Chapter V

Findings, Conclusion and Suggestions
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FINDINGS

Findings of the study on marketing strategy of leading pharmaceutical companies, with special reference to hematinic oral solid formulations, in Tiruchirapalli headquarters are given below:

1. This study was conducted with 500-targeted doctor-respondents; it is found to be consisting of 58.4 per cent male doctors and 41.6 per cent of female doctors. Doctors those who treat female patients have better scope to prescribe hematinics, than other doctors. All leading companies target doctors those who treat female patients, as potential customers with their target market strategy.

2. Doctor-respondents were segmented on the basis of educational qualification, as found to be 58 per cent as graduate, 34 per cent as post-graduate and eight per cent as others. All leading companies segment customers on the basis of educational qualifications and position their hematinic products for appropriate indications; as part of their target market strategic practice.

3. Population of lady doctor-respondents such as General Practitioners, Obstetrics & Gynecologists and other specialists, were found to be lesser by 16 per cent than male respondents. All leading companies target Lady General Practitioners, Obstetrics & Gynecologists as prime customers, because of their potential to prescribe more hematinics; and better services are provided to them as part of their target market strategy.
4. Majority of the doctor-respondents to the tune of 75 per cent, were found with experience ranging from one to 30 years. Four point four per cent of doctors were found with experience of more than 41 years. All leading hematinic companies target these experienced doctors and project them as speakers in conferences to win over the confidence of other medical professionals, as part of their target market strategic practice.

5. Majority of the doctor respondents to the tune of 80 per cent were found to be treating one to 20 anaemic patients per day; whereas 20 per cent of the doctors were found to be treating more than 21 to 100 anaemic patients per day. All leading companies target doctors, who treat more number of anaemic patients, as an important potential customer. These potential doctors are provided with better services to win over their hematinic prescriptions, as part of target market strategy.

6. Hematinic is found to be prescribed in the indication of Iron Deficiency Anaemia (IDA) to the extent of 78 per cent by doctor-respondents. All leading companies promote their hematinic products among target doctors for speciality related major prevailing indications, to grab their maximum prescriptions share as part of target market strategic practice.

7. Oral solid hematinic formulations are found to be preferred by 97 per cent of doctor-respondents, to eradicate anaemia for its economy and efficacy. All leading companies market customers’ preferred oral solid hematinic formulations and win over the confidence with their target market strategic practice.
8. Carbonyl iron group is found to be preferred by 53 per cent of doctor respondents and conventional iron group is found to be preferred by 35 per cent of doctor-respondents, for the treatment of anaemia. All leading companies market customers’ preferred hematinic group and win over the confidence, in terms of prescriptions with their target market strategy.

9. “Highest quantity of iron” is not found to be considered as a factor, by 63 per cent of doctor-respondents in choosing a hematinic. Top leading companies do not correlate “the highest quantity of iron”- factor with product strategic components in hematinic marketing.

10. “Quantity of iron recommended by research organisation” is found to be an influencing factor that convinces 74 per cent of doctor-respondents, to prescribe that hematinic formulation. All leading companies correlate their product’s “quantity of iron” with recommendation of research organisations such as World Health Organisation and Ministry of Health and Family Welfare; as part of their product strategic influencing components in hematinic marketing.

11. “Quantity of iron that costs more” is not found to be considered as a factor, by 60 per cent of doctor-respondents in choosing a hematinic. All leading companies do not correlate “quantity of iron that costs more”- factor with product strategic component in hematinic marketing.

12. “Quality of ingredient that costs high” is not found to be considered as a factor, by 55 per cent of doctor-respondents in choosing a hematinic. All leading companies do not correlate “the quality of the ingredient that cost high” – factor with product strategic components in hematinic marketing.
13. “Quality of iron recommended by medical research organisation” is found to be an influencing factor that convinces 71 per cent of doctor respondents to prescribe that hematinic formulation. Top leading companies correlate their product’s “quality of iron” with recommendation of research organisation such as, World Health Organisation and Ministry of Health and Family Welfare; as part of their product strategic influencing components in hematinic marketing.

14. “Technological superiority feature” is found to be a strongly influencing factor that convinces 59 per cent of doctor respondents to prescribe that hematinic formulation. Market leader of carbonyl iron-group GlaxoSmithKline-Asclepius (Fefol-Z) offers Sustained Drug Release (SDR) technology and market leader of conventional iron-group Janseen-Cilag (Raricap) offers Multi-layered Delivery System (MDS) technology. These two product leaders’ score over others with their innovative technology oriented defensive strategy. Market follower such as Ranbaxy (Conviron-TR), GlaxoSmithKline-Asclepius (Fefol), Emcure (Orofer-XT) and Emcure-Swiz (Ferium-XT) adopt offensive strategy to win over the leadership in hematinic market segment.

15. “Consist of additional ingredient” is found to be a strongly influencing factor that convinces 59 per cent of doctor respondents, to prescribe that hematinic formulation. All leading companies claim the superiority of their product by highlighting about their additional ingredient, which improves nutritional values and reduces the side effect as part of product differentiation strategy.
16. “Choosing a hematinic on the basis of value based price” is found to be the opinion of 48 per cent of doctor respondents. Fixing up a right price for a product is an important marketing task. All leading companies adopt different acceptable pricing practices. Autrin wins over most of the customers as quality product, available at economical price. Wyeth pharmaceutical adopts penetration pricing strategy for its product of Autrin.

17. “Choosing a hematinic on the basis of premium price for needy rich” is found to be agreed by 62 per cent of the doctor respondents. GlaxoSmithKline-Asclepius claims Fefol-Z is the superior product with least side effect. Fefol-Z from GlaxoSmithKline-Asclepius and Anofer from Sun pharmaceutical cost four rupees and sixty paise. Orofer-XT and Ferium-XT have been promoted by Emcure with premium price of six rupees and twenty five paise. GSK (Fefol-Z), Sun (Anofer), Emcure (Orofer-XT) and Emcure-Swiz (Ferium-XT) adopt price skimming strategy in hematinic marketing.

