

“STUDY ON IMPACT OF PRICE ON PHARMACEUTICAL BRANDS”

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By

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2023

**IIHMR UNIVERSITY
JAIPUR, RAJASTHAN**



DECLARATION BY THE STUDENT

I hereby declare that this dissertation titled **“STUDY ON IMPACT OF PRICE ON PHARMACEUTICAL BRANDS”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in this text.

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DECLARATION BY THE FACULTY GUIDE

This is to certify that dissertation titled **“STUDY ON IMPACT OF PRICE ON PHARMACEUTICAL BRANDS”** is a record of the research work undertaken by **Arpita Bhardwaj** in partial fulfilment of the requirements for the award of the degree of MBA – Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

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Acknowledgment

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*I Consider Myself Most Lucky to work under the able guidance of Mr. **Rahul Sharma**, Assistant Professor, School of Pharmaceutical Management, IIHMR-U, Jaipur. I sincerely acknowledge his constant encouragement, incredible guidance, valuable suggestions, and timely advice given throughout my Research work.*

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ABSTRACT

Objective: Study on impact of price on pharmaceutical brands.

Methodology: This research helps in the understanding impact of price on brand and provides insights for the manufacturers, healthcare providers on how the brand is perceived by customers. The study will involve qualitative research methods. The data will be collected through surveys and Review of literature.

The analysis will focus on several key aspects. Firstly, it will examine the awareness of the term brand image in participants, this will ensure the knowledge among participants and will help in studying how customers perceive. Also, perceived pricing and examining how consumers choose brands that lasts great impact on basus of value to them.

The study will then explore the impact of the price on brand by how product influences consumer purchasing behaviour, how product benefits are related to brand image other than price, value should be considered and by assessing views on price and value have a positive correlation, this will be examined to understand their influence on the decision-making process.

Furthermore, the study will investigate patients' levels of satisfaction with the consumer perspective of how they see a product in terms of value and price, as well as other variables that contribute to the formation of a brand. The research intends to examine the extent to which pricing influences brand and consumer perception by assessing participant feedback and experiences. The study's findings will aid in strategic business decisions, competitive advantage, and KOLs prescription decisions.

Keywords: Perceived price, Customer perception, Brand, value etc.

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LIST OF ABBREVIATIONS

Sl. No.	Abbreviations	Full form
1.	HCP	Healthcare Professionals
2.	KOLs	Key Opinion leaders
3.	MR	Medical Representative
4.	NVBP	National volume-based procurement
5.	No.	Numbers
6.	%	Percentage
7.	WHO	World Health Organization

CHAPTER 1

INTRODUCTION

Pricing plays a crucial role in the success of any product or service. However, what consumers perceive to be the price of a product often holds more influence over their purchase decisions than the actual price itself. Perceived price is a psychological construct influenced by various factors, including personal beliefs, expectations, social comparisons, and marketing strategies.

Perceived price is the customer's opinion of a product's utility based on the perceptions of others "what is received and what is given" (1) this demonstrates a relationship between price and quality, where perceived quality is used as a gauge of a product's excellence or a state of being free from defects, deficiencies, and substantial differences.

When compared to appropriate alternative therapies, health technologies, including pharmaceuticals, can be said to be clinically effective if they give an overall health benefit while taking into consideration any negative side effects.

A low price will generate a lot of sales, but it will lower the worth of an item. and buyers will believe that the goods is inexpensive; on the other, charging an excessively high price will influence purchasing decisions. This results in losing both the markets that is sale and customers.

When examining consumer shopping behaviour and product selection, customer perceptions of price, quality, and value are seen as key drivers (3). Value and quality are emotional reactions to a service encounter, whereas satisfaction is a logical reaction. There is a bad correlation between the aforementioned constructs with regard to both services and products. Thus, by demonstrating both positive and negative relationships, the existing literature itself provides inconsistent results. Therefore, it is necessary to review the link between price, quality, and value where one needs to assess impact of price on brand and one can get the conclusion that consumers mostly rely their brand decisions on pricing. (10)

Consumers do not remember cost of the product but by the value they offer. (1)

According to the WHO, having access to medicines is a fundamental human right; but, as prescription costs continue to rise, many patients face financial hardships.

Every person should have equal access to high-quality, appropriate medications in the appropriate locations at the appropriate times. The NVBP, which was intended to provide access to medications as part of healthcare reform towards the UHC, has successfully brought about significant price reductions and increased medication affordability, especially for individuals with relatively lower wages. (4)

"Brand is something that we have after our factory burns down," David Ogilvy, known as "the father of advertising," said these things. At two very different levels, brands are crucial to the one who owns brand. First and foremost, they gain trust of customers therefore bringing in customer loyalty which is an asset, this creates demand in future and a good business.

Customer loyalty may be affected by factors such as service quality, brand and price. One can get the conclusion that consumers mostly rely their brand decisions on pricing. The key question is how price changes impact customer brand choice. When prices increase, do consumers switch to another brand?

Marketing is described as "Satisfying needs and wants through an exchange process" by Philip Kotler and Armstrong (5). The four essential components of the pharmaceutical marketing mix, usually known as the 4Ps of marketing, were initially established by Borden in 1964(6). This enables a company to achieve the targeted number of sales in the target market (7).

It should be noted that customer satisfaction results in development of consumer purchasing behaviour (8). Pricing is assumed to be based on customer purchasing behaviour. Because the higher the price of a product, the fewer units sold. Products selling at lower rates than the market rate, on the other hand, are expected to sell in greater volume. (9). Several researchers have found that pricing is more important and related to consumer purchasing behaviour.

This study answers several questions to make justification to consumer perceiving brands in relation to pharmaceutical drug pricing.

- Product price impacts consumer buying behaviour.
- Product benefits correlate with the brand image.
- Value to be considered other than price.

- Correlation between price and value.

The rest of this work is organised as follows: "objective," "review of literature," which supports various previous theoretical frameworks. For analysis, see the "Research Methodology" section. The findings of this investigation are presented in the section "Data Analysis and Results."The section "Conclusion and Recommendations" wraps up the current study, its limitations, and future directions.

