IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Development Of Marketing Strategies For Pharmaceutical Companies

Dr.Nigaar Patel

Associate Professor

S.K.Somaiya College of Arts, Science & Commerce

Abstract:

International pharmaceutical companies are responsible for the present change in marketing strategies. Leading companies use high-end development rather than adaptable development, new innovation-based businesses are expanding, and businesses that don't innovate their processes and products are finding it hard to compete with businesses that are adapting. inventiveness. The pharmaceutical sector is extremely complex. A good marketing strategy will help in survival of pharmaceutical companies in the stiff competition not only from the domestic companies but also from their foreign counterparts.

This research paper will focus on development of appropriate marketing strategies. The responses have been collected from various stakeholders in pharmaceutical industry.

Key Words: Pharmaceutical, marketing strategies, innovation-based business

Overview of the Pharmaceutical Industry in India

One of the biggest and fastest-growing pharmaceutical industries in the world is found in India. It contributes significantly to the global healthcare industry by offering reasonably priced, superior pharmaceuticals. The robust manufacturing base, affordable research and development (R&D), and export potential of India make it a well-positioned pharmaceutical industry.

Key Characteristics of the Indian Pharmaceutical Industry

1. Global Leadership in Generic Drugs: India is known as the "pharmacy of the world" because of its significant role in producing generic drugs. Indian manufacturers supply approximately 40% of global generic demand, especially for high-demand medicines like antibiotics, antiretrovirals (ARVs), and cancer drugs.
2. Domestic Market Size: The Indian pharmaceutical market is one of the top 10 globally, with a value exceeding USD 50 billion in 2023. The sector is expected to grow further due to increasing healthcare access, a growing middle class, and rising demand for quality drugs.
3. Manufacturing Strength: India has a robust pharmaceutical manufacturing infrastructure, with over 10,500 pharmaceutical companies and 3,000+ active pharmaceutical ingredients (API) manufacturers. The country's manufacturing industry is supported by a large number of WHO-GMP (Good Manufacturing Practices) certified facilities.

4. R&D Capabilities: India is a global hub for pharmaceutical research, especially for bio-pharmaceuticals and biotech products. Many Indian pharmaceutical companies invest heavily in R&D, with a focus on areas such as cancer therapies, biologics, vaccines, and biosimilars.
5. Regulatory Environment: The Central Drugs Standard Control Organization (CDSCO) and Drugs Controller General of India (DCGI) regulate pharmaceuticals in India. India has also become a key player in global regulatory approvals, with companies gaining recognition from the FDA (U.S.), EMA (Europe), and other regulatory bodies.

Objectives of Study:

- To understand the essence and concept of pharmaceutical marketing
- To identify the elements of marketing mix for pharmaceutical industry.

Research Methodology

Primary Data Collection: The study was carried out among stakeholders of pharmaceutical industry in Mumbai. It includes students, academicians and employee in pharmaceutical industry along with pharmacy store owner. Nonprobability sampling technique has been used for the purpose of this research. 108 stakeholders aged between 18 to 60 years have been surveyed through online questionnaire.

Secondary Data Collection: The secondary data were collected by referring manuals, journals and intranet, websites and the final data will be analysed systematically to achieve the desired result.

Review of Literature

Micheline Khazzaka (2019) states that the true needs, attitudes, and actions of doctors with regard to their marketing and promotional efforts must be understood by pharmaceutical marketers. while taking into account physicians' demographic factors and physicians' opinion regarding ethical acceptability of gifts and samples. Because they choose the medication that patients will take, doctors have the most significant influence on pharmaceutical sales. One of the keys to pharmaceutical sales is influencing the physician. Drug companies' marketing campaigns need to focus on young, female doctors who work in remote areas. In general, this group of active doctors may be the most impacted.

Kejriwal, Bhatt, Shanbag and other (2022) concluded that on the domestic pharmaceutical market, the ever-growing permanent sector is destined to emerge as the dominant player in the long term. The strength of a pharmaceutical company's manufacturing infrastructure is critical to the company's chances of being successful in transitioning from the acute treatment market to the business of chronic treatment. technique of manufacture Learning about the mobility needs of a company's customers may give managers with a wealth of valuable knowledge that can be used to the company's operations. Account segmentation is a useful approach that may be used in order to evaluate these needs.

