herbal Clinic, Mystic Herbs, Right Herbs, School of Alternative Medicine and Technology, Kenyatta University CCMB, Icipe Clinics among others. With the emergence of these numerous traditional medicine outlets, the market has become more competitive.

In this competitive market, these outlets are facing challenges especially on how to effectively and efficiently market their products. This calls for an understanding of the marketing knowledge, techniques and challenges by practitioners in this industry.

Though the recognition of the need for effective marketing of traditional medicine is an obvious fact, little has been written on the challenges faced in its marketing, yet as an upcoming area, there is greater need for its marketing. Furthermore, little has been done on the utilization of the marketing mix variables in the traditional medicine industry.

There is, therefore need to apply the marketing mix tools in this industry as well as redefine the industry and clearly look at the challenges in marketing of traditional medicine.
1.3 OBJECTIVES OF THE STUDY

The objectives of this study include to:

• Assess cultural impact on marketing traditional medicine in Kenya.
• Find out the implication of competition on marketing of traditional medicine.
• Find out the financial implication on marketing of traditional medicine in Kenya.
• Assess how trade secrets have affected the growth of traditional medicine markets.
• Find out how traditional medicine industry can utilise the marketing mixes for effective marketing.

1.4 RESEARCH QUESTIONS.

It is from the above discussions that the study pursued the following research questions.

1. What is the role of marketing in an organization?
2. What are the challenges faced in marketing of traditional medicine?
3. How have trade secrets among traditional medicine practitioners affected growth of traditional medicine markets?
4. What is the financial implication on marketing of traditional medicine?
5. What role has consumer perception played in the acceptance of traditional medicine?
6. How can the marketing mix variables be utilized for effective marketing of traditional medicine?

1.5 SIGNIFICANCE OF THE STUDY.

• The study attempted to generate ways with which to effectively and efficiently handle the marketing challenges in the traditional medicine industry.
• The findings of this study are potentially valuable to the traditional medicine practitioners, for they can use the results and recommendations to deal with the marketing challenges encountered in marketing of their products.
• Potential investors in the traditional medicine industry can also use this information to have a clear understanding of the challenges they are about to face and how to handle them.

• Users of traditional medicine will also benefit, as the research will increase their awareness on the importance of the utilization of the marketing mix variables in marketing.

• Firm managers and managers of other related industries will also benefit by applying the relevant recommendations in this study in their own situations.

• The government can also use the findings of this study when designing policies on marketing of traditional medicine.

• To the scholars, the study can form a basis for further research in the area of traditional medicine industry or on marketing of traditional medicine in Kenya.

1.6 SCOPE OF THE STUDY.

The study was limited to a few traditional medicine outlets in Nairobi (115 outlets). It focused on only a few aspects of traditional medicine, that is herbal medicines, supplements and therapies. The study also focused on only registered traditional medicine outlets. It was limited to a few dispensing and manufacturing outlets; this was due to time and economic constraints.
The term marketing has been defined in different ways by different authors and practitioners. The American Marketing Association came up with a more complete definition of Marketing in 1985 which defines marketing "...the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that will satisfy industrial and organizational objectives" (Kotler, 2003).

This definition suggests that the marketing process requires an understanding of the marketing mix variables geared towards the achievement of the organizational set goals. In other words, Marketing is the "man in the middle" -- mediating between Customers, Prospects, Sales, Development, and the Executive Team. As such, Marketing is pulled in multiple directions. Marketing is the critical intersection between Development, Sales, Customers, and the Executive Team.

Source: http://www.productmarketing.com/magazine/1/1/06/02.htm#challenges
Marketing impacts on an organization in the following ways:

- Marketing touches Customers, Prospects, and industry thought leaders via press releases, magazine articles, briefings, brochures, trade shows, customer councils, advisory boards, and lead generation programs. In addition to performing market research, Marketing also conducts or commissions' win/loss interviews and gathers input from customers and prospects on feature requirements via interviews, surveys, and focus groups.

- Drawing on the information gathered both externally and internally, Marketing supports the Executive Team in developing business strategy by identifying market opportunities and generating and executing marketing strategies and plans that support attainment of business objectives.

- Marketing works with Development to define requirements, plan products, and bring products to market. Marketing must assure the delivery of a reliable and "complete" product that includes documentation, training, and support. If relevant, Marketing also addresses upgrade, migration and "end-of-life" planning.

- Marketing trains the sales force on new products, visits of customers, prospects, and industry analysts, performs Win/Loss analyses, and gathers input on customer and prospect requirements.

Marketing acts as a link between the customers and production side of the business. Through careful blending of the needs of customers with the capabilities of production, marketing management attempts to satisfy the customers.

Marketing directs the functions of other departments in an organization. Its through marketing that one determines what products are made, how to promote them, how to distribute them among others. Therefore marketing focuses on the four Ps, which are essential in determining the success of any marketing activity.
therefore, stem from the fact that these are the only variables, which are capable of being
directly manipulated by marketers.

Furthermore, the 4Ps (marketing mix variables) are useful in helping practitioners structure their
thinking about marketing problems. They can be blended, in an almost infinite number of ways
to achieve different end results (Kotler, 2000).

An understanding of the marketing mix is therefore significant in an organization since
marketing challenges commonly emanate from them.
2.2 Role of Marketing Mix variables.

Product

A product is anything that can be offered to a market to satisfy a want or need. In marketing, there is need to rethink through five levels of the product of which adds more customer value.

The most fundamental level is the core benefit, the fundamental service or benefit that the customer is really buying. The marketer must see themselves as benefit providers (Kotler 2003). A patient is buying "healing" therefore in marketing traditional medicine, there is need to consider the beneficial part to the buyer.

At the second level, the marketer has to turn the core benefit into a basic product.

At the third level, the marketer prepares an expected product, a set of attributes conditions buyers normally expect when they purchase this product.

At the 4th level, the marketer prepares an augmented product that exceeds customer expectations.

