

**STUDY OF POPULAR PHARMACEUTICAL BRANDS IN
INDIA, ITS MARKET AND CUSTOMER SATISFACTION
IN INDIA**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree

of Master of Business Administration (MBA)

in

Hospital and Health Management/Pharmaceutical

Management/Rural Management

by

Siddharth Singh Ranawat

Under the Supervision and Guidance of

Associate Professor Ashok Peepliwal

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **study of popular pharmaceutical brands in india, its market and customer satisfaction in india** 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Siddharth Singh Ranawat

Date

Certificate

This is to certify that dissertation titled **Study of popular pharmaceutical brands in india, its market and customer satisfaction in india** is a record of the research work undertaken by Siddharth singh Ranawat in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management)/MBA (Pharmaceutical Management)/MBA (Rural Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide –Associate Professor Ashok
Peepliwal
IIHMR University, Jaipur
Date

School Dean – Mr.
Saurabh kumar banerjee
IIHMR University, Jaipur
Date

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Last but not least, I need to show my full regards to my father, mother, brother and classmates for their enthusiastic, intellectual and economical support that motivated my spirits. It was the support of my friends and family that gave me energy to go through the adversity and made me humble. They are the only reason behind my achievement.

Siddharth singh Ranawat

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Introduction

Indian pharmaceutical industry is one of the leading pharmaceutical industry in the Asian region with a market size of fifty billion with 27 billion dollar for domestic market and 23 billion dollar of export. The recent years and mainly the coronavirus pandemic has caused a massive surge in the growth of the industry particularly in the antiviral and the respiratory segment. This research paper will mainly focus on the domestic market, specifically the famous pharmaceutical brands in India which include branded generics and in patent brands.

Our country is a huge exporter of medicines, we export pharmaceuticals to more than 200 nations. India fulfills half of the pharmaceutical needs of the African subcontinent, more than a quarter of non branded demand in the U.S, and a quarter of every drug in the Britain. BCG, DPT and measles vaccine are also supplied by India. Fifty percent of all the vaccine supplied in the world are manufactured in India. Every third pill consumed in the United States is manufactured in India.

A brand is a cluster of physical and intellectual elements that used increase awareness and affiliation and to also promote marketing reputation of the product, place, item, or agency. Building companies that beat the market & reducing the number of alternatives here on sale are also the two purposes of marketing strategy. The price elasticity of demand decreases when a company produces strong brand image by brand choice, letting it all to boost cost and improve profits. Paradigms for marketing strategy include successful product placement, value stream expansion, and consumer brand management. The comprehensive view of branding as a long-term strategy encompasses a wide range of actions. including everything from marketing communications to product development (Brand and branding). Advertising has helped tremendously locally and abroad brands engaged in a market. While good community trademarks do have edge of creating close relations with customers, this could be tough in foreign corporations can convince the public for using their brands and products. But at the other hand, within their domestic market, local businesses are continuously challenged and threatened by overseas businesses. Thus, both global and national drug organizations must implement a measured yet proactive policy in order to drive innovation (Brand analysis). Brand management is an expensive undertaking for a company who makes pharmaceutical or innovative treatments. It may be sufficient to define your market in terms of the product you sell in simple marketplaces..

—individuals or organizations—can attribute responsibility for a product's performance to a specific manufacturer or distributor by using brands to identify the product's source or maker. Depending on how a product is labelled, consumers may view it differently. They learn about brands based on their previous interactions with the product and its marketing programme, determining which brands meet their requirements and which do not. As people's lives get more complicated, harried, and time-constrained, a brand's capacity to ease decision-making becomes increasingly important. As a result, the ability to mitigate risk becomes invaluable. Brands also serve a useful purpose for businesses. For starters, they make product handling easier or tracing. Inventory and accounting records are easier to keep track of with the help of brands. A company can also benefit from a brand. Unique elements or aspects of the product are legally protected.

It's enough to claim you work in the incontinence pad or over-the-counter analgesic markets, where what's sold is a very accurate estimate of the market. However, pharma and medtech markets are rarely straightforward. Many pharmaceuticals, for example, have a market that is a fraction of the number of individuals who have the disease. In actuality, the market for most imaging and diagnostic devices is only a small part of the larger market for clinical data. Because markets and products are not synonymous, effectively identifying your market is critical to first comprehending it and then competing in it (Brand therapy).

The purpose of the study is to identify the most well known pharmaceutical brands in the Indian domestic pharmaceutical market. The study determines the level of brand awareness of the brands and the reason of the brand awareness. The study also determine the source of the brand awareness which in turn will determine the effectiveness of advertisement and marketing.

A pharmaceutical brand is a brand which is sold to a patient looking for management, treatment or mitigation of disease, disorder or improvement of their physical, psychological or social wellbeing. The brand can be sold through direct to the patient or consumer through OTC or can be only sold through a valid prescription

This study will aim for determining the brands which are well known in the public and can be easily associated to their ailment and their therapeutic category. Although it is a thing to note that the most famous brands are not the most sold brands due to their epidemiological constraints. A brand which is been regularly prescribed by doctors in the country for ailment which is very prevalent in the general public will be sold higher than the brand which is very

well known in the public but the demand is low due to the people not suffering from the condition for which the brand is used.

