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Chapter 2 – Objectives

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CHAPTER 2

OBJECTIVES

This chapter contains the objectives of the study, the reasons for choosing the seven therapeutic categories in pharmaceutical products and the chapter summary for the thesis.

2.1 OBJECTIVES OF THE STUDY:

The objectives of the study are as follows:

- To define the brand success for a pharmaceutical brand
- To define benchmarks of success for brands in terms of value or volume in pharmaceutical products in certain therapeutic categories
- To explain brand success and failure of different brands in certain therapeutic categories
- To study the impact of E-Commerce on pharmaceutical products success

While the above objectives are self-explanatory, the second objective needs some elaboration. After examining several pharmaceutical brands, it was felt that to sustain as a national brand a minimum threshold level of
prescriptions is necessary. This is varying from therapeutic category to therapeutic category. Thus, one of the aims of the research has been to assess this minimum prescription share necessary for a pharmaceutical brand to be viable in the long run.

The study itself is a three-stage process, each stage having a questionnaire. The questionnaire at each stage helps in moving closer to the process of explaining brand success. (More elaboration is in the chapters 4 and 5.)

The reasons behind choosing the pharmaceutical brands and therapeutic categories are:

- Very little published data are available on pharmaceutical brands and their success in the Indian context
- There is very little amount research work done in pharmaceutical marketing in India
- The seven therapeutic categories chosen are high volume and high growth categories
- These categories of products are being prescribed/recommended by all categories of doctors irrespective of their specialization
- Besides this, each therapeutic category had enough number of brands for conducting research.
- The researchers’ experience of nearly a decade in the pharmaceutical industry, that too in brand management
2.2 REFERENCE PERIOD:

Data collected from various sources from independence until December, 2000 will be the reference period of the study. Field study was conducted between April 2000 to April 2002.

2.3 TOOLS AND TECHNIQUES:

The tools adopted for collection of data are:

- Questionnaire for doctors, chemists, stockists and Field executives
- At third stage, depth interviews were conducted with Doctors, chemists, stockists and field executives. Depth interview becomes necessary in view of the fact that the prescription pattern is deeply embedded in the doctors' minds.

The questionnaires covered top-of-mind awareness in general, top-of-mind awareness for selected therapeutic groups, factors that made them to recall these brands, key success factors, any relevance for the duration of the brand in the market place, market share and mind share/prescription share expected. Finally, the impact of e-commerce on pharmaceutical industry also was covered.

2.4 LIMITATIONS:

As in the case of any research study, present study also suffers from some limitations. The study covers only four southern states. Similarly, the study is limited to only seven therapeutic categories.
2.5 Chapter summary

Chapter 1 contains introduction to the pharmaceutical industry. It also explains the need for this research.

Chapter 2 contains the objectives of the research along with reference period and limitations of the study. This lists out what the researcher proposes to accomplish.

Chapter 3 contains literature survey. Definitions of success available from literature have been classified under seven heads: 1) Criteria to assess brand success 2) Pioneer advantage 3) Brand success 4) Brand equity 5) Brand loyalty 6) Brand success evaluation criteria. These have been examined at some length.

Chapter 4 outlines the methodological framework. It explains how opinions from doctors, chemists, stockists and field force have been used to take a view on brand success. Further the three-stage questionnaire is described which after each stage steadily moves closer to the brands in terms of explaining their success or failure.

Chapter 5 deals with the nature and content of the data required. This contains an account of the data collection methodology, type of data, sources
of data, sampling framework. Besides this chapter contains the details of the data collected at three-stages.

Chapter 6 deals with the nature of hypothesis testing to be adopted for the purpose of data analysis.

Chapter 7 contains Analysis of the Key Factors for Brand success - results and their discussion

Chapter 8 deals with the impact of E – Revolution on Pharmaceutical Brand Success

Chapter 9 deals with the conclusions from the study and their implications Along with the scope of further research

Bibliography cited in the research and Annexures follow.

The following chapter deals with the literature survey. Published literature connected with the topic of brand success has been reviewed.