Today's competition essentially takes place at the product augmented level. Product augmentation leads the marketer to look at the users' total consumption systems, the way the user performs the task of getting the product related services (Kotler, 1998)

According to (Baker 1990), the new competition is not between what companies produce in their factories but between what they add to their factory output in the form of packaging, services, advertising, customer advice, financing, delivery arrangements, ware-rising of other things that people value.

Companies should always search for new ways to satisfy customers of distinguish their offer. There is always need for the potential product. This is achieved through product differentiation.

In defining product Market structures, the key factor to be taken into account is the degree of differentiation recognized by companies in seeking to satisfy a market. There is a greater need to differentiate the product to suit the target market.
Product Planning

There is need for determination of product to be sold i.e. to whom, when, where or in what quantities.

Without a clear understanding of your product, it becomes hard to position it in the market. Furthermore, customers must recognize and accept your product for successful marketing.

For effective marketing of any product, there is need for an understanding of a product class. Marketers have traditionally classified products on the basis of characteristics; durability, tangibility and use. Each product type has an appropriate marketing strategy (Kotler, 2003)

Product mix refers to the set of all products and items that a particular seller offers for sale. A company's product mix has certain width, length, depth and consistency. That is, how many different product lines the company carries, total number of items in the mix, how many variants are offered of each product in the line and how closely related the various product lines are in the end use, production requirements, distribution channels, or serve other way respectively.

These four product mix dimensions permit the company to expand its business in four ways. It can add new product lines, thus widening its product mix, it can lengthen each product line, it can add more product variants and deepen its product mix or pursue more product line consistency (Kotler, 1998).

Product Development and life cycle

A product goes through various stages both at development level and product life cycle. The product life cycle and development offers useful insights into the nature and scope of the marketing strategy situation confronting a particular firm.

Product like people move through life cycles. Sales begin at the time of introduction and increase overtime up to a point where they begin to fall.

The first stage in the product lifecycle is represented by its introduction into the market. As with human beings, this is a critical stage, for the product has little to protect it from the hostile
environment into which it is introduced. Assuming survival, new products enjoy a period of increasing demand and rapid growth, but as most innovations are merely substitutes for existing products, other manufacturers will react strongly to the new comer and their own decline in market share, stemming the newcomer's growth. However as the superiority of the new substitute becomes apparent many suppliers will switch to it to protect their market share accelerating the adoption of the new product and the decline of the old. The leveling out of demand for the new product represents the onset of maturity. As consumers switch their allegiance, the product will experience decline in demand thus the decay stage (Baker, 1996).

When developing a new product, that is at an introductory stage in the market, marketers should use marketing strategies that suit this stage. There is need to understand how the market reacts to the product for effective marketing. As the product grows in the market, Consumers need to be reminded of its existence and also modifications and modernization should be done.

In rapidly changing product market, modernization is carried on continuously. Companies plan improvements to encourage customer migration to higher valued, higher priced items (Baker, 1990).

The product, in most cases influences the other Ps, without the product, the other Ps cannot be executed.

**Packaging**

According to (Baker, 1996), packaging is the art, scheme and technology of preparing goods for transport and sale.

Packaging can be classified in categories of primary packaging, secondary packaging, display packaging and shipping packaging.

All four categories of packaging are of major importance in marketing bearing in mind that the manufacturer is concerned not only with protecting his goods until they are safely delivered to the final user, but also with his relationships with intermediaries in channels of distribution.
Packaging is important to consumers, as it is communicative of the brand - to distinguish from competitors; product - to identify contents, usage - to point out special users.

Packaging can also be an appealing factor to consumers especially if the park is attractive. To some consumers quality is manifested in the pack.

In many cases, the satisfaction to be derived from a product is dependant upon its packaging and consumers are receptive to both technical and aesthetic improvements in pack design. In many instances packaging has been used as a sole distinguishing feature upon which the product failure or success depends (Baker, 1996).

**Product Quality**

Quality of a product is essential to consumers. It influences pricing and selection decisions made not only by consumers but also by wholesalers, distributors, processors and others. The increase in quality-oriented criteria and growing importance of quality in the market place suggest that more attention should be given to defining quality in objective terms (Reeds Business Information Vol. 3 No. 4, 2003).

**Pricing**

Pricing is the only element in the market mix that produces revenue.

Traditionally, price has operated as the major determinant of buyer choice. This is still the case in poorer nations, among poorer groups and with commodity-type products (Baker, 1996).

Although non-price factors have become more important in recent decades, price still remains one of the most important elements determining market share in profitability.

Many companies do not handle pricing well, they make these common mistakes; pricing is too cost oriented; price is not revised often enough to capitalize on market changes, prices is set independent of the rest of the marketing mix rather than as an intrinsic element of marketing
positioning strategy; and price is not varied enough for different product items market segments, distribution channels and purchase illusions (Kotler, 2000).

In most Kenyan small companies, the boss often does pricing. A firm must set a price for the first time when it develops a new product, when it introduces it is regular product into a new distribution channel or geographical area and when it enters bids on new market (Baker, 1996).

The firm must decide where to position its product on quality and price since price communicate a lot about the quality of a product. Furthermore, the company must set its price in relation to the value delivered or perceived by customers (Kotler, 2003).

Many companies try to set prices only to maximize their market share regardless of the consumer expectations. This has been so especially where; monopoly has been the market structure (Baker, 1996).

Promotion

The promotion is designed to achieve a positive impact on the attitudes and behaviour of the target market. It does this through four principles means: advertising, personal selling, sales promotion and public relations. These elements need to be balanced unless a problem calls for emphasis on one of them (Kotler, 2003)

Place/Distribution

Intermediaries normally achieve superior efficiency in making goods widely available or accessible to target markets.

Intermediaries smooth the flow of goods and services. This procedure is necessary in order to bridge the discrepancy between the assortment of goods and services generated by the producer and the assortment demanded by the consumer.
The discrepancy results from the fact that manufacturers typically produce a large quantity of a limited variety of goods, whereas consumers usually desire only a limited quantity of variety of goods (Kotler, 2000).

Marketing channels are sets of interdependent organization involved in the process of making a product or service available for use and consumption. Marketing channel decisions are among the most critical decisions facing management. The channels chosen intimately affect all other marketing decisions (Kotler, 2003).
2.3 THE APPLICATION OF THE 4 Ps IN THE TRADITIONAL MEDICINE INDUSTRY.