CHAPTER 2

OBJECTIVE

The impact of price on brand image in the pharmaceutical industry can vary. I intend to add to the body of information on assessing brand perception and understanding consumer behaviour through this research and offer perceptions that can be useful for decision making.

The Objectives of this research study are:

The objective of the study is to help understand pricing decisions affecting perception, image and success of pharma brands, specific objectives include:

- To find out how stakeholder/patient factors (such as age and role) influence the impact of price on brand.
- To assess the impact of price on brand perception and determine its influence on consumer attitude and purchase behaviour.

Research Question:

- How does the perceived affordability of pharmaceutical products influence brand image among healthcare professionals and patients?
- What are the factors that healthcare professionals and patients consider when assessing the value of pharmaceutical products in relation to their price?
- What impact do patients and HPC's characteristics- age and role- have on a brand.

Plan of the research work:

1. Create a survey form.
2. Data Collection by circulating the Survey form.
3. Data Cleaning and sorting
4. Data Analysis and Discussion

CHAPTER 3

REVIEW OF LITERATURE

Introduction:

This chapter examines the most recent scholarly articles and research on the subject in depth. This chapter thoroughly explains the current state of knowledge, theoretical frameworks, methodologies, and critical topics related to the impact of pricing on brand. It also provides a critical assessment of a wide range of academic works, including books, reports, peer-reviewed articles, and other key publications.

Literature Review:

Zeithaml, V. A. (1988), Information from prior research is coupled with insights from an exploratory investigation to create a conceptual model that defines and relates pricing, perceived quality, and perceived value. Company interviews, a focus group interview, and 30 in-depth consumer interviews conducted using free-elicitation methodologies yielded qualitative data that reinforced past research and formed the basis for 14 propositions. These claims are made and supported by evidence from the literature. The focus of the discussion is on the implications for controlling pricing, quality, and value.

Kotler P. (2014), A low price will create a lot of sales, but it will diminish the worth of an item and persuade people to assume that the thing is cheap. Giving an excessively high price, on the other hand, will affect buying decisions. As a result, the corporation loses both sales and consumers, and focuses on the concept that well-positioned brands with high brand equity serve as the foundation for creating customer value and successful customer relationships. Marketers nowadays must position and manage their brands effectively. They must cultivate deep brand partnerships and customer experiences.

Yuan J, Lu ZK, Xiong X, Jiang B, studied on enhancing affordability of pharmaceutical products by lowering drug prices. According to the WHO, access to medicines is a fundamental right, but many people around the world are struggling to afford them as drug prices grow. Everyone should have equal access to high-quality treatments at the right price

and in the right location. The NVBP, which was designed to increase access to medications as part of the UHC healthcare reform, huge price savings and increased medication affordability have been achieved, particularly for persons with lower wages. This is the first comprehensive assessment of China's groundbreaking volume-based procurement strategy, providing important lessons for other nations or entities striving to improve patient access to care.

Ding M, Eliashberg J, Stremersch S,(2016), Disseminates cutting-edge research findings and fresh conceptual thinking in pharmaceutical marketing also the four essential components of the pharmaceutical marketing mix, usually known as the 4Ps of marketing, were initially established by Borden in 1964.Covers all important components of pharmaceutical marketing, such as research and development, promotion, price, branding, competitive strategy, and portfolio analysis.Contributions from world-renowned researchers are included. Uses several methodologies, including statistical analysis.

Armstrong G, Denize S, Volkov M, Adam S, Kotler P, Ang S, (2020), Principles of Marketing demonstrates how every good marketing strategy is driven by the creation and capture of customer value. It is a full overhaul that reflects the most recent marketing trends, including expanded coverage of social media, mobile, and other digital technology. Furthermore, it discusses methods used by marketers employ to increase customer engagement.

Larsen NM, Sigurdsson V, Breivik J,(2017), Study showed that consumer interest plays an important and key function in the growth and shaping of consumer purchase behaviour.Discuss behavioural classifications, methodology, and ramifications based on consumer monitoring data.

CHAPTER 4

METHODOLOGY

Introduction:

Study on assessment of impact of price on brand is the study topic, and this methodology describes the processes done to gather and analyse the data. The study seeks to determine brand perception and understanding consumer behaviour through this research. The findings of this study will help make strategic business decisions, gain competitive advantage and can help KOLs in prescribing decisions. A survey of people including stakeholders and healthcare consumers are part of the quantitative research methodology.

Research Design:

This study's research methodology was a cross-sectional survey. This is done to accomplish the study's objective, which is to assess how price impacts brand perception and is accepted by customers. The survey will gather information from respondents including HCPs, chemists, healthcare consumers, patients, MR and will ask them about the brand image, product's price, value, and other benefits. The participants' characteristics, such as age, and role (work status), will be revealed through the demographic data. Question-based data will meet the objective.

Sample Selection:

People who are HCPS, chemists, patients, healthcare consumers or other healthcare related fields (MR) are included in the sample population for this study. Friends, family members, and other consumers make up the sample group. Using a convenience sampling strategy, the sample population will be chosen. Convenience sampling involves picking participants who are volunteering to take part in the study. We'll recruit people via social networking websites, email invitations, and personal networks. Patients who have used a pharmaceutical product and are a stakeholder, regardless of its type or purpose, will be eligible for inclusion in the study. The study will try to enrol people from a variety of age groups from < 20, genders, ethnicities, and socioeconomic backgrounds to ensure that a broad set of participants is

represented in the study. This Method may not represent the entire population, but it will provide valuable data for the research.

Data Collection:

Through the recruitment channels, participants will receive an online survey form that will be used as:(1) demographics, and (2) questions about consumer perception, affordability and price . Questions about the participants' age, and role will be included in the demographics section.The questions about the impact of price on brand will cover topics including how price is important, what value do consumers find in the product, and the reasons why users switch.

Data Analysis:

Descriptive statistics were utilised as the method of data analysis in this study. The demographic information and data based on the questions will be summarised using descriptive statistics. The data will be summarised using Microsoft Excel. The data will be examined and visualised using a variety of graphs, including bar charts, pie charts, column charts.

