SYNOPSIS

TOWARDS PARTIAL FULFILMENT OF THE PHD DEGREE

ON

“Brand Building and Positioning with reference to Pharmaceutical Industry.”

SUBMITTED BY

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DECLARATION

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, neither it contains material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or higher learning, except where due acknowledgment has been made in the text”

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Signature
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CHAPTER I

INTRODUCTION

1.1 Introduction of the Study

Indian pharmaceutical industry is a highly organized sector. India ranks 3rd in terms of volume of production (10% of the global share) and is fourteenth largest market by value (1.5% of global share). The Indian pharmaceutical industry is highly fragmented due to the presence of large number of players.

The domestic pharmaceutical market is in strong position to fulfill the country’s major requirement of the bulk drugs and almost all the demands for the formulations. The industry has seen tremendous progress in terms of infrastructure development, technology base and the wide range of products manufactured. Players in the pharmaceutical industry include branded drug manufacturers, generic drug manufacturers, firm developing bio pharmaceutical products, non prescription drug manufacturers and firms undertaking contract research. The growing population and technical advances has changed India’s demographic profile. Demand for lifestyle related diseases such as diabetes, cardiovascular diseases and central nervous system are on rise.

Research and development is the backbone of pharmaceutical industry. During 2010, Ranbaxy Laboratory spent 9.5% of their turn over on R&D. To give more focus for R&D activities, some companies demerged their R&D divisions into separate companies during last couple of years. The patent act and drug price control order introduced in 1970 forced MNCs to shrink their operations in India. Many pharmaceutical companies have adopted the strategy of inorganic growth through mergers and acquisition. Through this, the domestic
companies can also find out its ways to penetrate in the global market and widen their global footprints.

1.2. Brand management

A large extent of studies is done on whether branding plays important role in customer decisions. Consumer goods companies have followed a particular structure in how they brand their products. It is still arguable whether the same model is adopted for pharmaceutical companies. Recently, however due to competitive nature of the industry the importance and significance of branding has become paramount.

1.2.1. Brand management in the Pharmaceutical industry

The pharmaceutical industry has often modeled itself on the fast moving consumer goods industry (FMCG) where brands are viewed as the key assets of a company and all assets are utilized to create and develop brands. According to Schuiling and Moss (2004), pharma companies have not worked proactively in identifying a brand identity for their products and then communicating this identity to consumers. The big difference in strategies may come because of regulation on marketing and selling.

1.2.2 Positioning with special reference to pharmaceutical industry

Establishing the pharmaceutical brand position the advantageous location that a product owns in the mind of physician is the challenging component of marketing campaign development. At present the traditional approach to pharmaceutical brand, positioning involves customers essentially reacting to statements developed by the marketing organizations. Vanderveer and Pines (2007) have explained the concept of customer driven positioning. The methodology
followed includes problem statement i.e. articulating a specific unmet need in the market place that is being met by the brand in question, functional benefits i.e. the essential clinical property of the medication that intrinsically differentiate from other medications. The next step is providing to believe i.e. reference to some scientific or mechanistic aspect of the brand that substantiates its main clinical benefits. Further, emotional benefits may strengthen the positioning statement robustly. Once the positioning statement has been established author recommends a similar process called as information architecture.

The pharmaceutical industry has been very successful since the late 1980s, achieving impressive annual sales growth rates in excess of 10 per cent per annum and enjoying the resultant growth in profits. The success has relied mainly on strong research and development (R&D).

Defining the branding involves identifying what key differences might exist between the pharmaceutical industry and the fast moving consumer goods (FMCG) industry. Brand is defined as a name or a symbol given to products that will differentiate it from other products and that will register it in the mind of the consumer as a set of tangible (rational) and intangible (irrational) benefits.

Brand represents a way to differentiate product against competitors. Brand will also generate consumer loyalty as brands signal a certain level of quality that the consumers will find on a regular basis.

There is great number of different definitions of positioning in scientific literature of marketing. The concept of positioning seeks to place a certain position in the minds of perspective buyers. Marketers use a positioning strategy to distinguish their firm’s offerings from those of competitors and to create promotions that communicate the desired positions (Boone and Kurz, 2001)
Scientists Etzel, Walker and Stanton (1997) refer to marketing as management’s ability to bring attention to a product and to differentiate (position) in its favorable way from similar products.