As top selling brands in the country are prescription drugs mainly for diabetes they are not amongst the well known because their sales is majorly through fresh prescription and refilling of those. The customer are not well aware of the brand they use that increases the chances of substitution. For example forty percent of the augmentin prescription are substituted by the pharmacists. While in the case of most famous brands the patient and the customer never allow substitution as they are very well known to the brands through advertisement and frequent usage. Also with the strong association of the brand with their therapeutic category result in the good recall of the brand in certain situation.

Type of brands

FLANKERS Flanker or "fighter" brands are positioned in relation to competitors' brands in order for the more important (and profitable) flagship brands to maintain their intended position. Marketers must tread a tight line when creating fighter brands: they must neither be so appealing that they steal sales from their higher-priced comparator brands, nor should they be made so cheaply that they reflect poorly on them.

Example of flankers brands in pharmaceutical industry include Lipitor by Pfizer. It was a major brand in anti lipidemic category. It was a major source of revenue through that category till its patent expiry

COWS FOR CASH - Some companies may be maintained alive despite declining sales because they can retain profitability with little or no marketing help. Companies can effectively "milk" these "cash cow" brands by using their brand equity reservoir.

Cash cows in pharmaceutical industry are persistent and they are generally patented drugs which has matured in their product life cycle and marketed enough to generate organic prescriptions or sales without any subsequent marketing because of the lack of competition, higher level of brand awareness or recall among the prescribers or patients. Humira which is a multiple therapeutic drugs is a cash cow for abbott as the sales comes without major marketing efforts

ENTRY LEVEL AT THE BOTTOM END A relatively low-cost brand's job in the portfolio is frequently to attract customers to the brand franchise.

Entry level brands are the basic product offering to the prescribers and patients. These brands are not the major source of revenue it rather establishes trust or cause the customer to try the brand and then more profitable and premium brands are offered

Entry level brands in the pharmaceutical industry are the brands which are trusted and are use to generate the first prescription.

PRESTIGE brands - Prestige brands at its finest A rather high-priced brand's purpose is frequently to provide prestige and legitimacy to the entire portfolio.

Each brand has various component of it which helps the brand to create its unique differentiation, features and positioning

1. Description of brand

This is an outline of your business, outlining who you are, what you provide, and the target market. As the foundation of your company, your brand identity must be solid, consistent, and never unclear. Although it seems like a basic idea, it is occasionally articulated in an overly sophisticated way, making what you do the first barrier in the introduction of your brand. Your brand definition should be as simple and clear as possible.

2. Values of the Brand

The values for which your company stands and believes in. What are your personal beliefs? Whether it's premium quality product, sustainable rates, or eco friendly business tools, these are the beliefs you have and you also need to know about the beliefs of the customer.

3. The Promise of the Brand

These are the fundamental promises you make to clients when they transact with you. Everyone in your organisation needs to acknowledge it, and it needs to be reported clearly in your writing, certainly as being one of the things your viewer reads. Your brand promise should be aligned with your brand experience as well as your brand values.

4. Uniqueness of the brand

How does the "look and feel" of your business from the outside. Your brand image comprises a set used to visually communicate your marketing message, such as your logos, branding graphics, shades, styles, and images. Your company will stand out, establish its attitude, and greatly enhance public's opinion for a well and clearly defined brand identity.

5. Differentiation of brands

What you are doing to offer is our Uniqueness (USP). If you stand yourself other than the competition with a defined USP, your identity will speak out. Individuals must acquire to cluster all of the brands they discover in their heads though they are consistently introduced to new brands.

6. Position in the Market

That's where your name positions in the competition, and it is driven both by cost and performance. Positioning strategy enables the customer in realizing how and where to think regarding the products since there are countless other businesses that sell the same thing.

7. Messages from Brands

In perspective as how much you need to convey but also how you say it, be your firm's speech. Instances for branded content comprise your tagline, unique selling proposition, brand mission remark, messages, and promotional copy.

8. Brand Reputation

Here's how ones clients interact with both the merchandise and services that are being offered. The approach in that you provide your solutions are fundamental because how clients associate to our organisation changes customer opinions and inspires tremendous phrase advertising.

Determining the famous pharmaceutical brands in india will allow us to determine the success factors, role of marketing, effectiveness of advertising in creation of national pharmaceutical brands.

Brands included in the study

Calpol



By preventing the production of specific chemical messengers that cause fever and pain, Calpol 500mg Tablet helps to reduce pain and temperature. It is used to cure colds, headaches, migraines, toothaches, sore throats, menstrual cramps, arthritis, and muscle aches.

Composition

Paracetamol 500mg

Uses of calpol

1. As a pain killer
2. Treatment of fever

Major competitor of calpol

1. Combiflame by Sanofi
2. Paracip by cipla
3. Doliprane by abbott

Market of colpol in india –

Colpol recorded a sale of 380 million in 2021. Its sales in 2022 is 180 million till may with a growth rate of 27 percent month by month. It ranked at 12th place in MAT as per may 2022

Volini



Volini Spray is a topical analgesic that instantly relieves joint, muscular, and muscle-related discomfort. It was scientifically created with substances including diclofenac diethylamine, methyl salicylate, and menthol and contains microparticles that penetrate deeply to quickly relieve pain. Its use can also alleviate joint and musculoskeletal discomfort.

