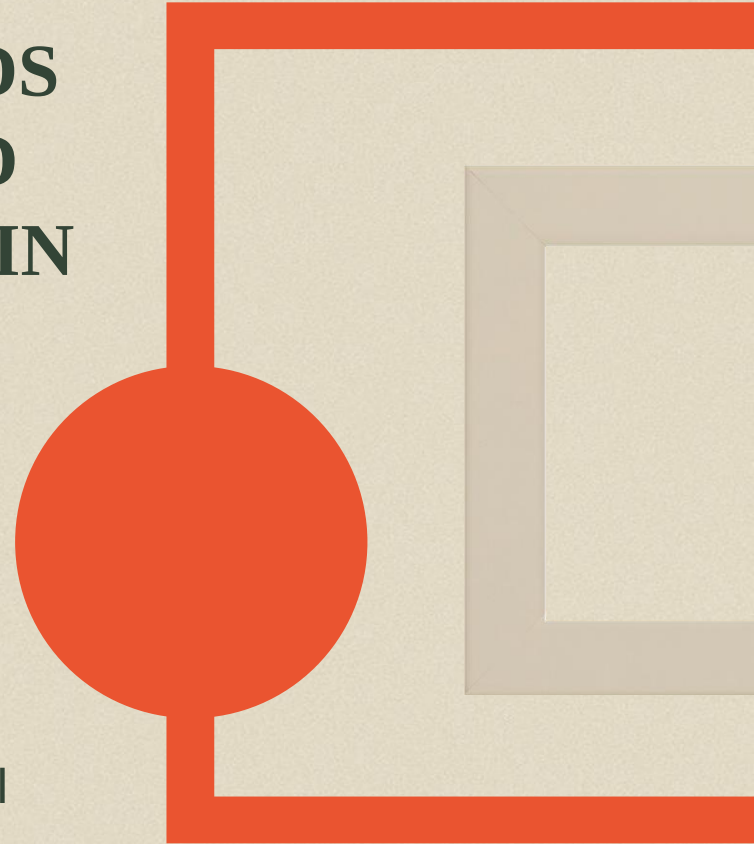
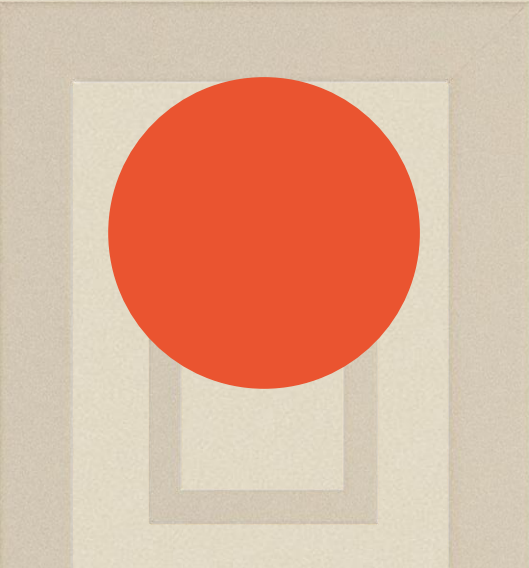


