

SYNOPSIS

Dissertation Topic

Impact of Medical Representative in Building Brand Perception

Faculty Guide –

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Synopsis

Title of the Study:

Impact of Medical Representative in Building Brand Perception

Name of the Student:

Animesh Badole

Course & Year:

MBA - Pharmaceutical Management (2nd Year)

Introduction:

In the highly competitive pharmaceutical industry, brand perception plays a critical role in influencing prescription behavior and market success. Medical Representatives (MRs) act as the primary link between pharmaceutical companies and healthcare professionals. Their communication, promotional strategies, and interpersonal skills significantly influence doctors' attitudes toward a brand, thus impacting the overall brand image and market penetration.

Need of the Study:

The effectiveness of a pharmaceutical brand is not solely dependent on its therapeutic efficacy but also on how it is perceived by the prescribers. Since MRs are instrumental in conveying product information, scientific updates, and value propositions, understanding their role in shaping brand perception is essential for companies aiming to gain a competitive edge. This study will help assess how MRs contribute to brand building and how their interactions affect prescriber loyalty.

Objectives of the Study:

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1. To analyze the role of medical representatives in shaping the brand perception of pharmaceutical products.
2. To evaluate the impact of MR behavior, knowledge, and promotional techniques on doctors' prescribing preferences.
3. To identify key attributes in MR-doctor interactions that contribute to positive brand recall and trust.

Scope of the Study:

The study will primarily focus on the interactions between MRs and healthcare professionals in urban and semi-urban areas, considering both ethical marketing practices and perception-related outcomes. It will also cover the role of training, CRM tools, and scientific engagement in enhancing MR effectiveness.

Research Methodology:

- Type of Research: Descriptive
- Data Collection Method: Primary data through structured questionnaires and interviews with healthcare professionals and MRs. Secondary data from journals, reports, and company records.
- Sample Size: 50-100 respondents (Doctors and MRs)
- Sampling Technique: Purposive Sampling
- Data Analysis Tools: Statistical tools like MS Excel/SPSS for analysis of qualitative and quantitative data

Expected Outcomes:

The study is expected to highlight the critical contribution of medical representatives in establishing

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and reinforcing pharmaceutical brand perception. It may offer insights into effective MR strategies and their influence on doctors' trust, product knowledge, and long-term prescribing habits.

Conclusion:

Medical representatives are key brand ambassadors whose conduct, knowledge, and professionalism can substantially impact how a pharmaceutical brand is perceived by the medical fraternity. Strengthening the MR-doctor relationship through training, transparency, and scientific value addition can enhance brand equity in a competitive marketplace.