18. “Choosing a hematinic on the basis of moderate price for middle class patients” is found to be agreed by 70 per cent of the doctor respondents. Fefol from GlaxoSmithKline-Asclepius, Conviron-TR from Ranbaxy and Fesovit from GlaxoSmithKline-Derma cost around rupees three to rupees four. Promoters of these products have been implementing market based moderate pricing practice, suitable for middle class patients; as part of their pricing strategic components in hematinic marketing.
19. “Choosing a hematinic on the basis of least price for poor patients”, is found to be agreed by 85 per cent of the doctor respondents. Products like Autrin, Dexorange and Raricap fulfill these needs of poor patients, with their economical prices of less than two rupees. Wyeth pharmaceutical, Franco-Indian and Janseen-Cilag fulfill the needs of poor patients by implementing penetration pricing strategies; as part of their pricing strategic components in hematinic marketing.

20. “Updating of hematinic knowledge by reading journals and product literatures” is found to be strongly agreed by 70 per cent of doctor respondents. Leading hematinic companies provide journals and product literatures as promotional inputs for doctors to update their knowledge about hematinics in the process of marketing. GlaxoSmithKline, Janseen-Cilag, Emcure, Ranbaxy and Sun pharmaceutical provide journals to doctors as part of their promotional strategic components in hematinic marketing.

21. “Updating of hematinic knowledge by discussion with marketing professionals” is found to be agreed by 88 per cent of doctor respondents. All leading hematinic companies promote their products, with the help of marketing professionals; as part of promotional strategic components in hematinic marketing.

22. “Updating of hematinic knowledge by internet browsing” is found to be agreed by 72 per cent of doctor respondents. Leading companies’ forward journal related references to doctors by email; as part of their promotional strategic components in hematinic marketing.
23. “Updating of knowledge by attending medical experts briefing and discussions”
is found to be strongly agreed by 71 per cent of doctor respondents. Hematinic
companies like GlaxoSmithKline, Sun, Janseen-Cilag, Ranbaxy, E.Merck and
Franco-Indian sponsor medical experts briefing and discussions; as part of their
promotional strategic components in hematinic marketing.

24. “Impact of physician’s sample as a company’s promotional input” is found to be
an influencing factor that convinces 80 per cent of doctor-respondents, to
prescribe that hematinic formulation. All pharmaceutical companies promote
their product with physician’s sample, by designing a suitable sampling plan; as
part of their promotional strategic components in hematinic marketing.

25. “Impact of study materials, books, literatures and references as a company’s
promotional input” is found to be a strongly influencing factor that convinces 72
per cent of doctor-respondents, to prescribe that hematinic formulation. All
leading pharmaceutical companies promote their hematinic product to doctors
with study materials, books, literatures and references; as part of promotional
strategic components in hematinic marketing.

26. “Impact of compliments as a company’s promotional input” is found to be an
influencing factor that convinces 69 per cent of doctor respondents, to prescribe
that hemantinic formulation. All leading hematinic companies provide these
medical value oriented compliments to doctors; as part of promotional strategic
components in hematinic marketing.
27. “Impact of providing patient’s awareness leaflets, pre-natal and post-natal exercise charts and video Compact Disc on pregnancy and lactation as company’s promotional input” is found to be a strongly influencing factor that convinces 61 per cent of doctor-respondents, to prescribe that hematinic formulation. GlaxoSmithKline and Janseen-Cilag have implemented this patient’s awareness promotion programme, by distributing Compact Disc’s on pregnancy and lactation to doctors. This market leader strategy has created a great impact among doctors. Wyeth and Franco-Indian companies have implemented this patient’s awareness promotion programme, by distributing exercise charts and books to doctors; with their market challenger strategy. E.Merck, Sun and Emcure companies have implemented this patient’s awareness promotion programme, by distributing leaflets and booklets to doctors; with their market follower strategy. All leading companies provide these different promotional inputs, to win over doctor’s hematinic prescription; as part of their promotional strategic components in hematinic marketing.

28. “Impact of sponsoring meetings, journals and Continuous Medical Education (CME) programme as company’s promotional activities”, is found to be a strongly influencing factor that convinces 79 per cent of doctor-respondents, to prescribe that hematinic formulation. Leading companies operating in hematinic segment such as GlaxoSmithKline, Janseen, Ranbaxy, Sun, Emcure, Franco-Indian and Wyeth sponsor meetings, journals and Continuous Medical Education (CME) programmes; as part of promotional strategic components in hematinic marketing.
29. “Impact of sponsoring national/International conference as company’s promotional activities” is found to be an influencing factor that convinces 51 per cent of doctor-respondents, to prescribe that hematinic formulation. Top leading hematinic companies such as GlaxoSmithKline, Janseen-Cilag, Wyeth, Ranbaxy, E.Merck and Sun pharmaceutical sponsor these promotional activities; as part of their promotional strategic components, to improve their hematinic sales.

30. “Creating awareness among patients by sponsoring free diagnostic tests and free medicines campaign as company’s promotional activities”, is found to be a strongly influencing factor that convinces 63 per cent of doctor-respondents, to prescribe that hematinic formulation. As expressed by doctors, GlaxoSmithKline and Janseen sponsor hemoglobin detection test and free medical camp; as part of market leader strategy in hematinic marketing promotional practice.

31. “Ensuring hematinics availability in nearby medical shop as related factor for better distribution” is found to be influencing 54 per cent of doctor-respondents, to prescribe that hematinic formulation. All leading pharmaceutical companies ensure their product availability at nearby medical shops; as part of their retail distribution strategic components in hematinic marketing.

32. “Ensuring hematinics availability in a sufficient manner to honour entire prescription as related factor for better distribution” is found to be influencing 84 per cent of doctor respondents, to prescribe that hematinic formulation. All leading companies ensure their product availability in a sufficient manner to honour entire prescription; as part of retail distribution components in hematinic marketing.
33. “Ensuring hematinics availability in all surrounding places as related factor for better distribution” is found to be influencing 74 per cent of doctor-respondents, to prescribe that hematinic formulation. All leading companies ensure their product availability in all surrounding areas; as part of geographical expansion strategy in hematinic marketing.

34. “Avoiding short supply problems of the hematinics and ensuring continuous availability as related factor for better distribution” is found to be influencing 77 per cent of doctor-respondents, to prescribe that hematinic formulation. All leading companies ensure continuous availability of their hematinics, even in rural areas with their market penetration strategy, in hematinic marketing.