The 4 Ps are very crucial to any organization, for instance the price of a product in the market is an important factor influencing the consumer demand. Hence to be marketable, the traditional medicines should be competitively priced. In Kenya, however, most traditional medicine practitioners are profit minded and their pricing strategies do not take into consideration factors that are crucial in marketing.

Packaging communicates a lot about a product. In the past, traditional medicines have been shunned because they lacked proper prescriptions and packaging. Today, they are available in syrups, tablets and capsules. This however, is applicable only to a few outlets (Mathangani, 2003).

Promotional mix is inadequately applied in the TM industry. Practitioners have to abide by the medical code of ethics and professional oaths (Escudier, 2002).

Where applied, there is confusion between advertising and promotion. (Wanjala- Makini Herbal clinic).

The distribution channels have not adequately been utilized. There has been an omission of intermediaries in the industry and this has affected accessibility to the traditional medicines. Most practitioners have their outlets at central places and where they are distributed the ownership is not rented out (Mathangani, 2003).
2.4 CHALLENGES ENCOUNTERED IN MARKETING TRADITIONAL MEDICINE IN KENYA

2.4.1 Trade secrets among traditional medicine practitioners and their impact on the growth of traditional medicine markets.

According to (Mbera, 2000), traditional medicine practitioners maintain their knowledge in secret. Many practitioners of traditional medicine practice their trade in secrecy because of the fear of competition. Apart from competition, illiteracy and ignorance of these practitioners lead them to hiding their knowledge on the products from the public (WHO, 2000).

Furthermore, the reluctance to abide by the law has been a hindrance in marketing of traditional medicine. In every country, there are certain legal requirements that govern all prescription drugs, their manufacture, wholesale and retail distribution, dispensing procedures and usage. However, when it comes to traditional medicine practitioners certain peculiar problems arise. This is especially so because of the reluctance to open up and share what their drugs contain (Maftei, 2000).

Many traditional medicine practitioners are not willing to abide by the law, one of the main reasons behind all these has been the secrecy with which each practitioner guards his own preparations for any particular ailment (WHO, 2002).

According to (Lapinskas, 1998), there is also limited knowledge of the herbs’ medicinal properties beyond traditional knowledge and belief. This restricts the use and marketability of traditional medicine. Majority of the traditional medicine practitioners have no or little knowledge on the properties of the drugs they produce and this has limited its marketability.

As per the records at the Ministry of Cultural Heritage, most of the registered traditional medicine practitioners have the lowest educational background in Kenya; this has limited their marketing knowledge.
Many health planners complain that the traditional medicine is not standardized at all. This is partly due to the neglect of traditional medicine for a long period of time, during which traditional medicine was not coordinated or developed on a central level. Furthermore, this has also been affected by trade secrets among the traditional medicine practitioners (Zhang, 2000). This has made many people doubt the quality, efficacy and safety of the products.

2.4.2 Competition

This consists of those with whom an organization must fight in order to obtain resources. Understanding your competitors is a key factor in developing effective strategies in marketing. Analysing the competitive environment is a fundamental challenge in many industries; however, it is necessary as it enable managers to appreciate the strengths, weakness and capabilities of existing and potential competitors. As well as predict marketing strategies to adopt in future (Baker, 1996).

Traditionally, traditional medicine existed in a lesser competitive environment, but with the invention of conventional medicine, many people have switched to the latter and this poses a challenge to traditional medicine practitioners.

Although the knowledge on competition, the traditional medicine industry has continued to face a problem because of the secrecy attached to the practitioners operations.

Many traditional medicine outlets, fear competition, instead of seeking to understand the competitors' strengths and weakness in order to take advantage of the weaknesses or mitigate their effects to lower the competitive effect.

For any successful marketing, there is need to understand and analyze the competitive environment.
2.4.3 Research and development

There are many questions attached to issue of safety and efficiency of the traditional drugs and this makes it hard for the traditional medicine doctors to diagnose and prescribe the right dose to patients. This has caused many people to shun away from using traditional medicine, as they fear using wrong dosage (Njoroge – CCMB Kenyatta University.)

There has been little research done in the area of herbal medicine. Much of the research done has been more academic without focusing on the market requirements. There has been little or no support and attention by governments in research on challenges in marketing of traditional medicine.

Though developed countries have carried out research on marketability of herbal medicine, researchers in the developing countries in most cases are not willing to borrow such data. The argument to this has been that, the research methodologies used to evaluate such research on traditional medicine are different. Thus lack of Research and Development on herbal medicine still remains a challenge to the traditional medicine industry.

Furthermore, the development policies set in Kenya rarely avail any money for development of the traditional medicine industry.

2.4.4 Financial implication on traditional medicine marketing

Capital is a major source for operation of any business. Lack of capital among the traditional practitioners in Kenya has greatly affected the industry. It has resulted in poor technology and lack of training; which has further resulted into poor marketing administration, prescription and diagnosis. This has made many people shun away from traditional medicine (Maftei, 2000)
Culture and its impact on traditional medicine

Culture is the fundamental of a person's want and behaviours. Each culture consists of smaller subcultures that provide more specific identification and socialization of members. They include: nationalities, religion, racial groups and geographic regions. When subcultures grow larger and affluent enough, companies often design specialized marketing programs to serve them (Kotler, 2003).

Personal characters also influence a buyer's decisions. They include; the buyer's age and stage in life cycle, occupation, economic circumstances, lifestyle and personality and self-concept.

Psychological factors include motivation, learning, beliefs and attitude, which also influence consumer behaviour and perception.

It is sometimes assumed that people perceive traditional medicine as 'second class' medicine. People do use traditional medicine and when they use these drugs they have specific motivation to do so. Traditional medicines are used when they are regarded as the most appropriate medicines.