Composition –

1. Diclofenac Diethylamine
2. Methyl Salicylate
3. Menthol
4. Linseed oil

Uses –

1. Offers immediate pain relief
2. Effectively relieves joint, knee, back, neck, and shoulder pain.
3. aids in the relief of pain brought on by sports injuries, muscle pulls, sprains, and strains.
4. Deeper penetration and rapid pain alleviation are made possible by microparticles.

Major competitors –

1. Move
2. Iodex
3. Omnigel

Market of Volini

Volini recorded a sale of 350 crore in 2021. Its sales in 2022 is 170 million till may with a growth rate of 5.5 percent month by month. It ranked 27th in MAT as of may 2022

Zincovit



Along with minerals including magnesium, manganese, iodine, copper, selenium, chromium, zinc, and grape seed extracts, it also includes vitamins A, B complex, C, D, and E. It is a

dietary supplement that replenishes your body's supply of vitamins and minerals and helps to boost your general health.

Composition –

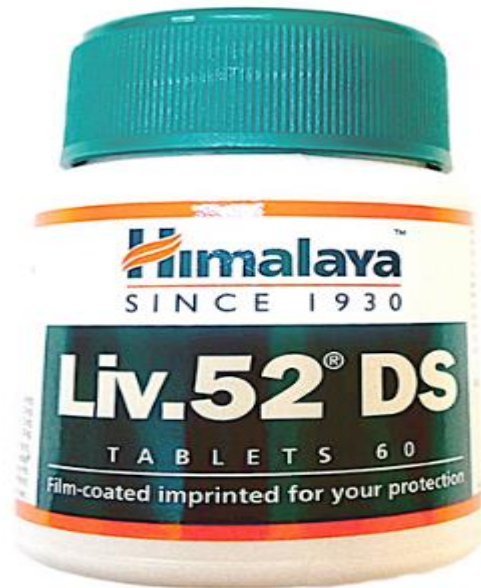
1. Vitamins
2. Mineral
3. Grape seed

Therapeutic uses –

1. Boosts immunity and aids in the fight against illnesses caused by immunological deficiencies
2. Vitamin and mineral deficits are treated and prevented.
3. Improves appetite and increases the body's ability to absorb iron, which aids in the production of red blood cells and ensures a speedy recovery from illnesses
4. Useful after operations and throughout pregnancy to combat fatigue
5. Enhances general health and well-being and is necessary for the nervous system to function properly

Market of Zincovit

The annual sale of zincovit in 2021 was 250 crore. Its sale in 2022 as of month may is 144 crore. Its growth rate in month of may is -24.4 percent. It ranked 38th in MAT as of may 2022



Natural components in the Himalaya Liv. 52 Tablet have strong hepatoprotective effects against hepatotoxicity brought on by chemicals. By defending the hepatic parenchyma and encouraging hepatocellular regeneration, it improves the liver's ability to operate.

Composition

1. The Caper Bush (Himsra)
2. Chicory (Kasani)

Therapeutic uses

1. It guarantees protection from alcohol-related liver damage and promotes the quick removal of acetaldehyde, which is formed when ethanol is oxidised and is commonly thought to cause hangovers.
2. It lessens the effects of chronic alcoholism's lipotropic (compounds that aid in the breakdown of fat) effects and avoids fatty liver infiltration.
3. It halts the progression of cirrhosis and stops additional liver damage in pre-cirrhotic situations.

Market of Liv – 52

It is the highest selling brand among the four brands considered in the study. Its annual sales in 2021 was 480 crore. Its sale as of may 2022 stood at 260 crire. Its current ranking in MAT is 8th.

Literature review

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crucial for maintaining growth and economic progress. Drug development is a time-consuming and dangerous procedure. Advertising has a significant positive impact on the introduction of new products to the market. However, some pharmaceutical companies' promotion of particularly branded goods is debatable and may violate advertising laws. Any industry can benefit from advertising to attract new customers while maintaining the loyalty of long-term customers.

