

Study the Consumer Awareness Regarding Brand in Pharmaceuticals

By

Sidhant Jain

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2016-2018



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Study the Consumer Awareness Regarding Brand in Pharmaceuticals

By

Sidhant Jain

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2016-2018

Boston Ivy Healthcare Solutions Pvt. Ltd., Mumbai



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

TO WHOMSOEVER MAY CONCERN

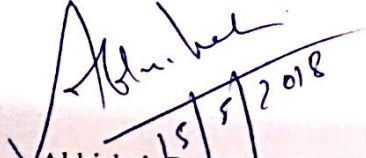
This is to certify that **Sidhant Jain** student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at Boston Ivy Healthcare Solutions Pvt Ltd. on topic To study the consumer awareness regarding brand in pharmaceutical from 5th Feb 2018 to 4th May 2018.

He has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific, and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all her future endeavors.

Dr. Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur


15/5/2018
Abhishek Dadhich
Assistant Professor
The IIHMR University, Jaipur

Date: 10th May 2018

Employee Code: BIS0030

Name: Sidhant Jain

Location: Mumbai

Region: Maharashtra

To Whomsoever It May Concern:

This is to certify that Mr. Sidhant Jain, the student of Institute of Health Management Research (IIHMR), Jaipur has undergone Dissertation at BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar) from 5th February 2018 to 4th May 2018. His dissertation work involved "To study the consumer awareness regarding Brand in Pharmaceuticals".

The candidate has successfully carried out the study assigned to him while working as "Intern" for the period of 3 months. His approach to the study has been sincere, scientific & analytical.

This work is partial fulfilment towards the course requirements and is recommended for MBA in Pharmaceutical Management. This letter, is being provided at the express request of the Intern for his Dissertation, this in no way confers any direct or indirect liability on Boston Ivy Healthcare Solutions Pvt. Ltd

We wish him all the success in all his future endeavors.

Thanking you,

For Boston Ivy Healthcare Solutions Pvt. Ltd.

Vinod Tiwari

Authorized Signatory



Boston Ivy Healthcare Solutions Pvt. Ltd.

CIN - U51297MH2013PTC245092

Corporate Office: 30/25B, 1st Floor, Mamta House, Near Vakola Police Station, Vakola, Santacruz (E), Mumbai - 400055, Maharashtra, India.

Administrative Office: A-17, Adityesh Complex 2, Near Haripura Bus Stop, Asarwa, Ahmedabad - 380016, Gujarat, India.

Regional Office: 301, B Wing, 3rd Floor, Girnar Heights, Bhakti Park, Wadala East, Mumbai - 400037, Maharashtra, India

Corp Office Contact No. : (+91) 22 62513600

Toll Free No. : 1800 123 0201

Email : info@medikabazaar.com

Websites : www.medikabazaar.biz / www.medikabazaar.com

THE IIMMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "Study the consumer awareness regarding brand in pharmaceuticals has been submitted by Sidhant Jain under the supervision of Mr. Abhishek Dadhich for award of MBA Pharmaceutical Management of the University carried out during the period from 5th February 2018 to 4th May 2018 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature

Acknowledgement

.I humbly owe the completion of this Dissertation work to the almighty and my family whose, love and blessing will be with me in every movement of my life.

.I would, like to express my deep sense of gratitude for my Academic mentor and Intern coordinator “Mr. Abhishek Dadhich Professor, IIHMR University, Jaipur, Rajasthan. I am greatly indebted to him for providing their guidance at all stages of the study, his constructive suggestions and continuous encouragement helped me to complete this project.”

.I am very- much indebted and thankful to all the Customers for their participation and cooperation.

.I would like to thank all those who helped me directly and indirectly to complete this work..

..At last but not least most importantly I am thankful to the God who is the creator and director of all that initial and final modes to reach the destiny.

SIDHANT JAIN

Contents

Background:	4
Literature review:.....	4
Introduction:	6
Need for study:	7
Methodology:.....	7
Data Analysis:.....	8
Conclusion.....	11

Background:

“The pharmaceutical companies are adopting product differentiation as a marketing tool. The purpose, of this study is to examine the awareness of patients about brand in pharmaceutical industry. Data is collected from 300 people regarding their interest in knowing details about prescription. Extracted component method and goodness of fit are, the statistical tools adopted for analysis.

.The findings indicated that the lower income group is more likely to repeat buying same medications for the similar symptoms. With education and income, various factors have emerged like ‘comfort’ and ‘company name’. These patients have started inquiring prescriber about the details of medicine.

“The changing scenario with respect to pharmaceutical industry is rarely studied with implications to its end consumer, that is patients. The results will help to design the marketing activity in such a pattern that suits the requirement of the today’s patients. The findings will help the industry for promoting the medicine for condition in which it needs to be taken. The results also help pharmaceutical industry to contribute to better health and improve the positioning. The three components that are perception, involvement, and buying behaviour are analysed through a scale.”

Literature review:

“Branding in pharmaceutical industry”:

“Kotler et al defined brand as a “name, term, sign, symbol or design, or a combination of these, intended to identify the goods or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. AMA redefined “brand” in 2009 as “name, term, design, symbol or any other feature that identifies one seller’s goods or, services and as distinct from those of the other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items or all items if that sellers.. If used for the firm, the preferred term is trade name”.⁴ Conceptual framework, which served as the platform for the statements we used, was constituted of existing definitions for AMA.”

“The brand helps customers to make choices by delineating the unique qualities and value that the product or services provided to the customer.Brands are argued to assist customers are to make purchase decisions in increasingly cluttered retail environments,” “providing useful clue to product quality, attributes, and “personality”.