Traditional medicines seem to have a less positive connection than modern drugs especially if they are in a crude form and not industrially processed or repacked. The use of modern medicine is often seen as more prestigious, sometimes even as a sign of prosperity. However, though, these interpretations, traditional medicine is still taken by consumers because of their specific contribution to the health process. In terms of perceived long-term therapeutic effects, traditional medicines are often seen positively (Amanda G and Wondergem P, 1998).
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 POPULATION OF THE STUDY

The population of the study consisted of selected traditional medicine outlets in Nairobi. The study was focused on dispensing and manufacturing outlets. The sole aim of having the two populations was to capture the similarities and variations of their opinions and experiences as per the challenges in marketing of traditional medicine.

3.2 SAMPLING STRATEGY

3.2.1 Sampling size

A sample size consisted of 50 outlets. The study was limited to this sample size because of time and economic constraints. The respondents consisted of either: the manager, doctor, or proprietor and they ought to have served in the outlet for about two years.

3.2.2 Sampling Technique

The sample was selected after listing outlets from the records at the Ministry of Cultural Heritage. Simple random sampling was used to obtain the required sample size.

3.2.3 Data Collection Tools

Both primary and secondary data was used in this study. Structured questionnaire and interviews were used to collect primary data. The questionnaire was distributed to respondents in participating outlets by the researcher herself and collected in a weeks time. Follow up was made to reconfirm information collected.
3.2.4 Data Analysis.

Data collected was be edited, coded and tabulated. The statistical package for social sciences software (SPSS) was utilised for analysis. Descriptive statistical tools such as frequencies, percentages and tables were used, this helped group the responses and compare differences or variations in various aspects respectively. Relationships were also used in cases where there was relationship between two or more variables.
CHAPTER FOUR
DATA ANALYSIS AND FINDINGS

4.0 INTRODUCTION.

The aim of this study was to determine the challenges faced in marketing of traditional medicine in Kenya.

Data was collected through the use of questionnaires and interviews. Out of fifty questionnaires issued, thirty-five were fully responded to. Fifteen questionnaires were either not responded to or not fully responded to.

This chapter presents the findings of the study and the principal guiding factor in data analysis presented was the study objectives highlighted in chapter one.

The primary data obtained from the field was compiled, tabulated and presented in form of frequencies, relationships and percentages.

The findings are divided into three parts; the first part consists of background information, part two shows the general characteristics of the selected traditional medicine outlets while part three analyses data that is consistent with the major study objectives, that is the challenges in marketing traditional medicine in Kenya as well as the responses to these challenges.
4.1 BACKGROUND INFORMATION

4.1.1 Year of establishment for the selected traditional medicine outlets in Nairobi.

<table>
<thead>
<tr>
<th>Year of establishment</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 1980</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1980-1985</td>
<td>1</td>
<td>2.9</td>
</tr>
<tr>
<td>1986-1990</td>
<td>2</td>
<td>5.7</td>
</tr>
<tr>
<td>1991-1995</td>
<td>10</td>
<td>28.6</td>
</tr>
<tr>
<td>1996-2000</td>
<td>16</td>
<td>45.7</td>
</tr>
<tr>
<td>2001-2004</td>
<td>6</td>
<td>17.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Source: Survey study*

The preceding table shows that most of the traditional medicine outlets in Kenya are relatively young having been established in the 1990s (91.4%). However, where established earlier operations were not as intense as they are today.

**Chart 1: The traditional medicine outlets' year of establishment.**
Table 4.1.2: Location of traditional medicine outlets in Nairobi.

<table>
<thead>
<tr>
<th>Location</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southlands</td>
<td>1</td>
<td>2.9</td>
</tr>
<tr>
<td>Northlands</td>
<td>1</td>
<td>2.9</td>
</tr>
<tr>
<td>Westlands</td>
<td>4</td>
<td>11.4</td>
</tr>
<tr>
<td>Eastlands</td>
<td>2</td>
<td>5.7</td>
</tr>
<tr>
<td>Nairobi city centre</td>
<td>27</td>
<td>77.1</td>
</tr>
</tbody>
</table>

Source: Survey data

Chart 2: Location of traditional medicine outlets in Nairobi

From above the table 4.1.2 / chart 2, it can be deduced that traditional medicine clinics (outlets) are widely distributed with majority of the outlets located in the city centre (77.1 %). In other parts, the results were as follows: Westlands (11.4%), Southlands (2.9%), Northlands (2.9% and Eastlands (5.7%).
Table 4.1.3: Other Served areas in Kenya.

<table>
<thead>
<tr>
<th>Served Areas– Provinces</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>23</td>
<td>65.7</td>
</tr>
<tr>
<td>Eastern</td>
<td>6</td>
<td>17.1</td>
</tr>
<tr>
<td>Western</td>
<td>9</td>
<td>25.7</td>
</tr>
<tr>
<td>North Eastern</td>
<td>1</td>
<td>2.9</td>
</tr>
<tr>
<td>Nyanza</td>
<td>11</td>
<td>31.4</td>
</tr>
<tr>
<td>Rift valley</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>Coast</td>
<td>3</td>
<td>8.6</td>
</tr>
<tr>
<td>Nairobi</td>
<td>35</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey data

The table 4.1.3 shows other served areas in the country. Most of the traditional medicine outlets serve various parts of the country some with built offices while others have identified specific places especially hotels where they make visits once a month. The Nairobi province is served by all the traditional medicine outlets (100%); this is followed by Central Province (65.7%), Nyanza (31.4%), Western (25.7%), Rift valley (20%), Eastern (17.5%), Coast (8.6%), and North Eastern (2.9%).
By activity sector, (82.9%) of the outlets specialize in manufacturing and dispensing, (14.2%) in dispensing alone, while (2.9%) in manufacturing as shown in the table 4.1.4 / chart 3 above.

Most of the traditional medicine outlets are both dispensing and manufacturing. This can be explained by the fact that every practitioner has his/ her own knowledge on what constitutes the medicines produced, which is secretive in most cases and only known to the owner or practitioner. Therefore, they all prefer to produce and dispense rather dispensing alone.
According to table 4.1.5/ chart 4, (74.3%) of the practitioners range between the age of 40 and 60 years old. (17.1%) are above 60 years while (8.6%) are between the age of 20 and 40.