Ethical Considerations:

Prior to their participation in the study, everyone will be asked for their informed consent, and the investigation will adhere to all ethical standards for research involving human subjects. Participants will be made aware of the study's voluntariness, their right to withdraw at any time, and the confidentiality of their information. The obtained data will be kept securely and only the researchers involved in the project will have access to it.

CHAPTER 5

RESULTS AND DISCUSSION

Introduction:

This chapter intends to investigate and assess how price impacts brands. This chapter gives a thorough examination of the data gathered as well as the conclusions drawn from the research study that was carried out. The impact of perceived pricing from the customer's perspective is investigated to elucidate the aspects that influence patients' usage decisions. This chapter aims to broaden the body of knowledge on the subject for academics, decision-makers, and healthcare professionals who place a premium on brand value and to assess the brand, understand consumer behaviour through in-depth discussions and insightful guidance.

No. of Participants who took part in this Survey: 108

Analysis of Respondents Demographics:

1. Age

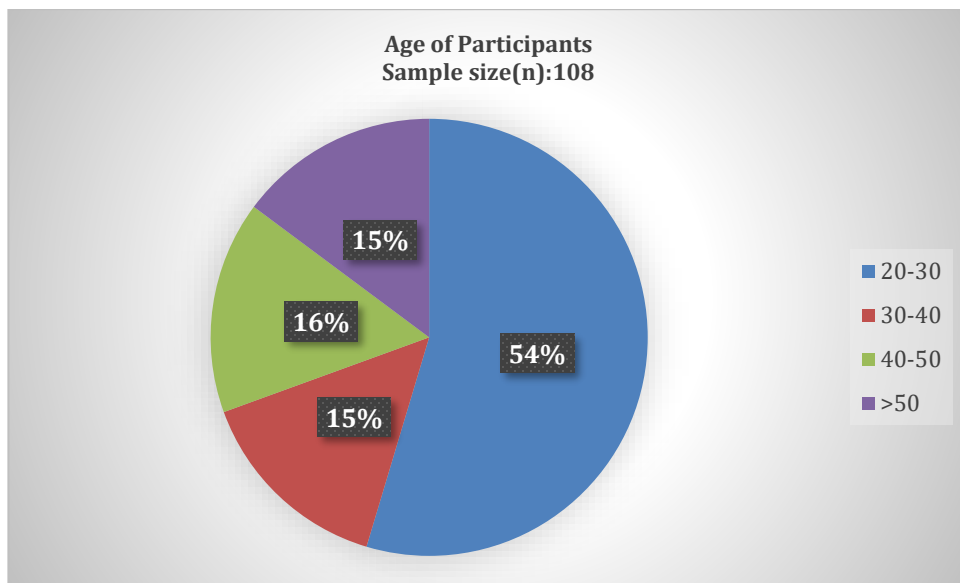


Figure 5.1: Pie chart showing age of participants.

Discussion and Findings:

- Among the age groups, most participants, accounting for 54%, fell within the 20-30 age range. Within this group, with a nearly equal distribution between HCPs (17) and patients (17) was observed, 14 were MR, 7 were from other fields and 4 were stakeholders. The 20-30 age range comprised 28.8% of the patients or healthcare consumers, with a higher percentage compared to other roles.
- For the 30-40 age group, 15% of the participants belonged to this category, with a nearly equal distribution between patients and other of 2 participants. MR with 5 participants were high in this age range with stakeholders contributing second highest distribution of 8 participants (25%) in this age group, HCPs involved in this age group were slightly low with 3 participants (18.8%).
- For the age group 40-50, 14 participants involved in this category with equal distribution of HCPs and stakeholders. Additionally, there was one participant from others, representing 5.9% of the total.

- For age groups >50, 16(14.8%) participants were involved with 14 HCPs and 2 others.
- The highest no. of KOLs were involved in the age group of 20-30 with equal no. of potential shared by HCPs and patients.

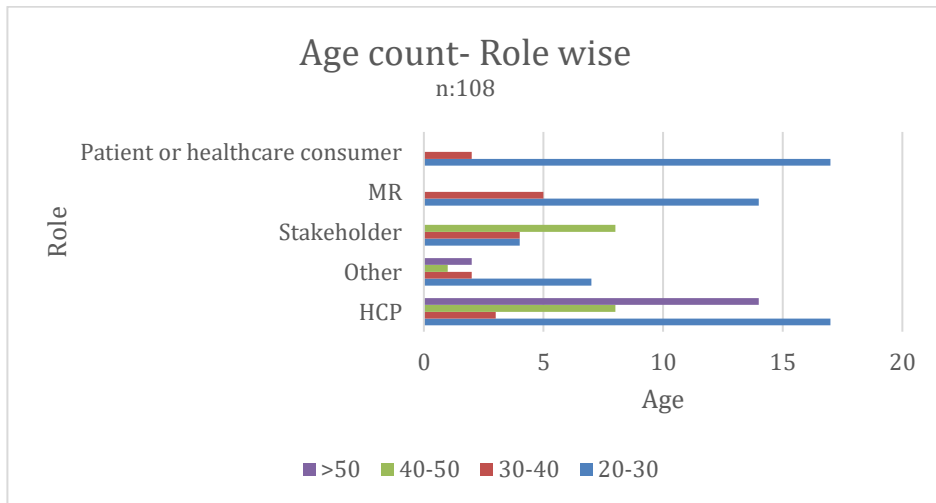


Figure5.2 Horizontal bar chart showing age count- Role wise.

2.Role

- In terms of role or profession, most participants, accounting for 38.9% of the total, are HCPs. The study represents a diverse range of backgrounds, with 17.6% of equal distribution among MR and patients. This is followed by stakeholders (14.8%). The presence of other individuals is also noticeable among those with software engineering, finance background and students, although they constitute smaller proportions at 11.1% respectively.