“Furthermore, we also can define the brand as Alt and Griggs¹¹ approached it; Blackstone¹² and Arnold¹³ who defined brands as symbolic devices with personalities that users value beyond their functional utility. Gardner and Levy¹⁴ also offer a definition according to which” “a brand name is a complex symbol that represents a variety of ideas and attributes”, whereas Murphy and Zajonc¹⁵ suggested “Brands are said to add values to products”.

“A brand is the name of a product”, which is reflecting a distinctive position among the defining elements of the brand. In this definition, name of the product is a main aspect.”

“A brand is any symbol and design which is associated with a product”, which is an approach close, to the references related with “legal instrument”.^{19,20} The emphasis is on logo, design, mark, and so on”.

“Branding has persisted for centuries as way to distinguish one producer’s goods from another manufacturer’s products and services. It occurs when the consumer has a high level of brand awareness and strong favourable and often unique association with that brand. Pharmaceutical industry has often modelled itself on the FMCG, where brands are viewed as the key assets of a company and all resources are utilized to create and develop brands. While the core principles and strategies for branding medical product are the same as for any other product, the difference in regulations of marketing and selling drugs have challenged the pharma industry to find new strategies that are acceptable practices in healthcare which is very well discussed by Zara Ladha..”

“Based on exploratory research of literature, Elements of Ethical Brand Positioning, Sagar et al.²³ identified five fundamental elements of brand positioning, namely brand awareness, brand identity, brand image, brand personality, and brand communication. All these elements of brand positioning can be then blended with the ethical elements. Brand aware-ness consists of top of the mind recall, brand recognition, brand retention generation of faith, and bond with the brand. It also says about rational and emotional metaphors associated with the brand. Elements of brand identity are products, social acceptability, consumer value satisfaction, ethical issues of pricing of the products, company’s social trust, logo name and people’s acceptance of the brand, acceptability in the society in terms of quality and delivery of required benefits, culture, and geographical relevancy of the product”.

Introduction:

“In India, the pharmaceutical industry, mostly confined to ethical promotion for getting prescription from doctors. Consumers have awareness about advertised products of also fast moving consumer goods industry (FMCG) sectors, but when it comes to life saving product, that is medicine, the interest is not much. The Indian Pharmaceutical Industry is one of the growing sectors of the Indian Economy.”

“It has been noted that all consumers are rarely able to link a pharmaceutical product to pharmaceutical company even though they might be highly involved in the product (medicine). For -consumers, it is enough to know that their medication works well and has few side effects.”

“In India, prescription drugs are not advertised, the sources of awareness are prescribers and chemists and stockiest in case of expensive lifesaving drugs. Online information has improved the awareness. Consumers of drugs prescribed by doctors rarely deal with pharmaceutical industry. In addition, for the most part consumers have very little knowledge, or motivation to know more about them. One major factor that may influence consumers association for pharmaceutical companies is a general attitude towards all types of medications. When it comes to over the counter (OTC) medicines, that is the medicines which are sold without the prescription, the influencing factors are sensory attributes.”

“There is an influence of product visual attributes on pharmaceutical OTC products and the consumption desire of consumers. So, pharmaceutical branding today is about expressing brand value that is valuable to the consumers. Building brand is a continuous process and is built by using different tools like sampling, making noise at clinic level through detailing, doctors meet, conference participation, gift, and other promotional materials.² In view of online access to some consumers, the prescription of a brand many times requires explanation and justification by a physician in big cities due to education and awareness. Therefore, it becomes important to undertake this research as there is paucity of similar research in pharmaceutical sector.”

“Many consumers believe that the industry is profiting unjustly, by charging too much money for lifesaving medications. This becomes important when patients are prescribed a branded product which is expensive. Basically, pharmaceutical products are classified under classical definition as unsought product.² Therefore, understanding of a brand by consumer becomes more important.”

“A large extent of work has been done in OTC medicine about visual attributes, not much has been done in prescription medicines. The advertising message must reach a billion people, speaking more than 18 different languages and scattered all across the Indian subcontinent. Color, size, and compliance are the problems in prescription medicines too. The purpose of this research paper is to see how consumers react for branded medicine, and to what extent is their involvement in drugs. The present empirical study attempts to measure the awareness and

perception about the industry. There is paucity of similar research in emerging market”.

Need for study:

“The pharmaceutical arena is often seen as a distinct territory with in market research. Within this a vast volume and variety of work are conducted on national and international basis. Review of extensive literature suggested that not much emphasis has been given on consumers (patients) perspective of pharmaceutical brand. This becomes more important as more and more patients are getting aware about medicines due to Internet. Since the focus is on patients and physicians, focused efforts need to be undertaken by marketers to design a strategy by considering keeping patients too in mind. Blood pressure detection camp and diabetic detection camp are few examples wherein pharmaceutical companies are involving patients too. But how these efforts are making patients aware about the brand and need a research as there is paucity of similar research in this area. This study would help in introducing new positioning typologies in various segments. Another research gap found out in this area is identifying dimensions and characteristics of present perception about pharmaceutical companies in consumer’s mind”.

Methodology:

Questionnaire design:

Which consist of sub parts,

- (a) It is divided into income category.
- (b) It is divided into age category.
- (c) It is divided into gender category.

Sample Size:

Sample size taken as 300.
Out of which
178 were found as **male** respondents and
122 were **female** respondents.

Study Type

Primary and secondary data.

Objectives of the research:

1. “To find out the awareness of branded medicine among consumers”.
2. “Investigate the association between gender and awareness of the branded medicine”.
3. “Check dependency between age and awareness”.

“Data Analysis”:

“Techniques used to analyse the data consist of using **Ms Excel** and **Likert Scale**”.

Which consisted of using various filters for doing the comparison of the data and by plotting various bar graphs and calculating the data.