2. Patra pabitra kumar, Mahapatra durga mahatab, F.M, A Study on Famous Toothpaste Brand of India autonomous college odisha, :, 2019, India, Advertising is essential for sustaining growth and economic advancement in a world with a wide variety of firms. Drug development is a labor-intensive and hazardous process. The introduction of new products to the market is significantly influenced favourably by advertising. It is questionable and might be against the law for some pharmaceutical businesses to promote certain branded goods, though. Any industry can profit from advertising to draw in new clients while preserving the devotion of devoted ones.
3. Dr. Prem Prakash Dewani, Syed S Hasan, Indiastrength pharma: crafting promotion strategy for a sports nutrition products in emerging economy, 2017, IIM lucknow, Whey proteins, amino acid supplements, and energy drinks with electrolytes for athletes made up the majority of the sports nutrition category. To choose between the three promotional options - get three for the price of two ("3 for 2"), get a gift with purchase ("GWP"), and get a pack coupon worth? 500 - for the New Year, was Sinha's challenge. He understood that the option he chose would have long-term ramifications for the companies involved as well as immediate effects on cost and sales. His main goal was to increase sales and entice customers away from lower-value companies while maintaining or enhancing brand equity. The case examines the analysis of the promotional offers' effectiveness.
4. Shamindra Nath Sanyal, Saroj Kumar Datta, Asok Kumar Banerjee, Factors influencing prescribing decisions among physicians: an empirical study on generic drugs, 2017, In order to determine the elements that affect doctors' behaviour when prescribing branded generic pharmaceuticals in the aforementioned chosen medical situations, After the survey of 301 physician the article determined the crucial factors in determining the prescription generation. In order to improve performance and gain a competitive edge, pharmaceutical managers may be able to adjust or modify their current marketing communications and other brand-building activities using study data.

5. Tej. K Bhatia, Emotions and language in advertising, 2019, It is generally accepted that advertisers typically use one of two categories of persuasion techniques—rational vs. emotional—to persuade customers to purchase their goods. An emotional appeal, on the other hand, is propelled by the unconscious mind or gut-feeling(s), which has its own benefits and risks, as opposed to a rational appeal, which is driven by information processing by the conscious mind.
6. Dr. Sarika Srivastava, Being Vocal for Local Brands: A New Mantra of Success for Indian FMCG Companies, 2020, Many Indian businesses with a sizable customer base and market presence have begun adding "voice for local" themes into all of their advertising campaigns in response to our Prime Minister's call to be a "Vocal for Local." They are adamantly pushing the products as being "Made in India" and proudly displaying their Indian heritage. After experiencing financial loss during the lockdown, customers are also seeking swadeshi products in order to stimulate the economy. Due to more knowledge on how to support the Indian economy and reduce reliance on foreign nations, there has been a change in consumer perception.
7. joshi, richa, customer perception of brand extension and its impact on brand equity: a study on indian fmcg sector, 2019 For marketers, the concept of brand is crucial. It aids consumers' decision-making and communicates to them how different products are from one another. Brands aid in decreasing cognitive dissonance and conflict in decision-making. Understanding brand-related concepts is important as a result. Brand equity is a crucial component in determining a brand's market value. It determines the brand's monetary value and its connotations. The level of brand equity that a company's brands enjoy determines how much money is generated.
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9. Joan Buckley, Pharmaceutical Marketing – Time for Change, 2018, This essay examines current pharmaceutical industry marketing strategies and how they affect

patient and physician behaviour. It lists detrimental effects include false advertising, disease scare tactics, and rising costs. It makes the case that industry self-regulation should give way to an independently regulated code of conduct for pharmaceutical marketing.

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11. Giles moss, Pharmaceutical Brands: Do they Really Exist?, 2001, In this essay, the drug industry's perspective on brands and goods is discussed. The top 20 pharmaceutical items and related therapy areas for the leading pharma corporations are examined in this article using data from both the pharmaceutical and consumer sectors. It concludes that the sector, like other high-tech industries, has achieved success by utilising product qualities and conventional marketing strategies; the emphasis is typically on blockbuster items rather than brands. Brand building does not secure long-term profitability in the same manner that it does for consumer businesses because short patent protection is a crucial element in this situation. Within the region, it is possible to distinguish between the corporate, treatment area, and product brand types.
12. Zahra lodha, Marketing Strategy: Are Consumers Really Influenced by Brands When Purchasing Pharmaceutical Products?, 2007, Whether branding influences customer purchasing has been the subject of extensive research. Companies that make consumer goods have branded their items using a certain framework. But whether this paradigm can be applied to and modified for the pharmaceutical sector is still up for debate. This essay examines branding in general, outlining both benefits and drawbacks. The benefits and drawbacks of pharmaceutical company-specific branding are then examined. In order to acquire a perspective on customers' impressions of branded versus generic pharmaceuticals, the author conducts primary research to enhance the knowledge gained through secondary research. The discussion of the findings is followed by suggestions for pharmaceutical product branding.
13. Reinhard Angelmar, Sarah Angelmar, Liz Kane, Building Strong Condition Brands, 2017, The pharmaceutical business has proven its proficiency in creating powerful

product brands with blockbuster products like Pfizer's Lipitor, GlaxoSmithKline's Advair, AstraZeneca's Nexium, and many others. However, marketing that prioritises product branding ignores the needs of many patients. Patients who are unaware of specific symptoms and medical diseases are less inclined to seek care, especially since their family doctor frequently lacks the time to thoroughly screen for all potential medical conditions. Consumers are informed about a solution through product branding, but not about the issue that the solution solves. Condition branding educates consumers, physicians and other stakeholders about the problem. We suggest enlarging the pharmaceutical marketing paradigm. Pharmaceutical marketers should create powerful condition brands similarly to how they create powerful product brands.