Ries and Trout (1986) distinguish from all other marketing theoretic, stating that positioning is not what is done to product? Positioning is what you do to the mind of the prospect, a piece of merchandise, service, a company, an institution and even a person. However, Kotler in 2006 defines positioning as the act of designing the companies offer so, of at it occupies distinct and valued position in the consumers relative to competing products. The purpose of positioning is to create a unique and favorable image in the minds of target customers (Bhat, 1998). Positioning therefore is a natural conclusion to the sequence of activities that constitute a core part of the marketing strategy (Fill, 2006). Product positioning refers to the decision and activities intended to create and maintain a certain concept of the firm’s products in the customers mind (Ferrel, 1997). Positioning is developing a specific marketing makes to influence potential customers overall perception of a brand, product line, or organization in general (Lamb, Hair, Mc Daniel 2004). To sum up the position of a product is customer’s perception of the product’s attribute relative to the attributes the competitive products. Scientists Hooley, Sounders, Piercy (2006) state that competition can take place at various levels. Competition with products analogous qualities, competition in the same product group, competition with other product that satisfies the same or very similar consumer demand. In addition, competition in the same demand level is possible. According to Pranulis (1998) survey techniques like scales of graphic evaluation, Likert’s scale, and semantic differential scale can be proposed to identify the current position of product and other competing products. A positioning map provides a valuable means to position product by graphically illustrating consumer’s perception of competing products and the product their positioning. Positioning map develops understanding of how the relative strength and
weaknesses of different product are perceived by buyers. It builds knowledge about the similarities and dissimilarities between competing products. It assists the process of re-positioning of existing products and the positioning of new products. Positioning map is an important tool in development and tracking of promotional strategy. It enables manager to identify gaps and opportunities in the market and allows monitoring of effects of past marketing communications (Arora, 2006). A good number of studies have been conducted on selection of positioning strategies. Positioning strategies is the choice of target market segments which determines Scholars Doyle, Stern (2006). Product positioning strategies are product features, price/quality, product class dissociation, user, competition, benefit, heritage or cultural symbols (Fill 2006, Kotler 2007, Armstrong 2004, and Doyle 2006). On the other hand qualities, competitors, product users, product class, applications forms positioning strategies (Boone, Kurz 2001). Inadequate positioning is studied in detail by Grancutt, Leadley, Forsyth (2004). They have defined risky positioning as under positioning, over positioning, confused positioning, and doubtful positioning. Similarly, many studies have been undertaken on positioning statements. Positioning statements is highly interactive process often involving many cut and try attempts before satisfactory results are achieved. According to Kalafatis, Tsogs, Blankson (2000) positioning statements play a vital role in helping to guide and co-ordinate the firms efforts in the market place. They are crucial internally and externally. Ruta Ostaseviciute et al (2008) examined and concluded that positioning plays a key role when reaching the desired place in the mindsets of potential and existing customers. The position of the product is formed by customer’s perception of a product relative to attributes of competitive products. Product positioning is an inseparable and most important part of STP model. If these two steps viz. segmentation and targeting contain flaws or are inadequately or incompletely performed, successful product positioning is doomed to fail.
1.3 Objectives of the study

1. To create positioning model for pharmaceutical companies.
   This study tries to create positioning map for the major players which will enable them to design competitive marketing strategy with respect to competitor

2. To identify key positioning typologies of major pharmaceutical companies.
   Out of many positioning typologies available, which one is more successful and has more impact is studied.

3. To find out and validate key factors which constitutes positioning strategies for pharmaceutical companies.

4. To find out key trust factors for both physicians and customers in prescription and consumption.
   Pharmaceutical companies have developed trust in physician’s mind the extent of which is studied in this work.

5. To understand the awareness of pharmaceutical industry across demographics.

1.4 Need for the study

Literature lacks empirical studies based on positioning strategy and success of the firm in Indian scenario. Branding strategies are studied in detail for the pharmaceutical companies. Numerous formulations added makes difficult for physician to remember the brand name and prescribe.

To understand the positioning of major companies the study has been incorporated. The study will help other players in the segment to formulate the strategy for their products. Pharmaceutical companies’ basic prescription generation comes from physicians who
prescribe the drug based on various factors, which in detail are studied for the first time. The extent of trust that physicians are having in the companies is also studied for the first time with respect to pharmaceutical companies.

1.5 Key Concept Explanation

Brand Positioning- this key concept is understood as Offerings of a firm may it be product or services in terms of qualities, competitors, product users, product class, applications to achieve unique place in target customers mind.

Brand Awareness- Knowledge of the brand medicine in terms of its content, formulation and side effect.

Company’s personality- Company/firm’s personality on various dimensions like sincerity, Excitement, Competence, Ruggedness, and sophistication is seeded to study in the research on major eight players.

Company Trust- physicians prescribes medicine depending on various reasons, on the basis of this trust element is studied as Reliability, Honesty and Altruism.

1.6 Benefit of the study

The study provides a methodology for measuring perceptual positioning in consumers and physicians mind with respect to pharmaceutical company. The personality could be understood with the help of perceptual map of the company visa a vis competitor. The research can help in finding the congruence between a firm’s presumed positioning strategies and consumer/ customer perception of strategy. The study could also help bringing attitudinal
change i.e. efforts to alter consumer belief or to literally manipulate the market through the use of the positioning constructs/concepts in advertising strategies and tactics
CHAPTER 2

LITERATURE REVIEW

2.1 Review of literature

Pharmaceutical industry is probably the most regulated industry and that it is constantly under an attack from numerous interested parties trying to reduce the size of drug bill. It is true that, in other product categories, brands can exist forever if they are well managed, e.g. Coke. It is recommended that brand names be linked to corporate brand names and not exclusively to product names. There is strong need to create strong brand names with clear brand names with clear brand identity. The authors (Giles Moss and Isabelle Schuiling, 2004) consider that doctors would be viewed as consumers. They also look for quality, efficacy, reliability, and need to be reassured. They operate on e basis of limited information and are influenced by the image of the company, their attitude towards the disease and their patients.

They also make decisions for emotional reasons, not for rational one secondly deciding how to communicate this in a coherent way to target customers. Further, companies need to adopt a three-step process when developing brands: first, identifying the brand identity via in-depth research (how it will be differentiated); and thirdly to regularly monitor the brand image and manage it.