STUDY OF POPULAR PHARMACEUTICAL BRANDS IN INDIA, ITS MARKET AND CUTOMER SATISFACTION IN INDIA

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01

Introduction

Pharmaceutical brands and their importance



02

Objective

Key purpose and motivations of the research

03

Methodology

Research and its methodology

04

Result and discussion

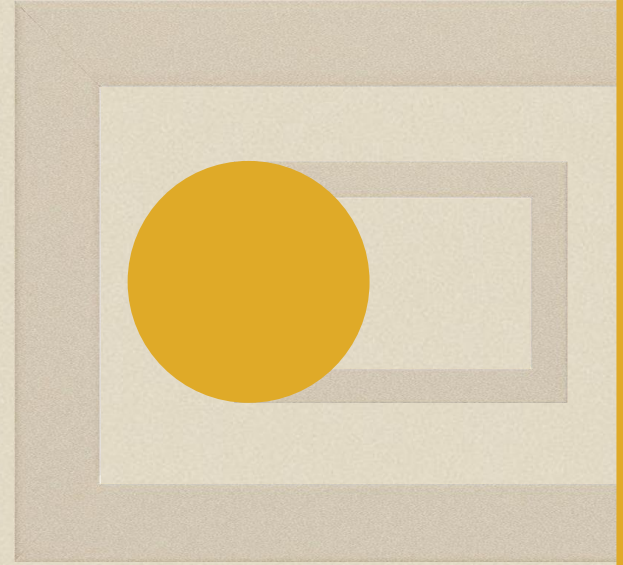
Key finding and implications

05

Recommendation

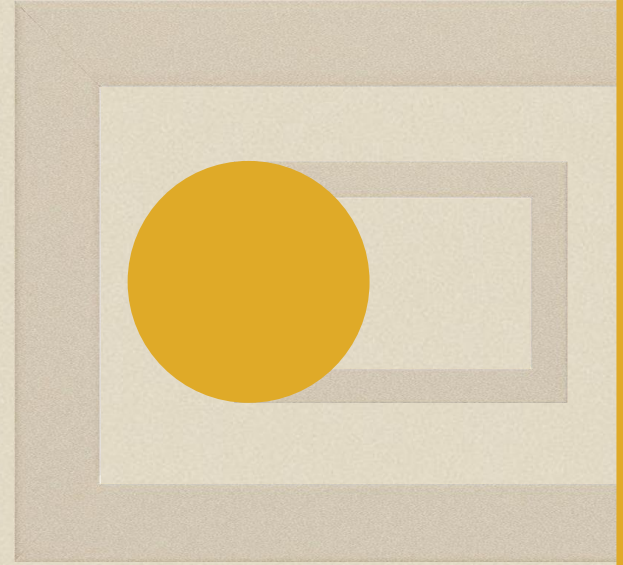
INTRODUCTION

- 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.
- A brand can be defined as a collection of tangible and intangible characteristics used to generate awareness and identification, as well as to enhance a product's, service's, person's, place, or organization's reputation.



INTRODUCTION

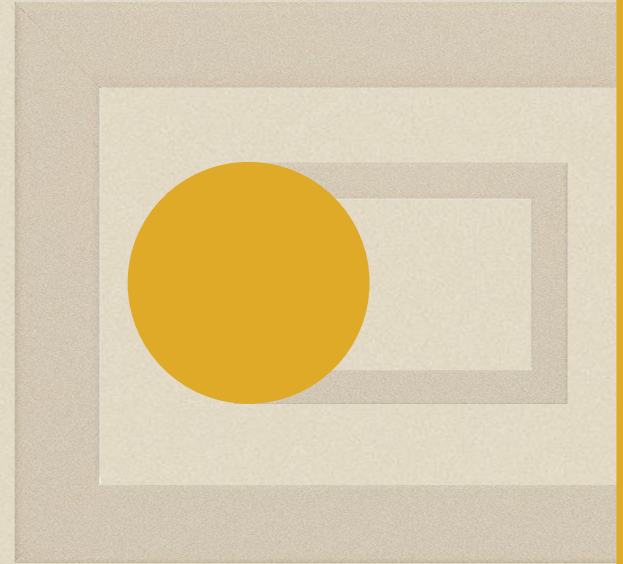
- The purpose of the study is to identify the most well known pharmaceutical brands in the Indian domestic pharmaceutical market. The study determines the level of brand awareness of the brands. It will also determine the level of customer satisfaction in terms of quality and price of the brands
- A 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



INTRODUCTION

Brands included in the study

1. Calpol
2. Volini
3. Zincovit
4. Liv – 52



STUDY OBJECTIVES



Brand awareness

To determine the level of brand awareness of the brands under the study



Customer satisfaction

To determine the customer satisfaction of the brands in terms of quality and price



Most purchased brand

To determine the most frequently purchased brand

METHODOLOGY

Questions in the QUESTIONNAIRE

1. Age
2. City
3. Which pharmaceutical brand have you most heard about
4. Which pharmaceutical brand do you buy most often
5. Are you satisfied with the quality of zincovit
6. Rate the pricing of zincovit

