

**HUMANIZING BRANDED GENERIC: TRANSFORMING
COMMODITY PERCEPTIONS THROUGH PATIENT-CENTERED
MARKETING ECOSYSTEMS**

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By

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1) ABSTRACT

Title: Humanizing Branded Generics: Transforming Commodity Perceptions Through Patient-Centred Marketing Ecosystems

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In this report, it is explained that brand-generic drugs can shift the grounded identity and communicative status from cheap and identical medicines to valuable health products and support health actors through a patient-centred marketing stratum. In addition to being lifted by price elasticity, brand-generic drugs encounter low brand loyalty and emotional resonance with consumers. The primary research question focuses on how treating these products as humans by empathetically, educationally, and digitally marketing them improves patient perception, compliance, and satisfaction.

A mixed method will be utilized with quantitative surveys of patients and qualitative interviews with healthcare providers and industry marketers. A purposive sample will facilitate broad participant representation in terms of therapeutic areas and geographical location. The quantitative information will undergo statistical testing in search for patterns, the qualitative information will be thematically analysed to better understand the marketing process and the patient's approach.

Anticipated results include proof that patient-focused marketing has the potential to substantially increase brand loyalty and treatment compliance for branded generics, and thus, will build a sustainable competitive advantage in a product category that is susceptible to commoditization. The results provide guidance on how to license empathy and engagement between pharmaceutical companies that embed those in their branding, health care effectiveness, and patient satisfaction.

2) INTRODUCTION

In the changing scenario of the pharmaceutical sector, branded generics have a prominent position, particularly in developing countries like India, where they provide affordability and access to drugs. These treatments may provide a way to make a cost-effective entrée to the market, but they frequently also face a perception problem — commodities, virtually identical, and indistinguishable.

This commoditization constrains the development of brand loyalty, perception of value, and continued sustainability of that market.

In a patient-driven economy, with consumerism as a sentinel of brand success, there is an increasing need to get beyond price-driven tactics. “Humanizing” branded generics means redefining their mission based not only on scientific and clinical integrity, but by building empathy, engagement, and empowerment into the marketing ecosystem. Market ecosystems focused on patients are seeking connections that are meaningful through insight into the patient journey, addressing needs not yet met, and forging an emotional connection with the brand.

This study is significant as it tries to narrow the chasm between clinical value and patient experience, a fundamental consideration for improving adherence, loyalty, and health results. Its significance stems from providing a competitor-busting strategy for pharmaceutical marketing, particularly for organizations vying in the most commoditized therapeutic areas. The lessons learnt should be useful for the pharmaceutical marketer, brand manager or healthcare provider wishing to grow its brand in a sustainable, value-driven manner in the generic prescription market.

The focus of this research is to demonstrate how branded generics can move from being perceived as commodities to becoming trusted, emotionally relevant healthcare allies, accomplished through the construction of patient-centric marketing ecosystems rooted in education, empathy, digital tools and stakeholder collaboration.

3) RESEARCH QUESTION

a) Primary Research Question:

How can generic pharma brands make the shift from a purely commoditized medicine into a trusted healthcare partner by implementing a Patient Centric Ecosystem in Marketing?

b) Supporting Research Questions:

- a) What role do patient insights and behavioral understanding play in shaping effective marketing strategies for branded generics?
- b) In the context of patient and provider digital tools and engagement, how can the emotional relationship between patients and branded generics be created?
- c) What are the measurable effects associated with making branded generics more 'humanized' in terms of patient adherence, brand consistency, and total therapeutic satisfaction?

4) OBJECTIVES

- 1) To find out how patients and healthcare professionals currently view branded generics in relation to innovator and unbranded generic medications.
- 2) To determine the main causes of branded generics' commoditization in the pharmaceutical industry.
- 3) To evaluate how patient-centered marketing components—like instruction, emotional appeal, and digital resources—affect brand loyalty and perception.
- 4) To investigate how patient adherence, treatment satisfaction, and healthcare outcomes are affected by humanized branding.
- 5) To offer a strategic framework for the timely implementation of patient-centered marketing ecosystems designed for branded generic products.

5) HYPOTHESIS

Primary Hypothesis (H₁): It states that the perception, patient adherence, and brand loyalty of branded generic pharmaceutical products will all be greatly enhanced by the implementation of patient-centered marketing ecosystems.

Null Hypothesis (H₀): Regardless of the use of patient-centered marketing ecosystems, there is no discernible difference in patient adherence, brand loyalty, or perception for branded generic pharmaceutical products.

6) METHODOLOGY

Research Design: A mixed-methods research design that blends quantitative and qualitative techniques will be used for this investigation. By gathering detailed information from interested parties and statistically examining patient attitudes and behavior patterns, this enables a thorough grasp of the topic.

Sampling Methods and Participant Selection: Key stakeholders will be chosen through the use of a purposive sampling technique.

- Patients
- Healthcare professionals (HCPs) such as doctors and pharmacists
- Brand managers or marketers from pharmaceutical industry

In order to provide diversity across age ranges, therapeutic categories, and geographic regions (urban and semi-urban areas), the sample size is intended to be between 20 and 30 patients, medical professionals, and industry experts.

Data Collection Methods:

- **Quantitative Data:** Patients will be given structured questionnaires to evaluate their knowledge, attitudes, compliance, and emotional attachment to branded generics.
- **Secondary Research:** The results will be backed up by an analysis of the existing research on patient-centric branding in pharmaceuticals, industry reports, and case studies.

Data Analysis Techniques:

- To create correlations and cross-tabulations, statistical software will be used to analyze **quantitative data**.
- To find trends, attitudes, and tactics related to patient-centered marketing, **qualitative data** will be subjected to thematic analysis.
- Differences can be assessed through comparative analysis.

7) EXPECTED OUTCOMES

It is anticipated that the study will show how patient-centered marketing ecosystems, which include education, empathy, and engagement, can help change the way people view branded generics as being of low quality instead of reliable and emotionally impactful medical care.

Anticipated Findings:

- The study is expected to demonstrate how storytelling, digital tools, and support services boost treatment satisfaction and brand loyalty.

- In a commoditized market, marketers and healthcare professionals will cite patient trust, communication, and consistent engagement as the primary differentiators.
- Patients are more likely to recognize and remember branded generics, feel emotionally connected to the brand, and adhere to their prescription regimens when they are exposed to humanized branding initiatives.

Potential Implications:

- Pharmaceutical firms may decide to use strategic marketing frameworks that put the patient experience ahead of conventional promotional strategies.
- The outcomes may influence industry standards or laws that encourage moral, patient-centered branding strategies in the generic market.
- By encouraging innovation in patient education, digital health solutions, and support services, the insights may help businesses stay competitive in therapeutic areas that are already oversaturated.

8) TIMELINE

The research project is expected to be completed over a period of **12 weeks**, with the following major milestones:

Week	Activity / Milestone
Week 1	Finalization of research plan, review of literature, and preparation of research tools (questionnaires, interview guides)
Week 2–3	Pilot testing of tools and revisions, identification and recruitment of participants
Week 4–6	Primary data collection (surveys and interviews)
Week 7–8	Data cleaning and analysis (quantitative and qualitative)
Week 9	Interpretation of results and synthesis of findings
Week 10	Drafting of research report
Week 11	Review and incorporation of feedback
Week 12	Finalization and submission of research report

9) REFERENCES

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