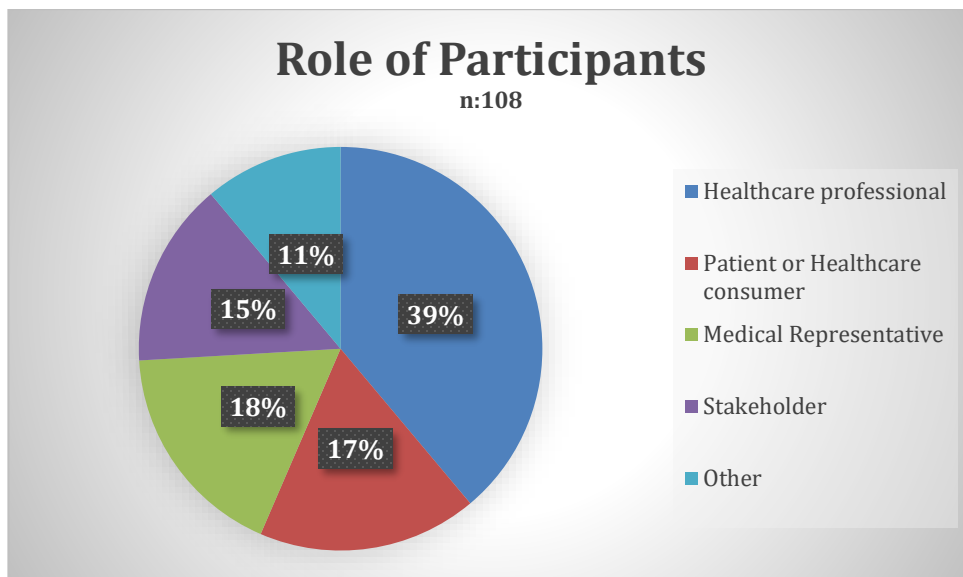


Figure 5.3: Pie chart showing Role of participants.

Analysis of Questions Based on the Research Objectives and Questions:

3.Participants familiarise themselves with the concept of brand image in the pharmaceutical industry.

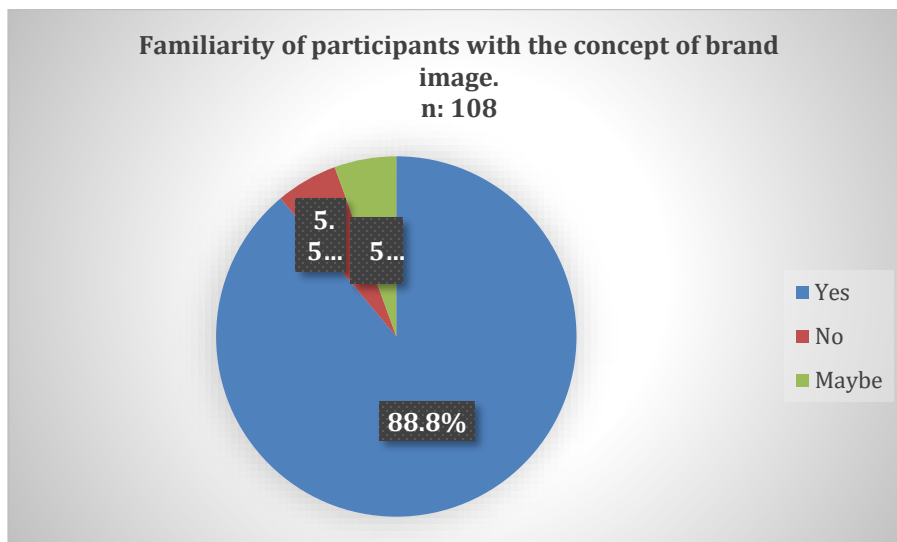


Figure 5.4: Pie chart showing familiarity of participants with the concept of brand image in the pharmaceutical industry.

Discussion and Findings:

- Among the participants, the majority, 88.8% of the total participants, responded with "yes" for their familiarity with brand image. This indicates that the majority of participants know what brand is and how it is perceived.
- On the other hand, 5.5% participants responded with an equal distribution of "no" and "maybe" with maybe they would likely interpret it as the perception and reputation of a pharmaceutical company or its products in the market and with maybe participants not aware of the concept and value the product drives.

4. Importance of the price of a pharmaceutical product when determining its value to the participants.

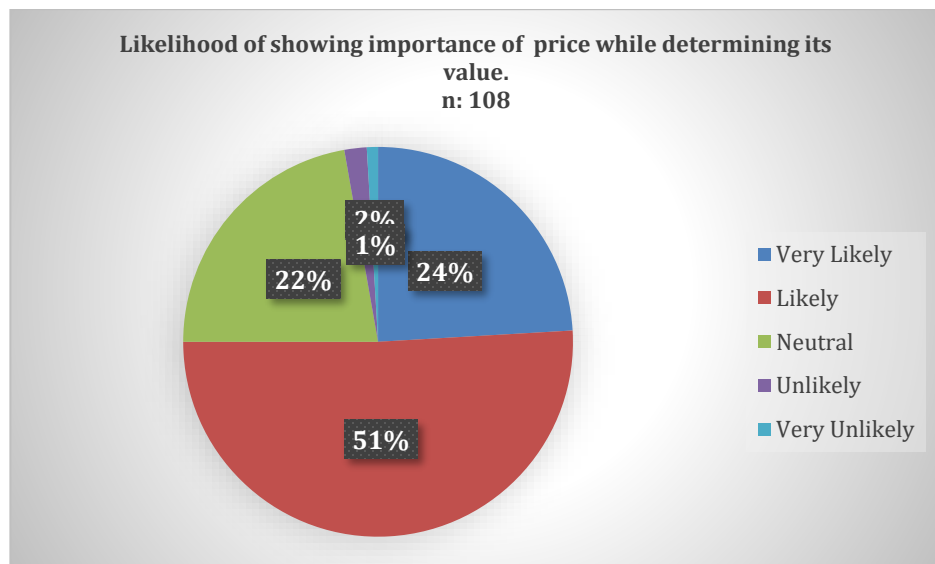


Figure 5.5: Pie-chart showing importance of price of a pharmaceutical product when determining its value by participants.