According to scientific historian Thomas Kuhn for development of effective positioning paradigm following points, have to be considered.

a. Whether the new drug is sufficiently different from others like its dimensions that matter.

b. Whether the new drug serves the needs of a sufficiently large number of patients.

c. Whether potential customers of the new drug utilize it for the right reasons.
d. Whether sources of value accrued because of the new product can be communicated in the best manner.

e. Also on likely impact of such communication on customer behavior. This helps in building up of a system that can approximate the cause and effect phenomenon attributable to the paradigm.

A clear positioning strategy, even if it is evolving, holds the following benefits.

1. Pre-defining types of patients who may benefit from the drug.

2. Describing the types of providers who will be quantified to prescribe it.

3. Shaping the few, cogent supply paths by which a drug moves from the manufactures eventually to the patient (allowing for a search for the shortest, most effective path well ahead of launch).

4. Defining the full set of medications and treatment approaches that may be perceived as viable alternatives to the drug.

5. Enabling smart, bottom-up forecasts of eventual drug performance in the marketplace as a function of critical development and commercial market assumptions.

6. Allowing for estimation and subsequent evaluation of wide variety of resources that need to be deployed effectively at each stage of drug’s life cycle so as to quickly realize the potential aspirations contained in the positioning strategy.
2.2 Brand positioning

According to Sanjay K Rao (2009) devising and continually evolving the positioning strategies based on a scientific, market driven paradigm will make for a commercialization process that effectively defines and communicates product value at every stage of the life cycle. Utilizing state-of-the-art techniques and tools from disciplines such as strategic marketing research, marketing science and decision support sciences enables the process of translating such a paradigm into effective strategy.

Branding has persisted for centuries as way to distinguish one producer’s goods from another manufacturer’s products and services. It occurs when the consumer has a high level of brand awareness and strong favorable and often unique association with that brand. Pharmaceutical industry has often modeled itself on the fast moving consumer goods industry (FMCG), where brands are viewed as the key assets of a company and all resources are utilized to create and develop brands. While the core principles and strategies for branding medical products are the same as for any other product, the differences in regulations of marketing and selling drugs has challenged the pharma industry to find new strategies that are acceptable practices in healthcare is very well discussed by Zara Ladha(2005)

According to Schuiling and Moss (2004), pharma companies have not worked proactively in identifying a brand and identity for their products and in communicating this identity to consumers. They have not done market research to determine their brand identity and to verify if this is how consumers view them. Pharmaceutical companies must embrace marketing and branding strategies to a great extent than they have in the past. Even the most effective strategies implemented by a company could fail if consumers are very price conscious towards d reduces. Therefore, it is important to discuss the presence of generic
drugs on the market, and the effect they have on consumers’ decisions. In particular, generic drugs in the competition, it is extremely important for pharmaceutical companies to understand the difference in consumer’s perceptions and purchase intentions between branded and generic drugs, as this understanding can help the pharmaceutical companies to better estimate the financial impact of drug when launching a more likelihood of consumers purchasing a branded drug, the more confident a pharmaceutical company will be in making an investment in the branding process. Zara Ladha in 2007 studied perceived difference between generic and branded drugs in terms of efficacy, willingness of people to pay for branded drugs and trust of people in doctor prescribed drugs. She also studied the importance of attributes like price, name, and doctor’s prescription, past experience, advertisement and promotion. The conclusions were like the only influencing factor given more importance for prescription versus non-prescription medicines was that of physician’s. Other factors like in store promotion, price, family/friend’s, brand name and advertising play a significant role in purchase making. Current strategies in the pharmaceuticals industry have shown significant differences compared with the FMCG sector. In the choice of brand names, the basic naming strategies are the same, but the focus on them is different. According to Schuiling and Moss, branding theory and practice in pharmaceuticals is still ten years behind the FMCG area. The authors expect that pressure towards globalization will continue, and this will effect changes in the pharmaceutical industry in time.
2.3 Company Trust/Loyalty

Brand loyalty was revealed as a reason for prescribing more expensive branded medicines over cheaper generic alternatives. The majority of pharmaceutical companies have restructured or currently undergoing the process to make the field force teas more effective. This 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 pharmaceutical brands.

The hypothesis was underpinned by the belief that doctors prescribe the brand, not just generic medicine and are influenced by direct marketing techniques such as advertising, mail and sales team. The author says that pharmaceutical brands are rarely highlighted in the academic literature. Kotler defines the brand as name, term, sign, design, symbol or a combination of all these which is intended to differentiate them from those of competitors. Moss in 2001 reviewed the drug industry in considerable detail, and his findings strongly support the existence of ‘Brands’ despite the lack of research in to pharmaceutical brand management. The industry has often talked about ‘block busting brands’ but does little in the way to establish brands properly. Tom Blackett (2001) in particular recognized the importance of marketing executive in communicating brand messages and their role in developing brand equity; this is point worthy of highlighting. Developing the strong understanding and belief in the brand among sales people allow our brands to become even stronger in the minds of customers.