Responses

104



viber



whatsApp



email



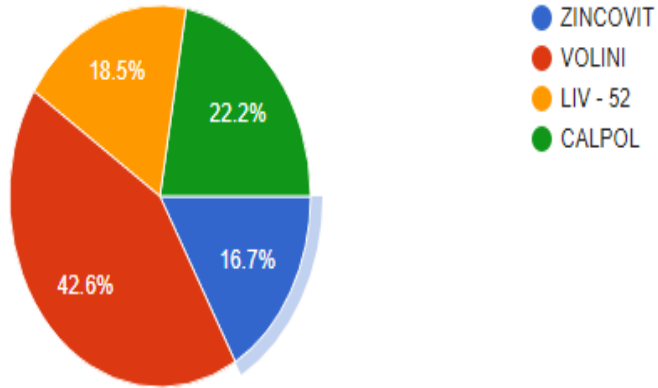
phone



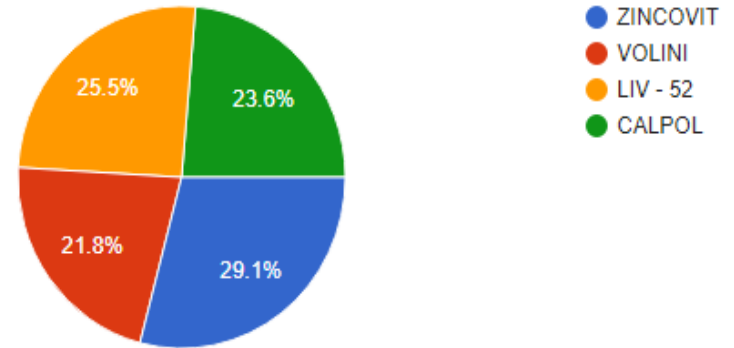
Result and conclusion

Data Analysis

Which pharmaceutical brand have you most heard about

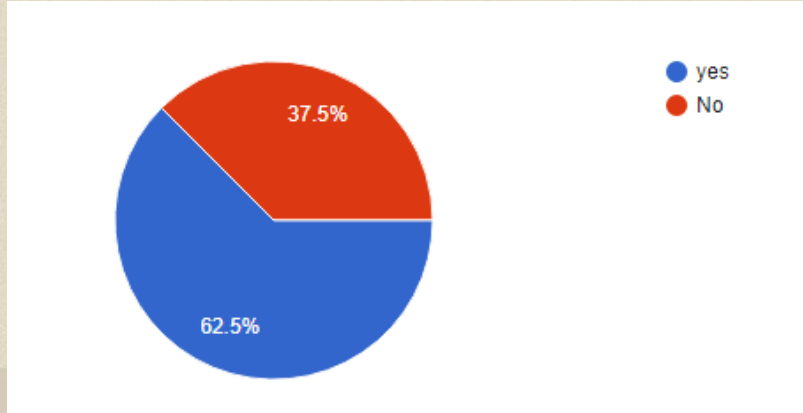


Which pharmaceutical brand do you buy most often

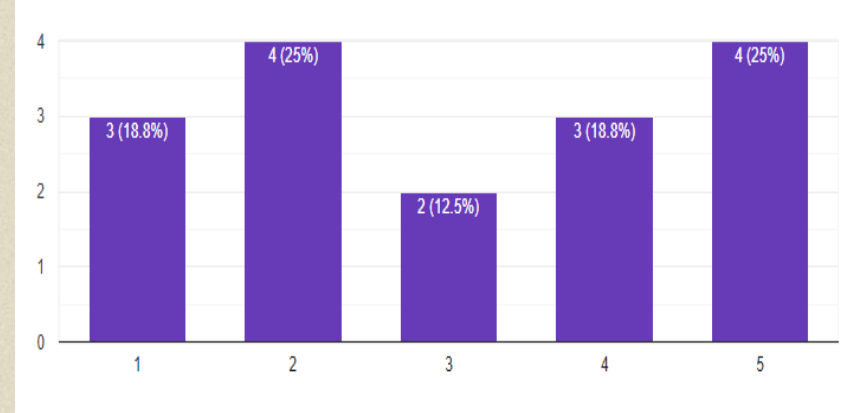


Data Analysis of Zincovit

Are you satisfied with the quality of zincovit

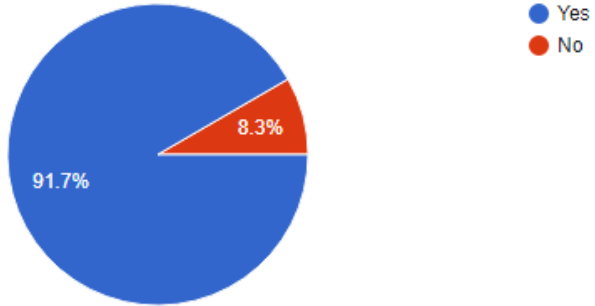


Rate the pricing of zincovit

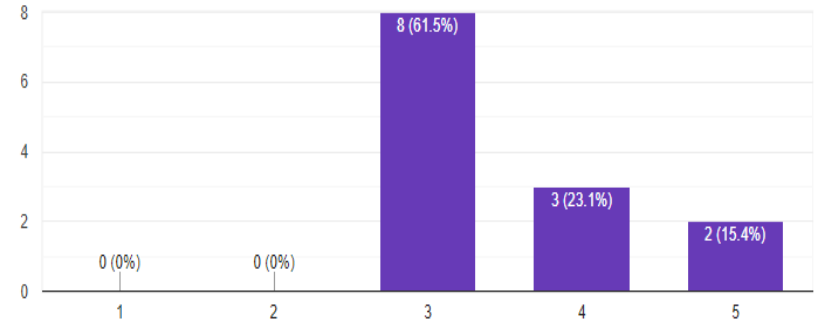