Discussion and Findings:

- 24% of the total participants, expressed a strong inclination towards price while determining the value of the drug, categorising themselves as "Very likely." Their high level of willingness to adopt the recommended price is equally important while determining the value of a brand, it gives the brand a positive attitude and confidence in the prescribing pattern of physicians and by the patient adherence due to its affordability as cost is borne by themselves.
- In addition, 51% of all participants were labelled as "likely" to consider price when determining its value, as high price may make drugs more valuable to them.
- In contrast, 22% of all participants said they would be "Neutral" to perceive the value of drug on the basis of price. This group has a fair amount of openness and receptivity to adopting high price or low price drug and valuing it thus reflecting a moderate level of willingness.
- A smaller portion of the participants, 2% and 1% of the total, said that they were "Unlikely" and "Very Unlikely" to give importance, based on price and determining value of a brand, as they may associate cost-effectiveness and other benefits and not considering a brand.

- The analysis of the participants on importance of the price or cost of a pharmaceutical product when determining its value sheds information on their attitudes and ideas about how they perceive a brand.

5. Other aspects of a pharmaceutical product's value that are considered in addition to the price.

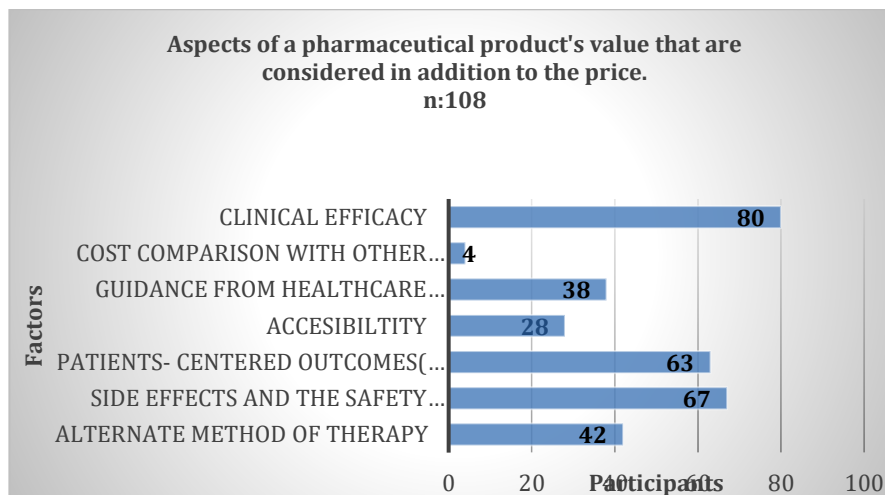


Figure 5.6: Horizontal bar chart showing other aspects of a pharmaceutical product's value that are considered in addition to the price.

Discussion and findings:

- While perceiving a brand the factors which are given weightage other than price are discussed and observed here, however price also creates impact on these factors indirectly therefore these aspects are considered responsible for impacting the brand.
- The component with the greatest influence of 80 participants was chosen, namely "Clinical efficacy." This demonstrates the clinical studies, and their effectiveness provides greater results to make up a brand and if the price is high of such drugs, then the brand has high value in the market.
- "Side effects and safety profile" emerged as a second most concerning factor, with 66 no. of total participants considering it in their decision-making process. The participants' cautious approach to assessing the advantages against the potential hazards involved with using the drug and assigning positive or negative value to the brand is highlighted by their awareness of side effects.

- 43 participants weighted for patient centred outcomes, Patients who have had positive experiences with a particular brand are more inclined to share their positive experiences, boosting the company's reputation and credibility.
- With 39 and 38 participants influenced by accessibility and guidance from HCPs for the brand. Organisations that prioritise patient empowerment, inclusivity, availability, affordability, clear communication, and assistance can generate good attitudes and be perceived as patient-centric thus making the product a brand.
- Alternate methods or therapy and cost comparison with other brands (1) also plays a major role in defining a product's value other than price.

6. A pharmaceutical product's price should be justified by the overall benefits it offers.

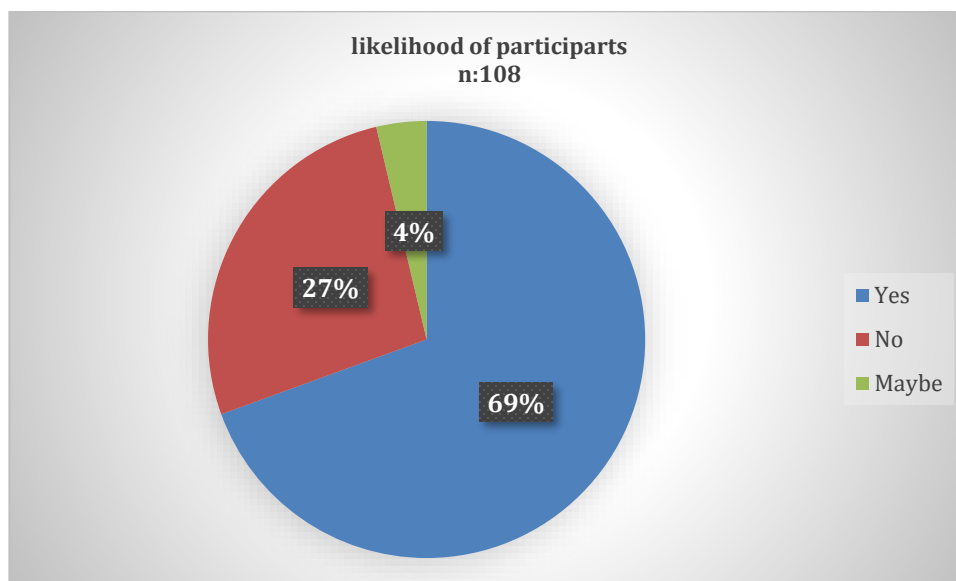


Figure 5.7: Pie chart showing pharmaceutical product's price should be justified by the overall benefits it offers.

Discussion and findings:

- Among the participants, the majority 69% of the total participants, responded with "yes" for justification of price with overall benefits it offers.
- On the other hand, 27% participants responded with "no" and 4% with "maybe", with no they would likely interpret it as the perception and reputation of a pharmaceutical company or its products in the market and with maybe participants not aware of the concept and value the product drives.

- This indicates when justifying a high price based on the benefits it provides, transparency and a thorough understanding of the product's value proposition should be reported to create a brand and leave a positive impact.

7. A pharmaceutical medication costs more but offers a lot more benefits than cheaper alternatives, how likely is it to be promoted, prescribed, or consumed.