The concept of positioning which is concerned with attempt to modify the tangible characteristics and intangible perception of marketable objects in relation to competition (Arnott 1992). More recently, Alden (1999) have confirmed the importance of positioning in

Some researchers argue that the company is the brand for services emphasizes the pre-eminence of corporate brand image, where as other advocate developing strong sub brands for specific service offerings. Aaker (2000) observed brand relationship spectrum is anchored at one end by corporations that use the company name as the- primary brand for all products offered that is branded house and at the other end by corporations that develop unique brands for each product that is house of brand. Importantly he specifies no distinction between goods and services in providing examples for each rage of the spectrum. This view places services at the branded house end of the brand relationship spectrum focusing on the parent company as the major source of brand equity. The idea is that the range of services offered by the firm should be known to the customers by singular company name rather than a collection of individual brands, because it is difficult to differentiate the details of specific offer (Boyd 1994). As stated rather distinctly by Berry (2000) that in packaged goods product is the primary brand however with services the company is the primary brand. According to Kaleel, Charles (2009) marketing service may not be different from marketing goods. The company is only meaningful brand for services. Whether to invest in corporate brand f all products or to invest in sub- brands for each product may have more to do with the rate of technological innovation, the degree of diversification and the overall commitment to brand development, rather than whether a company is marketing a good or service.
Table 1 Summary of Literature on Branding, positioning and Trust with respect to Pharmaceutical Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Author</th>
<th>Year</th>
<th>Concept</th>
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<td>1992</td>
<td>Intangible perception of marketable objects in relation to competition</td>
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<td>3</td>
<td>Mc alexander et al</td>
<td>1993</td>
<td>Relation of positioning strategy with financial performance</td>
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<td>4</td>
<td>Hess</td>
<td>1995</td>
<td>Brand trust assesses honesty, altruism and reliability</td>
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<td>5</td>
<td>Mayer et al</td>
<td>1995</td>
<td>Willing to accept vulnerability due to trustees behavior</td>
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<td>6</td>
<td>Doney and Cannon</td>
<td>1997</td>
<td>High confidence enhances transaction from both parties.</td>
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<td>Etzel et al</td>
<td>1997</td>
<td>Management ability to bring attention to a product and to differentiate</td>
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<td>Create and maintain certain concept of firm's offerings</td>
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<td>Bhat</td>
<td>1998</td>
<td>Unique and favorable image in consumers mind</td>
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<td>10</td>
<td>Pranulis</td>
<td>1998</td>
<td>Scale concept to understand positioning, explanation of positioning map</td>
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<td>Alden</td>
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<td>Product user, product class decides positioning</td>
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<td>Process of reaching desired place in the mindsets of potential and existing customers.</td>
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<td>2009</td>
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<td>31</td>
<td>Kaleel, Charles</td>
<td>2009</td>
<td>The company is only meaningful brand for goods or services.</td>
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2.4 Gap analysis

The present Research work tries to tap two important gaps, namely knowledge gap and strategic gap. As FMCG branding is extensively studies and innovated but not much is explored for pharmaceutical branding (Schulling, 2004). This study tries to explain few positioning typologies for pharmaceutical industry.

![Diagram](image)

**Figure 1 Gap analysis**

Positioning Map is a efficient technique to see firms standing with respect to competitor. Tracking of marketing strategy is possible if the strategic gap is found out. Company’s perception in physicians mind which results in prescription is studied. Personality positioning of the company as a strategic gap is found out and explored. A company can take strategic decisions once its standing in the competitive scenario is placed in positioning map with respect to various attributes.
CHAPTER 3

THEORETICAL FRAMEWORK

3.1 Theoretical framework of positioning in pharmaceutical industry

A theoretical framework is the foundation of hypothetic deductive Research and is a basis for hypothesis development. This chapter elucidates the theoretical framework of the study. Few terminologies used to understand the framework is as follows, Combination of deduction and induction, concepts and constructs. Operational definition of positioning stated in terms of specific criterion for testing and measurement. Variables like dependent, independent and moderating variables in the study is explained. The domain of the theory is product and service industry.

Figure 2 Participants of pharmaceutical prescription generation process
From the above process, the participant studied in detail for the research purpose is physician and patient. The positioning of companies in physicians perspective is studied. Overall, when buying medicine what are the important criterions are discussed.

According to Aaker (1996), the goal of brand strategies was to create a resonance between an enterprise and consumers. He reconstructed the measurement method for brand equity by adding the market behaviors to four original factors developed by him comprising : the brand loyalty, brand awareness, brand perception, and brand association. The brand loyalty could be measured through two indices, such as the price premium and satisfaction/loyalty. The brand perception could be measured through two indices, such as the perceived quality and leadership position.

Customer confidence by Doney and Canon (1997) proposed the trust meaning both transaction parties all believed that the other party who was reliable with a heart of benevolence. In addition, high confidence would enhance the commitments from both transaction parties, facilitating the mutual correlation.

Mayer et al (1995) defined the trust as, a trustor were willing to accept the vulnerability due to trustees behavior, this willing was constructed on a foundation that the trustor allowed the trustee to perform an extreme important action for him and expecting to obtain a positive response from the trustee, despite it might be a problem in monitoring, controlling and trustee response.

The brand trust conceptualization used by Hess (1995) is based on the premise that a brand is trusted by the consumer to the degree that the brand is perceived as being altruistic, reliable, honest, and competent and that the consumers knows what to expect from a brand. Of these aspects, the brand trust assesses brand honesty, altruism and reliability.
This study refers to the above literatures and probing into the reputation, goodwill, reliability and professional capability within the customer confidence, and hereby adopting all these factors as variables in this study. From the entire studies construct like brand positioning, brand trust and brand equity; a theoretical model is proposed and studied.