Data Analysis of volini

Are you satisfied with the quality of volini

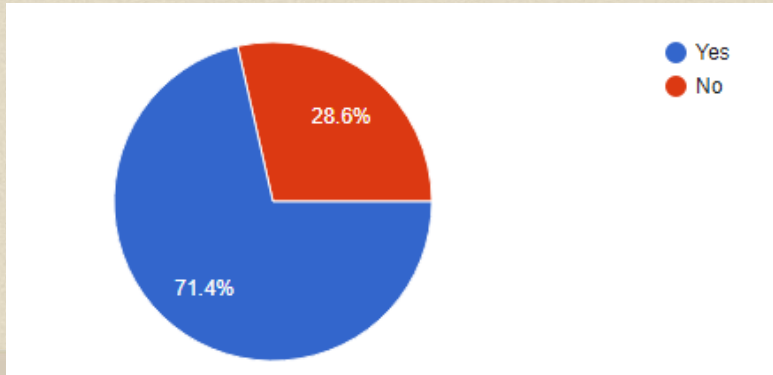


Rate the pricing of volini

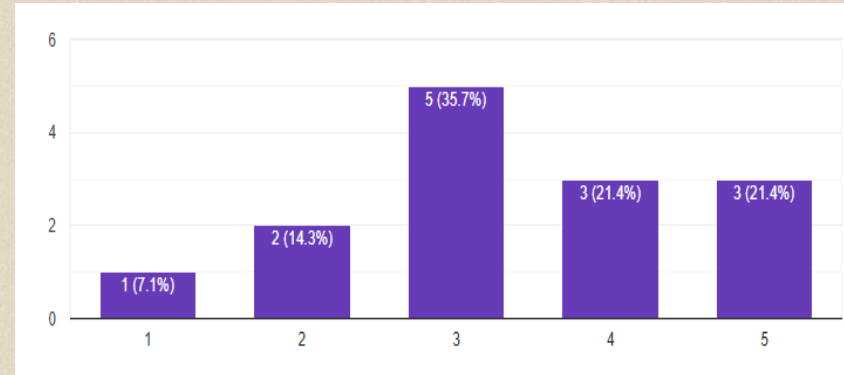


Data Analysis of Liv - 52

Are you satisfied with the quality of Liv - 52

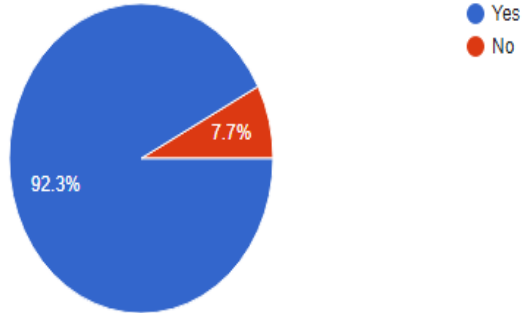


Rate the pricing of Liv - 52

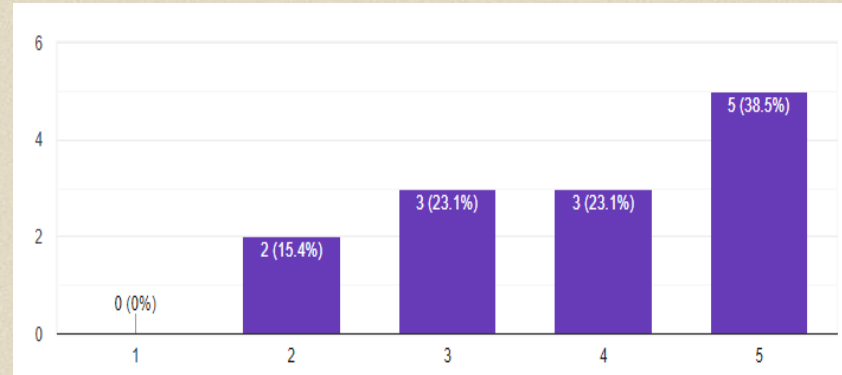


Data Analysis of Calpol

Are you satisfied with the quality of Calpol



Rate the pricing of Calopl

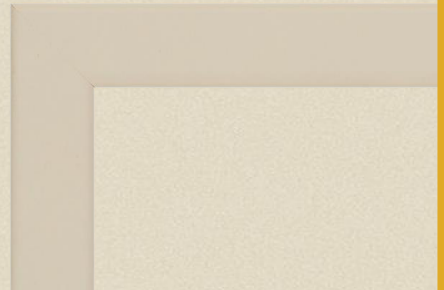


Conclusion

Serial Number	Objective	Conclusion