35. “Avoiding hematinics product substitution by the chemists as related factor for better distribution” is found to be strongly influencing 59 per cent of doctor respondents, to prescribe that hematinic formulation. All leading companies maintain good rapport with chemist, even in new market and ensuring hematinics stock availability; thereby winning over the confidence of doctors for more and more hematinic prescriptions, as part of their new market strategy in hematinic marketing.

36. “Opinion about hematinic product line extension to meet out patient’s needs and expectation” is found to be agreed by 73 per cent of doctor-respondents. All leading companies implement this product line extension, to improve their market share of hematinic and win over the competition posed by others. Product line extension strategy, product elimination strategy and brand acquisition strategy have been considered as powerful strategies in hematinic marketing.
37. “Opinion about hematinic product line extension as it consists of an additional ingredient to improve the efficacy and safety profile” is found to be agreed by 67 per cent of doctor-respondents. All leading companies implement this product line extension, to improve their market share of hematinics and win over the competition in the market place. Product line extension has been considered as an innovative marketing strategy, in hematinic marketing.

38. “Opinion about change from one product to another due to problem occurring with the previous product in quality, efficacy and safety” is found to be strongly agreed by 69 per cent of doctor respondents. Most of the leading companies implement their new market strategy, thereby converting new doctors as new prescribers of their hematinic products.

39. “Opinion about change from one product to another product due to unfair hike in price” is found to be agreed by 61 per cent of doctor respondents. All leading companies adopt fair pricing practices, by justifying their actions with supportive clarification, to win over doctor’s confidence; as part of marketing strategic practice in hematinic marketing.

40. “Opinion about change from one product to another due to introduction of better product in terms of quality and efficacy” is found to be agreed by 57 per cent of doctor respondents. All leading companies improve their product’s quality and efficacy to win over doctor’s prescriptions; as part of their product differentiation strategy.
41. “Opinion about change from one product to another due to non-availability of existing product results in bouncing of prescriptions” is found to be strongly agreed by 65 per cent of respondents. All leading companies never compromise on ensuring the product’s availability at nook and corner, with their effective distribution strategic practices in hematinic marketing.

42. “Opinion about attractive colour as related factor in hematinic marketing” is found to be agreed by 52 per cent of respondents. Janseen-Cilag’s Raricap has the better advantage of bright red colour. Janseen-Cilag adopts this defensive strategy of maintaining its identity with its attractive colour; as part of marketing strategic components in hematinic marketing.

43. “Opinion about good packaging as related factor in hematinic marketing” is found to be agreed by 91 per cent of respondents. All leading companies maintain good standard in packaging, to win over doctors’ confidence; as part of their marketing strategic components in hematinic marketing.

44. “Opinion about efficiency and regular visit of marketing professionals as related factor in hematinic marketing” is found to be agreed by 75 per cent of respondents. All leading companies equip their marketing professionals with expert training promotional programme and improve their market share with effective customer coverage; as part of the marketing strategic components in hematinic marketing.
45. “Opinion about patient’s affordability as related factor in hematinic marketing” is found to be strongly agreed by 88 per cent of respondents. Pharmaceutical companies like Wyeth, E.Merck, Janseen-Cilag and Franco-Indian fixed their price at economical level; as part of their marketing strategic components in hematinic marketing.

46. “Opinion about international recognition as related factor in hematinic marketing” is found to be agreed by 73 per cent of respondents. All leading companies highlight about the international recognition, to win over the prescriptions of doctors; as part of their marketing strategic components in hematinic marketing.

47. “Preferential choice for prescription with respect to marketing strategic factors of leading hematinic products” is found to be evaluated by 500 respondents. The respondents’ choices on hematinic products are as follows: Fefol-Z from GlaxoSmithKline has been preferred as a first product of choice and Raricap from Janseen-Cilag has been preferred as a second product of choice on the basis of position-defense marketing strategy. Followed by other products such as Autrin found to be third choice; Fefol found to be fourth choice; Dexorange found to be fifth choice; Livogen found to be sixth choice; Anofer found to be seventh choice; Orofer-XT found to be eighth choice; Conviron-TR found to be ninth choice; Fesovit found to be tenth choice and Ferium-XT found to be eleventh choice on the basis of their offensive marketing strategy with special reference to hematinic oral solid formulations.
48. It is revealed from Box-plot diagram, General Practitioners, Physicians, Dermatologist and other specialists expressed their consensus opinion about “the highest quantity of iron” is “not a factor” while choosing a hematinic. Obstetrics and Gynecologist expressed their opinion about the “highest quantity of iron” is “not influencing” factor in choosing a hematinic product.

49. Majority of 400 doctor-respondents, (around 80 per cent of doctors) treat around 20 per cent of patients per day, by prescribing hematinic products and 100 doctor-respondents (around 20 per cent of doctors) treat around 80 per cent of patients per day, by prescribing hematinic products. All leading hematinic companies identify and target doctors, who treat more number of anaemic patients as an important potential customer. These potential doctors have been classified as core customers and better services are provided to them, to win over their maximum hematinic prescriptions. This theory of “Pareto chart” provides guidance to analyse about core customers, to win over maximum hematinic prescriptions as part of target market strategy.

50. It is exhibited in the profile analysis chart that all the speciality of doctors, except dermatologist unanimously agreed with the opinion of “Least price for poor patients”. In other cases such as, “Moderate price for middle class patients” and “premium price for needy rich patients”, all specialities of doctors differed towards “undecided” and did not agree with the opinions. Wyeth pharmaceutical, Janseen-Cilag, Franco-Indian, E.Merck win over their hematinic prescriptions from all specialities of doctors with “least price for poor patients” pricing practice in hematinic marketing.
51. It is exhibited in the profile analysis chart that both male and female doctors unanimously agreed with the opinion of “Least price for poor patients”. In the case of “Moderate price for middle class patients”, male and female doctors expressed their opinion as undecided. Wyeth pharmaceutical, Janseen-Cilag, Franco-Indian, E.Merck win over their hematinic prescriptions, from male and female doctors with “least price for poor patients” pricing practice, in hematinic marketing.

52. As it is exhibited in factor analysis method, all leading companies implement the recommendation of research organisations in designing the quality and quantity of salt; as part of most important product strategic components in hematinic marketing. Novel Drug Delivery System and additional ingredient for efficacy and safety were found to be moderate important product strategic component factors. Quantity of iron costs more, the highest quantity of iron and quality of iron that costs more were found to be least important product strategic component factors, in hematinic marketing.

