Challenges encountered in marketing of traditional Medicine in Kenya

Author: Osianju, Janepher N.

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.