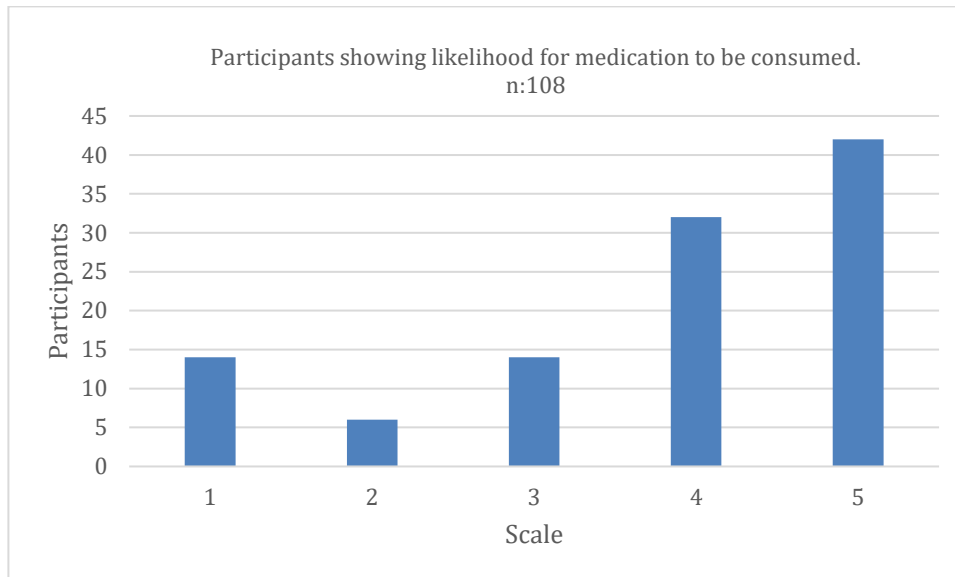


Figure 5.8: Scale for likelihood for a medication to be promoted, prescribed or consumed by participants.

Discussion and findings:

- The likelihood of medication to be promoted, prescribed or consumed by 39% participants which is given the highest weightage if it costs more and provides more benefits which means brand is perceived on the basis of value and price basis.
- 30% of participants also believe in benefits which make up a brand despite its high price.
- 13% participants gave a very low and neutral rating, also a low rating of 6% is given which indicates that these participants do not believe in promoting or consuming high priced drugs just on the basis of brand.

8. When setting their product prices, pharmaceutical companies should give affordability equal weight.

Discussion and findings:

- A brand's affordability can influence how customers perceive it, with 62% considering it as a priority and 28% do not consider that affordability should be given weightage.
- In addition, 10% of participants are not sure about it.
- Affordability can positively impact brand reputation and can drive cost-conscious clients.

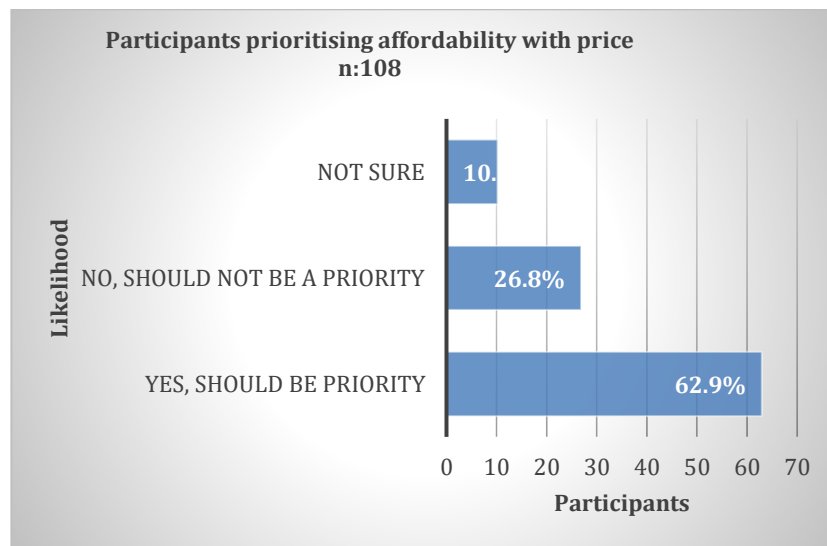


Figure 5.9: Bar graph showing Participants prioritising affordability with price.

9. Believing in a pharmaceutical company that offers competitive pricing comparatively to its closest competitors.

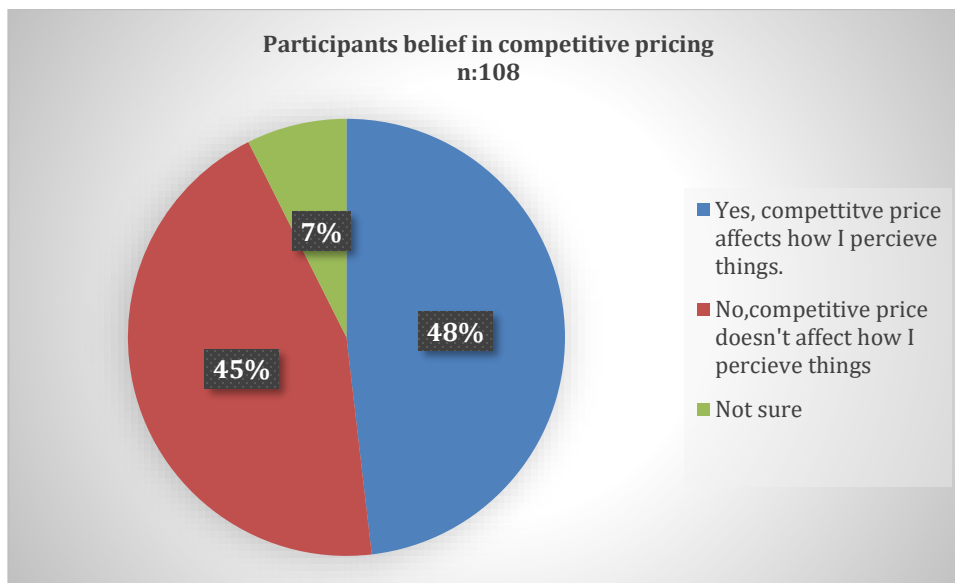


Figure 5.10: Pie chart showing participants believing in a pharmaceutical company that offers competitive pricing comparatively to its closest competitors.

