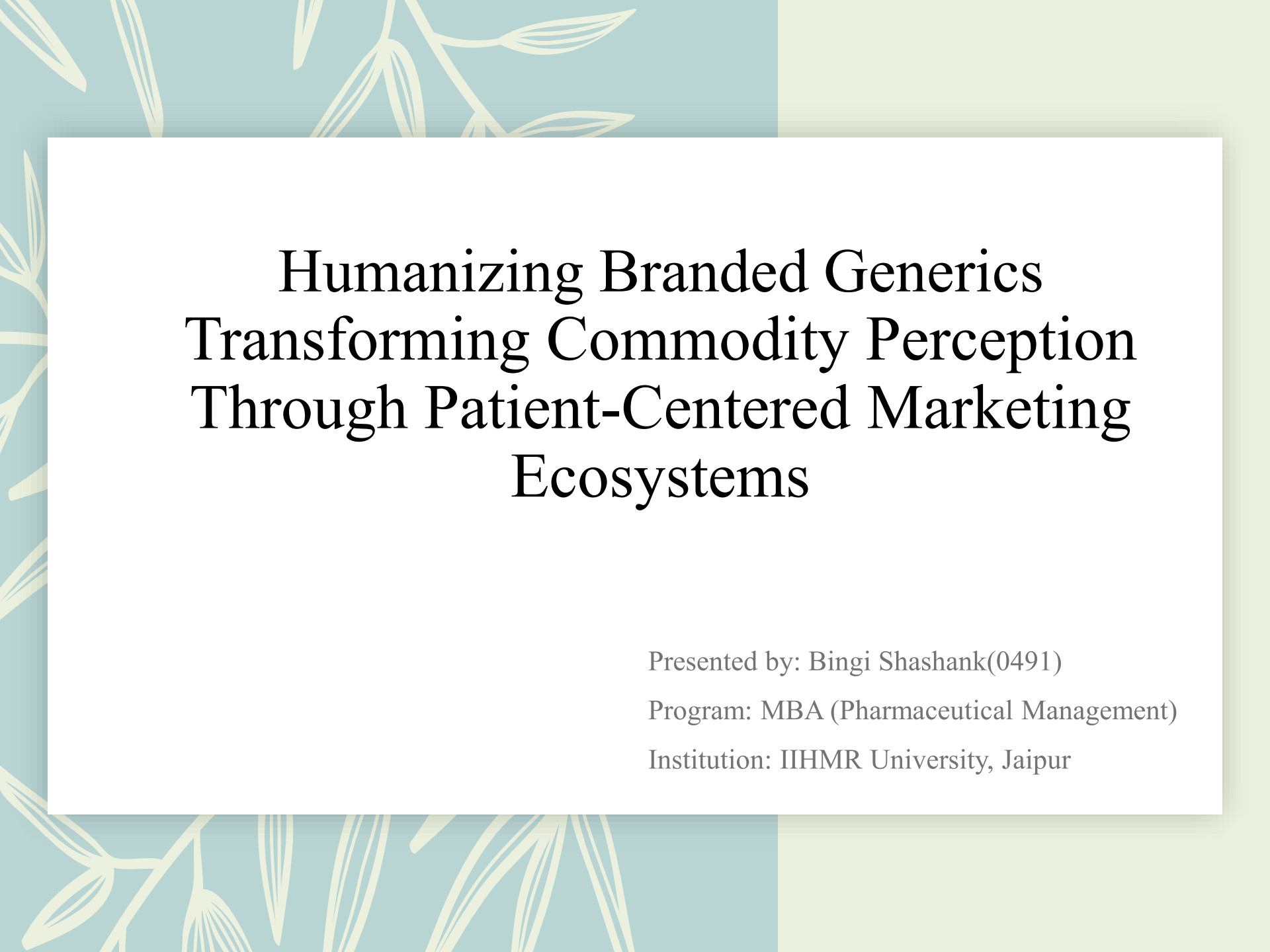




Humanizing Branded Generics Transforming Commodity Perception Through Patient-Centered Marketing Ecosystems

Presented by: Bingi Shashank(0491)

Program: MBA (Pharmaceutical Management)

Institution: IIHMR University, Jaipur

Introduction

- 80% of drug sales in India are branded generics
- Perceived as low-cost, low-value by patients
- Marketing is doctor-focused, not patient-inclusive
- Informed patients now demand transparency
- Need for a patient-centered marketing model

Research Objectives

- Understand stakeholder perceptions
- Evaluate influence of doctors & digital tools
- Identify what differentiates branded generics
- Build a scalable, patient-focused marketing framework

Research Questions & Hypotheses

Key Questions:

- Can patient-focused marketing improve perception?
- How do doctors and digital tools affect this shift?

Hypotheses:

- H1: Patient marketing builds trust
- H2: Digital tools & HCPs improve perceptions

Literature Review Highlights

- Branded generics better accepted than unbranded
- Trust gap compared to patented drugs
- Challenges: Low awareness, weak branding
- Patient education & digital tools underused
- Research gap: No holistic patient-HCP-digital model

Methodology

Design: Mixed-method, cross-sectional

Sample: 370 respondents

- 250 patients (age 25–40)
- 100 doctors/pharmacists
- 20 pharma marketers

Tools: Surveys, interviews, FGDs

Analysis: SAS (quant), Excel (qual)

Respondent Profile

- Urban & semi-urban, digitally literate adults
- Gender-balanced
- Trust based on affordability, HCP advice, experience

Key Findings

Awareness: 30% “very familiar”

Trust: Only 35% trusted branded generics

Drivers of trust:

- Price (55%)
- Doctor advice (50%)
- Experience (40%)

Digital reach high, but only 10% found it “very effective”

Statistical Highlights

Chi-square: HCP trust link ($p < 0.01$)

Logistic Regression:

- Digital exposure (OR = 1.8) ↑ intent
- Discounts (OR = 1.5) ↑ intent

Age 25–30 = Most responsive group

Past users 42% more likely to recommend

Proposed Marketing Framework

4 Strategic Pillars:

- Education: Simple, visual, multilingual content
- Trust Building: Doctors as brand educators
- Digital Engagement: WhatsApp, YouTube, chatbots
- Omnichannel: QR codes, pharmacy-video linkups

Strategic Implications

For Pharma:

- Shift to patient branding
- Equip doctors with content
- Humanize with stories & tools

For Policymakers:

- Awareness campaigns
- Local language info leaflets
- Train doctors in digital comms

Limitations & Future Research

Limitations:

- Urban focus
- Elderly/rural underrepresented
- Digital fatigue

Future Work:

- Rural models
- Long-term trust studies
- Explore gamification, mHealth

Conclusion

- Branded generics can evolve into trusted brands
- Patient-centric builds loyalty
- Trust = Communication + Experience + HCP guidance
- Marketing must become relational, not just transactional