

INTRODUCTION OF MARKETING MIX TYLENOL

Pangavhane Rahul Goraksha^{1*}, Bharti D. Aher², Bodke Hari Prabhakar³ and Kadam Abhijeet Kamalakar⁴

^{1,3,4}Student, Department of Pharmaceutical Microbiology, Swami Institute of Pharmacy, Abhona, Maharashtra, India.

²Assistant Professor, Department of Pharmaceutics, Swami Institute Of Pharmacy, Abhona, Maharashtra, India.

ABSTRACT

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***Corresponding Author**

**Pangavhane Rahul
Goraksha**

Student, Department of
Pharmaceutical Microbiology,
Swami Institute of Pharmacy,
Abhona, Maharashtra, India.

The marketing mix is the combination of marketing factors used by a company to generate the anticipated level of business within its market. The marketing mix (4 Ps) in the sale of goods is made up of four elements: product, price, point of sale, and promotion. Three additional factors also come into play when providing services: personnel, physical evidence, and processes (7Ps). Both consumers and employees of the providing company must be addressed by the marketing mix. Additionally, it must be understood in terms of a worker's capacity for customer satisfaction (interactive marketing). A good example is Tylenol, the most popular brand of painkillers in the country.

KEYWORDS: Tylenol, Marketing, Products, Importance of marketing, process of Tylenol, Evidences.

INTRODUCTION

A company's use of a "set of actions, or several ideas or plans, to promote its brand or product in the market" is known as the "marketing mix." The main component of the painkiller Tylenol is paracetamol. Since its introduction into McNeil Labs in 1955, this over-the-counter medication has gained market share both inside and outside of the USA. Since its creation, Tylenol has experienced two significant setbacks: in 1982, when it was recalled after seven people died from cyanide contamination, and in 2010. Aside from these two instances, the product has a reputation for being a reliable painkiller for people from all social

groups and walks of life.

Since there are so many paracetamol-based painkillers available worldwide, McNeil is up against a lot of other companies in this industry. But the most significant rival is the generic world, which has Acetaminophen (paracetamol), the active component in Tylenol, is a pain reliever. The product brand is available in a variety of formats, each of which targets a specific demographic within the three market segments of the working class, families with young children, and the elderly. In a nutshell, Tylenol meets all of the needs of people who experience pain. After the two worst incidents in Tylenol's history, Johnson & Johnson is making every effort to ensure that the quality of the medicine is never again compromised.

History of marketing mix

The phrase the term "marketing mix" was coined by Neil Borden and was first used in 1949. The term "marketing mix" was created by Neil Borden, who first used it in 1949. Edmund Jerome McCarthy was an American marketing professor and author who died on December 3, 2015 (February 20, 1928). The four P's of the marketing mix—price, promotion, product, and place (distribution)—were his ideas. Which, in 1960, made up the most frequent factors used in creating a marketing mix. Another set of marketing mix variables was developed by Albert Frey (Frey, A.1961), who divided them into the offering and process variables. The product, service, packaging, brand, and price make up the "offering." Advertising, promotion, sales promotion, personal selling, publicity, distribution channels, marketing research, strategy development, and new product development are the "process" or "method" variables. The seven Ps are a model that Bernard Booms and Mary Bitner recently created (Booms, B. and Bitner, 1981). To reflect the fact that services, unlike physical products, are subject to data processing at the time of purchase, "People" and "Process" were added to the list of preexisting variables. This kind of statistical analysis is now widely used thanks to desktop modeling tools like MicroTSP. Most marketing and strategy consulting companies employ.

Importance of the marketing mix

Recent Bernard Boomsa Each element of the marketing mix has interactions with the others. They create the business plan for a company, which, if done well, can result in great success. However, if handled improperly, the business ran the risk of losing its storefront. Understanding the marketing mix requires doing extensive market research, talking to lots of different people, including users, traders, manufacturers, and many others.

There are several benefits of the marketing mix that makes it important to businesses

Helps you understand the benefits that your product or service can offer customers and to plan a successful product offering. Helps create and put into practice effective marketing strategies. Helps businesses make the most of their advantages and cut wasteful costs. Being proactive in the face of risks will help you determine whether you're good or service is appropriate for your clients. Aids in identifying and understanding customer needs. Helps you understand when and how to market to customers for your product or service.

Rising the living standard

By supplying customers with an ongoing supply of goods and services at competitive prices, marketing significantly contributes to determining the living standards of the society. The community is made up of three people. The distribution, trade, and advancement of goods and services are all made possible by marketing. Many middlemen, such as vendors and wholesalers, fabricate the availability of goods and services to consumers. Marketing benefits both consumers and manufacturers.

Increase in employment

One area of the intricate practice of marketing involves a lot of people. The primary marketing activities include, among others, buying, selling, moving, and storing goods. Every function is made up of a variety of tasks that are completed by a diverse group of people. As a result, it helps to increase employment. It appears that marketing affects nearly 40% of the population either directly or indirectly.