Discussion and Findings:

- 48% participants perceive competitive price, with 44% participants who doesn't perceive competitive pricing whereas on the other hand 8% of participants were not sure about believing in a pharmaceutical company that offers competitive pricing comparatively to its closest competitors.
- The pharmaceutical company can distinguish itself from its nearest competitors by delivering competitive prices. If the company continuously produces high-quality products at reasonable costs, it can develop a distinct selling point in the market. This differential can help to build the brand image by establishing it as a more cost-effective and trustworthy option than competitors which is supported by 48% of people thus this shows how price impacts brand image in a positive manner.

10. Believing that a pharmaceutical product that costs more will be of greater quality when compared to lower priced alternatives

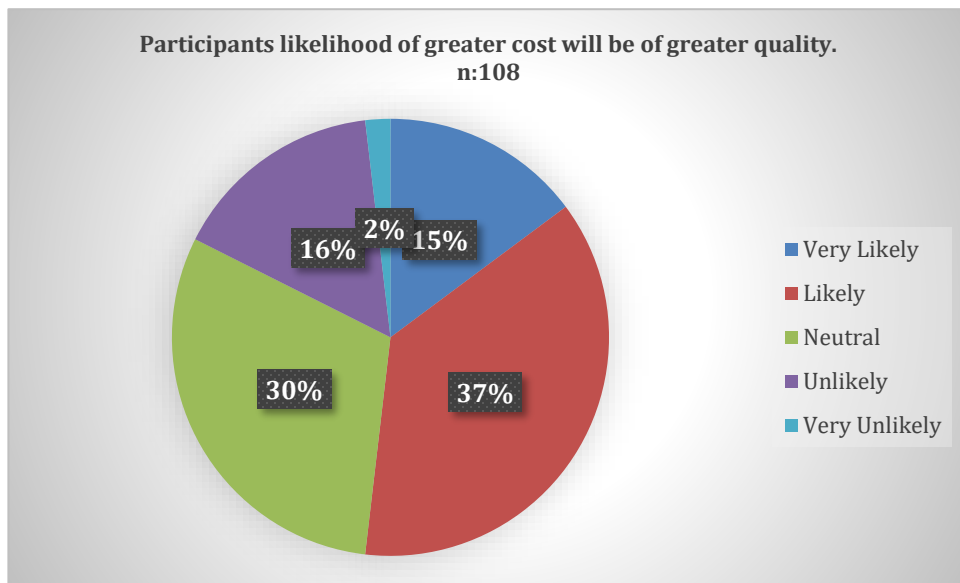


Figure 5.11: Pie chart showing Participants believing products of greater cost will be of greater quality.

Discussion and Findings:

- Among the participants, 15% of the total participants reported being "Very likely" to believe. This indicates a high level of contentment and positive experiences among these participants, suggesting that the brand of high price is perceived with greater quality.
- Additionally, 36% participants expressed being "likely" to believe that is the majority. This subset of participants exhibited an even higher level of satisfaction, indicating a strong endorsement of the brands with greater price and high performance and benefits.
- On the other hand, 2% were neutral, 16% and 15% of this group represented the subset of participants reported being "Unlikely" and "Very Unlikely" to believe, who had perceived that high price does not determine the quality of the drug.
- Understanding participants' satisfaction levels is crucial in evaluating their perception. It provides valuable insights into the user experience, identifies areas for improvement, and enables healthcare professionals to address any concerns or issues that may arise.

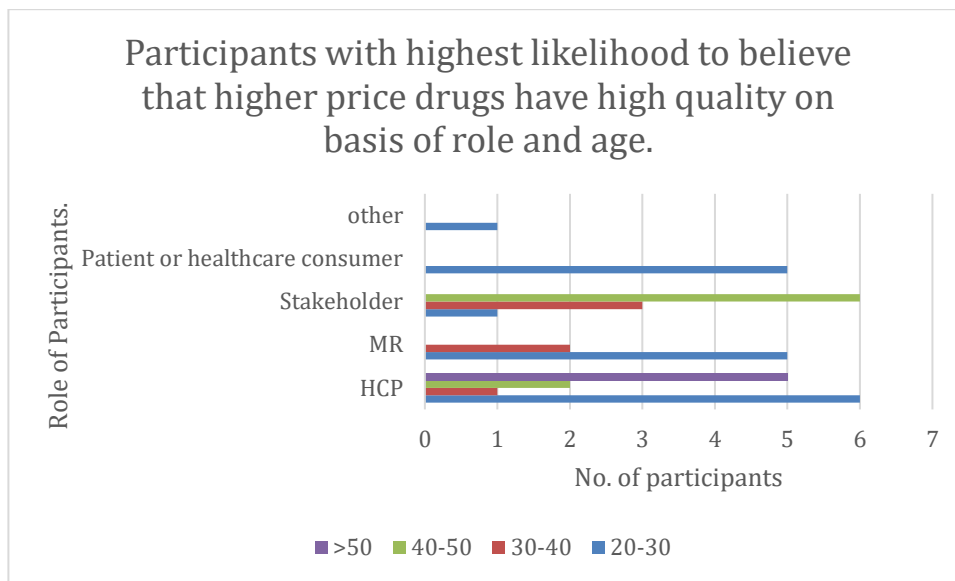


Figure:5.12 Horizontal bar graph showing participants with highest likelihood to believe that higher price drugs have high quality on basis of role and age.