**Figure 3 Conceptual Model of Theoretical Framework**
3.2 Summary of Theoretical Model

The above theoretical model is proposed to study, is depicted in the schematic form. The basic five features of the theoretical framework can be stressed. Variable are identifies and labeled correctly. Relationship among variables of interest is stated. The nature and direction of the variables is framed. After logical explanation, the framework is explained with schematic diagram.

3.3 Hypothesis

\( H_1 \): Success of a company is dependent on successful positioning typology.

- Success of the company which is measured in terms of financial performance depends on positioning typology which majorly is Campany image/reputation, product quality, Efficasy, reliability and quality of the product.

\( H_{1a} \) : Company image/reputation is a relevant positioning strategy in Success of a company

\( H_{1b} \) : Product quality is a relevant positioning strategy Success of a company

\( H_{1c} \): Efficacy of the product is relevant factor in positioning strategy Success of a company.

\( H_{1d} \) : Reliability of the product is a relevant factor in positioning strategy Success of a company.

\( H_{1e} \) : Quality of the product is a relevant factor in positioning strategy in Success of a company.
\( H_1 \): Success of the company is dependent on the trust in the company.

-Trust is a measurable variable and is understood as reliable company, honest company and altruism.

\( H_{2a} \): More reliable company generates more prescription.

\( H_{2b} \): More honest company generates more prescription.

\( H_{2c} \): Altruism generates more prescription.

\( H_3 \): There is a significant difference between different positioning strategies

-This hypothesis tests a significant difference between different positioning strategies.

\( H_4 \): There is significant difference across different segments in their perception of pharmaceutical industry.

-Education and age are moderating variables when it comes to perception of the pharmaceutical company.

\( H_{4a} \): Demographic variable age has positive correlation with awareness about pharmaceutical industry.

\( H_{4b} \): Demographic variable education has positive correlation with awareness about pharmaceutical industry.

\( H_5 \): More competent company generates more trust in physicians mind.

-Trust in the company is reflected through financial performance of the company.
$H_6$: There is a significant difference in recall between pharmaceutical company and FMCG Companies.

-This hypothesis tests the recall difference between FMCG and pharmaceutical industry.

### 3.4 Variables measuring Key Constructs

The theoretical modal described for constructs like brand positioning, brand awareness, company loyalty, and company personality. All constructs are studied through relationship between various variables, which are described below.

#### 3.4.1. Variables measuring Brand positioning of pharmaceutical brand

Affordability, Better than competitor, Choice, Consider patient as important, Convenience, Country of origin, Expensive, Extra benefit, Eye catching visual aid, Familiarity, Good quality, High principles, Leader in market, Reasonable price, Reliability, Assured results, Name of the product, Well known product, Wide range, Trust worthy, Side effects, Medical representative.

#### 3.4.2. Variables measuring awareness of pharmaceutical brand and pharmaceutical company

Demographic details, Daily medication, Company name, recall, Number of companies recall, Orientation to look for company name, Request for a particular company, Knowledge about medicine, Side effects, Knowledge of new formulation, Willingness to pay more for branded drug, Perception of branded drug Recommendation from pharmacists, repeat the brand, Read and study the brand before buying, perception of the brand, dosage system, Colour factor, Size of the medicine, taste of the medicine, Doctors influence, Parallel brand, Awareness about OTC
3.4.3. Variables measuring company personality

Dynamic, Creative, Optimistic, Prudent, optimistic, Hard, Cold, Caring, rational, Generous, Empathetic, close, elegant, class, serene, calm, product image, efficient, Rapid, low cost, Prevents Recurrence, no side effects, Brand status, It is a reference point, High reputation, Superior quality, Major product, Prescription

3.4.4 Variables measuring Trust element

Reliability, Altruism, Honesty.
CHAPTER 4

RESEARCH METHODOLOGY

4.1 Research Design

A well-defined research purpose is narrowed down to research objective. Secondary data is collected and analyzed for major pharmaceutical industries. A pilot study was planned and carried out to understand the positioning concept in the physicians mind. Research approach was descriptive research to find out the reasons for prescription, which is followed by data collection from consumers and physicians. The interpretation, conclusions and recommendations are made from the data.

4.2 Sampling Design

The sampling process is carried out at two phases one for physicians and second for patients.

4.3 Sampling Design for Physicians Data Collection

Total 464 valid responses were collected from physicians. The physical format of questionnaire was distributed to doctors through marketing managers of pharmaceutical industry to ensure the data collection from all parts of Mumbai. The research objective was detailed to them at the same time it was mentioned in the hard copy of the questionnaire as a cover letter.

4.3 Sampling Design for patients data collection

Anderson & Gerbing (1988) suggested that 100-150 samples would be the minimum sample size limitation for sample size to satisfy maximum likely hood estimation. When the error of
sampling data is discrete, the required sample size can be computed by using the formula as follows. The targeted sample size was 600. The questionnaires were circulated through marketing officers those who frequently visit hospitals. Out of the distributed questionnaires, 442 were properly filled and are processed for analysis. The sample consisted of customers from different age groups, income and education. The method for sample selection was random sampling.

\[ N = \frac{Z_{\alpha/2}^2 \times p \times q}{e^2} \]

4.5 Statistical analysis

The statistical analysis tools used for this study are Visual statistics, Descriptive statistics, and inferential statistics.