53. Testing of hypothesis by Mann-Whitney U Test confirms that there is a significant difference in the perception of male and female doctors, about choosing a hematinic, on the basis of quantity of iron recommended by research organisation.

54. Testing of hypothesis by Mann-Whitney U Test confirms that there is a significant difference in the perception of male and female doctors, about choosing a hematinic consists of additional ingredient that improve the efficacy and safety.
55. Testing of hypothesis by Mann-Whitney U Test confirms that there is a significant difference in the perception of male and female doctors, about choosing a hematinic on the basis of technological feature such as Novel Drug Delivery System.

56. Testing of hypothesis by Kruskal-Wallis Test confirms that there is no significant difference in the perception among different speciality of doctors about hematinics, in the aspect of patient’s affordability.

57. Testing of hypothesis by Kruskal-Wallis Test confirms that there is no significant difference in the perception about hematinics among different speciality of doctors, in the aspect of marketing professional’s efficiency and regular visits.

58. Testing of hypothesis by Chi-square test confirms that the experience of the doctors has an influence over the selection of hematinic group such as conventional iron, carbonyl iron, polymaltase iron, iron with multivitamin and others.

59. As it is found in Kendall coefficient of concordance (W) Test, the value of W indicates 52.6 per cent inter-rater agreement, among 500 doctor respondents; who rated the stimuli of knowledge updating variables about hematinics, such as reading journals and product literatures, discussion with marketing professionals, internet-browsing in website and attending medical experts briefing and discussions.
60. As it is found in Kendall coefficient of concordance (W) Test, the value of W indicates 47.9 per cent inter-rater agreement among 500 doctor respondents; who rated the stimuli of hematinic company’s promotional input variables such as physician’s sample, study materials, books, literatures and references, compliments/gifts and patients’ awareness leaflets, pre-natal and postnatal exercise charts and video compact disc on pregnancy and lactation.

61. Preference data were collected from each respondent, to simply rank order the eleven product-owned leading pharmaceutical companies; from the most preferred to the least preferred, on the basis of marketing strategic factor. Livogen, Dexorange, Autrin and Raricap seem to cluster together and thus, may be classified as products of the same “lesser price” group and competitive with low price-active marketing strategic practices. Fesovit, Fefol and Conviron-TR seem to be classified as products of “medium price” group and competitive with medium price-active marketing strategic practices. Fefol-Z, Anofer, Orofer-XT and Ferium-XT seem to be classified as products of “higher price” group and competitive with higher price-active marketing strategic practices.

Fefol-Z ranked as number one product, by Tiruchirapalli doctor respondents with their preferential score; based on market leader strategic practices of GlaxoSmithKline-Asclepius in hematinic oral solid formulations segment. “Raricap” is preferred as the second leading product, for its defensive marketing strategic practices in conventional group segment. “Autrin” is preferred as the third leading product, in hematinic oral solid market for its penetration pricing strategy.
“Fefol” is preferred as the fourth leading hematinic product, for its product differentiation strategy. “Dexorange” is preferred as the fifth leading product, for its penetration pricing strategy. “Livogen” is preferred as the sixth leading hematinic product, for its penetration pricing strategy. “Anofer” is preferred as the seventh leading hematinic product, for its product differentiation strategy. “Orofer-XT” is preferred as the eighth leading product, for its price skimming strategy. “Conviron-TR” is preferred as the ninth leading hematinic product, for its product differentiation strategy. “Fesovit” from GlaxoSmithKline is preferred as the tenth leading hematinic product, for its product differentiation strategy. “Ferium-XT” is preferred as the eleventh leading product, for its price skimming strategy. All these products were evaluated by doctor-respondents, on the basis of marketing strategic practices adopted by leading companies; in hematinic oral solid formulations segment at Tiruchirapalli headquarters.
CONCLUSION

This study is insightful in learning the hematinic marketing strategic components such as target market strategic components, product strategic components, pricing strategic components, promotional strategic components, distribution strategic components and other marketing strategic components; that influence doctors to prescribe hematinic oral solid formulations in Tiruchirapalli head quarters.

In Tiruchirapalli head quarters, the top selling eleven products-owned companies rule the majority of hematinic market with their innovative marketing strategies. According to this study these eleven products-owned companies are not different from each other, in the selection of target market. All these companies concentrate in the same segment of prime target customers such as, Gynecologists and Lady General Practitioners. Secondary target customers are General Practitioners, Physicians, Dermatologists, Surgeons and others. Primary indications are Iron Deficiency Anaemia (IDA) and Nutritional deficiency. Secondary indications are chronic illness, worm infestation and others.

Though all these eleven products belong to same group of oral solid formulations, these product components are different from each other by contents, quantity of iron, quality of salt, technological feature such as Sustained Release (SR), Timed Release (TR) and Controlled Release (CR).
All leading pharmaceutical companies correlate their product’s “quantity of iron”, with recommendation of research organisations such as World Health Organisation and Ministry of Health and Family Welfare; as part of their product strategic influencing components in hematinic marketing.

Top leading hematinic companies claim their product’s quality by highlighting about their approvals from research organisations, such as World Health Organisation and United States Food and Drug Administration (USFDA); as part of their product strategic influencing components in hematinic marketing.

