CHAPTER – 5
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For the purpose of analysing the opinions of respondents chosen for the study about the marketing Strategies adopted by the pharmaceutical companies, a structured questionnaire was prepared and administered. Data has been gathered from three different types of respondents, for the study opinions of 150 marketing professionals, 160 marketing intermediaries and 177 End-Users (Doctors) considered.

The demographic distribution of the respondents for the study comprised of Age, Education and the length of experience in the field of pharmaceutical industry.

Based on Age, majority of the respondents belong to age group of 35-50 years. Among all the respondents considered in this age group, marketing professionals constitute 60%, Marketing intermediaries 69.4% and End Users 55.9% in their respective category of respondents.

On the basis of education, the respondents are grouped into four categories namely- undergraduates, post graduates, super specialists and others, incidentally out of 150 marketing professionals 62.7% are post graduates, 37.3% are undergraduates, out of 160 respondents under marketing intermediaries 68.2% of them are undergraduates. 29.3% of post graduates, where as among End-users considered for the study 44.1% of them are post graduates, and 24.3% are undergraduates.

On the basis of experience, respondents can be grouped in 4 different categories ranging from 0-5 up to 20 and above. Majority of respondents in all the three categories are in the age group of 5-10 years of experience constituting 48%, 66.9%, and 30.5% of marketing professionals, marketing intermediaries, and End-users respectively.

Further the finding of the study has been summarised and presented under three different heading with regard to Opinions of marketing professionals, Marketing intermediaries and End users.
5.1. FINDINGS WITH RESPECT TO THE MARKETING PROFESSIONALS

- Marketing professionals have rated companies based on their marketing Strategies as Introducer, Follower and late entrants. Majority of respondents in this category considered Astrazeneca, Pfizer and Glaxo Smithkline Beecham as introductor and Cipla & Ranbaxy considered as followers and Micro labs as late entrant.

- Micro Labs Company found to be using Demarketing strategy as it discourages prescribers from prescribing few of its own product to maintain goodwill and loyalty.

- The opinions of respondents with regards to Pruning of marginal markets it was found out that Microlabs and cipla have adopted this strategy and withdrawn their products all of sudden.

- As per as Key marketing strategy is observed, Astra Zeneca comparatively focussed more on therapeutic segment and Ranbaxy & MicroLabs are not concentrating segment alone.

- With regard to repositioning strategy is considered, Pfizer and Cipla companies have repositioned their antibiotic products for creating value for their existing products that other companies considered for the study.

- With regard to introduction of new antibiotic products Cipla ,Ranbaxy and MicroLabs have been rated high by the respondents when compare to others.

- The pricing Strategies Astra Zeneca, Pfizer and Glaxo Smithkline Beecham are considered as high pricing strategies and Cipla, Ranbaxy and Micro labs as low pricing strategies by the respondents.

- Pricing strategy of Astra Zeneca, Pfizer and Glaxo Smithkline Beecham are based on the principle one pricing for all the customer , where as Cipla, Ranbaxy and Microlabs are charging flexible prices.

- From the survey it was noticed that, Astra Zeneca, Pfizer and Glaxo Smithkline Beecham maintain high range of pricing, Cipla and Ranbaxy maintain medium range of pricing and Micro labs maintain low range of pricing.

- As for as channel of distributors is concern, Cipla, Ranbaxy, and Microlabs adopted of ‘Company to Wholesaler channel to greater extent, where as Astra Zeneca, Pfizer and Glaxo Smithkline Beecham uses ‘Wholesaler to the retailers’ channel.
- From the survey it was found that all the companies have adopted intensive distribution strategy. Where Glaxo Smithkline Beecham follow selective strategies to a greater extent.
- As far as current promotional techniques are used by the companies, visual aid is predominately used by all the companies. Cipla and Micro Labs used more of email as promotional techniques than others. Cipla followed more journals for the promotion than Ranbaxy, where as Ranbaxy and Microlabs uses more of sponsorship of conferences. Astra Zeneca and Glaxo Smithkline Beecham conduct key opinion Leaders meet where as Ranbaxy, Cipla and Micro Labs give more gifts as tool for promoting their products.
- The marketing professionals are of the opinion that Astra Zeneca, Pfizer and Glaxo Smithkline Beecham have maintained high quality which is related to high price.
- Ranbaxy and Microlabs a rated high with regard to availability, promotion, application, class and wide range of antibiotics.
- In the case of product mix, Glaxo Smithkline Beecham, Cipla and Microlabs had wide range of products and Pfizer had less number of products.
- As far as nature of product diversification is considered, Astra Zeneca, Pfizer and Glaxo Smithkline Beecham were higher for concentric and conglomeric and Cipla, Ranbaxy and Micro Labs were higher for horizontal diversification.
- In the case of product quality, customer service and ethical marketing, Astra Zeneca, Pfizer and Glaxo Smithkline Beecham fared better that others.
- In the opinion of marketing professionals on the attributes of representative from the companies considered for the study with regard to visit, Relationship and Providing solution for the problem Cipla, Ranbaxy and Micro Labs fared better. In terms of communication the representative from Pfizer and Galxosmith kline beecham is considered as better.
5.2. FINDINGS WITH RESPECT TO THE MARKETING INTERMEDIARIES

