SYNOPSIS

"MICRO SEGMENTATION IN PHARMACEUTICAL MARKETING: LEVERAGINNG DIGITAL BEHAVIOUR IN HYPER PERSONALISED BRAND PROPOSITIONS"

Dissertation submitted to

The IIHMR University, Jaipur

For the partial fulfilment for the award of the degree of

Masters of Business Administration(MBA)

In

Pharmaceutical management

By

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IIHMR-U/02/2023-25/0552

Under the Supervision and guidance of

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2025

a) Introduction

The field of pharmaceutical marketing is undergoing a transformative shift driven by the rise of digital tools and data-informed strategies. Traditional broad-spectrum marketing approaches are being replaced by advanced, nuanced techniques as healthcare professionals (HCPs) and patients increasingly demand customized and meaningful interactions. Precision segmentation, which involves dividing the audience into highly detailed and specific cohorts, is reshaping the industry. By harnessing digital behavioral insights, companies can develop tailored brand strategies, ensuring the delivery of the most relevant messages to the right individuals at optimal times. This study seeks to explore the potential of precision segmentation to enhance marketing effectiveness and foster stronger engagement within the pharmaceutical domain.

b) Review of Literature :

Study	Background	Methodology	Result
Sharma et al (2020)	The swift expansion of internet usage and the widespread influence of social media platforms have introduced complex challenges for marketers and entrepreneurs. To remain competitive, businesses must gain a nuanced understanding of shifting consumer behaviours and psychological patterns across diverse demographic groups. This understanding is vital for adapting and refining business strategies in the digital age. In particular, the rise of new companies focused on younger audiences, such as adolescents and future consumers, underscores the need to grasp how these groups interact and communicate online. Effectively decoding these dynamics is key to crafting relevant and impactful marketing approaches.	The study applies various clustering algorithms—including K-means, MiniBatch K-means, AGNES, and Fuzzy C-means—to analyse social networking site (SNS) data and identify underlying interests among teenage users	Among the techniques explored, K-means demonstrated superior performance in segmenting the digital market effectively. This was reflected in the silhouette scores, which measured 63.90% for a two-cluster model and 58.06% for a three-cluster model, indicating a relatively strong clustering structure in the analysed data [19].

Mehta et al (2021)	The paper discusses the importance of intelligent customer segmentation to provide targeted and personalized products and services, highlighting that traditional methods rely on statistics-based approaches that compute summary statistics from customer data and apply clustering algorithms to group customers into segments.	The paper employs a statistics-based approach to customer segmentation, which computes summary statistics from customer demographic and transactional data, and then partitions the customer base into segments using various clustering methods, specifically hierarchical clustering, entropy-based regression trees, and affinity propagation clustering algorithms.	Micro-targeting method outperforms direct grouping and statistics-based methods. Generates predominantly small-sized segments for better personalization.[20]
Reddy et al (2022)	The pharmaceutical industry is transitioning towards increasingly individualized healthcare, necessitating a shift from broad market segmentation to more refined micro-segmentation. This change is driven by consumers taking greater responsibility for their treatment options and the customization of diagnostic and therapeutic approaches based on individual risk profiles and treatment efficacy.	The paper emphasizes the importance of micro-segmentation, which involves identifying smaller customer groups or sub-groups within conventional market segments that have distinctive needs and purchasing Behaviour. This approach allows pharmaceutical companies to focus on individual interactions and tailor marketing strategies to meet	Internet enhances fine-grained market segmentation strategies. Micro-segmentation improves customer understanding and engagement.[21]

		the specific requirements of these micro-segments.	
Khan et al (2020)	Pharmaceutical marketing is evolving with e-commerce and digital platforms, impacting branding and customer interaction. India's pharmaceutical market is substantial, with significant growth projected in biosimilars and medical devices. Digital channels offer new avenues for promotion and engagement, necessitating an understanding of their impact on marketing strategies.	This review synthesizes existing literature on e-commerce and digital platforms in pharmaceutical marketing. It examines studies analysing the adoption of online channels, their influence on consumer Behaviour and brand perception, and the challenges and opportunities presented by this digital transformation within the pharmaceutical sector.	E-commerce and digital marketing significantly reshape pharmaceutical marketing by introducing new communication channels and influencing consumer decision-making. Online platforms impact brand awareness, accessibility, and market share. The integration of technology, including AI, offers opportunities for personalized outreach, but trust and reliability remain critical factors for effective digital engagement.[22]

c) Theoretical/Conceptual Framework :

This study is grounded in the Consumer Decision Process Model and the Big Data Analysis Framework for marketing.