14. Dean C.H. Wilkie, Lester W. Johnson, Lesley White, Strategies used to defend pharmaceutical brands from generics, 2012, The data demonstrates that a number of marketing mix elements were successful in reducing the influence of generic brands. The successful implementation of each component prior to the introduction of the generic brands was essential. There are two aspects to this research's management importance. It will first motivate managers to switch from executing strategies in response to a competitor launch to doing so in anticipation of their entry. The efficiency of several strategy strategies for companies facing the entry of generic products is also discussed.
15. , Paul W. Tebbey, Jennifer K. Bergheiser, Rachel N. Mattick, Brand Momentum: The Measure of Great Pharmaceutical Brands, 2009,

For biopharmaceutical businesses, commercialising technologies that generate a return on investment is becoming more and more challenging in today's market. This is brought on by a confluence of rising regulatory barriers, intensifying competition, declining patent protection, and pressures on access and reimbursement. However, in order to encourage more innovation, it is now more crucial than ever to maximise commercial potential.

Study design

Sample

80 People from various part of india, made up the sample. The respondents answered the questionnaire in the form of google form send out to them through mail and messaging

applications, The respondent age ranged from 18 years to 60 years, the majority of people were aged in between 18 – 30 years of age, also the majority of responses were from north India.

Brand selection

OTC brands were chosen for this study because they are the brands which can be advertised through mass communication and can be bought out without a prescription. The selected brands are also among the top 40 brands in India. The brand included are Zincovit, Liv – 52, Volini, Calpol. The average sale of brands included in the study is more than 300 crore INR as per the IQVIA report.

Study

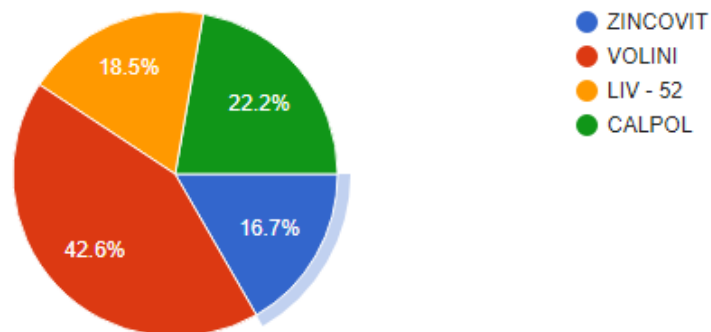
The questionnaire sent out first determined the brand awareness among the four brands, also the most sold brand among the respondents, then it determines the customer satisfaction in term of quality and price of the brand.

Results and discussion

Which pharmaceutical brand have you most heard about

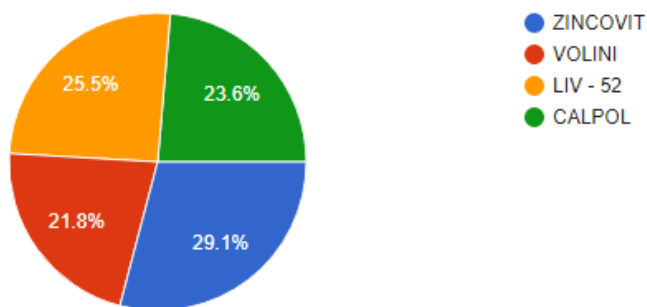
This question analyzes the highest brand awareness among the four brands. All the brands are national brands and are advertised through various channels of marketing such as

mass media, social media e.t.c. However Volini seems to have the highest rate of brand awareness as 47 percent of participant recognized the brand as the one they have most heard of, followed by calpol 33.3 percent then 9 percent to bith liv – 52 and Zincovit.



Which pharmaceutical brand do you buy most often

This is the measure of the demand of the brand among the respondents and serves the purpose of measuring the customer satisfaction of the brand they use the most. 40.9 % of respondents revealed calpol as the most used brand. Volini had 36 % usage rate among the respondents, followed by zincovit at 13 % and liv – 52 at 9%.

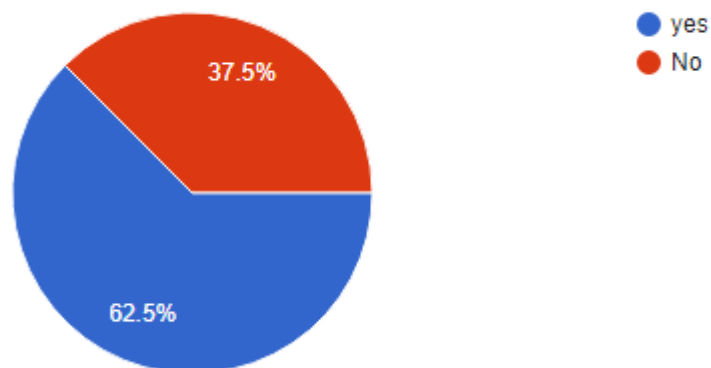


Customer satisfaction of Zincovit

Are you satisfied with the quality of zincovit ?

