



## **A Study on Brand Awareness of Various Pharmaceutical Companies**

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### **ABSTRACT:**

India is the biggest supplier of generic drugs globally. Indian drug sector supplies over half of worldwide demand for different antibodies, 40% of generic interest in the US and 25% of all medication in the UK. India enjoys a significant situation in the worldwide drugs sector. The nation additionally has an enormous pool of researchers and architects with a possibility to guide the business ahead to more noteworthy statures. As of now, over 80% of the antiretroviral drugs utilized globally to battle AIDS (Acquired Immune Deficiency Syndrome) are provided by Indian drug firm. Drug abuse is becoming a serious problem in India. Thanks to the easy availability of various addictive substances and inadequate control, drug abuse has assumed an alarming proportion both in the urban and rural areas. Fast-growing unemployment in rural India and the outgoing personality of the average Indian have given a boost to the problem. Many research workers, social scientists and religious organizations have been regularly pointing towards the rising incidence of alcohol and drug abuse. My project report is based on Analytical and Survey Study through questionnaire. The study deals with the comparative study of various Pharmaceutical Companies that deals in manufacturing commonly used drugs like Antibiotics, Antifungal, Topical Steroids etc. The study is related to study their average sales in comparison with each other, their schemes and brand loyalty of customer. Besides the study also gives graphical representation for these companies based on the information gathered from some of the dealers chosen for this very study.

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### **I. Introduction:**

Pharmaceuticals are medicinally effective chemicals, which are converted to dosage forms suitable for patients to imbibe. In its basic chemical form, pharmaceuticals are called bulk drugs and the final dosage forms are known as formulations. Bulk drugs are derived from 4 types of intermediates (raw material), namely :

Plant derivatives (herbal products)

Animal derivatives e.g. Insulin extracted from bovine pancreas. Synthetic Chemicals.

Biogenetic (human) derivatives e.g. Human Insulin

Doctors, post-diagnosis to cure a disease or disorder in the patient primarily prescribes formulations.

To prevent misuse/incorrect administration, most formulations are disbursed by pharmacies only under medical prescription and these are called ethical products.

The Indian Pharmaceutical Industry is a vibrant, high technology based and high growth-oriented industry - attracting attention the world over for its immense potential to produce high quality drugs and pharmaceutical formulations. The Pharmaceutical Industry is among the most highly R&D intensive industries. In fact, other than drug discovery, marketing has been the most important function in the pharmaceutical industry.

The pharmaceutical marketing environment is perhaps the most challenging one on the Indian industrial scene today. As it approaches a new millennium it is faced, on the one hand, with new opportunities and new prospects, and on the other, with the emergence of a radically ordered pharmaceutical order

### **OBJECTIVES OF THE STUDY:**

- To study concept of the brand awareness of pharmaceutical companies.
- To study brand equity and determined by consumer perception of and experiences with the brand.
- To study the branding and role of branding in the Pharmaceutical Industry
- To study Creating Demand for Prescription Drugs

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## II. Review of literature:

**Stephen Griffiths, (18th August 2007)** studied the "Pharmaceutical branding: To brand or not to brand" The UK pharmaceutical industry has witnessed many changes in the last ten years, adapting to new government regulations, price competition and parallel import from Europe. Many theorists in the mid-1990s forecasted the end of sales forces and direct marketing techniques in favor of small divisions focusing on specific Primary Care Trusts. Two quantitative and two qualitative arms to the research were used. In the GP quantitative surveys, a statistical preference towards the use of medical sales representatives and advertising was found. Brand loyalty was revealed as a reason for prescribing more expensive branded medicines over cheaper generic alternatives. Advertising was found to influence GP prescribing in addition to direct selling techniques. The majority of pharmaceutical companies have restructured or currently undergoing the process to make the field force teams more effective. This paper has uncovered the existence of brand loyalty among healthcare professionals and investigated the marketing methods commonly used to communicate these brand messages. The paper has uncovered a significant level of change and uncertainty over the last ten years but clearly identifies the effectiveness of traditional direct marketing techniques and predicts the rapid expansion of direct-to-consumer marketing to secure the future many pharmaceutical brands.

**Giles Moss, (September 1, 2001)** studied the "Pharmaceutical Brands: Do they Really Exist?" This paper discusses the drug industry and its attitude towards products and brands. The paper uses data from both the pharmaceutical and consumer areas and analyses the top 20 pharmaceutical products and the corresponding therapy areas for the top pharma companies. It finds that the industry has been successful using product attributes and classical marketing techniques like other high-tech industries — the focus tends to be blockbuster products not brands. A significant factor here is that short patent protection means brand building does not protect long-term profits in the same way that it does for consumer brands. Three brand types are recognizable within the area: corporate; therapy area, and product. The paper concludes that drug brands do exist even though they are largely not managed as such, that lessons have been learned at a rudimentary level, but little research has been conducted into pharmaceutical brand management. It poses the question of whether or not it will be inherently risky not to actively manage brands in the future; recent direct-to-consumer advertising failures emphasize an urgent need to address this issue.