- Astra Zeneca, Pfizer and Glaxo Smithkline Beecham companies were found to have ‘high commitment and found that they are not to practice demarketing strategies. Cipla, Ranbaxy and MicroLabs companies were found to have medium commitments and these companies practice demarketing Strategies.

- Cipla, Ranbaxy and MicroLabs companies were practice pruning of marginal market strategy and found to be withdrawing their products. They have wide range of products and re-launched their antibiotic products and came out with new antibiotic products.

- The product price of Cipla, Ranbaxy and MicroLabs are significantly low compare to others.

- Astra Zeneca, Pfizer and Glaxo Smithkline Beecham have maintained price stability where as Cipla, Ranbaxy and Microlabs were practicing flexible pricing.

- Bundling of Products is more visible in case of Cipla, Ranbaxy, Microlabs and AstraZeneca.

- The channel of distribution used by Cipla, Ranbaxy, and Microlabs is more of wholesaler, where as other three companies used wholesaler to the retailer and other channels.

- Microlabs, Cipla and Ranbaxy followed more of intensive distribution strategy.

- From the survey it found, Cipla, Ranbaxy and Microlabs used more of visual aid, email, sponsorship of conferences, meeting of key opinion leaders meet, gift items and samples as promotional tools.

- Survey of marketing intermediaries revealed that Astra Zeneca, Pfizer and Glaxo Smithkline Beecham rated high for attributes, price, quality, application. Cipla, Ranbaxy and Microlabs rated high for the ‘By product users.

- Glaxo Smithkline Beecham, Pfizer and Ranbaxy fared better in quality. and AstraZeneca, Pfizer and Glaxo SmithKline Beecham were found better in ethical marketing, where as Microlabs, Cipla and Ranbaxy fared better in customer service, meeting commitments.

- An analysis of Representatives by the respondents revealed that Cipla, Ranbaxy and MicroLabs fared better in visit, solution provider and in helping nature, where as Astra Zeneca, Pfizer and Glaxo Smithkline Beecham fared better in ‘communication’, appearance, sound knowledge and relationship with customer.
5.3. FINDINGS WITH RESPECT TO THE END-USERS (DOCTORS)

- From the survey it found that, Microlabs, Ranbaxy and Cipla are practicing Demarketing Strategies
- Cipla, Ranbaxy, and Microlabs used to come out with newer antibiotic products more frequently than Astra Zeneca, Pfizer and Glaxo Smithkline Beecham.
- MicroLabs, Ranbaxy and Cipla used more of low pricing strategy and bundle their products to offer aggressive pricing
- Pfizer, Astra Zeneca and Glaxo Smithkline Beecham had higher frequencies on ‘maintaining price, where as Ranbaxy and Microlabs had more keen on ‘reducing price.
- Astra Zeneca maintained ‘one price’ where as all other companies following of flexible pricing.
- Cipla uses direct channel of distribution to reach the end users where as Ranbaxy and Micro labs use more company to wholesaler and AstraZeneca and Pfizer reaches the end user through wholesaler to retailers channel.
- Cipla, Ranbaxy and Microlabs used more of ‘Personal selling by visual aid’, emails, CMEs, sponsorship of conferences and solution provider, gift items, key opinion leaders meeting for promoting the products.
- Astra Zeneca, Pfizer, & Glaxo Smithkline Beecham had higher rankings on quality and Price consideration.
- Cipla, Ranbaxy and Microlabs had higher rankings in terms availability of their products and promotion.
- Affordability was found to be less with Pfizer and Glaxo Smithkline Beecham as they follow high end pricing strategy when compare to others.
- In the opinions of end users Representatives of Cipla, Ranbaxy and Micro Labs fared better in terms of visit and solution provider where as Astra Zeneca, Pfizer and Glaxo Smithkline Beecham fared better in terms of ‘communication’, appearance ,knowledge and relationship.