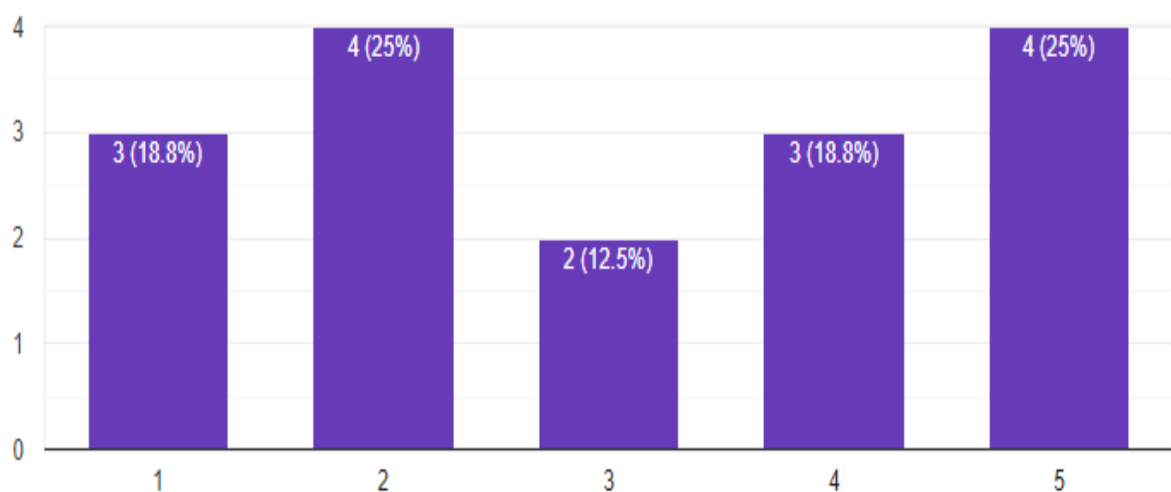
Quality is the totality of all attributes of the product. From packaging to post purchase support all comes under the umbrella of the quality. In case of pharmaceutical product the

customer determines quality as the packaging, the actual product and the desired therapeutic and non therapeutic effect of the product.



Rate the pricing of zincovit ?

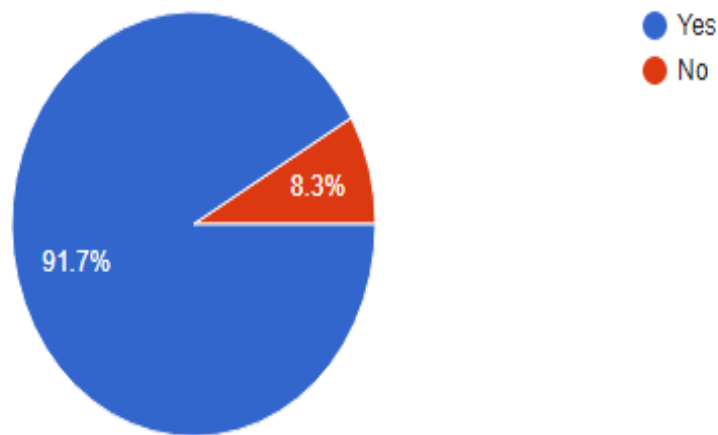
Price is the monetary and the non monetary price you pay to get the product. Pricing is important in determining the overall customer satisfaction. A customer can be satisfied with your product but its too much high or too much low price could reduce the over all customer satisfaction



Customer satisfaction of Volini

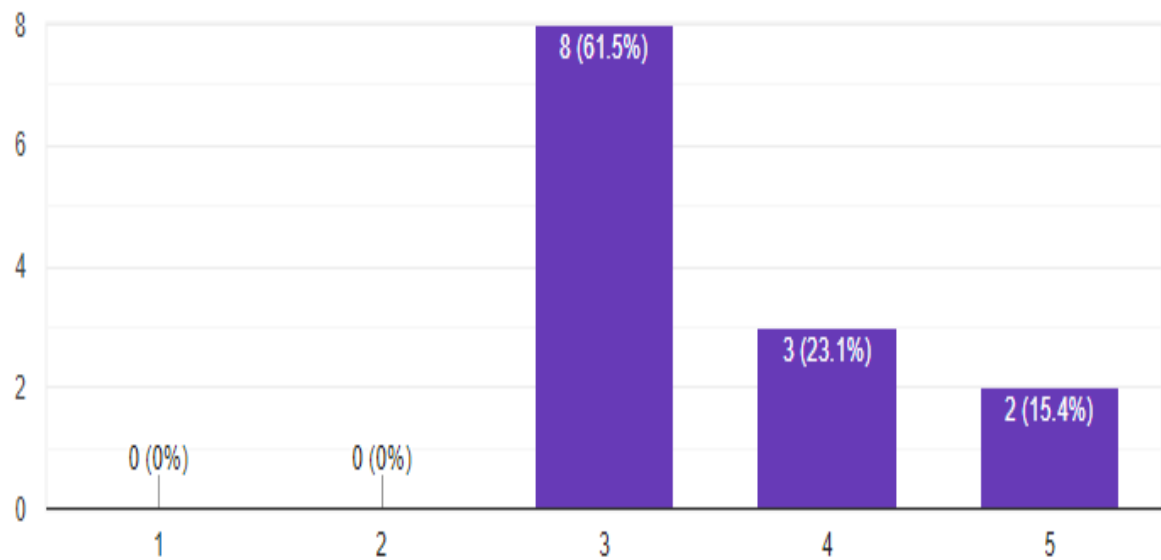
Are you satisfied with the quality of Volini spray ?