In the section inferential statistics the tools followed are Univariate statistical analysis, bi-variate statistical analysis and Multivariate statistical analysis.

For the demographic details, descriptive statistics is applied whereas for hypothesis testing tests like T-test, Z test is used.

Some of the bi-variate tools used is correlation and multiple regressions. And multivariate tools are used like multidimensional scaling to produce a perceptual map.

Software SPSS (statistical package for social sciences) is used throughout the data analysis, also Microsoft excel is used for producing a perceptual map.

4.6 Ethical consideration

Several aspects of marketing research have strong ethical considerations. While marketing research has been described as having four stakeholders, each stake holder has certain
responsibilities to one another and to the research project. As such following appropriate marketing research procedure would ensure that the other stakeholder does not misrepresent the findings and thus ethical norms are not violated.

Ethical issues can arise at each step of the marketing research and are best resolved by the stakeholders behaving honorably. Using surveys as a guide for selling or fund raising, personal agendas for researcher or client and conducting unnecessary research besides using findings and models developed for specific clients or projects for other projects and soliciting proposal to gain research expertise without pay can impact problem definition and developing an approach.

Issues such as formulating a research design suited to the researcher rather than the clients’ needs, using secondary data that are not applicable to have been gathered through questionable means, disguising the purpose of the research, soliciting unfair concessions from the researcher, not maintaining anonymity of respondents, disrespecting privacy of respondents, misleading respondents disguising observations of respondents, embarrassing or putting stress on respondents, using measurement scales of questionable reliability and validity, designing overly long questions, overly sensitive questions, piggybacking and using inappropriate sampling procedures and sample size do impact the research. Further increasing comfort level of respondents, following acceptable fieldwork procedures and identifying and discarding unsatisfactory respondents, using statistical techniques when the underlying assumptions are violated and interpreting the results and making incorrect conclusion and recommendations etc do have ethical impact on field work and data preparation and analysis work.
CHAPTER 5

DATA ANALYSIS

5.1 Overview of data analysis

Data analysis was done for each measure. This was done by tabulating the data. Tabulation consists of simply counting the number of cases that fall into the various categories. The primary use of tabulation was in calculating the descriptive (summary) statistics particularly the mean or percentages.

5.2 Descriptive statistics for Patients

Data cleaning was done by rejecting omissions, ambiguities and error in the responses, an accurate sample point reach was found to be 442. The data is collected from all parts of India. Composition of male and female was 59% and 41% respectively. 8% of the respondents had education upto 12th standard, 50% had education up to graduation and 42% were post graduate. 52% of them were in service 12% in business 14% students 8% were retired from the service and 14% were housewives. 39% of the respondents had income less than 5 lacks, 41% from 5 to 10 lacks and 19% were having income above 10 lacks. 10% of the respondents had some medical educations. The minimum age of the respondents 18 and maximum is 81. Respondents which are on daily medications were 24%. Maximum number of pharmaceutical companies they could recall was 7, 61% could recall less than 3 companies.

5.3 Descriptive statistics for Physicians

Physicians sample consisted of all practicing doctors. All over Mumbai the data has been collected. Data has been collected from major hospitals, Clinics and dispensaries. The sample consisted of doctors of all age group and all different specialties. The number of years of
practice ranged from 1 to 40. The overall final sample size after data cleaning used for analysis was 464 doctors.

