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CHAPTER 9

SUMMARY AND CONCLUSIONS

The conclusions of the study fall under two headings. The conclusions under the first heading have been called "INFERENCES" AND the second were called "INSIGHTS". The inferences are those accepted by the experts and hence are statistically valid. The second set are intuitive and do not have any statistical validity. However, they are in the domain of qualitative knowledge gained by the researcher and hence merit inclusion.

INFERENCES are classified into two categories.

a) General Inferences: These are valid for each of the seven therapeutic categories specifically.

b) Specific Inferences: These are valid for each brand in all the seven therapeutic categories.

In a similar way, INSIGHTS are divided into "General insights" and "Specific Insights".

9.1 General Inferences:

9.1.1. Success Bench Marks:

Experts have agreed on the minimum prescription share to be achieved by a brand in each of the seven therapeutic categories to be considered as success.
These benchmarks are valid for a pharmaceutical brand (national presence) more than 3 years in presence in the market place. In Antibiotics, a brand that has a prescription share of 8% from doctors and sustains its market share even in changing market conditions can be considered as successful. For Quinolones and Cough & cold preparations, a brand that gained a prescription share of 4% from experts can be considered as success. In the case of Haematinics and Pain relievers, the prescription share should be 5%. For Cold rubs and Inhalers, the market share is 7% and in the case of Ayurvedic products, the market share is 2%.

However, experts agreed that irrespective of therapeutic category the brand should sustain its market share in changing market conditions can be called as a successful brand.

9.1.2 Key Success Factors

There was an agreement among experts about key success factors in Antibiotics, Pain relievers and Quinolones categories. In all three cases, SIMPLE BRAND NAME emerged as the key success factor. In the case of Antibiotics and Pain relievers "POSITIONING" is seen as a success factor. For Quinolones therapeutic category, PIONEER ADVANTAGE is seen as a success factor. In the case of Cough and cold preparations, soothing taste with positioning is seen as a key success factor. For Haematinics Taste (odor and flavor) coupled with a simple brand name is seen as a key success factor for brand success. In the Cold rubs and Inhaler category the brand communication with perceived benefit is seen as a key success factor. For
an Ayurvedic brand to be successful brand experience is seen as a key success factor.

i) Brand Experience or pen habit, Positioning, Product innovative form or Dosage convenience and Organizational commitment and Marketing Mix emerge as the lead variables in all the therapeutic categories.

ii) Pioneer Advantage and Simple and easy brand name is seen as important reason in all the therapeutic categories.

iii) Lack of organizational commitment lead to brand failure or indifferent performance.

iv) Taste and flavor is a product related variable and it emerges as a significant variable in the case of Haematinics and Cough preparation categories.

The following table is a grand summary of the influence of each of the variables on the brands in all the seven therapeutic categories put together. The table shows sixty-three brands in all the seven therapeutic categories.
Table 19

Summary of variables – All therapeutic categories

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Variable</th>
<th>No. of brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand experience/Pen habit</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>Product form / Dosage convenience</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Positioning</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Organizational strengths/ Marketing Mix</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>Pioneer advantage</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Simple and easy brand name</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Brand pro-activeness</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Taste or flavor</td>
<td>1</td>
</tr>
</tbody>
</table>

9.2 SPECIFIC INFERENCES:

9.2.1 Antibiotics

a) SPORIDEX is successful because of brands pro-activeness in the market place

b) The simple brand name is seen as the reason behind the success of PHEXIN
c) ALTHROCIN is a positioning success. Upper Respiratory Tract Infections positioning

d) AMPOXIN is successful because its proven experience in the market place

e) MOX is successful because of its simple brand name

f) SEPTRAN is a successful brand because of its proven experience becomes a pen habit among the experts.

g) NOVAMOX is successful brand because of organizational strength coupled with sustained promotional activity.

h) ROXID is a successful brand because of simple brand name coupled with pioneer advantage.

9.2.2 Quinolones

a) Cifran is successful because of its positioning

b) Ciplox is a marketing success – Data base marketing

c) Ciprobid is successful because of pioneer advantage

d) Norflox is successful because of its simple brand name
e) Alcipro is successful because of its simple brand name

f) Ciprolet is successful because of its innovative pricing strategies

g) Quintor is successful because of its simple brand name

h) Tarivid is successful because of the pioneer advantage

9.2.3 Cough and Cold preparations

a) Corex is a successful brand because of the brand experience in the market place.

b) Phensydyl is successful because of the organizational commitment in promoting the brand.

c) Benedryl is a successful because of the pen habit

d) Ascoril is a positioning success – Acute and asthmatic bronchitis.

e) Coscopin is successful because changing variants with constant promotional activity in market place

f) Strepsils strength is chewable form with innovative flavors

g) Zeet is successful because of pen habit among the doctors
h) Synarest is successful because of the availability of the brand in various dosage forms

i) Actifed Plus is a positioning success – Decongestant with antipyretic activity

j) Piriton is successful because of brand experience in the market place becomes pen habit among doctors.