The table shows that most of the practitioners are above the age of 40 years (91.4%). In the African community, this is considered an age when someone is mature and stable in life thus could easily inherit any responsibilities from his or her predecessor. Since in most cases traditional medicine has been inheritable, this clearly explains why most practitioners are above the age of 40 years.
Table 4.1.6: The practitioners’ educational background.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Class Four</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Class Eight</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Form II</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Form IV</td>
<td>12</td>
<td>34.3</td>
</tr>
<tr>
<td>College</td>
<td>22</td>
<td>62.8</td>
</tr>
<tr>
<td>University</td>
<td>1</td>
<td>2.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Survey Data

Chart 5: Practitioner’s educational background.
The table 4.1.6/ chart 5 shows that 62.8% of the practitioners attained college education, 2.9% university education while 34.3% joined the industry immediately after form four. This shows that majority of the practitioners have a good educational background although in most cases they have not trained in fields related to alternative medicines or medicine in general.

4.2 Marketing Characteristics

4.2.1 Existence of marketing department.

Table 4.2.1: The traditional medicine outlets organization in terms of presence or absence of a marketing department.

<table>
<thead>
<tr>
<th>Marketing Dept</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present</td>
<td>4</td>
<td>11.4</td>
</tr>
<tr>
<td>Absent</td>
<td>31</td>
<td>88.6</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey Data.

The table shows that (11.4 %) of the outlets have marketing departments while (88.6%) do not have. Marketing activities in the latter lie in the hands of owners, doctors or those dispensing the drugs. Out of those with marketing departments, only a few were headed by professional qualified staff. The marketing activities undertaken as mentioned by many were: pricing, customer service, product development, distribution and selling of the products. Although in all cases the respondents portrayed a considerable amount of technical knowledge of marketing aspects, this should not underscore the importance of having specialized marketing
departments headed by qualified marketing specialists in the traditional medicine industry. The chart 6 below also portrays the same.

Chart 6: Existence of marketing department

| Present | 11% |
| Absent  | 89% |

Table 4.2.2 shows customer description for the selected traditional medicine outlets.

<table>
<thead>
<tr>
<th>Customer Class</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High class</td>
<td>1</td>
<td>2.9</td>
</tr>
<tr>
<td>Middle Class</td>
<td>4</td>
<td>11.4</td>
</tr>
<tr>
<td>Low Class</td>
<td>10</td>
<td>28.6</td>
</tr>
<tr>
<td>All the above</td>
<td>20</td>
<td>57.1</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey Data
The table 4.2.2 / chart 7 reveals that majority of the traditional medicine outlets serve all classes of customers (57.1%), 28.6% serve low class customers while (11.4%) serve middle class customers and (2.9%) serve low class customers. Customer class description was done basing on the monthly income of the patients. High class as per the study includes all people earning above Ksh. 100,000 per month, upper middle class above Ksh. 50,000 but less than Ksh. 100,000 lower middle class between Ksh. 20,000 – 50,000 and low class less than ksh. 20,000.
Table 4.2.3: The traditional medicine outlets’ level of competition.

<table>
<thead>
<tr>
<th>Competition Level</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stiff</td>
<td>5</td>
<td>14.3</td>
</tr>
<tr>
<td>Fairly stiff</td>
<td>9</td>
<td>25.7</td>
</tr>
<tr>
<td>Very stiff</td>
<td>19</td>
<td>54.3</td>
</tr>
<tr>
<td>No competition</td>
<td>2</td>
<td>5.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Survey Data

Chart 8: The level of competition of the selected traditional medicine outlets

The table 4.2.3 as well as chart 8 shows that (54.3%) of the sample traditional medicine outlets face very stiff competition, 25.7% face fairly stiff competition, 14.3% face stiff competition while 5.7% face no competition.
From this table, it can be deduced that competition in the traditional medicine industry is evident especially with the mushrooming of many practitioners.

4.3 Challenges in Marketing Traditional Medicine in Kenya and attempted solutions to them.

The study also sought to determine the challenges in marketing traditional medicine in Kenya. The relevant responses are presented in table 4.3.2 below.

Table 4.3.1: The challenges or problems faced in marketing of traditional medicine.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Trade secrets</td>
<td>34</td>
<td>1</td>
<td>97.1</td>
</tr>
<tr>
<td>Promotion</td>
<td>33</td>
<td>2</td>
<td>94.3</td>
</tr>
<tr>
<td>Competition</td>
<td>33</td>
<td>2</td>
<td>94.3</td>
</tr>
<tr>
<td>Product devt/planning</td>
<td>30</td>
<td>5</td>
<td>85.7</td>
</tr>
<tr>
<td>Cultural factors</td>
<td>29</td>
<td>6</td>
<td>82.9</td>
</tr>
<tr>
<td>Pricing</td>
<td>27</td>
<td>8</td>
<td>77.1</td>
</tr>
<tr>
<td>Financial Constraints</td>
<td>19</td>
<td>16</td>
<td>54.3</td>
</tr>
<tr>
<td>Others</td>
<td>14</td>
<td>21</td>
<td>40</td>
</tr>
<tr>
<td>Church</td>
<td>12</td>
<td>23</td>
<td>34.3</td>
</tr>
</tbody>
</table>

Source: Survey Data
A chart showing challenges faced in marketing traditional medicine

The table summarizes the challenges experienced in marketing of traditional medicine. Trade secrets was stated by (97.1%) outlets as the most serious constraint. This was followed by promotion mentioned by (94.3%) and competition also mentioned by (94.3%) of the outlets. Product development and planning problem was mentioned by (85.7%) of the responding outlets. Cultural factors was also mentioned as a challenge among some practitioners being presented by 82.9%. Other challenges included: pricing 77.1%, financial constraints 54.3%, church 34.3% and other factors were presented by 40% which included personality traits, lack of information, government regulations, illiteracy among others.
Before the invention of conventional medicine, traditional medicine existed in a lesser competitive environment, but this invention, many people have switched to the latter and this poses a challenge to traditional medicine practitioners.