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## III. Research Methodology:

The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data.

### RESEARCH DESIGN

The study is descriptive in nature.

### TYPES OF DATA USED FOR THE STUDY

Primary data and secondary data are using for this study.

### SOURCES OF DATA COLLECTION:

- The primary data are collected from the Doctors, Chemist, customers and dealers through direct questionnaire.
- Secondary data were collecting from Company profiles, websites, magazines, articles were used widely as a support to primary data.

### SAMPLING SIZE:

This study covers 60 Doctors, Chemist, Medical Representatives and customers.

### Data Collection method:

For the analysis of the data and its interpretations, various tools of research where used.

- Percentage analysis
- Chi-square
- Correlation

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## IV. ANALYSIS AND INTERPRETATION

### Chi-square

TABLE NO 1

On your counter which brand is demanded mostly by the consumers		other	Cipla	Ind - S	Ranbaxy	total
Is there any price differentiation in products	Constant	2	16	3	4	25
	Less	0	1	1	1	3
	More	0	1	1	1	3
	Varied	0	15	6	8	29
Total		2	33	11	14	60

**Interpretation:**

As like asked in the questionnaire, Is there any price differentiation in products? On your counter which brand is demanded mostly by the consumer? Final predict result percentage is 33% from Cipla.

**Correlations**

TABLE NO 2

I		Do advertisement offer particular company's products makes any effects on you	Do you use OTC? segments products of different brands
Do advertisement offer particular company's products makes any effects on You	Pearson Correlation Sig. (2-tailed) N	1 60	.002 .988 60
Do you use OTC segments products of different brands	Pearson Correlation Sig. (2-tailed) N	.002 .988 60	1 60

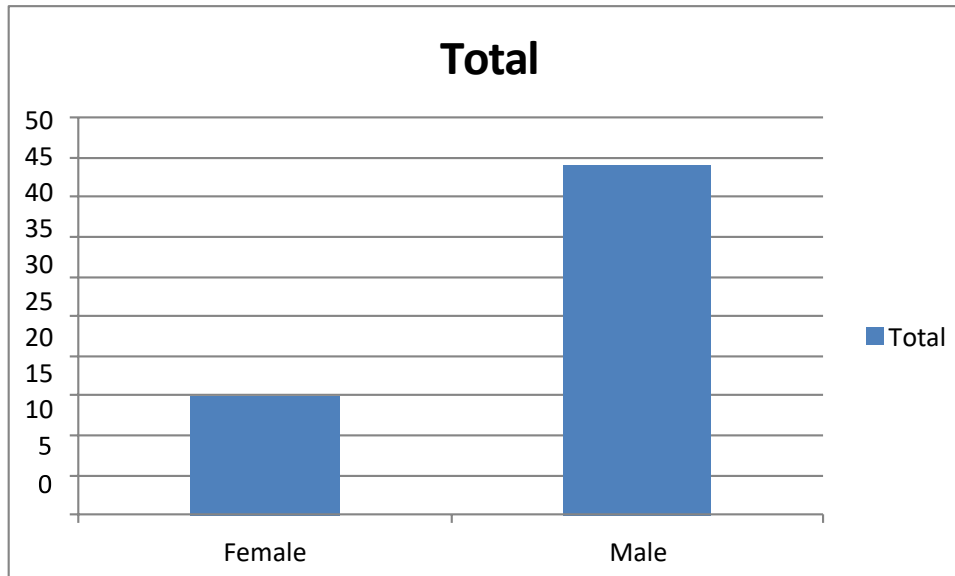
**Interpretation:**

As like asked in the questionnaire, do advertisement offer particular company's products makes any effects on you? Do you use OTC segments products of different brands? Both have same percentage.

**PERCENTAGE ANALYSIS****GENDER ANALYSIS**

Row La	COUNT of GENDER
Female	15
Male	44
Grand Total	59

TABLE NO 3



#### Interpretation

From the above table inferred that, 15 of respondents were female and 45 of the respondents were male.

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#### V. CONCLUSION

The research pharmaceutical industry remains beset with problems, for most of which there do not appear to be obvious solutions. many people consider that the current research pharmaceutical business model is no longer sustainable, but no-one has yet come up with a better one.

However, because of the increasing domination of drug-development pipelines by biopharmaceuticals, we can be certain that the next generation of human pharmaceuticals will leave significantly smaller residues in the environment than those that result from the use of current medicines.

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