Market leader of carbonyl iron group-Fefol-Z offers Sustained Drug Release (SDR) technology and market leader of conventional group-Raricap offers Multi-layered Delivery System (MDS) technology, to score over others, with their defensive marketing strategy in hematinic market. Conviron-TR offers Timed Release (TR) technology. Fefol, another hematinic (GlaxoSmithKline-Asclepius) also offers this Sustained Release (SR) technology. Orofer-XT and Ferium-XT offer its unique extra Timed Release (TR) technology to grab their market share. Docusate sodium in ‘Anofer’ relieves constipation; it also consists of essential vitamins such as vitamin-A, vitamin-B, vitamin-C, vitamin-D, vitamin-E, Zinc, Copper, Iodine in addition to Iron and Calcium. Sun pharmaceutical adopts this product differentiation strategy in hematinic marketing.
The price ranges of these eleven products were categorised as lesser price, medium price and higher (premium) price. Investigation by perceptual map suggests that, certain hematinic products are considered quite similar to one another in lesser price region. In this region, products were costing up to Two rupees per capsule or tablet. Livogen, Dexorange, Autrin and Raricap seem to cluster together and thus, may be classified as products of the same “lesser price” group and competitive, with low price-active marketing strategic practices. In the “medium price” region, hematinic products were scattered. In this region, products were costing above Two rupees to Four rupees per capsule or tablet. Fesovit, Fefol and Conviron-TR seem to be classified as products of “medium price” group and competitive with medium price-active marketing strategic practices. In the “higher price” region, hematinic products differed with innovative marketing strategies. In this region, products were costing above Four rupees per capsule or tablet. Fefol-Z from GlaxoSmithKline-Asclepius implements innovative strategic practices and consistently maintains its market leadership. Anofer from Sun pharmaceuticals occupies a position in this segment, with its product differentiation strategy. In this region, Orofer-XT belongs to Emcure and Ferium-XT belongs to Emcure-Swiz pharmaceuticals. Emcure pharmaceutical tends to practice price skimming strategic practices, to maintain their identity in this segment. Fefol-Z, Anofer, Orofer-XT and Ferium-XT seem to be classified as products of “higher price” group and competitive, with higher price-active marketing strategic practices.
The major components that differ among all leading hematinic companies are promotional strategy. Companies such as GlaxoSmithKline and Janseen-Cilag have implemented patients’ awareness promotion programmes by distributing Compact Discs on pregnancy and lactation, to doctors and facilitate them to propagate awareness among patients, by highlighting each and every stage in pregnancy and lactation. This market leader strategy has created a great impact among doctors and it was implemented by both the leaders of carbonyl iron group and conventional iron group in hematinic marketing.

Wyeth and Franco-Indian companies have implemented their patients’ awareness promotion programmes by distributing exercise charts and books to doctors and facilitate them to guide patients about pre-natal and post-natal exercise; with their market challenger strategy. E.Merck Sun and Emcure companies have implemented patients’ awareness promotion programmes by distributing leaflets and booklets to doctors and facilitate them to propagate knowledge among patients with their market follower strategy.

Leading companies operating in hematinic segment such as GlaxoSmithKline, Janseen, Ranbaxy, Sun, Emcure, Franco-Indian and Wyeth sponsor meetings, journals and Continuous Medical Education (CME) programmes; as part of promotional strategic components in hematinic marketing.
Leading hematinic companies such as GlaxoSmithKline, Janseen, Wyeth, E.Merck, Ranbaxy and Sun pharmaceutical provide sponsorship, by arranging outstanding foreign doctors as the speakers for International/national conferences, in addition to sponsoring leading top doctors for that meeting as part of their promotional strategic components, to improve their hematinic sales.

GlaxoSmithKline and Janseen sponsor hemoglobin detection test and free medical camp; as part of market leader strategy in hematinic marketing promotional practice.

All leading hematinic companies implement their effective retail distribution strategy as part of marketing strategic components. Top leading hematinic companies ensure their product availability even in rural areas with effective coverage and avoiding short supply problem; with their market penetration strategy in hematinic marketing. All leading companies maintain good rapport with chemists, even in new market and ensuring hematinics stock availability, thereby winning over the confidence of doctors, for more and more hematinic prescriptions as part of their new market strategy in hematinic marketing. Retail distribution strategic components are same and equally good with most of these companies.

All leading companies implement this product line extension to win over the competition, as part of other marketing strategic components. GlaxoSmithKline came out with Fefol and Fesovit with the slogan of ‘Fefol for mothers and Fesovit for others’. Later they added their line extension with Fefol-Z as part of their product line extension strategy.
Janseen-Cilag introduced Raricap forte, Raricap combi and Raricap junior, after their success of ‘Raricap’ to meet out the patients needs as part of their product line extension strategy. Emcure introduced Ferium-XT and Orofer-XT after their launch as Ferium and Orofer, as part of their product line extension strategy. Livogen-Z was introduced as line extension by adding zinc with Livogen, to meet out patient’s needs and requirement. Livogen was launched by Allenburys (Division of Glaxo) and later it was acquired by E.Merck as part of their brand acquisition strategy.

Autrin has been well preferred by doctors, for its combination, price and other factors. Zautrin was introduced as line extension by Wyeth Lederle. Zautrin could not achieve the expected goal of Wyeth, so it was withdrawn as part of product elimination strategy. Franco-Indian came out with Dexorange plus as line extension to Dexorange as part of their product line extension strategy. Product line extension strategy, product elimination strategy and brand acquisition strategy have been considered as powerful strategy in hematinic marketing.

As expressed by respondents, attractive colour like red induces patients to take up hematinsics. Being red colour, it has psychological advantages of building up hemoglobin and rural patients tend to express their opinion, as it helps to have a fair colour baby. Janseen-Cilag’s Raricap has the better advantage of bright red colour. Janseen-Cilag adopts this defensive strategy of maintaining its identity, with its attractive colour as part of marketing strategic components, in hematinic marketing.
All leading companies maintain good standard in packaging, to win over doctor’s confidence; as part of their marketing strategic components in hematinic marketing. GlaxoSmithKline, Janseen-Cilag, Ranbaxy, Sun and Emcure linked their product incentives with customer coverage. Every medical representative has to meet minimum ten doctors per day. Few leading companies have kept their doctors call average as twelve per day. GlaxoSmithKline stands out in the pharmaceutical industry with their effective customer coverage promotional practice, in hematinic marketing. All leading companies pay greater attention in the customer coverage promotional practice, to win over their market share.

As expressed by respondents, international approval like United States Food Drug Administration (USFDA) endorses the product quality. Doctors mainly evaluate product and company’s background, based on their Good Manufacturing Practice (GMP) and international recognition. GlaxoSmithKline, Janseen-Cilag, Ranbaxy, Sun, Emcure, Wyeth, Franco-Indian, and E.Merck highlight about their international recognition, to win over the prescriptions of doctor; as part of their marketing strategic components in hematinic marketing.