1	Brand with highest brand awareness	Volini
2	Most frequently purchased brand	Zincovit
3	Brand with highest level of customer satisfaction	Quality – Volini Price - Colpol

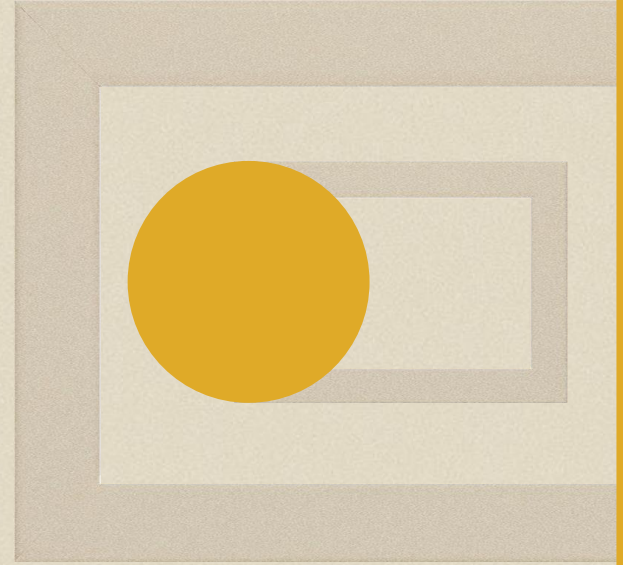


Recommendation



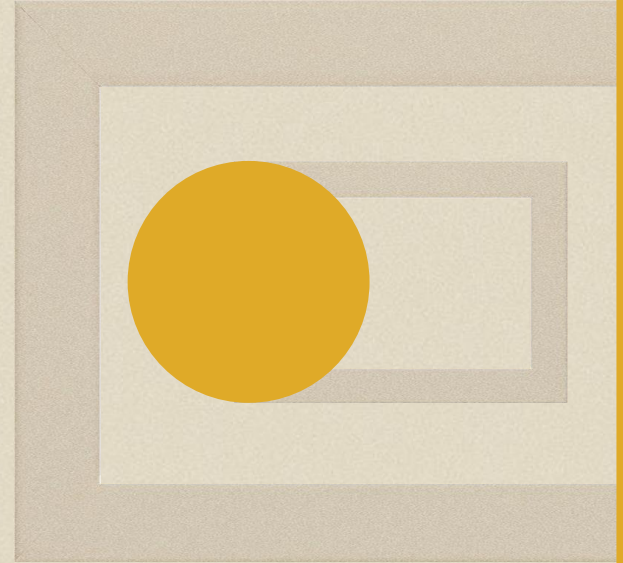
Recommendation

- 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 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



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. Further studies will be required for better analysis and a more generalized result.



Thank you