John Kalfee concluded that Pharmaceutical marketing, which is primarily targeted at physicians, has been criticised because it may distort physician prescribing and thus potentially raise costs and/or worsen health. Pharmaceutical promotion is likely to be particularly valuable because information plays a key role, is highly technical, and can change rapidly. Even consumer advertising can potentially improve health, for example, by improving patient compliance with drug therapy. Moreover, successful marketing of pharmaceuticals increases the returns from R&D, thus increasing incentives to explore consumer demand and to contribute to basic research on the role of drug therapy. Consumer benefits from this process may be very large.

Kalyani Rajput & Rajesh Kumar Pandey stated that Pharmaceutical marketing has its own share of Challenges as well as the avenues.The globalisation, increased competition, and the battle for worldwide market dominance posses the challenge & risk that gets mitigated by the specific strategies surrounding the essentials of marketing domain i.e., Product, Price, Place, Promotion, People, Physical Evidence and Process. Consumers of Pharma Industry are varied in Nature. At One end the Physicians & Pharmacists are the customers, to the other hand the patients are the final consumer

Marketing in Pharmaceutical Industry

Marketing is a very specialized and regulated profession in the pharmaceutical (pharma) industry. Pharma marketing, in contrast to marketing in other sectors, is subject to stringent laws intended to guarantee that goods are advertised in a transparent, safe, and moral manner. In addition to increasing sales, the main objectives are to support healthcare providers, guarantee patient safety, and inform patients of their medical options.

Regulations and Compliance

Pharma marketing is one of the most heavily regulated sectors in the world. Regulations vary by country, but common requirements include:

- FDA (U.S.) or EMA (EU) guidelines on advertising.
- Laws like the False Claims Act, FDA's Drug Approval Process, and Health Insurance Portability and Accountability Act (HIPAA) in the U.S.
- Restrictions on direct-to-consumer advertising (e.g., in the U.S., DTC advertising is legal, but in many other countries, it is prohibited).
- Regulations on promotional materials, ensuring they are scientifically accurate, non-misleading, and supported by clinical data.

Target Audiences

The pharmaceutical industry's marketing strategies often target different groups:

- Healthcare Providers (HCPs): Physicians, pharmacists, nurses, and other medical professionals who directly influence product selection and treatment decisions. Pharma companies often use sales representatives, medical science liaisons, and clinical trials to build relationships with HCPs.
- Patients and Consumers: In some countries, direct-to-consumer marketing is allowed (e.g., TV ads in the U.S.). Pharma companies may market disease awareness campaigns, new drugs, and treatment options, often via traditional media, social media, and patient education materials.
- Regulatory Agencies: Ensuring that all marketing efforts comply with government regulations and industry standards.

Pharma Marketing Strategies

There are a variety of marketing tactics used in the pharmaceutical industry:

- Sales Representatives (Field Force): Pharma sales reps are responsible for educating doctors and other healthcare providers about new drugs, providing samples, and answering questions about products.
- Medical Education and Research Partnerships: Pharma companies fund and sponsor medical conferences, symposia, continuing medical education (CME) events, and clinical trials to increase awareness of their products and the scientific evidence behind them.
- Digital and Online Marketing: Digital tools such as websites, social media, apps, and email campaigns help companies educate consumers, engage with healthcare professionals, and drive brand awareness. However, this must be done in compliance with regulations, especially regarding privacy and advertising to patients.
- Branding and Disease Awareness Campaigns: Drug companies invest in branding campaigns to increase awareness of diseases they treat and the importance of their treatments. These can include advertising on TV, radio, print media, and increasingly on digital platforms.
- Patient Support Programs: These are initiatives to help patients understand their conditions and treatments, improving adherence to prescribed medications. These programs can include financial assistance, nurse hotlines, and educational content.
- Public Relations (PR): PR is used to manage the company's image, especially during product launches, regulatory approvals, and when managing crises (e.g., recalls, adverse effects, or legal issues).

Data Analysis:

32% respondents are students, 16% are academicians in pharmacy colleges, 29% are owner of pharmacy store and 23% respondents are employee in pharmaceutical companies. According to majority of respondents, in the current Indian context trade association along with government regulatory bodies must work on bringing healthy competition in the industry or trade. Also the pharmaceutical companies must look for co-marketing as option by joining hands with other companies to reduce the cost of promotion of a product in domestic as well as overseas market.