Fefol-Z ranked as the number one product by Tiruchirapalli doctor respondents, with their preferential score; based on market leader strategic practices of GlaxoSmithKline-Asclepius in hematinic oral solid formulations segment. “Raricap” is preferred as second leading product for its defensive marketing strategic practices, in conventional group segment.
“Autrin” is preferred as third leading product in hematinic oral solid market for its penetration pricing strategy. “Fefol” is preferred as fourth leading hematinic product for its product differentiation strategy. “Dexorange” is preferred as fifth leading product for its penetration pricing strategy. “Livogen” is preferred as sixth leading hematinic product for its penetration pricing strategy. “Anofer” is preferred as seventh leading hematinic product for its product differentiation strategy. “Orofer-XT” is preferred as eighth leading product for its price skimming strategy. “Conviron-TR” is preferred as ninth leading hematinic product for its product differentiation strategy. “Fesovit” from GlaxoSmithKline is preferred as tenth leading hematinic product for its product differentiation strategy. “Ferium-XT” is preferred as eleventh leading product for its price skimming strategy. All these products were evaluated by doctor respondents, on the basis of marketing strategic practices adopted by leading companies; in hematinic oral solid formulations segment at Tiruchirapalli headquarters.
SUGGESTIONS

The following suggestions are provided by Doctor-respondents, with reference to study on strategy adopted for marketing hematinic oral solid formulations by leading pharmaceutical companies in Tiruchirapalli head quarters:

(I) Suggestions to Companies

(a) Suggestions related to target market strategic components

All leading hematinic companies identify and target doctors, who treat more number of anaemic patients as an important potential customer. These potential doctors have been classified as core customers and better services are provided to them, to win over their maximum hematinic prescriptions. This theory of “Pareto chart” provides guidance to analyse about core customers, to win over maximum hematinic prescriptions as part of target market strategy. Other companies should identify core doctors and better services offered to them to win over maximum hematinic prescriptions; as part of target market strategic components.

(b) Suggestions related to product strategic components

As expressed by doctor-respondents, quantity of iron recommended by research organisations such as World Health Organisation and Ministry of Health and Family Welfare are consider as prestigious reference to choose a hematinic. All leading pharmaceutical companies correlate their product’s “quantity of iron” with the recommendation of these prestigious research organisations; as part of their product strategic influencing components in hematinic marketing.
Other hematinic companies should correlate their product’s quantity of iron with the recommendation of prestigious research organisations to win over hematinic prescriptions.

Top leading hematinic companies claim their product’s quality by highlight about their approvals from research organisations, such as World Health Organisation and United States Food and Drug Administration (USFDA); as part of their product strategic influencing components in hematinic marketing. Other companies should get these prestigious approvals from research organisations to win over their hematinic prescriptions.

As expressed by doctors, technological feature of hematinics offers better advantages, by improving the efficacy and reducing the side effects. Fefol-Z Spansule offers Sustained Drug Release (SDR) technology. Raricap capsule offers Multi-layered Delivery System (MDS) technology, by releasing iron in the right place and reducing side effects. Conviron-TR offers Timed Release (TR) technology. Fefol, another hematinic (without zinc) from GlaxoSmithKline-Asclepius also offers this Sustained Release (SR) technology. Orofer-XT and Ferium-XT offer its unique extra Timed Release (TR) technology to grab their market share. Other hematinic companies should improve their products the efficacy with technological feature to win over their hematinic prescriptions.

As expressed by respondents, Docusate sodium in ‘Anofer’ relieves constipation; it also consists of essential vitamins such as vitamin-A, vitamin-B, vitamin-C, vitamin-D, vitamin-E, Zinc, Copper, Iodine in addition to Iron and Calcium.
Sun pharmaceutical adopts this product differentiation strategy in hematinic marketing. Other hematinic companies should improve their products efficacy by highlighting about their additional ingredient; which improves nutritional values and reduces the side effect as part of product differentiation strategy.

Doctors have been showing great interest in product line extension, as it fulfills their patient’s needs and expectations. All leading companies implement this product line extension, to improve their market share of hematinic and win over the competition posed by others. Product line extension strategy, product elimination strategy and product acquisition strategy have been considered as powerful strategy in hematinic marketing. Other companies should implement this product line extension strategy, product elimination strategy and product acquisition strategy to win over hematinics prescriptions from doctors.

Factor analysis method has been advocated to simplify large number of product strategic component variables, for a set of respondents to a smaller number of variables. Product strategic component variables were simplified and segmented as three groups of factors, with respect to opinion of the respondents. Quality related efficacy of salt recommended by research organisation ($X_5$) and quantity of iron recommended by research organisation ($X_2$) were segmented as the most important product component variables, under Group-1 factor. Novel Drug Delivery System ($X_6$) and additional ingredient for efficacy and safety ($X_7$) were segmented as moderate important product component variables, under Group-2 factor.
Quantity of iron costs more ($X_3$), the highest quantity of iron ($X_1$) and quality of iron that costs more ($X_4$) were segmented as least important product component variables, under Group-3 factor, by factor analysis method. All leading companies implement the recommendation of research organisations, in designing the quality and quantity of salt; as part of product strategic components in hematinic marketing. Other hematinic companies should correlate their product’s quantity and quality of iron with the recommendation of prestigious research organisations to win over hematinic prescriptions; as part of product strategic components.

(c) Suggestions related to pricing strategic components

As expressed by respondents, majority of the poor patients are suffering from anaemia. Daily supplementation of iron capsule is a must for larger number of population in India. Patients have to buy a hematinic for long term usage. Products like Autrin, Dexorange and Raricap fulfill these needs of poor patients with their economical prices of less than two rupees. These conventional iron preparations have been widely prescribed by more number of doctors. It costs half the price of carbonyl iron preparations. Wyeth pharmaceutical, Franco-Indian and Janseen-Cilag fulfill the needs of poor patients by fixing up economical price; as part of their pricing strategic components in hematinic marketing. Other hematinic companies should fulfill the needs of poor patients by fixing up economical price to win over their product prescriptions.

As expressed by respondents, hematinic has to be taken by patients for longer duration. Price was a considerable factor in deciding the brand of hematinic.
Most of the companies have been advised by doctors to reduce their price, as the daily cost of therapy affects the poor and the middle class patients. Doctors feel that if there is any unfair hike in price of hematinics, there would be a change in their preference from one product to another product. All leading companies adopt fair pricing practices by justifying their actions with supportive clarification to win over doctor’s confidence; as part of marketing strategic practice in hematinic marketing. Other hematinic companies should adopt fair pricing practices to win over doctor’s confidence for hematinic prescriptions; as part of pricing strategic component.