- The Consumer Decision Process Model elucidates how digital interactions influence HCPs and patients in choosing pharmaceutical brands.
- The Big Data Analysis Framework explains how AI and machine learning can optimize marketing approaches through segmentation.

d) Research Gap :

Despite growing interest in digital pharmaceutical marketing, there is a scarcity of targeted research on precision segmentation using digital behavioral insights. Key research deficiencies include:

- Limited exploration of AI-driven segmentation in pharmaceutical marketing.
- Insufficient empirical evidence on the impact of tailored brand strategies on customer interaction.
- Few comparative analyses of traditional versus precision segmentation effectiveness.

- Minimal investigation into the role of wearable technology data in segmentation strategies.

e) Research Questions

1. How does precision segmentation influence pharmaceutical marketing approaches?
2. What is the contribution of digital behavioral insights to developing tailored brand strategies?
3. How does precision segmentation compare to conventional methods in pharmaceutical marketing?
4. What obstacles do pharmaceutical firms face in adopting AI-driven segmentation models?
5. In what ways can wearable technology data improve precision segmentation in pharmaceutical marketing?

f) Research Objectives :

- To investigate how precision segmentation boosts engagement in pharmaceutical marketing.
- To assess the role of digital behavioral insights in formulating tailored brand strategies.
- To compare traditional segmentation with precision segmentation in pharmaceutical marketing.
- To identify key challenges and opportunities in implementing AI-powered segmentation.
- To evaluate the potential of wearable technology data in enhancing segmentation strategies.

g) Methodology :

Study Design: A mixed-method approach combining qualitative and quantitative techniques.
Setting: The study will take place at selected pharmaceutical companies and healthcare centers in India, targeting urban and semi-urban areas.
Study Population:

- Inclusion criteria: Marketing experts, HCPs, and patients over 18 with access to digital health platforms.
- Exclusion criteria: Individuals without a digital engagement record or those unwilling to participate.
- Study tools: Designed questionnaires, open-ended interview protocols, and case study frameworks.
  Duration of Study: 3 months.
  Sample Size: 200 participants (100 marketing experts/HCPs, 100 patients), split into two groups for comparison.

Sampling Technique: Stratified random sampling to reflect diversity across urban and semi-urban regions.
Data Collection Procedure: Online and in-person surveys and interviews; secondary data will be sourced from industry publications and digital analytics tools.
Operational Definitions:

- Precision segmentation: Categorizing the audience into highly specific groups using digital behavioral data.
- Tailored brand strategies: Customized marketing communications delivered via AI and digital analytics.

h) Data Analysis Plan:

- Software: MS Excel, R , and other tools for quantitative analysis.
- Tests: Anova Test
- Content analysis

i) Ethical Considerations:
Consent will be obtained from all participants. Data will be anonymized, securely stored, and accessible only to authorized personnel, adhering to India's data protection laws.

j) Implications of Research:
This study will offer practical guidance for pharmaceutical companies to improve targeting accuracy, enhance customer interaction, and boost marketing returns. It will also inform policymakers on the ethical use of wearable technology data in marketing.

k) Tentative Chapter Plan:

1. Introduction
1.1 Overview of Pharmaceutical Marketing
1.2 Foundations of micro segmentation in pharma
1.3 Digital behaviour analytics in pharmaceutical marketing
1.4 Hyper Personalization in Pharmaceutical Brand Propositions
1.5 Implementing micro segmentation in pharma marketing strategie
1.6 Case studies and future trends 5
2. Literature review
3. Methodology
    3.1 Research design
    3.2 Research type
    3.3 Study population
    3.4 Study instruments
    3.5 Sampling technique
    3.6 Research procedures
    3.7 Statistical methods
    3.8 Ethical considerations
    3.9 Research gap
    3.10 Research objectives
    3.11 Research questions
    3.12 PICO analysis
    3.13 Inclusion criteria
    3.14 Exclusion criteria
    3.15 Prisma flow chart
4. Results
4.1 Secondary data
4.2 Primary data
4.3 Key findings
5. Discussion
6. Conclusion
7. References

l) Conclusion

This research will provide valuable perspectives on the potential of precision segmentation in pharmaceutical marketing, offering actionable recommendations for leveraging digital behavioral insights and wearable technology to create tailored brand strategies. It will support pharmaceutical firms in refining their targeting approaches, strengthening customer relationships, and maximizing marketing returns.

m) References:

1. Sharma A, Dixit M. Data-driven strategies for digital native market segmentation using clustering. *Int J Comput Appl*. 2020;176(16):19–25.

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