Though the knowledge on competition has become an obvious fact, the traditional medicine industry has continued to face a problem because of the secrecy attached to the practitioners' operations.

Many traditional medicine outlets, fear competition, instead of seeking to understand the competitors' strengths and weakness in order to take advantage of the weaknesses or mitigate their effects to lower the competitive effect.

For any successful marketing, there is need to understand and analyze the competitive environment.

Pricing has been a challenge in marketing of traditional medicine because many practitioners fail to do price revisions. They set prices independent of other factors as well as fail to apply variations in the pricing strategies.

Capital is a major resource for operation of any business. Lack of capital among the traditional practitioners in Kenya has greatly affected the industry. It has resulted in poor technology and lack of training; which has further resulted into poor marketing administration, prescription and diagnosis.

At the moment there is no legal policy guarding traditional medicine practitioners in Kenya. However, the blame still goes to the practitioners because of their reluctance to abide by the law and regulations pertaining to the efficacy and safety of the traditional medicine.
4.4 Attempted solutions to the challenges encountered in marketing of traditional medicine.

4.4.1 Product development and planning

Modifications and improvements are made on the product depending on how long it has lasted in the market.

Packaging is also done to improve on the product quality.

Traditional medicines are also processed as a way of improving its quality.

4.4.2 Pricing

This is done by top management alone to maintain consistency.

Prices are set depending on the quality of the product, customer class, region of service and cost of production.

4.4.3 Promotion

This has been evident through free medical services in different regions, advertisements through radio stations.

4.4.4 Cultural factors

Sensitization on the use and importance of traditional medicine is an attempted solution to this. In addition, processing and packaging of these medicines have been used to suit different personalities.

4.4.5 Financial Constraints

Efforts are still being made to request the government to set aside funds for the traditional medicine industry especially for research and development. In addition, Non Governmental organizations do offer funds in terms of community development to some practitioners. However, for many practitioners, financial problem has hindered and continues to hinder their productivity in the traditional medicine industry.
Views on the state of Traditional Medicine in Kenya in relation to its marketing.

Majority of the traditional medicine practitioners were of the view that marketing of traditional medicine in Kenya ought to be given attention by the government and incorporate it with the modern medicines.

Also, some practitioners were of the view that the community in general ought to give a lot of support to the traditional medicine in relation to its acceptance and adoption in the market.

Some practitioners pointed out that traditional medicine industry is a rapidly growing area and it needs the support of both the community and the government.

Finally, to others, the industry has a long way to go in terms acceptance and adoption.
CHAPTER FIVE.
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a summary of the study findings, conclusions and recommendations to improve marketing of traditional medicine in Kenya.

It also highlights the limitations of the study and makes suggestions for further research.

5.1 Summary and Conclusions

The results obtained were in line with the study objectives. The study focused on the challenges encountered in marketing of traditional medicine in Kenya.

The study revealed that majority of the traditional medicine outlets in Kenya started in the 1990s. Only a few (8.6 %) started earlier but the operations were not as intense as they are today.

The study revealed that most traditional medicine outlets in Kenya do not have marketing departments and marketing activities in these outlets lie in the hands of the directors, doctors and practitioners.

From the study, it was observed that those traditional medicine outlets that have marketing departments had better strategies in handling the challenges encountered in marketing of their products. Therefore, for better marketing in the traditional medicine industry, the marketing knowledge should not be undermined.
The findings of the study indicated that (54.3%) of the outlets experience very stiff competition. Initially, traditional medicine industry existed in a lesser competitive environment, but with the invention of conventional medicine, competition has become stiff. In addition, the coming up of many traditional medicine practitioners poses a threat in terms of competition. 94.3% of the outlets admitted the existence of competition, 5.7% did not experience any competition. Although, studies by Kotler (1998), indicated that understanding your competitors is a key factor in developing effective strategies in marketing, majority of the traditional medicine practitioners in Kenya have failed in this area because of trade secrets, which was represented by 97.1% as a marketing challenge.

The study also showed that majority of the traditional medicine outlets in Kenya serve a wide region with Nairobi being served by all the clinics/ outlets. The only region that was not fully served is North - Eastern Province that had only one outlet serving it. This means that traditional medicine has and is still growing despite the challenges in distribution channels, which has been facilitated by the existence of trade secrets.

The findings of the study also indicated that most of the traditional medicine practitioners are of the age between 40 - 60 years, represented by (74.3%). A study by (WHO 2000) indicated that traditionally, traditional medicine was inheritable and only people who were considered stable in life were entitled to its inheritance. In the Kenyan state this falls between the age of 40 - 60 years. The findings also indicated that age has a great impact on the customers, that is, the practitioners who were below the age of 40% indicated that at times they loose customers who term them inexperienced. Those of the age above 40 years old have an added competitive advantage.
Although, there have been arguments that illiteracy is a major hindrance in the advancement of the traditional medicine industry, the study revealed that majority of the practitioners are educated although almost all of the practising doctors are not trained in fields related to medicine.

It was also observed that competition and location are positively related as those outlets that reported very stiff competition are located in the city centre where majority of the traditional medicine outlets are located.

From the study’s findings, trade secrets (97.1%) was mentioned as the highest challenge in marketing of traditional medicine. This was followed by promotion (94.3%) and competition (94.3%), followed by product development and planning (85.7%), cultural factors was also mentioned as a challenge among some practitioners represented by 82.9 %. Other challenges mentioned were: pricing 77.1 %, financial constraints 54.3 %, church 34.3 % and other factors were presented by 40 % which included personality traits, lack of information, government regulations, illiteracy among others.

The following were some of the attempted solutions to the challenges encountered in marketing traditional medicine.

On product development and planning, majority of the practitioners indicated that they have tried to solve this challenge by monitoring the product growth in market and making modifications as per the market demand.

Studies by Baker, (1996) shows that the satisfaction to be derived from a product is dependent upon its packaging and consumers are receptive to both technical and aesthetic improvements in
Pack design. In many instances, packaging has been used as a sole distinguishing feature upon which the product failure or success depends. For the traditional medicine efforts have been made to solve the problem of packaging and many drugs are now available not in crude form but processed into tablets, syrups and even capsules and are packed. However, patent rights still hinder the packaging among many practitioners.