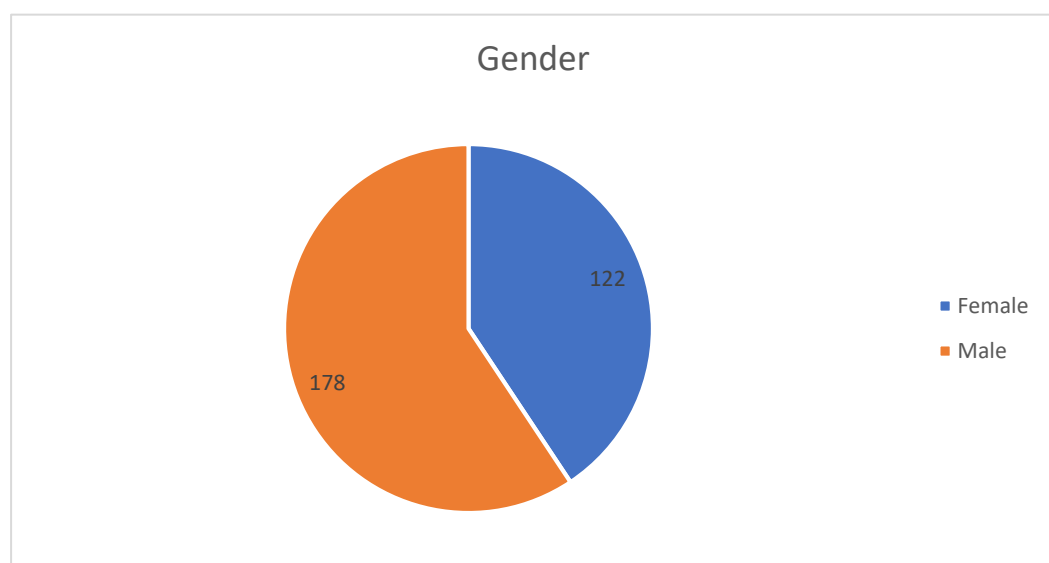


Chart 1.

The pie states that out of 300-178 are male and 122 are female.

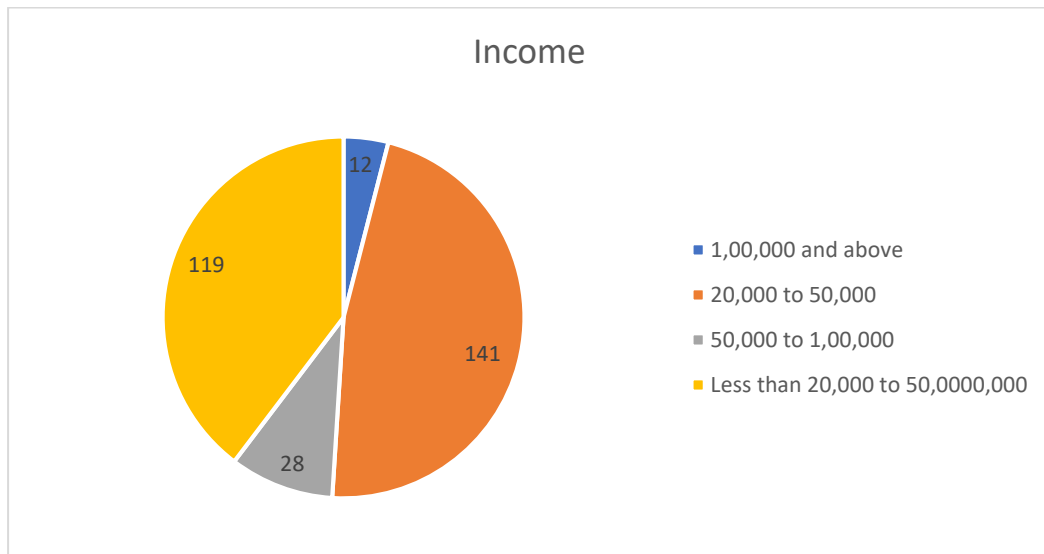


Chart2.

The above pie shows that 12 people lies in income group of 1 Lac and above 141 people lies in income group of 20,000 to 50,000, also 119 people in income group less than 50,000.

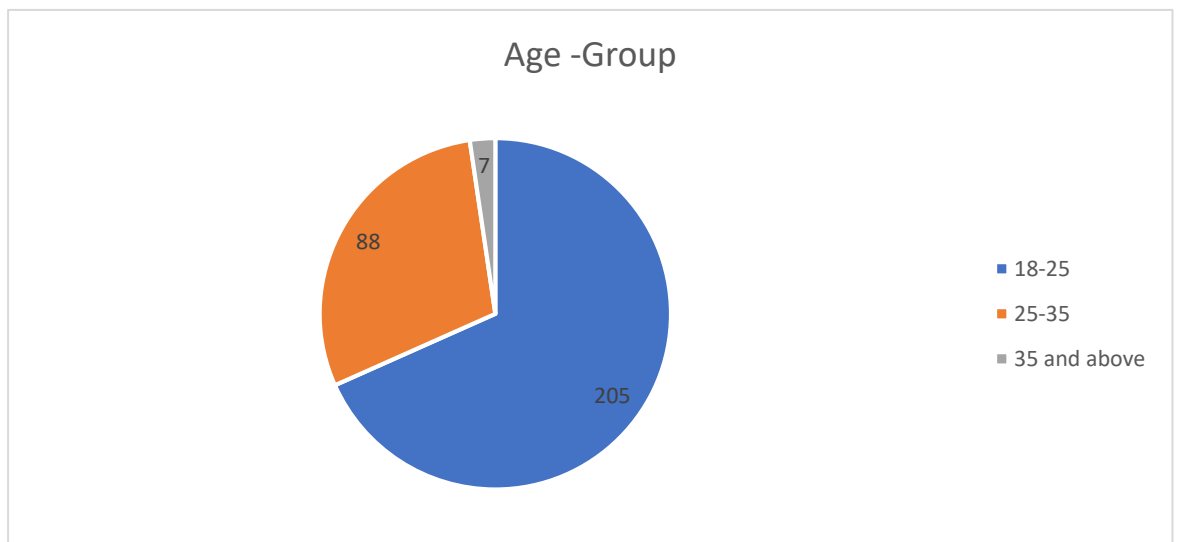


Chart3.