Quality of Volini is among the highest in the pain reliving category. Ninety one percent respondents are satisfied with the quality of Volini while 8 percent were unsatisfied.



Rate the pricing of Volini spray ?

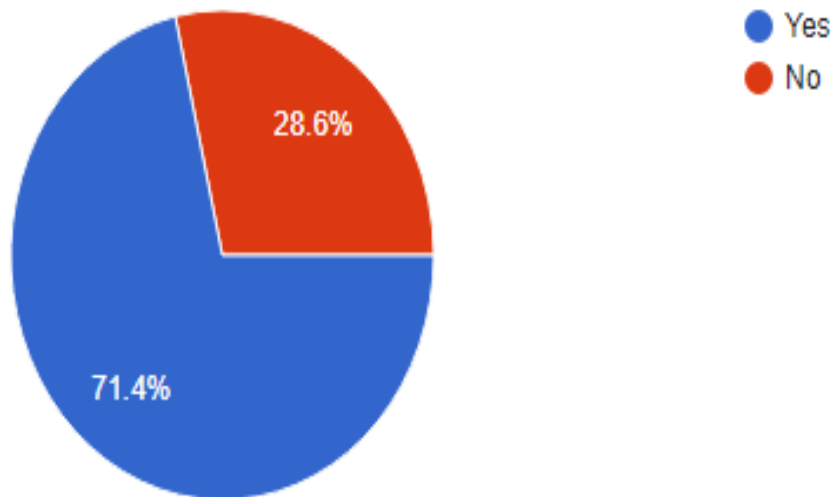
The market price of Volini is 55 RS for spray and 200 Rs for gel. No respondents rated the price between one and two. Majority rated the price of the product three, while twenty three percent rate it 4 and fifteen percent rated it five



Liv - 52

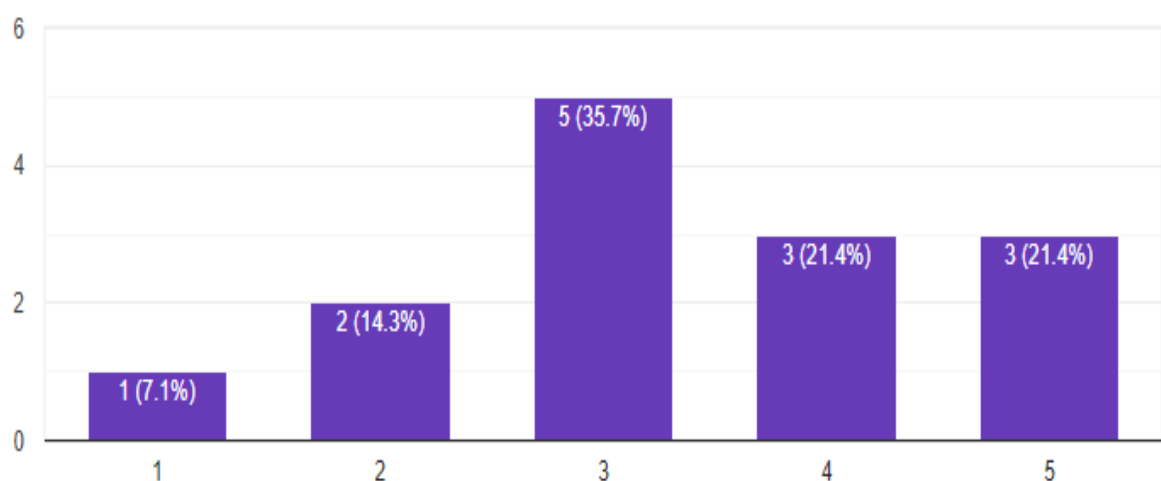
Are you satisfied with the quality of liv - 52 ?

Liv – 52 is among the highest selling multivitamin supplement in Indian pharmaceutical market. Its quality speak for its success. As majority of the respondents were satisfied with the quality of the product



Rate the pricing of liv – 52?

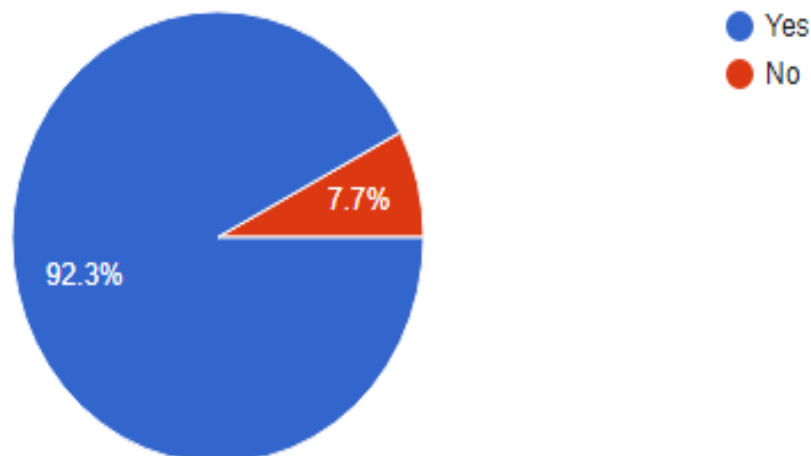
It is priced at around 130 Rs per pack which contains 100 tablet which is 1.3 Rs per tablet. Majority of the respondents rated it five stars. While the most of the remaining respondents rated it four and five