Product quality has been improved through processing unlike earlier on when traditional medicines were only available in crude form. However, some practitioners still use the crude medicines (unprocessed medicines), which they argue that it has the same components as the processed one for people in rural areas who cannot afford the processed medicines because of cost.

Pricing being the only source of revenue has been a challenge to traditional medicine practitioners because many of these practitioners are profit minded. However, some practitioners indicated that they are trying to solve this problem by revising their prices as often as possible; also this is done by varying prices geographically as well as per the clientele class. There has been an omission of intermediaries in the industry and this has affected accessibility to the traditional medicines. Most practitioners have their outlets at central places and where they are distributed, the ownership is not rented out. This has greatly affected the marketing of traditional medicine. For many practitioners, the use of intermediaries may impact negatively on their medicinal information and therefore they prefer cutting on the number of distribution channels.

A study by Kotler (2003) indicated that culture is the fundamental of a person’s want and behaviours. Each culture consists of smaller sub cultures that provide more specific identification and socialisation of members. They include nationalities, religion, racial groups
and geographic regions. When subcultures grow larger and affluent enough, companies often design specialised marketing program to serve them. Traditional medicine practitioners in Kenya are making efforts to produce medicines that suit all cultures. To do this they have sensitisation programs, which are also used as promotional tools for their products and services. These programs are used especially to make a distinction between traditional medicine and witchcraft.

For legal regulations, efforts are being done by both the Ministries of Health and Cultural Heritage to incorporate traditional medicine with the conventional medicine, though to many this is not a surety of legal break through because of the requirement to openly state the chemical component for the drugs.

Despite these efforts a lot is yet to be done for effective marketing of traditional medicine. The following challenges still pose a big threat to the traditional medicine industry; financial constraint, which hinder product development, technological advancements and research and development, trade secrets and legal regulations
5.2 Recommendations

Since the marketing mix variables (4Ps) are useful in helping practitioners structure their thinking about marketing problems, the traditional medicine practitioners can blend them in different ways for effective marketing. This is so because an understanding of these mixes is very important in the handling of the marketing challenges since most challenges emanate from them.

Promotional mix is inadequately applied in the traditional medicine industry. Practitioners have to abide by the medical code of ethics and professional oaths, which in most cases prohibit open advertisement. There is need therefore, to capitalise on the other promotional mixes which seem not to breach the medical code of ethics oaths.

Traditional medicine practitioners maintain their knowledge in secret. Many practitioners of traditional medicine practice their trade in secrecy because of the fear of competition. A part from competition, illiteracy and ignorance of these practitioners lead them to hiding their knowledge on the products from the public. For effective marketing, these practitioners have to come out openly, abide by the law and regulations that govern all prescription drugs, their manufacture, wholesale and retail distribution, dispensing procedures and usage. They should do away with trade secrets because no consumer will be satisfied with a product whose components are not known.

There is need also for the traditional medicines to be standardised, co-ordinated or developed on a central level to improve their efficacy and safety as well as improve on their marketability.

Many traditional medicine outlets, fear competition, instead of seeking to understand the competitors' strengths and weakness in order to take advantage of the weaknesses or mitigate
their effects to lower the competitive effect, many practitioners of traditional medicine instead undermine such information. For any successful marketing, there is need to understand and analyze the competitive environment.

There has been little research done in the area of herbal medicine in Kenya. Much of the research done has been more academic without focusing on the market requirements. There has been little or no support and attention by governments in research on challenges in marketing of traditional medicine. There is need therefore, for the government to support research on traditional, alternative or complementary medicines. The government should avail funds for the development of the traditional medicine industry. The funds should help the practitioners improve on the technology, training and product development. This will enhance the trust that consumers have in the drugs, as the practitioners can be able to diagnose, prescribe and present medicines that are of a higher quality to the consumers.

There is need for an understanding of culture in relation to marketing of traditional medicine in Kenya. Traditional medicine practitioners ought to analyse the cultural reasons attached to the use of their medicine as well as how some cultural factors have affected the usage of traditional medicine and its marketability.
5.3 Limitations of the study

A major limitation of this study was, some respondents refused to co-operate because they were suspicious of the study.

Financial constraint also limited the entire coverage area of the study as well as the number of respondents.

Also majority of the respondents were not marketing experts and they could not comprehend some of the marketing information.

These results should be adopted in light of these limitations. However, they serve as a useful aid in assessing the challenges encountered in marketing of traditional medicine.
5.4 Suggestions for further research

The overall results of this study suggest several directions for future research. A similar study should be undertaken countrywide bearing in mind the limitations highlighted and also considering the fact that this research was a case of selected traditional medicine outlets in Nairobi. This would make the results more generalisable.

An investigation into the growth of the traditional medicine market can also be conducted to know how the trend has been.
LIST OF REFERENCES.


Mbera M. Joseph; Experiences of Lessons Learned Regarding the use of Existing International Property Right Instrument for of Traditional Knowledge Kenya. 2000.


Overview on Medicinal plants and Traditional Medicine in Africa.


Proposed Bill on Herbal Medicine, Ministry of health 2000.

Proceeding on Workshop on Traditional Medicines, Research and sustainable Development. 15th, June, 2004


APPENDIX I.

LIST OF REGISTERED HERBAL CLINICS IN NAIROBI.

Adventist Sanitarium Herbalist Organization.

Afrikaaner Herbal Clinic.

Alternative Herbal Medicine Remedies Ltd.

Back To Eden Clinic.

Bahati Herbal Clinic.

Bakari Herbal Clinic

Bakika Herbal Clinic.

Baraka Herbal Clinic.

Barakah Herbal Clinic.

Chinese Blended Herbs Clinic.

Chinese Herbal Clinic.

Dong Leng Ling Clinic.

East and West Medical Centre Ltd.

Far East Chinese Clinic.

Gusii Herbs Clinic.

Herbal Health Clinic.

Herbal Health Remedies Ltd

Herbs Medic Centre.

Icipe Herbs clinics.

Juliet Pan African Herbal Clinic.