(d) Suggestions related to promotional strategic components

As expressed by Doctor-respondents, patients’ awareness leaflets, pre-natal and post-natal exercise charts and video Compact Discs on pregnancy and lactation are valuable promotional inputs. Companies such as GlaxoSmithKline and Janseen-Cilag have implemented patients’ awareness promotion programmes by distributing Compact Discs on pregnancy and lactation to doctors and facilitate them to propagate awareness among patients, by highlighting each and every stage in pregnancy and lactation. These companies have been conducting video shows with the permission of doctors to create awareness, among pregnant and lactating mothers.

Wyeth, Ranbaxy and Franco-Indian companies have implemented their patients’ awareness promotion programmes by distributing exercise charts and books to doctors and facilitate them to guide patients about pre-natal and post-natal exercise.
E.Merck, Sun and Emcure companies have implemented patients’ awareness promotion programmes by distributing leaflets and booklets to doctors and facilitate them to propagate knowledge among patients with their market follower strategy.

These promotional inputs provided by hematonic companies are very useful to doctors. It serves as an important tool for the education of patients and family members in different aspects such as pregnancy, lactation, anaemia, food habits, hygienic practices, mother’s care and psychology. Other hematonic companies can utilise these different promotional inputs, to win over doctors’ hematonic prescription as part of their promotional strategic components in hematonic marketing.

As expressed by respondents, reading scientific journal is the best method of knowledge updating about hematincs. Reputed journals are costing higher price and an individual cannot afford to buy every issue. Leading hematonic companies provide journals and product literatures as promotional inputs for doctors, to update their knowledge about hematincs in the process of marketing. GlaxoSmithKline, Janseen-Cilag, Emcure, Ranbaxy and Sun pharmaceutical provide journals to doctors as part of their promotional strategic components, in hematonic marketing. Other hematonic companies can provide journals and product literatures as promotional inputs for doctors to win over hematonic prescriptions.

As expressed by respondents, attending medical experts briefing and discussion is the best method of updating knowledge and understanding clinical concepts. Doctors exhibit good interest and importance in implementing experts’ ideas in their practice. It offers an opportunity to discuss with their fellow colleague and experts.
Hematinic companies like GlaxoSmithKline, Sun, Janseen-Cilag, Ranbaxy, E.Merck and Franco-Indian sponsor medical experts briefing and discussions; as part of their promotional strategic components in hematinic marketing. Other hematinic companies can sponsor medical experts briefing and discussions; as part of promotional strategic components to win over hematinic prescriptions.

As expressed by respondents, medical profession requires updating by continuous medical education. Leading companies operating in hematinic segment such as GlaxoSmithKline, Janseen, Ranbaxy, Sun, Emcure, Franco-Indian and Wyeth sponsor meetings, journals and Continuous Medical Education (CME) programmes; as part of promotional strategic components in hematinic marketing. Other hematinic companies can sponsor meetings, journals and continuous medical education programmes; as part of promotional strategic components to win over hematinic prescriptions.

As expressed by respondents, attending an international/national conference provides an opportunity to understand about world efficient practices and latest developments. Most of the doctors are unable to attend international conferences, due to travelling cost and other expenses. Especially leading Obstetrics and Gynecologist and Top Lady General Practitioners are targeted for international/ national conference sponsorship by these companies, to develop a rapport with doctors and make them happy with these hematinic marketing promotional activities. It helps these leading companies to win over doctor’s confidence and hematinic prescriptions with their international conferences sponsorship promotional activities. It is a highly expensive promotional activity and it requires greater value of budget allocation.
Top leading hematinic companies such as GlaxoSmithKline, Janseen-Cilag, Wyeth, Ranbaxy, E.Merck and Sun pharmaceutical sponsor international/national conference, as part of their promotional strategic components, to improve their hematinic sales. Other hematinic companies can sponsor international/national conference; as part of promotional strategic components to win over hematinic prescriptions.

As expressed by doctors, GlaxoSmithKline and Janseen sponsor hemoglobin detection test and free medical camp; as part of market leader strategy in hematinic marketing promotional practice. Other hematinic companies can sponsor hemoglobin detection test and free medical camp, as part of promotional strategic components to win over hematinic prescriptions.

(e) Suggestions related to retail distribution strategic components

As expressed by respondents, most of the patients do face the problem, in buying medicines as per prescription from medical shops due to non-availability of sufficient quantity. Hematinics are being prescribed for minimum 30 days to 120 days. All leading companies ensure their product availability in sufficient manner, to honour entire prescription; as part of retail distribution components in hematinic marketing. Other hematinic companies should ensure their product availability in sufficient manner to honour entire prescription.

As expressed by respondents, patients avail the services of doctors, on the basis of their expertisement and irrespective of distance. Product prescribed by doctors may be honoured at any place in those surrounding areas, even in another city or in another state.
All leading companies ensure their product availability in all surrounding areas; as part of retail distribution strategy in hematinic marketing. Other hematinic companies should ensure their product availability in all surrounding areas to win over hematinic prescriptions; as part of retail distribution strategy.

As expressed by respondents, most of the hematinics do face short supply problem with retail distribution due to non-coverage area of distribution services; conflict between company’s distribution channel and chemist, transport strike and other distribution lacunae. All leading companies should ensure continuous availability of their hematinics even in rural areas with their market penetration strategy in hematinic marketing. Other hematinic companies should ensure continuous availability of their products even in rural areas to win over hematinic prescriptions; as part of retail distribution strategy.

All leading hematinic companies ensure their product availability in sufficient quantity and avoid substitution of their product by chemist with their chemist rapport building distribution practice; thereby winning over the confidence of doctors, for more and more hematinic prescriptions as part of their new market strategy in hematinic marketing. Other hematinic companies should ensure their product availability in sufficient quantity and avoid substitution of their product by chemist to win over the confidence of doctors for hematinic prescriptions.
(f) Suggestions related to other marketing strategic components

As expressed by respondents, hematinics have a property of moisture absorption. If the packing is not good, it will absorb moisture in the air and get spoiled with discoloration. Moreover good packaging promotes an attraction among patients to consume that hematinic product and it represents quality of the hematinic product. All leading companies maintain good standard in packaging, to win over doctor’s confidence; as part of their marketing strategic components in hematinic marketing. Other companies should maintain good standard in packaging to win over doctor’s hematinic prescriptions as part of marketing strategic components.