Processes

The complex practice of marketing is comprised of the seven elements that make up our marketing mix. In the marketing mix, the "Process" refers to a sequence of actions that are taken to deliver the good or service to the customer. Your payment systems, distribution methods, sales funnel, and customer relationship management are just a few examples of the components that need to be examined as part of the process.

For example: But simply carrying out the procedures is insufficient. Every action you take and strategy you select for these processes must be done in a way that minimizes your costs while maximizing the advantages and value for your client. Yikes. That's a sizable sum. Fortunately, your sales and marketing strategies are in place to keep you on the right track.

Tylenol**➤ Active ingredient**

- Acetaminophen 500 mg (in each powder)

➤ Purpose

- Pain reliever/fever reducer

➤ Inactive ingredients

- Citric acid, ethylcellulose, flavor, magnesium stearate, maltodextrin, sodium bicarbonate, sucralose, xylitol.

➤ Temporarily relieves minor Aches and Pains due to

Common cold Headache Backache

Minor pain of arthritis Toothache

Muscular aches

Premenstrual and -menstrual cramps Temporarily reduces fever

➤ Directions

- Do not take more than directed (see overdose warning)
- Tear packet and pour powder directly on tongue

➤ Adults and Children 12 years and over

- Take 2 powders every 6 hours, while symptoms persist
- Do not take more than 6 powders in 24 hours, unless directed by a doctor
- Do not use for more than 10 days unless directed by a doctor

➤ Children under 12 years

- Ask a doctor

➤ Warnings

Liver warning:

This product contains acetaminophen. Severe liver damage may occur if you take

- More than 4,000 mg of acetaminophen in 24 hours.
- With other drugs containing acetaminophen.
- 3 or more alcoholic drinks every day while using this product

➤ Allergy alert

Acetaminophen may cause severe skin reactions. Symptoms may include:

- Skin reddening
- Blisters
- Rash

If a skin reaction occurs, stop use and seek medical help right away.

➤ **Ask a doctor before use if you have liver disease**

Ask a doctor or pharmacist before use if you are taking the blood thinning drug warfarin

➤ **Overdose warning**

In case of overdose, get medical help or contact a Poison Control Center right away. (1-800-222-1222)

Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Other information

- Each powder contains: sodium 4 mg
- Store between 20-25°C (68-77°F)
- Do not use if packet is torn or damaged

➤ **Uses**

Popular analgesic and antipyretic that is mild and non-narcotic and is used to treat pain and lower fever. Less than 4 g in a 24-hour period is the highest permissible daily dosage.

Advantages: the benefit of Tylenol. First, it helped to rule out the possibility that Tylenol wasn't the cause of the deaths. It was undoubtedly not in the best interests of the business.

Disadvantages: adverse effects of those mechanisms? What needs to be put in place in order to use one of those mechanisms?

Marketing mix of tylenol

Price in the marketing mix of tylenol

McNeil bases the price of its products, including Tylenol, on their quality. Currently, 1000 oral 325 mg Tylenol tablets cost about \$54 on average, or about \$0.05 to \$0.06 per unit. However, this depends on the pharmacy where you buy the medication. In particular, retailers who purchase Tylenol in large quantities from McNeil are renowned for receiving excellent discounts from the company. To attract more customers, the majority of online retailers,

including Drugs.com, frequently offer discounts.

Place in the marketing mix of tylenol

Tylenol frequently enters the international market thanks to McNeil in. But for the time being, the drug can be found in Canada, Lebanon, Egypt, Spain, Portugal, Myanmar, Thailand, the Philippines, Switzerland, Brazil, and China, as well as in the United States, Lebanon, Egypt, and Vietnam. The product is aimed at people of all ages, including infants and seniors.

Ad by value impression

In other words, Tylenol is accessible to everyone and can be used anywhere. The market plan specifically targets the working class, families with children, and elderly consumers. Due to their need for immediate pain relief, the working class is by far the biggest consumer. Thus, the Rapid release system of Tylenol works well for them. Older people rely on Tylenol's arthritis medications because they provide quick pain relief. Once the elderly learn how effective the medication is, they end up becoming devoted Tylenol users. Additionally, a full line of products for treating colds and the flu is available for families with kids as the target market.

Promotion in the marketing mix of tylenol

Tylenol is made by Johnson & Johnson's McNeil Consumer Healthcare division. Tylenol employs various marketing, or better yet, promotional strategies. One such strategy focuses on the use of catchphrases with strong messages, including "Feel better, Tylenol" and "getting you back to normal."

CONCLUSION

For many businesses, the four Ps and the marketing mix concept have dominated the marketing stage. Managers of marketing must understand its value in the promotion of products and services. But market research is introducing fresh strategies. A new way of thinking about the theory and practice of marketing is starting to emerge as a result of the globalization of commerce, the growing recognition of the significance of customer retention, industrial interaction and networking, marketing experiences, business ecosystems, value migration, life cycle, customer relations, and relationship marketing, among other trends and criteria. The product is a component of the marketing mix, along with pricing, distribution channels, and advertising. Products can satisfy needs or requirements and are offered in the

market to draw attention.

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