The above pie chart depicts that 205 people lie in age group between 18-25 88 people lies between 25-35 and 7 people lies in age group of 35 and above.

Comparing Data by Relating to Age:

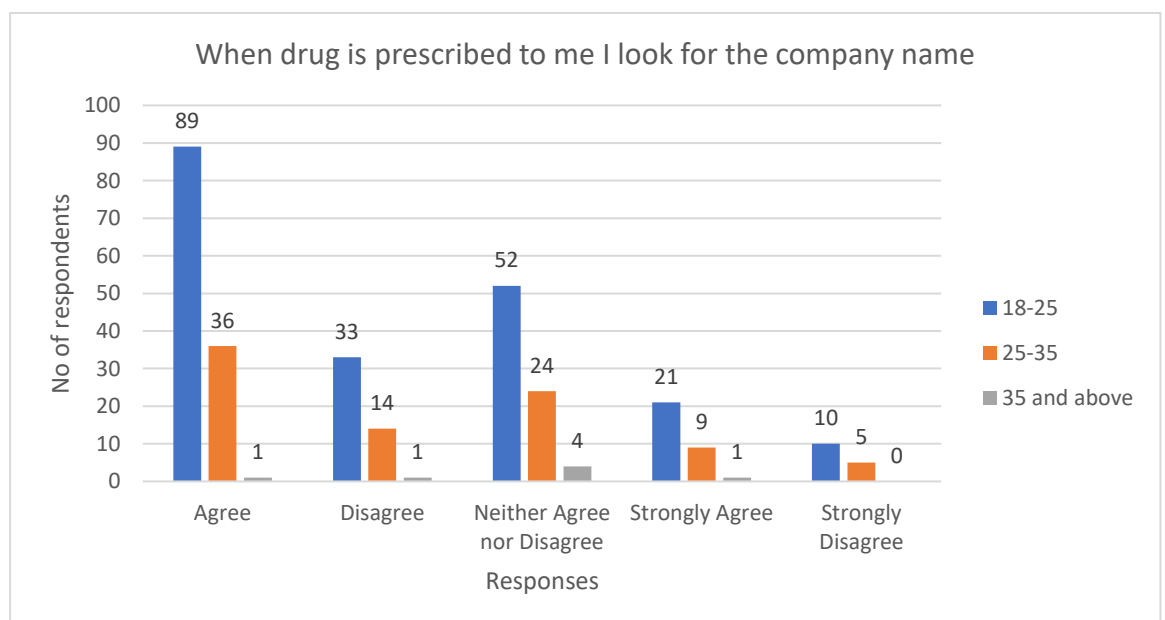


Fig 1.

-People from age group of 18-25 agrees (89) that if a drug is prescribed they look for the company name.

- People from age group of 18-25 neither agrees nor disagree (52) that if a drug is prescribed they look for the company name.
- People from age group of 25-35 agrees (36) that if a drug is prescribed they look for the company name.
- People from age group of 25-35 neither agrees nor disagree (24) that if a drug is prescribed they look for the company name.

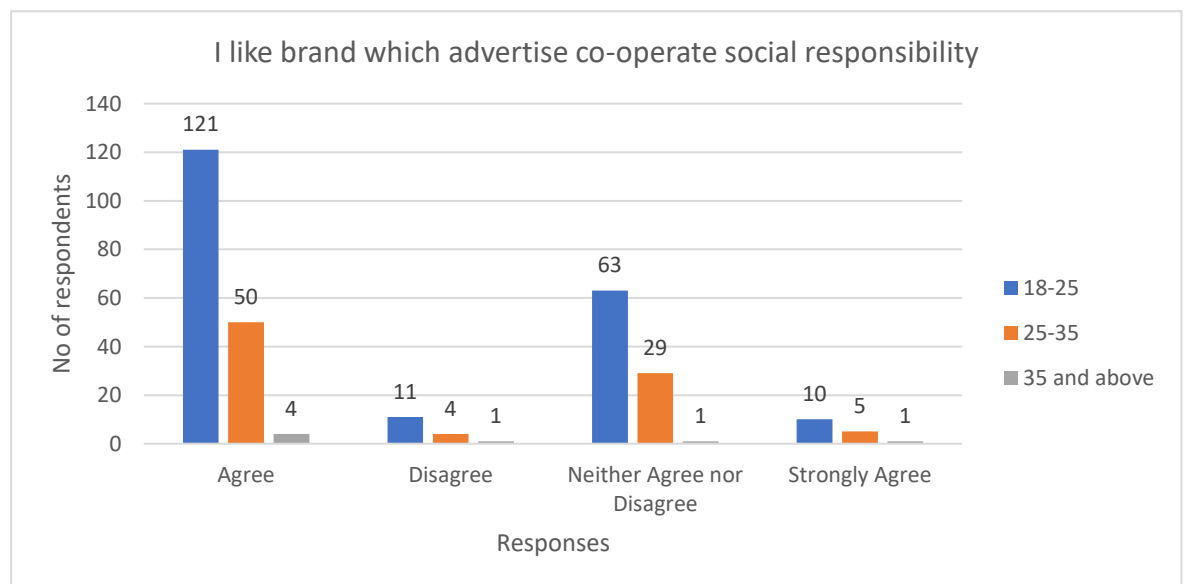


Fig2.

