ABSTRACT

Branding and positioning plays important role when reaching the desired place in the mindsets of potential and existing consumers. Most scientists of the field of marketing define product positioning as arrangement for a product to occupy a clear, distinctive, and desirable place in the minds of target consumers, relative to competing products in the market. The position of the product is formed by customer’s perception of a product attribute relative to the attributes of competitive products.

Establishing pharmaceutical brand position in the minds of physicians is the most challenging component in marketing campaign development. Product differentiation between competitive brands is getting smaller. New competitive brands in the same therapeutic category are often launched at the same time while in the past number of years would exists between major competitive launches. The introduction of product patent in India in 2005 initiated the arrival of new era when the country had the opportunity to become the place of choice for high end innovative research and clinical trials.

This thesis outlines the brand building and positioning with respect to pharmaceutical companies. From the literature review, it is found that there is a need to create strong corporate brand names with a clear brand identity for pharmaceutical products. The present work has studied all possible branding and positioning typologies and practices. Brand awareness, brand personality, brand equity and financial performance of the firms is studied in detail. As there is a layer between company and consumer which is represented by physicians and pharmacists, the study is focused on consumers and physicians.
The theoretical framework of the study proposed that success of the company is an outcome of Brand awareness, brand positioning, brand trust and brand equity. This theory model is supported by extensive literature review of existing research papers, text books and manuscripts.


The study followed a research design where data is collected from Consumers and physicians from population. Total 906 responses were collected.

Using factor analysis, five factors for prescription decisions were found out as company image, trust in product, patient focus, price factor and other stimulus. Company image of major eight players is studied. The dimensions found out are Sincere, professional, innovative, eminent and competent. Reliability, altruism and honesty of this firm are mentioned in the research work.

The hypothesis testing is performed on awareness parameters. Factors like affordability, better than competitors, choice, consider patient as important convenience to obtain, country of origin, expensive, extra benefit, eye catching visual aid, familiarity, good quality, high principle, leaders in market, reasonable price, reliability, assured results, name of the product, well known, wide range, trust worthy, side effects, and medical representative are considered for this study.

The study found significant difference in perception of brand awareness amongst the age group of consumers also in their income level.
Another finding from the research that Pharmaceutical companies should focus on competition, customers, indication, differentiation and proposition before designing a positioning statement for the brand.

In this research work, leading companies are studied for their personality dimensions. This can help the management in development of normative guidelines relating to firm’s 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 influence the market through the use of the positioning constructs/concepts in advertising strategies and tactics, by providing what is being accepted in the market.