Calpol

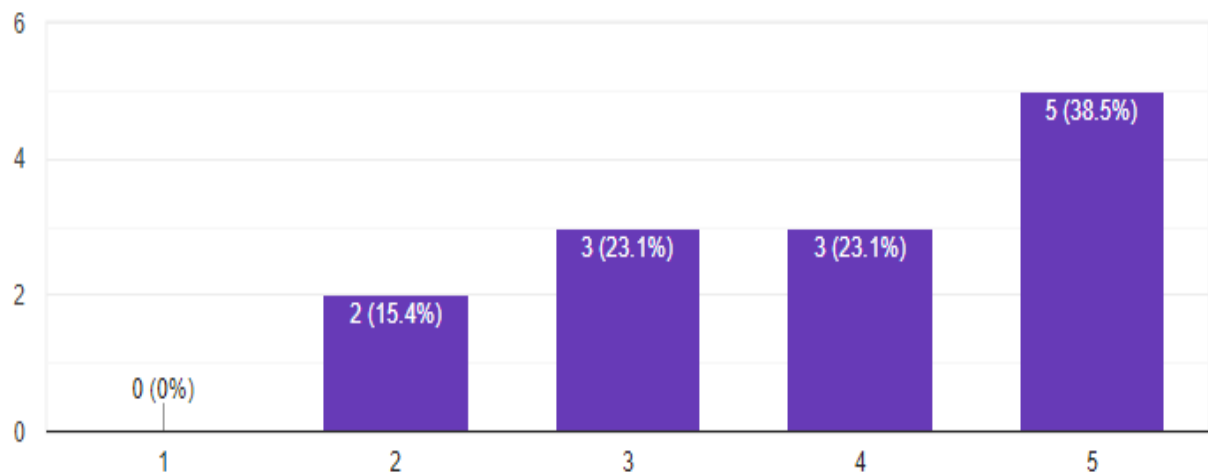
Are you satisfied with the quality of Calpol ?

Calpol is the product with highest quality according to the survey as it has the highest customer satisfaction rate of ninety two percent.



Rate the pricing of Calpol?

Calpol is priced at 15 Rs for 15 tablet which is standard in anti-pyretic market. It means one rupees for one tablet. It has got highest five star rating among the four product as thirty eight percent of the respondents rated it five.



Top selling products in India are on of the national brands. As the top ten selling product constitute of more than fifteen percent of the IPM we can realize how important they are to their respective organizations. Brands included in the study are one of the most famous and well-known pharmaceutical brands in India.

I observed in the study that these national brands have highest customer satisfaction in terms of price and quality. These are the leading brands in their respective therapeutic category. Some brands are also successful in international market. The success of brand is defined by its overall customer satisfaction. Although its not the only factor. These brands are in existence with such a long time and are also among the highest branded pharmaceutical brands that has result in high brand awareness and brand recall

These brands has became more than a product. They have become more of a result driven brand. Volini has become a pain relieving brand as it contain spary, gel, paste under its umbrella. Liv – 52 has become a brand about improving the liver health as it contains tablet and syrup all are pointed towards improving liver health of .

Calpol turns out to be the brand with the highest quality and price satisfaction. Volini is second in terms of quality satisfaction. Liv – 52 ranks third in terms of quality and price satisfaction and the last will be Zincovit.

This is a comparative study so all the ranks were in comparison with each other. As the brands change and evolve with type through brand extension and repositioning, the customer satisfaction has to be tracked from time to time, customer satisfaction is never sbsolute its relative with your competitors which will continuously change. Further studies will be required for better analysis and a more generalized result.

Recommendation

This is a comparative study so all the ranks were in comparison with each other. As the brands change and evolve with time through brand extension and repositioning, the customer satisfaction has to be tracked from time to time, customer satisfaction is never absolute its relative with your competitors which will continuously change.

Companies should prioritize customer satisfaction over any measure of their success. Also the product has to be designed after monitoring the customer needs and wants. The level of customer happiness is being systematically measured by many businesses, who then use the data to alter operations and marketing. Because it is essential to retaining customers, shrewd businesses routinely assess customer satisfaction. 23 Highly satisfied customers tend to stick around longer, spend more as the company releases new and improved products, recommend the business and its products to others, pay less attention to competing brands and are less price sensitive, provide the business with suggestions for new products or services, and are less expensive to serve than new customers because transactions can become routine. Additionally, larger returns and lower risk in the stock market have been connected to higher consumer satisfaction.

The product included in the study has high brand loyalty due to high customer satisfaction.

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