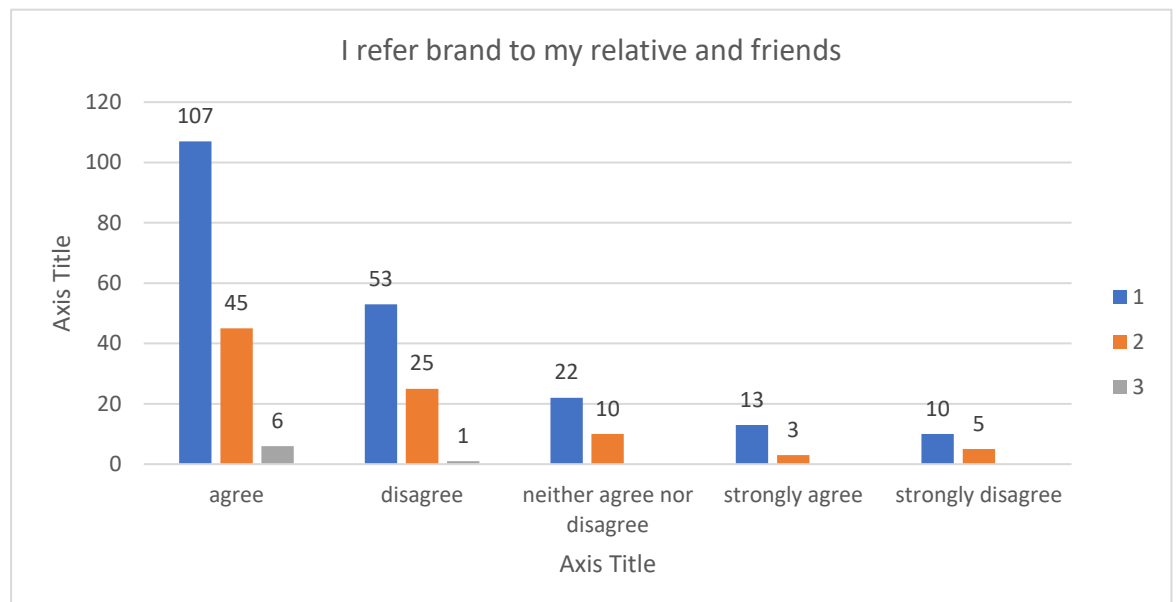
- People from age group of 18-25 agrees (121) that they like brand which advertise co-operate social responsibility.
- People from age group of 18-25 neither agrees nor disagree (63) that they like

brand which advertise co-operate social responsibility.

-People from age group of 25-35 agrees (50) that they like brand which advertise co-operate social responsibility.

-People from age group of 25-35 neither agrees nor disagree (29) that they like brand which advertise co-operate social responsibility.

[Grab
your
reader's
attention
with a



1=18-25, 2=25-35, 3=35 and above age group.

Fig3.

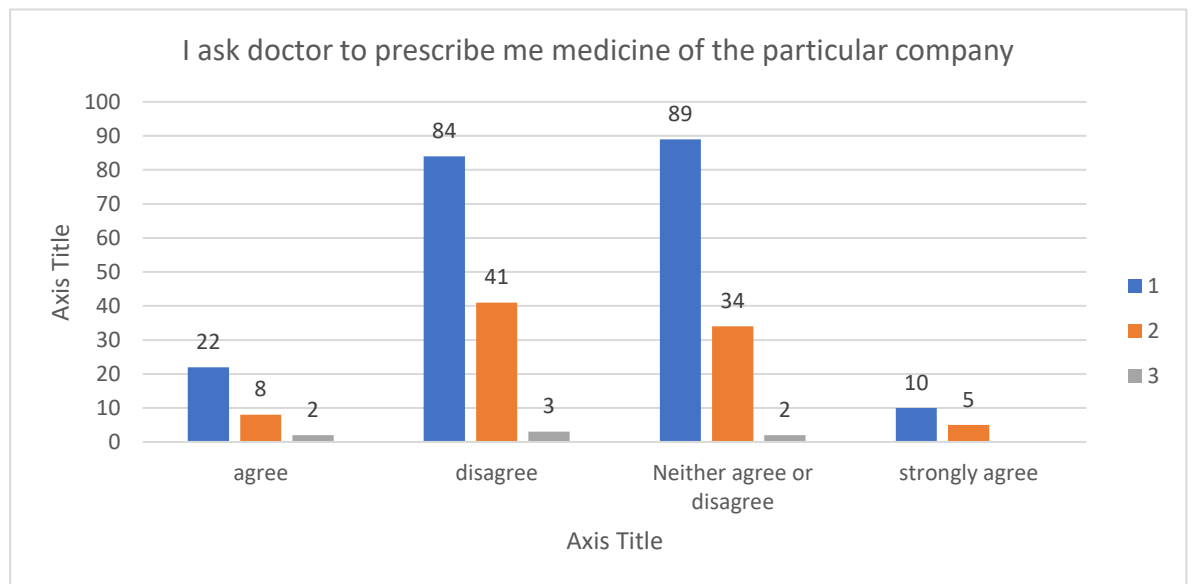
-People from age group of 18-25 agrees(107) that they refer brand to their

relatives and friends.

-People from age group of 18-25 disagree (53) that they refer brand to their relatives and friends.

-People from age group of 25-35 agrees (45) that they refer brand to their relatives and friends.

-People from age group of 25-35 disagree (25) that they refer brand to their relatives and friends.



1=18-25, 2=25-35, 3=35 and above age group.

Fig4.

-People from age group of 18-25 neither agrees nor disagree (89) that they ask doctor to prescribe them medicine of particular company.

-People from age group of 25-35 disagree (84) that they ask doctor to prescribe them medicine of particular company.

- People from age group of 25-35 disagree (41) that they ask doctor to prescribe them medicine of particular company.
- People from age group of 25-35 neither agrees nor disagree (34) that they ask doctor to prescribe them medicine of particular company.

