

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

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment forthe award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

By

Priya Nandi

Under the Supervision and Guidance of

Dr. Saurabh Kumar Banerjee

1) ABSTRACT

By implementing patient-centered marketing ecosystems, this study investigates how branded generic pharmaceutical products can change their perception from being interchangeable, commoditized medications to reliable healthcare partners. Branded generics often have low patient emotional engagement and brand loyalty, even though they are easily accessible and reasonably priced. The primary research question is how humanizing these medications through educational, caring, and technologically sophisticated marketing strategies can enhance patient perception, adherence, and satisfaction.

The study will employ a mixed-methods approach, combining quantitative patient surveys with qualitative interviews with industry marketers and healthcare professionals. Purposeful sampling will be used to ensure diverse participant representation across therapeutic areas and geographic locations. While quantitative data will be quantitatively analyzed to identify trends, qualitative data will be thematically analyzed to provide deeper insights into patient experiences and marketing strategies.

Evidence that patient-centered marketing can significantly increase branded generics' treatment compliance and brand loyalty is one of the anticipated outcomes, providing them with a sustained competitive advantage in a commoditized market. The findings are meant to give pharmaceutical companies a better understanding of how to incorporate empathy and patient engagement into their branding campaigns, which will ultimately lead to better healthcare outcomes and patient satisfaction.

2) INTRODUCTION

In the evolving pharmaceutical industry, branded generics have a special place, especially in developing countries like India where affordability and accessibility are important considerations. Despite offering cost-effective treatment options, these drugs usually suffer from a perception problem since they are viewed as identical, undifferentiated goods. This commoditization hinders brand loyalty, limits value perception, and affects long-term market sustainability.

In an era where consumers are the driving force behind brand success and people are growing more patient, it is becoming increasingly important to move past price-driven strategies. In addition to proving their scientific and clinical validity, "humanizing" branded generics means redefining their value by incorporating empathy, participation, and empowerment into the marketing context. Patient-centered marketing ecosystems aim to establish enduring relationships by understanding patient journeys, satisfying unmet needs, and establishing an emotional connection with the brand.

This study is important because it attempts to bridge the gap between clinical value and patient experience, which will improve adherence, loyalty, and health outcomes. It is significant because it offers a novel approach to pharmaceutical marketing, especially for businesses operating in highly commoditized therapeutic areas. Pharmaceutical marketers, brand managers, and healthcare stakeholders who wish to support long-term, value-driven branding strategies in the generic drug sector will find the knowledge gained helpful.

This study's primary objective is to find out how branded generics can be transformed from being viewed as commodities to trustworthy, emotionally engaging healthcare partners by

developing patient-centered marketing ecosystems that include education, empathy, digital tools, and stakeholder collaboration.

3) RESEARCH QUESTION

a) Primary Research Question:

How might the use of patient-centered marketing ecosystems help branded generic pharmaceutical products change their image from commoditized medications to reliable healthcare partners?

b) Supporting Research Questions:

a) How may behavioral knowledge and patient insights help create successful marketing plans for branded generics?

b) How can patients and branded generics develop an emotional bond through the use of digital tools and healthcare professional engagement?

c) What quantifiable effects does humanizing branded generics have on treatment satisfaction, brand loyalty, and patient adherence?

4) OBJECTIVES

- To find out how consumers and medical professionals currently perceive innovator and unbranded generic drugs in comparison to branded generics.
- To determine the primary reasons behind the pharmaceutical industry's commoditization of branded generics.
- To evaluate the effects of patient-centered marketing elements on perception and brand loyalty, such as education, emotional appeal, and digital resources.
- To investigate the effects of humanized branding on treatment satisfaction, patient adherence, and healthcare outcomes.
- To offer a tactical plan for the prompt deployment of patient-centered marketing ecosystems intended for branded generic drugs.

5) HYPOTHESIS

Primary Hypothesis (H_1): 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 (H_0): There is no significant difference in perception, brand loyalty, or patient adherence for branded generic pharmaceutical products, regardless of the implementation of patient-centered marketing ecosystems.

6) METHODOLOGY

Research Design: This study will employ a mixed-methods research design that combines quantitative and qualitative approaches. This allows for a comprehensive

understanding of the subject by collecting in-depth data from stakeholders and statistically analyzing patient attitudes and behavioral patterns.

Sampling Methods and Participant Selection: A **purposive sampling** technique will be used to select key stakeholders, including:

- Patients using branded generics
- Healthcare professionals (HCPs) such as doctors and pharmacists
- Pharmaceutical brand managers or marketers

By aiming for a sample size of about 20 to 30 patients, medical professionals, and industry experts, it is meant to provide diversity across age ranges, therapeutic categories, and geographic regions (urban and semi-urban areas).

Data Collection Methods:

- **Quantitative Data:** To assess patients' knowledge, attitudes, compliance, and emotional attachment to branded generics, structured questionnaires will be provided.
- **Secondary Research:** An examination of the literature on patient-centric branding in pharmaceuticals, industry publications, and case studies will support the findings.

Data Analysis Techniques:

- **Quantitative data** will be analyzed using statistical software to derive correlations and cross-tabulations.
- **Qualitative data** will be thematically analyzed to identify patterns, sentiments, and strategies around patient-centered marketing.
- Comparative analysis may be used to evaluate differences

7) EXPECTED OUTCOMES

The study is expected to demonstrate how patient-centered marketing ecosystems—which encompass engagement, education, and empathy—can assist in transforming the perception of branded generics from low-quality products to dependable and emotionally powerful medical care.

Anticipated Findings:

- Patients are more likely to identify and remember branded generics, feel emotionally connected to the brand, and follow their prescription regimens when they are exposed to humanized branding initiatives.
- The study will most likely show how storytelling, digital tools, and support services increase treatment satisfaction and brand loyalty.
- In a commoditized market, marketers and healthcare professionals will point to patient trust, communication, and consistent engagement as the main differentiators.

Potential Implications:

- Pharmaceutical companies may choose to implement strategic marketing frameworks that prioritize the patient experience over traditional promotional tactics.
- The results could have an impact on industry norms or regulations that support ethical, patient-focused branding tactics in the generic market.
- The insights could help companies remain competitive in already oversaturated therapeutic areas by promoting innovation in patient education, digital health solutions, and support services.

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

- I. https://www.researchgate.net/publication/334541554_Patients'_Perception_Towards_Branded_and_Generic_Medicines_in_an_Emerging_Economy_A_Scale_Development_and_Validation_Study
- II. https://www.researchgate.net/publication/358117454_Patients'_Perception_regarding_Generic_and_Branded_medicines