Kaimosi Herbal Clinic.

Kamirithu herbs Clinic.

Kenyatta University CCMB.

Kokos Herbal Clinic and Therapy.
Kunj's Herbs Clinic.
Lecka Herbal Clinic.
Macro Herbal Clinic.
Macrocare Medical Clinic.
Makang'a Herbal Clinic.
Makini Herbal clinic.
Michael Njuguna Clinic.
Mitishamba Drug Research Centre.
Mobile Kitchen Mission.
Muogo Herbal Clinic.
Nairobi Herbalist Association.
Ndemi Herbs Clinic.
Neemken Herbal Clinic.
Nehama Herbal Clinic.
Pure Health Restaurant.
Right Mystic Clinic.
Rukuri Cultural Nutrients and Preservation Technology.
SB- Chinese Clinic.
School of Alternative Medicine and Technology
Shimo Kenya Shande Ltd.
St Augustine Youth Group.
Sun Chinese Clinic.
Tejeu Herbs Medical Centre.
Tiba Herbs Clinic.
Traditional Herbs and Medicines.
Yao Shun Chinese Clinic.
### APPENDIX II.

**Work Plan.**

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
</tr>
<tr>
<td>- Piloting</td>
<td></td>
</tr>
<tr>
<td>- Questionnaire Distribution</td>
<td></td>
</tr>
<tr>
<td>- Interviewing</td>
<td></td>
</tr>
<tr>
<td>- Collection of Questionnaires from respondents</td>
<td></td>
</tr>
<tr>
<td>- Data analysis.</td>
<td></td>
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<tr>
<td>- Research Presentation</td>
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</table>

### APPENDIX III.

**Budget.**

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>COST IN KSH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper and stationary</td>
<td>4,000</td>
</tr>
<tr>
<td>Type setting and printing</td>
<td>5,000</td>
</tr>
<tr>
<td>Photocopying</td>
<td>3,000</td>
</tr>
<tr>
<td>Binding</td>
<td>5,000</td>
</tr>
<tr>
<td>Travelling</td>
<td>3,500</td>
</tr>
<tr>
<td>Library expense</td>
<td>2,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td><strong>28,000</strong></td>
</tr>
</tbody>
</table>
APPENDIX IV

QUESTIONNAIRE.

Challenges in Marketing of traditional medicine in Kenya. (A case of selected outlets in Nairobi).

The purpose of this questionnaire is to help collect data for MBA project, Kenyatta University.

All responses will be treated as confidential.

Where appropriate, kindly tick in the spaces provided ( ) the correct answer or supply the required information. For 'others' please do specify.

SECTION (A)

BACKGROUND INFORMATION

1. Name of the outlet.................................................................

2. Year of establishment..............................................................

3. Respondent’s Position...........................................................

4. Age (a) Below 20 ( ) (b) 20 – 40 ( ) (c) 40 – 60 ( ) (d) Above 60 ( )

5. Educational background (a) None ( ) (b) Class Four ( ) (c) Class Eight ( ) (d) Form Two ( ) (e) Form Four ( ) (f) College ( ) (g) University ( )

6. Location of the outlet.............................................................

7. Which area does your outlet operate?
   a) Manufacturing ( )
   b) Dispensing ( )
   c) Both ( )
SECTION (B)

1. (a) Do you have a marketing department?
   
   YES ( )  NO ( )

   (b) If YES in (a), what activities does it undertake? Please list them down.
   
   (a)
   (b)
   (c)
   (d)
   (e)

   Others (specify)..........................................................

   (c) If No how do you undertake your marketing activities?

   ................................................................................................................
   ................................................................................................................
   ................................................................................................................

2. Which of the following best describe your customers?

   a) High class ( )
   b) Middle class ( )
   c) Low class ( )
   d) All the above ( )
   e) Others specify..........................................................

3. Does your outlet have other branches other than Nairobi?

   YES ( )  NO ( )
4. If YES, how do you describe the market you serve?
   a) Entire country. ( )
   b) Regional within the country ( )

   Please specify the regions served.................................................................
   .........................................................................................................................
   .........................................................................................................................

5. Do you face any competition?
   YES ( )  NO ( )

6. If YES, who are your competitors? Please list them in order of level of competition.
   i) ..............................................................
   ii) ................................................................
   iii) ................................................................
   iv) ................................................................
   v) ................................................................

   Others
   (Specify)..............................................................................................................

7. How do you describe the kind of competition you face?
   a) Very stiff ( )
   b) Fairly stiff ( )
   c) Others (specify)............................................................................................
1. Do you have problems/challenges in marketing your products and services?
   YES ( )
   NO ( )

2. If YES, what are some of the challenges/problems you face? Please rank them from the most pressing. (1 – nth, 1 being the most pressing).
   a) Product planning and development.
   b) Promotion.
   c) Pricing.
   d) Cultural factors.
   e) Competition.
   f) Financial constraints.
   g) Trade secrets (withholding product information by practitioners).
   h) Church
   i) Others
      (Specify) ........................................................................................................
      ........................................................................................................
      ........................................................................................................
      ........................................................................................................
      ........................................................................................................

3. How has these problems affected the marketing activities in your business?
   a) Product planning and development
b) Promotion.

.................................................................

.................................................................

c) Pricing.

.................................................................

.................................................................

d) Cultural factors.

.................................................................

.................................................................

e) Competition.

.................................................................

.................................................................
f) Financial constraints

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.................................................................
.................................................................
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g) Trade secrets (withholding product information by practitioners).

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.................................................................
.................................................................
.................................................................

.........................


h) Others

( Specify) .................................................................
.................................................................
.................................................................
.................................................................
4. What have been your responses to these problems/challenges?

a) Product planning and development

b) Promotion.

c) Pricing.

d) Cultural factors.

e) Competition.
f) Financial constraints

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g) Trade secrets (withholding product information by practitioners)

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......................................................................................................................................................

......................................................................................................................................................

h) Church

......................................................................................................................................................

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i) Others (Specify)

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5. What are your views on marketing of traditional medicines in Kenya?

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Thank You for Your Co-operation and assistance.