Comparing Data by Relating to Gender:

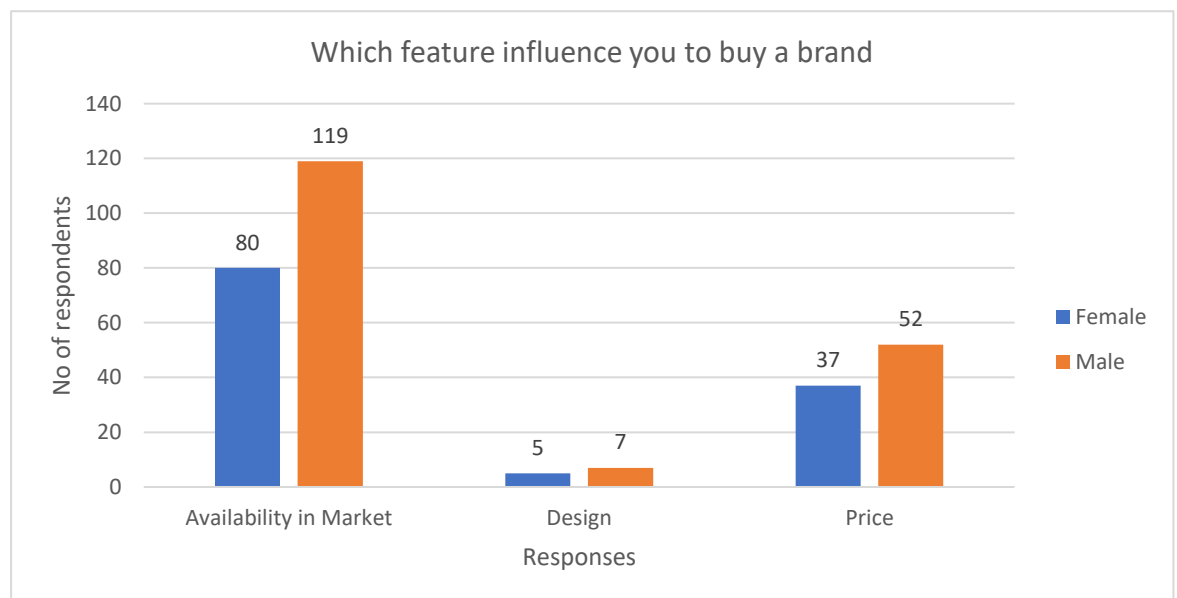


Fig5.

- Males (119) said that availability of brand in market influence them to buy a brand.

-Males (52) said that Price influence them to buy a brand.

-Female (80) said that availability of brand in market influence them to buy a brand.

-Female (37) said that Price influence them to buy a brand.

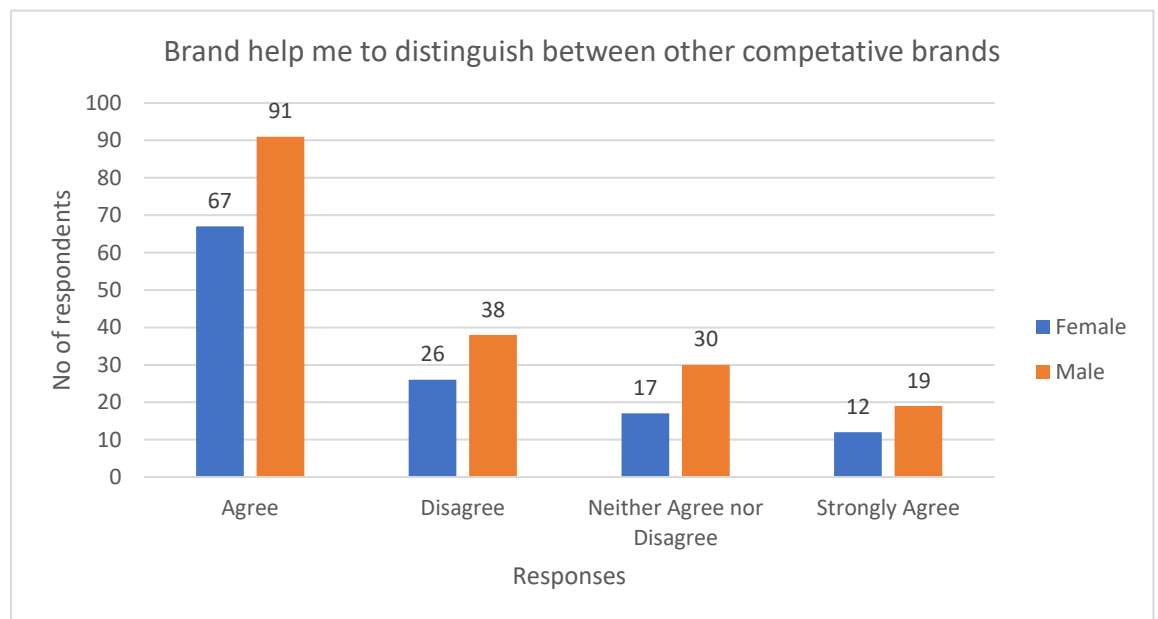


Fig6.

-Males (91) agrees to brand help them to distinguish between other competitive brands.

-Males (38) disagrees to brand help them to distinguish between other competitive brands.

-Females (67) agrees to brand help them to distinguish between other competitive brands.

-Females (26) disagrees to brand help them to distinguish between other competitive brands.