As expressed by respondents, pharmaceutical products have been promoted by marketing professionals by personal selling methods. Efficiency and regular visits of marketing professionals decide the success of the product and company. All leading companies equip their marketing professionals with expert training promotional programmes to improve their market share, with effective customer coverage. Leading companies provide an excellent training for their marketing professionals, in product skills and marketing skills to improve their efficiency. Other companies should provide an excellent training for their marketing professionals in product skills and marketing skills to improve their efficiency; as part of marketing strategic component in hematinic marketing.

As expressed by respondents, prescribing a product without considering the affordability of the patient will not solve the patient’s underlying problem. Evaluating patient’s economic status and prescribing a suitable product will make a patient to buy and consume in perfect manner.
Wyeth pharmaceuticals created a history in hematinic market by fixing up the most economical price of one rupee and fifty paise per capsule for its product named Autrin. Since 2005, Wyeth marketed Autrin at just sixty paisa per capsules. Wyeth pharmaceuticals implemented penetration pricing strategy, to win over majority of hematinic prescriptions from doctors. Pharmaceutical companies like E.Merck, Janseen-Cilag and Franco-Indian fixed their price at economical level; as part of their marketing strategic components in hematinic marketing. Other companies should fix up their price by consider patients affordable factor; as part of their marketing strategic components in hematinic marketing.

As expressed by respondents, international approval like United States Food Drug Administration (USFDA) endorses the product quality. Doctors mainly evaluate product and company’s back ground, based on their Good Manufacturing Practice (GMP) and international recognition. All leading companies highlight about the international recognition to win over the prescriptions of doctor as part of their marketing strategic components in hematinic marketing. Other companies should highlight about their international approvals to win over hematinic prescriptions; as part of marketing strategic components in hematinic marketing.

(g) Social responsibility related suggestions to companies

As reported by doctor-respondents 90 per cent of adolescent girls, women and children suffer from iron deficiency. India is second highly populated country in the world. Hematinic market has great scope to accommodate more number of companies to serve needy anaemic people. More number of companies should come out with hematinic product to eradicate anaemia and win over their sales.
Rural markets such as small towns and villages have not been covered by most of the pharmaceutical companies. Anaemia is prevailing in a greater manner among rural people. Hematinic companies should market their product in rural areas to win over their sales. By geographical expansion strategy to rural areas hematinic companies can identify new markets, new users and increase the usage. Rural people do not aware about anaemia and its complications. By conducting anaemia awareness campaign among rural people, hematinic companies can increase the sales of hematinic product and help a nation to eradicate anaemia thereby build a healthy society.

Nutritional deficiency is the major cause of anaemia due to poverty. Anaemia can be treated with long term usage of hematinics. Poor people are finding it difficult to buy hematinics due to higher cost. By reducing the price of hematinic, companies can increase the usage and users among rural poor.

Pharmaceutical companies extend their helping hands to doctors to serve the society with invaluable products. Though marketing is a commercial activity, pharmaceutical companies should not forget fair and ethical practices. Companies should stick on to ethical marketing practices and create an atmosphere for doctors to choose a product of their own choice according to patient’s need and affordability. Pharmaceutical companies should not get into unethical practices such as forcing doctors to prescribe costly products and insisting them to accept costly gifts. Hematinic companies can adopt some rural villages to sponsor hematinic products at free of cost, to eradicate anaemia from needy anaemic people.
(II) Suggestions to social organisations

Social organisations should establish a contact with hematinic companies to avail their assistance in procuring hematinic product at discounted price and achieve the task of eradicating anaemia by effective distribution. Social organisations should learn from pharmaceutical companies about innovative strategies in creating awareness about anaemia among target people.

Social organisations should continuously train their staff members by availing the service of government health department in medical education and utilise the assistance of pharmaceutical companies in educating about innovative social-marketing education to succeed in the service marketing of anaemia eradication.

(III) Suggestions to government organisations

Government implements Integrated Child Development Services (ICDS) programmes of free Iron Folic Acid (IFA) tablets distribution among needy people with the assistance of health department workers and social welfare department (anganwadi) workers at the local, district, state and national levels for the eradication of anaemia. Ministry of Health and Family Welfare provides free check-up with Iron Folic Acid (IFA) tablets for pregnant mothers under the banner of Vande Mataram Yojana, with the help of Federation of Gynecologists and Obstetricians Society of India (FOGSI) and other private doctors. Government can adopt commercial marketing strategies of these hematinic companies for the eradication of anaemia, especially in creating awareness about anaemia among rural poor. Government can update their service marketing strategy by looking into these innovative marketing strategies of leading hematinic companies for the eradication of anaemia.
Government should utilise hematinic companies, in the task of eradication of anaemia. Government should provide excise duty relief and tax concessions to hematinic companies for fixing up least price for their products. It will serve the needy anemic people to buy and consume hematinic products in a routine manner.

Government should constantly monitor the price of hematinic product for the benefit of needy anemic patients. Exploitation of anaemic people by fixing up a higher price by hematinic companies should be avoided by rules and regulations.

Government should ensure the availability of doctors to render their services for rural anaemic patients. Non-availability of lady doctors is a major problem in rural areas, especially to treat anaemic pregnant ladies and adolescent girls. Most of the rural areas are lacking with medical facility for the treatment of anaemia related conditions. Government should provide incentives and professional benefits to doctors, those who serve needy people at rural areas and contribute for the eradication of anaemia.

(IV) Suggestions to Doctors

Doctors should come forward to extend their valuable medical services to rural patients with interest and desire. Most of the rural people have been suffering from anaemia because of non-availability of medical facility at their locations. Innocent rural patients have been exploited with illegal medical treatment by uneducated quacks. To prevent this damage to rural poor, doctors should come forward to extend their medical services to rural anaemic patients and contribute for the welfare of nation.
Doctors should not compromise their ethical medical judgement while choosing an appropriate product for their anaemic patients. Doctors should not consider any hematinic product with substandard quality or marketing activities that forcing them to compromise on quality.