5.4 **Hypothesis Testing for Positioning**

Research hypothesis is written in more formal statistical hypothesis structure and the inferences are made according to the statistical tests used. Following are the results.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Alternative hypothesis</th>
<th>Test</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Affordability is a relevant factor in prescription of the product.</td>
<td>T- Test 0.001</td>
<td>Null hypothesis Rejected.</td>
</tr>
<tr>
<td></td>
<td>Better than competitors is a relevant factor in the prescription of the product.</td>
<td>T- Test 0.005</td>
<td>Null hypothesis Rejected.</td>
</tr>
<tr>
<td></td>
<td>Choice available is a relevant factor in the prescription of the product.</td>
<td>T- Test 0.003</td>
<td>Null hypothesis Rejected.</td>
</tr>
<tr>
<td></td>
<td>Considers patient as important is a relevant factor in the prescription of the product.</td>
<td>T- Test 0.001</td>
<td>Null hypothesis Rejected.</td>
</tr>
<tr>
<td></td>
<td>Convenience to obtain is a relevant factor in the prescription of the product.</td>
<td>T- Test 0.002</td>
<td>Null hypothesis Rejected.</td>
</tr>
<tr>
<td></td>
<td>Country of origin is a relevant factor in the prescription of the product.</td>
<td>T- Test Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>Factor</td>
<td>Probability</td>
<td>Null Hypothesis</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>-------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>Prescription of the product.</td>
<td>0.003</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Being expensive is a relevant factor in the</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>prescription of the product.</td>
<td>0.004</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Extra benefit offered is a relevant factor</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>in the prescription of the product.</td>
<td>0.003</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Catching visual aid is a relevant factor in</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>the prescription of the product.</td>
<td>0.062</td>
<td>Accepted</td>
<td></td>
</tr>
<tr>
<td>Familiarity is a relevant factor in the</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>prescription of the product.</td>
<td>0.001</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Good quality is a relevant factor in the</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>prescription of the product.</td>
<td>0.002</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>High principle is a relevant factor in the</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>prescription of the product.</td>
<td>0.003</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Leader in the market is a relevant factor in</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>the prescription of the product.</td>
<td>0.002</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Reasonable price is a relevant factor in the</td>
<td>T-Test</td>
<td>Null hypothesis</td>
<td></td>
</tr>
<tr>
<td>prescription of the product.</td>
<td>0.013</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>Factor</td>
<td>T-Test</td>
<td>p-value</td>
<td>Conclusion</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>--------</td>
<td>---------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Reliability is a relevant factor in the</td>
<td>T-Test</td>
<td>0.021</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assured result is a relevant factor in the</td>
<td>T-Test</td>
<td>0.000</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name of the product is a relevant factor in</td>
<td>T-Test</td>
<td>0.005</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>the prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Well known product is a relevant factor in</td>
<td>T-Test</td>
<td>0.002</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>the prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wide range is a relevant factor in the</td>
<td>T-Test</td>
<td>0.001</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being trustworthy is a relevant factor in</td>
<td>T-Test</td>
<td>0.001</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>the prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low side effect is a relevant factor in the</td>
<td>T-Test</td>
<td>0.002</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical representative is a relevant factor</td>
<td>T-Test</td>
<td>0.002</td>
<td>Null hypothesis rejected.</td>
</tr>
<tr>
<td>in the prescription of the product.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There is a significant difference in factors of relevancy like Company image, trust in product, patient focus, price factor and other stimulus.

One way ANOVA

<table>
<thead>
<tr>
<th>Test</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.000</td>
<td>Null hypothesis rejected</td>
</tr>
</tbody>
</table>

The average calculated for the factor is company image is significantly different from other factors like trust in product, patient focus, price factor and other stimulus. A further detailed study is carried out for patients and physicians.

### 5.5 Hypothesis Testing for Brand Awareness

Reliability was tested with Cronbach’s alpha, a good internal consistency was found with Cronbach’s alpha as 0.715.

**Table 3 Hypothesis Testing for Brand Awareness**

<table>
<thead>
<tr>
<th>S.no</th>
<th>Alternative hypothesis</th>
<th>Test</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Correlation matrix is not an identity matrix</td>
<td>Bartlett’s test of Sphericity 0.000</td>
<td>Null hypothesis rejected</td>
</tr>
<tr>
<td></td>
<td>Patients awareness factors such as demand for a brand, knowledge for side effects, new formulation predict brand awareness</td>
<td>Regression 0.002</td>
<td>Null hypothesis rejected</td>
</tr>
<tr>
<td></td>
<td>Color of the medicine, size of the medicine</td>
<td>T test</td>
<td>Null hypothesis rejected</td>
</tr>
</tbody>
</table>
The results of Kaiser Mayor – Olkin measure of sampling adequacy indicates the value of 0.761 which is quite close to 0.8, thus the test is sufficiently good (middling) to be conducted on these factors. The Bartlett’s test of sphericity indicates that the variables that are studies are independent of each other thus the variables chosen are good enough to conduct factor analysis test on them. For the present study the null hypothesis of dependency between variable is rejected.
5.6 Correlation Matrix

The correlation matrix obtained shows significant correlation between factors like company image, trust in product, patient focus, price factor and other stimulus. The correlation is significant at all levels of 0.05, 0.1 and 0.01.

Table 4 Correlation Matrix

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Company image</th>
<th>Trust in product</th>
<th>Patient focus</th>
<th>Price factor</th>
<th>Other stimulus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company image</td>
<td>Pearson Correlation</td>
<td>1.000</td>
<td>0.563</td>
<td>0.492</td>
<td>0.569</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Trust in product</td>
<td>Pearson Correlation</td>
<td>0.563</td>
<td>1.000</td>
<td>0.614</td>
<td>0.677</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Patient focus</td>
<td>Pearson Correlation</td>
<td>0.492</td>
<td>0.614</td>
<td>1.000</td>
<td>0.667</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Price factor</td>
<td>Pearson Correlation</td>
<td>0.569</td>
<td>0.677</td>
<td>0.667</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Other</td>
<td>Pearson</td>
<td>0.440</td>
<td>0.401</td>
<td>0.405</td>
<td>0.358</td>
</tr>
<tr>
<td>Stimulus</td>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**
CHAPTER 6

FINDINGS OF THE RESEARCH

Factors important for prescription were found to have high scoring on parameters like convenience to obtain the medicine, high consideration for patients and reasonable in price which indicates that patients comfort and convenience is the important factor in deciding prescription. A well known brand belonging to well known company got high score in prescription decision, which also is grouped with the brand being leader in market and having high principle has important value in prescribers’ mind.

The branded medicine should be of good quality, produce assured results and reliable are highly rated by prescriber. The product belonging to trustworthy company and is promoted by trustworthy company attains high score which is an indicator of preference for well known company.