Comparing Data by Relating to Income:

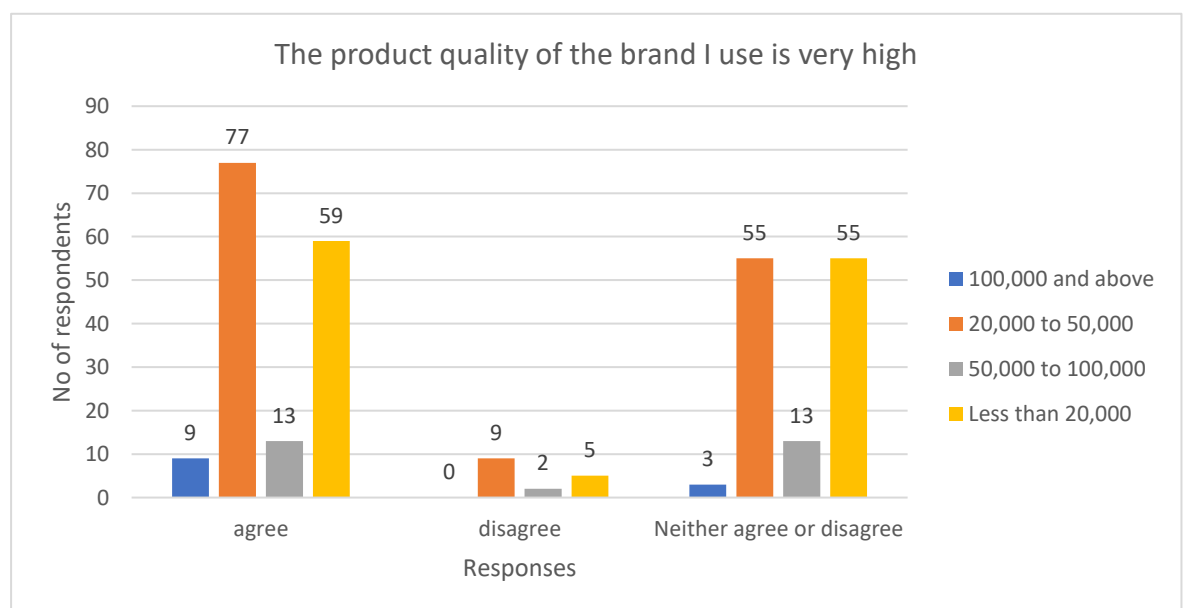


Fig7.

-“People from income group between 20,000-50,000 (77) agrees that the product quality of brand which they use is very high”.

-“People from income group less than 20,000 (59) agrees that the product quality of brand which they use is very high”.

- “People from income group between 50,000 to 1 Lac (13) agrees that the product quality of brand which they use is very high”.
- “People from income group 1 Lac and above (9) agrees that the product quality of brand which they use is very high”.
- “People from income group less than 20,000 and 1 Lac and above (55) neither agrees or disagree that the product quality of brand which they use is very high”.
- “People from income group between 50,000 to 1 Lac (13) neither agrees nor disagree that the product quality of brand which they use is very high”.
- People from income group 1 Lac and above (3) neither agrees nor disagree that the product quality of brand which they use is very high.

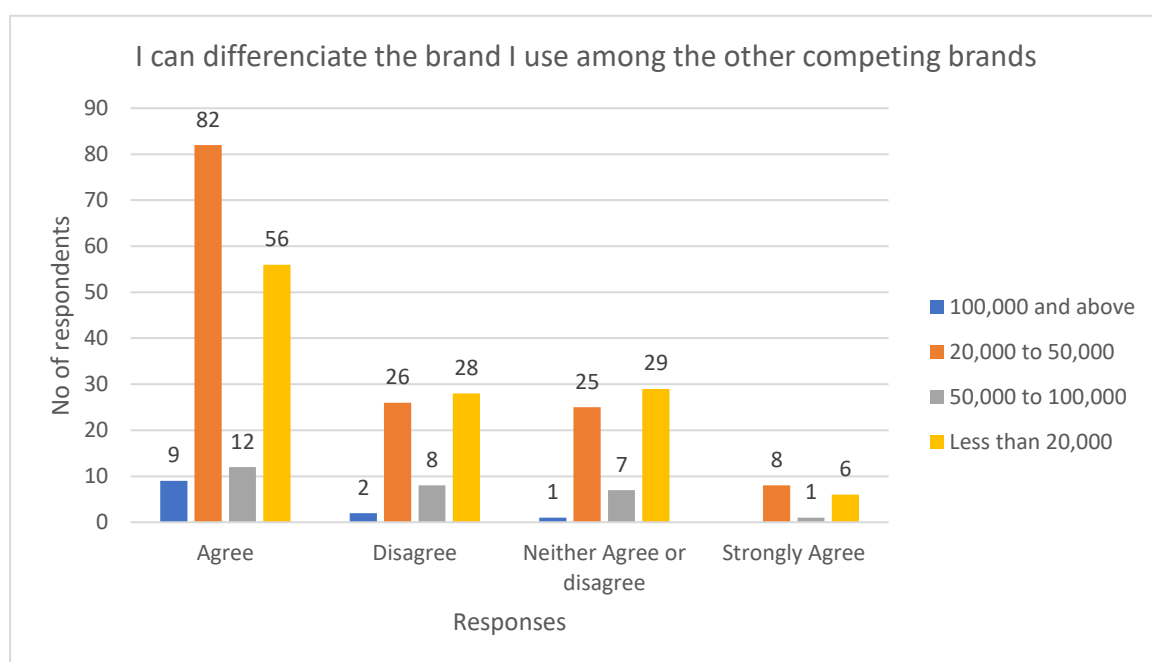


Fig9.

- People from income group between 20,000 to 50,000 (82) agrees that they can differentiate the brand they use among the other competing brands.
- People from income group less than 20,000 (56) agrees that they can differentiate the brand they use among the other competing brands.