- HCPs between 20-30 age group have the highest likelihood of 33%, perceiving that higher price drugs have high quality which justifies the objective that how factors (such as age and role) influence the impact of price on brand as they will choose higher price drug that have positive impact on pharmaceutical brands.
- Patients and MR between 20-30 and HCPs >50 age group having second highest likelihood of 28% each, perceiving that higher price drugs have high quality which justifies the objective that how patient factors (such as age and role) influence the impact of price on brand as they will also consider higher price drug that have positive impact on pharmaceutical brands which will help marketers to make pricing strategy according to the brand.
- Whereas others(students) within age group 20-30 have 6% likelihood, that is low suggesting that the less population within this role and age group prioritize higher price that will be of high quality and stakeholders do not influence impact of price on brand which shows this group is more price sensitive and look for cost effective drugs.
- Stakeholders in age group 30-40 has 50% likelihood which is half of the opinions within this age group this shows these are the key influencers in this age group showing positive impact on brand, MR shows 33% likelihood of perceiving a brand and prioritising it whereas HCPs perceived the lowest of 1 and 2 individuals between

30-40 and 40-50 age group showing that only price is not the contributing factor which impacts the brand.

- This chart shows that HCPs within every age group and participants of each role falling in 20-30 age group prioritize the concept of higher price drugs are of high-quality influencing the impact of price on brand as they will also consider higher price drug that have positive impact on pharmaceutical brands which will boost sales, this study shows younger population who are healthcare professional are likely to consider the impact of price on pharmaceutical brands.

CHAPTER 6

CONCLUSION

This study set out to study the impact of price on brand. The analysis of participants' responses regarding the concept of brand image indicates that most participants know what brand is and how it is perceived.

Most participants reported importance of price of a pharmaceutical product when determining its value as it gives the brand a positive attitude and confidence in the prescribing pattern of physician and by the patient adherence due to its affordability as cost is bear by themselves, participants labelled “likely” to consider price when determining its value, as high price may make drugs more valuable to them. The investigation of the participants' views on the importance of a pharmaceutical product's price or cost in evaluating its value reveals information about their attitudes and thoughts about how they see a brand.

Price also creates impact on the other aspects of pharmaceutical product’s value indirectly including clinical efficacy, side effects and safety profile, alternate methods of therapy, patient centred outcomes, accessibility, therefore these aspects are considered responsible for impacting the brand. The component with the most influence among the participants was chosen: "Clinical efficacy." This illustrates that clinical trials and their success generate stronger outcomes to build a brand, and if the price of such products is high, the brand has significant market value and customers perceive it positively in comparison to the product with side effects.

The analysis of participants' satisfaction levels with the justification of product’s price with overall benefits it offers recommended that it reports a positive impact of brand in spite of its price, as higher benefits are unique selling points of a product making it a brand thus should be offered with appropriate prices may it be high or low. Additional insights are also provided by the analysis of the likelihood of medication to be promoted, prescribed or consumed by participants which is given the highest weightage if it costs more and provides more benefits which means brand is perceived on the basis of price.

Furthermore, the analysis of participants' likelihood of choosing affordability as a factor while setting its price is given priority by majority of participants as affordability can positively impact brand reputation and can drive cost-conscious clients, although for instance, many highly reputed brands deliberately position themselves as unaffordable to maintain exclusivity and appeal to a specific segment of high-end consumers. If a brand is perceived as affordable and provides good value for the price, it can create positive associations with the brand and contribute to its overall brand equity.

Belief in a pharmaceutical firm that offers competitive prices in comparison to its nearest competitors leads to distinction, which can assist improve the brand image by establishing it as a more cost-effective and trustworthy option than its competitors. By offering competitive prices, the pharmaceutical company may differentiate itself from its competitors. If the company consistently provides high-quality products at cheap prices, it will be able to establish a distinct selling point in the market.

This subset of participants exhibited an even higher level of satisfaction, indicating a strong endorsement of the brands with greater price gives greater quality when compared to lower priced alternatives. Understanding participants' degrees of satisfaction is critical for assessing their perception. It gives healthcare personnel vital insights into the user experience, identifies areas for development, and allows them to handle any complaints or difficulties that may occur.

Also, brands that have a long-standing reputation for quality, reliability, and efficacy may have an advantage with more experienced HCPs who value trusted brands. Newer and innovative brands may attract younger HCPs who are more open to trying new approaches and technologies. Brand loyalty tends to increase with age, and established loyalty can influence how consumers perceive pricing.

Further this study helps in understanding brand perception, understanding that high priced drug creates a greater brand image, further competitive pricing leads to distinction leading to greater brand image. If a brand is viewed as affordable and offers good value for money, it might foster positive associations with the brand.

CHAPTER 7

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ANNEXURES

Annexure – 1

Survey Form (Questionnaire)

SURVEY

Study on assessment of impact of price on brand: A Survey"

arpita.bhardwaj789@gmail.com [Switch account](#)



Not shared

Age

- ☐ 20-30
- ☐ 30-40
- ☐ 40-50
- ☐ >50

Name

Your answer _____

Select your role

- ☐ Healthcare Professional
- ☐ Patient or Healthcare consumer
- ☐ Medical representative
- ☐ Stakeholder
- ☐ Other: _____

Are you familiar with the concept of brand image in the pharmaceutical industry?

- ☐ Yes
- ☐ Maybe
- ☐ No

How important is the price or cost of a pharmaceutical product to you when determining its value?

- ☐ Very Likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

What other aspects of a pharmaceutical product's value do you take into account in addition to the price? Please tick every box that applies.

- ☐ Clinical efficacy
- ☐ Side effects and the safety profile
- ☐ Alternate methods of therapy
- ☐ Patients- centered outcomes(like improved quality of life)
- ☐ Accesibility
- ☐ Guidance from Healthcare professionals
- ☐ Other: _____

Do you think a pharmaceutical product's price should be justified by the overall benefits it offers?

- ☐ Yes
- ☐ Maybe
- ☐ No

If a pharmaceutical medication costs more but offers a lot more benefits than cheaper alternatives, how likely are you to promote or prescribe it or consume it?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

Do you believe that when setting their product prices, pharmaceutical companies should give affordability equal weight with other considerations?

- ☐ No, should not be a priority
- ☐ Yes, should be a priority
- ☐ Not sure

Are you more likely to believe in and have a favourable opinion of a pharmaceutical company that offers competitive pricing comparatively to its closest competitors?

- ☐ Yes, competitive price affects how I perceive things
- ☐ No, competitive price doesn't affect how I perceive things.
- ☐ Not sure

How likely are you to believe that a pharmaceutical product that costs more will be of greater quality when compared to lower priced alternative?

- ☐ Very Likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

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