On Personality descriptor trait Dynamic Cipla and Glaxok are rated high Followed by Dr.Reddy. On Personality descriptor trait Creative Glaxok, Cipla are rated high followed by Ranbaxy and Lupin. On Personality descriptor trait optimistic, rating is found high on all companies. On Personality descriptor trait Prudent, Ranbaxy and Aventis pharma got high ratings. On Personality descriptor trait hard, Cipla and Dr.Reddy scored high rating. On Personality descriptor trait Caring, Aventis pharma scored high rating. On the personality trait rational, Cipla got highest rating. On the personality trait generous, Cadila healthcare got high rating.
In the traits like rapid, efficient and product image Ranbaxy scored highest score followed by Dr. Reddy and Cipla. No recurrence and side effects and products as reference point are high on for Dr. Reddy Cipla and Glaxok. On the trait Brand status, every company scored good score but companies like Ranbaxy and Cipla with Dr. Reddy and Glaxok had highest ratings. On high reputation and superior quality, Ranbaxy got highest score. It is being found that Patients awareness factors such as demand for a brand, knowledge for side effects, new formulation predict brand awareness. When it comes to patient’s compliance Color of the medicine, size of the medicine, taste of the medicine are important factors.

Company name, branded drugs, brand effectiveness and OTC are important factors for patients when it comes to buying medicine.

Brand trust element that is company has interest other than just making profit Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is company solves the problem beyond any limit Ranbaxy got maximum Trust followed Cipla, GSK and SUN

Trust element that is committed to the satisfaction Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is company makes prescriber happy Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is company’s product information provided is the broucher is accurate, Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is claims about products are true company Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is product claims are puffed up Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is reliability, Ranbaxy got maximum Trust followed Cipla, GSK and SUN.

Trust element that is what to expect in future from the company Ranbaxy got maximum Trust followed Cipla, GSK and SUN. Trust element that is if another product is prescribed will be sure of expectation, Ranbaxy got maximum Trust followed Cipla, GSK and SUN.
reliability Factor all companies are significantly different with each other. On Altruism factor all companies are significantly different from each other. On trust Factor all companies are significantly different from each other.
CHAPTER 7
CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

Especially in pharmaceutical industry, there are numerous intermediaries in companies and end consumer. Based on in-depth interviews in pilot study with consumers conducted, it showed that consumers are rarely able to correctly link a pharmaceutical product with pharmaceutical company.

Even though their involvement is high with the product, (for example their close family member or they themselves are consuming product) it is not reflected in terms of awareness.

One of the factors that consumers may use to judge a company is perceived expertise and overall success. This is true in both physician and consumers. The theoretical framework proposed that positioning with respect to reputation leads to success.

The study concluded that Factors important for prescription are parameters like convenience to obtain the medicine, high consideration for patients and reasonable in price which indicates that patients comfort and convenience is the important factor in deciding prescription.

The study concluded branded medicine of good quality, produce assured results and reliable are highly rated by prescriber.

When it comes to patient’s compliance color of the medicine, size of the medicine, taste of the medicine are important factors.
The study concluded that brand medicine belonging to trustworthy company and promoted by trustworthy company attains high score which is an indicator of preference for well known company.

The study concluded that reliability, honesty and altruism which measure trust are major indicator for success of a company.

7.2 Managerial applications

The study may be of interest and useful to the companies in assessing the brand image of its clients, which it creates and influences with its efforts.

According to the research results, it is found that the customer confidence has an obvious influence over the performance of the company. The establishment of the company’s brand strategies shall incorporate how to construct the customer confidence.

It is clear that the related brand supplier shall draw up accurate brand strategies according to its product features and market situation, so that it will be able to possess concrete customer confidence, high brand equity and perfect brand performance.

The research can help in finding the congruence between a firm’s presumed positioning strategies and consumer/customer perception of strategy.

The research work done can help management in development of normative guidelines relate to a firms desired positioning strategy and employment of specific positioning strategy.

The study could help bringing attitudinal change i.e. efforts to alter consumer belief or to literally manipulate the market through the use of the positioning constructs/concepts in advertising strategies and tactics.
7.3 Recommendation/ Suggestions

Several variables such as the manufacturer’s management capacity, the marketing application mechanism etc., all may have more obvious influence on the brand performance, therefore, it can construct a more comprehensive overall model by introducing these variables.

A further study can be taken up for specialized drugs and for specialized category.

Looking at the wide therapeutic break up of Indian pharmaceutical market the work could be extended to top five therapeutic segments like gastro intestinal and cardiac etc. to experience both high volume and value growth to understand positioning concept.

7.4 Limitations of the study

This study is simply focusing on the MUMBAI city as the sampling target; therefore, it may not understand the variation characteristics of samples obtained in other areas. The study would have been carried out specialty wise to understand relation between specialty and branding strategy to adopt. The study also could be performed on therapeutic areas.

7.5 Academic contribution

The research has attempted to respond to claims made by authors including Johar and Sirgy (1989) that the discussion typologies necessitate some attempt to guide
marketing managers and marketing researchers as to how and when to use what positioning typology.

Research also responds to Hooley’s future research directed at the identification of main dimension, i.e. clusters of related dimensions that firm can us to position their offerings. This research work tries to narrow down the gap by empirically studying concept of positioning with performance, in consideration to pharmaceutical companies.
List of Publications and Conferences of Research scholar


References


ORG-IMS/IMS Health report, March, 2006