- People from income group between 50,000 to 100,000 (12) agrees that they can differentiate the brand they use among the other competing brands.
- People from income group between 1 Lac and above (9) agrees that they can differentiate the brand they use among the other competing brands.
- People from income group between 20,000 to 50,000 (26) disagrees that they can differentiate the brand they use among the other competing brands.
- People from income group less than 20,000 (28) disagrees that they can differentiate the brand they use among the other competing brands.
- People from income group between 50,000 to 1 Lac (8) disagrees that they can differentiate the brand they use among the other competing brands.
- People from income group 1 Lac and above (2) disagrees that they can differentiate the brand they use among the other competing brands.

Conclusion:

“The above conducted study gave insight into pharmaceutical industry. Clearly emerging factors like income have impact on understanding brand recall of pharmaceutical companies. The company name is very important for them when it comes to consuming a prescription medicine. A consumer, that is patient, could remember few companies, which indicates that though pharmaceutical companies are most important in their life, the recall is not registered. A dependency test was found significant for income. The study may be of interest and useful to the companies in assessing their brand image from client’s perspective, which it creates and influences with its efforts. The research can help in finding the congruence between a firm’s presumed positioning strategies and consumer/customer perception of strategy”.

Therefore:

- 29% People from age group of 18-25 agrees that if a drug is prescribed they look for the company name.
- 17% People from age group of 18-25 neither agrees nor disagree that if a drug is prescribed they look for the company name.
- 12% People from age group of 25-35 agrees that if a drug is prescribed they look for the company name.
- 29% People from age group of 18-25 neither agrees nor disagree that they ask doctor to prescribe them medicine of particular company.
- 39% Males said that availability of brand in market influence them to buy a

brand.17% Males said that Price influence them to buy a brand.26.66% Female said that availability of brand in market influence them to buy a brand and12.33% Female said that Price influence them to buy a brand.

30.33% Males agrees to brand help them to distinguish between other competitive brands. 22.33% Females agrees to brand help them to distinguish between other competitive brands.

19.66% People from income group less than 20,000 agrees that the product quality of brand which they use is very high.

4.33%People from income group between 50,000 to 1 Lac agrees that the product quality of brand which they use is very high.

References:

- 1.Wosinska M. Direct-to-consumer advertising and drug therapy compliance. J Market Res 2005; 42: 323–332.
“<http://www.transparencymarketresearch.com/pressrelease/ophthalmic-drugs-market.htm>.”
- 2.Srivastava RK. A text book on product management. Delhi: Excel Books publishing, 2013.
“<http://www.transparencymarketresearch.com/pressrelease/ophthalmic-drugs-market.htm>.”
- 3.Kotler P, Armstrong G, Saunders J, et al. Principles of Marketing. 5th European Lombarda: Rotolito, 2001.
- 4.American Marketing Association (AMA). Marketing definition. J Pub Policy Market 2009; 28(2): 259–264.
- 5.Ambler T, Bhattacharya CB, Edell J, et al. J Serv Res 2002; 5(1): 13–25.
- 6.VanAuken B. Brand aid: an easy reference guide to solving your toughest branding problems and strengthening your market position. New York: Amacom, 2003.

7. Aaker JEJ. Dimensions of brand personality. J Market Res 1997; 34(3): 347.
“<http://www.transparencymarketresearch.com/pressrelease/ophthalmic-drugs-market.htm>.”
8. Park CS and Srinivasan SV. A Survey-based method for measuring and understanding brand equity and its extendibility. J Market Res 1994; 31(2): 271–288.
<http://www.beckershospitalreview.com/hospital-key-specialties/4-dos-and-donts-ofmarketing-ophthalmology-services.html>. Accessed on 25 April 2017.”
9. Kapferer J-N. The role of branding in medical prescription: An empirical investigation, HEC working paper, Jouy en Josas, France, 1998.
10. De Chernatony L and McDonald M. Creating powerful brands, consumer service and industrial markets. 3rd ed. UK: Routledge, 2003.

Appendix:

Questionnaire:

It consists of various questions asked based on Likert Scale and data was calculated and tabulated.

Study the consumer awareness regarding Brand in Pharmaceuticals.

Age_____

Gender____(M/F/T)

Income (monthly)_____

(a) 20,000-50,000.....(1)

(b) 50,000-1,00,000.....(2)

(c) 1,00,000-above.....(3)

Below are the few questions which are to be filled.

Q. Have you asked for branded medicine when you visit Pharmacy store?

(a) Yes

(b) No

Q. What you will do when asked branded medicine is not available.

(a) Ask for other brand for same therapeutic indications.

(b) You take brand suggested by Pharmacist.

(c) You will wait for brand to be available.

Below are the few question which are to be filled according to responses.

(1)- Strongly Agree (2)- Agree (3)- Neither Agree or Disagree (4)- Disagree
(5)- Strongly Disagree

S.No	Variables	1	2	3	4	5
------	-----------	---	---	---	---	---

1. When the drug is prescribed to me I look for the company name.
2. I ask the doctor to prescribe me medicine of the particular company.
3. Brand help me to distinguish from another available/competitive brand product.
4. I prefer brand due to easy availability.
5. I refer brand to my relative and friends.
6. Branded medicine is more effective than generic drugs.
7. The product quality of the brand I use is very high.
8. I purchase on pharmacist's recommendation.
9. Once in a day medicine is more convenient for me when compare to twice or thrice a day.
10. I can differentiate the brand I use among the other competing brands.
11. I know/am aware of the brand I am using.
12. The brand I use is sold in more stores compared to the competing brands.
13. Brand is widely distributed & easily available.
14. I like brand which advertise co-operate social responsibility.
15. I prefer brand with celebrity endorsement.

Q. Do you think brand gets good word of mouth publicity?

- (a) Yes (b) No (c) Don't know

Q. Which feature influence you to buy brand?

- (a) Price (b) Design (c) Availability in market

Q. What do you like in brand?

(a) Attractive Design (b) Price
Quality

(c) Brand Image (d) Good