As a promotional tool, gifts and free samples to doctors comes as clear winner as 44% respondents voted for the same. 31% respondents felt personal selling can work well in pharmaceutical marketing followed by journal marketing(20%) and sponsoring of conference and events(17%).

egarding pricing, 82% respondents said that adopting lowest pricing can be a strategy for the pharmaceutical companies to capture better market share. Today along with retaining the existing market share expansion of market is also important. 39% respondents said that building good relation with doctor community will help to expand their market share. This was followed by companies relation with dealers like wholesaler and retailers (26%) and company's product basket (22%).

For product consumption, easy availability of products is utmost important followed by aggressive marketing strategies and brand name of the products. Packaging is not that important for pharmaceutical consumers. According to majority of 37% respondents, Marketing strategies of the pharmaceutical companies largely depends on the financial strength on the companies .This was followed by number and kind of products company is producing(31%) and number of field force which company is having (20%).

As far as doctors selection of a particular brand is concerned, companies relation with the doctor is the most important decision making criteria (28%). Products availibility in makret is also important(21%). Alos, available scientific information is also important(18%).
New product development (30%), training to sales force (23%) and entry in overseas market (19%) can help Indian pharmaceutical companies for a sustainable growth.
Cipla and Dr.Reddy's marketing strategies are most popular among pharmaceautical stakehokders.

Suggestions:

The marketing mix of pharmaceutical company has been suggested after taking the response from various stakeholders of pharmaceutical industry like students, academicins, pharmacy store owner and employee in pharmaceutical company. Government has a major role to play in the development of pharmaceutical industry by creating a well defined rules and regulations. Mutual collaboration among pharmaceutical company is essential for long term survival and success of the industry. Doctors plays a very crucial role in pharmaceutical marketing because their opinion forms the basis of pharmaceutical consumers. So taking the doctors into confidence and getting a positive word of mouth in favour of company is important. As far as pricing is concerned, consumers are generally price sensitive so keeping the prices of the medicines at lower level is essential. Research and development by pharmaceutical company will not only help the company to produce wide range of better quality medicines but it will also help to keep the prices at the lower level. Instead of spending more on packaging, pharmaceutical company should try to develop breakthrough medicine by innovation. Regular supply of product is utmost important for better customer support. Role of medical representatives is also very crucial in channelizing the medicines from companies to doctors and pharmacy stores.

Conclusion:

India is home to one of the world's largest and fastest-growing pharmaceutical industry. By providing high-quality drugs at affordable prices, it makes a substantial contribution to the global healthcare sector. The pharmaceutical business in India is well-positioned because to its strong manufacturing base, reasonably priced research and development (R&D), and export potential. All the codes of conduct, self regulations and laws developed to control pharmaceutical promotion and marketing seem ineffective which is reflected by increasing marketing expenditure of the companies. The research can be concluded by considering the fact that doctor's perspective is highly positive on branding strategies of Indian pharmaceutical companies in the context of brand recognition and prescriptions.

Bibliography:

Azoulay, Pierre (2001), ―Do Pharmaceutical Sales Respond to Scientific Evidence? Evidence from Anti-ulcer Drugs‖ working paper, Management Department, Columbia University.

BMC Health Services Research (2019) 19:80 https://doi.org/10.1186/s12913-019-3887-6

John E Kalfee, The role of marketing in pharmaceutical research and development
National Library of Medicine

Kalyani Rajput & Rajesh kumar Pandey "Pharmaceutical Marketing: A Literature Review"

April 2022, International Journal of Engineering and Management Research 12(2):56-63

Loyola Filho AI, Lima-Costa MF, Uchôa E. Bambuí project: A qualitative approach to self-medication. Cad Saude Publica. 2004;20:1661–9.

Marketing Strategies For Pharmaceutical Industry – A Review Mona Kejariwal , Ramdas Bhat , Preeti shanbhag, Dr. Pradeep C. Dave, Suraj Prakash Singh , Dr. Shiv Kant Tiwar

Journal of Pharmaceutical Negative Results ¦ Volume 13 ¦ Special Issue 8 ¦ 2022

Micheline Khazzaka (2019)Pharmaceutical marketing strategies' influence on physicians' prescribing pattern in Lebanon: ethics, gifts, and samples

Venugopal, P.V.1999. Industrial property and pharmaceutical industry: opportunities and challenges for developing countries.