9.2.4 Haematinics:

a) Dexorange Plus is successful because of its flavor and taste

b) Haemup is successful because of its contents – Hemoglobin in powder form

c) Hepatoglobin is successful because of its positioning – benefit of liver extract

d) RB Tone is a positioning success – pure vegetarian product

e) Zincofe – is a successful because of its taste and flavor

f) Hemfer is successful because of its availability in different dosage forms
g) Fefol – Z is successful because the brand is available in sustained release form – Product success

h) Heppforte’s strength is that the brand is fortified with minerals

i) Raricap’s strength is its rich iron content with sustained marketing activity.

j) Globac is successful because of its simple brand name

9.2.5 Pain relievers:

a) Voveran is a positioning success – as arthritis therapy from Ciba-Geigy

b) Combiflam is successful because of the pioneer advantage

c) Nise is successful because of simple brand name

d) Brufen is successful because of the pen habit among the doctors

e) Dolonex is a positioning success – rheumatoid arthritis and osteo – arthritis

f) Nimulid is successful because of the pioneer advantage

g) Oxalgin’s strength is that the brand is available in all dosage forms
h) Nimegesic successful because of distribution and pricing

i) Bidangenforte is successful because of the pioneer advantage

9.2.6 **Cold Rubs and Inhalers:**

a) Todex is a positioning success

b) Vick vaporub is a positioning success

c) Zandu balm is successful because of the advertising and its uniqueness

d) Amrutanjan is a successful because of the family habit coupled with pioneer advantage

e) Vicks inhaler is successful because of the convenient therapy

f) Amrutanjan Dragon Liquid is a failure because of the product form

g) Amrutanjan Inhaler is a failure because of the lack of organization support

h) Tiger balm is successful because of its uniqueness
i) Emami Mentho plus is a failure because of the organization perception in the marketplace

9.2.7 Ayurvedic Products:

a) Liv-52 is successful because of the brand experience backed with Himalaya drug company expertise

b) Bonnisan is successful because of the brand experience coupled with no competition

c) Gasex is successful because of the brand organizational strength in the marketplace

d) Thirty plus is successful because of the aggressive advertising coupled with positioning

e) Chawanprash is successful because of the organization commitment and support to the brand

f) Hajmola’s success can be attributed to the dosage form

g) Revital is positioning success

h) Woodward’s gripe water is successful because of the brand experience in the marketplace
i) Samhan is successful because of the brand experience in the market place.

9.2.8 Impact of E-Commerce:

Experts are of the opinion E-Commerce does not have any direct impact on pharmaceutical brands success or failure. However, they are of the opinion the pharmaceutical brands which are not meeting the expectations in terms of quality/efficacy there is the possibility of eroding the brand equity immediately.

Similarly, experts are of the opinion with E-commerce product launching will moving towards market driven.

9.3 General Insights:

a) All the experts are of the opinion it is the effective and efficient time spent by the company representative in the doctor's cabin will decide the brand future

b) Some experts also shared how the company representatives will make the experts remember the brand name (Autograph, distributing roses, posting reminders). They are of the opinion these specific skills will also play a lead role in generating prescriptions for a brand.

c) The key success factors for each of the categories are also different.
d) The initial inertia has to be broken for generating prescriptions as well as getting the orders from the chemists

e) In all the therapeutic categories it is the ability to differentiate the brand in all respects and aspects will decide the brand success (detailing, priority, positioning, samples, literature)

f) Though samples will play a vital role, however experts did not agree that it is the samples that will decide the number of prescriptions for a brand

g) For a new molecule, Samples will be of great help, to break the inertia in the mind of the experts.

9.4. Specific Insights

a) For Ayurvedic products, the ingredient familiarity will generate prescription support for a brand (e.g. Indian Ginseng/ Brahmi)

b) For Cold rubs and Inhalers it is the advertising and promotions will have a great impact on the brand success

c) With the recent introduction of new molecules in quinolones, it is possible that quinolones market is entering a new phase of competition.
d) Some of the experts are sensitive to gifts but the impact of these inputs is very short term. Gifts were started by Himalaya years ago, capitalizing on this sensitivity of physicians to get extra attention. However, the sensitivity to exclusive gifts as a reminder to prescribe a me-too product is relatively very high.

e) A brand gets its widest usage when it is available in all forms like tablets, capsules, injectables, syrups and suspensions, which will in turn gets the attention of all the physicians. It has been observed that physicians exhibit a propensity to prescribe the same brand more often when he knows that the brand is available in all forms.

9.5 SUGGESTIONS FOR FURTHER RESEARCH

This research concerns select pharmaceutical brands. The scope can be widened to include other therapeutic categories and over the counter brands. The same study can be conducted in various other categories of brands also.

Another direction that the research could take is that of depth. The successful brands in the seven therapeutic categories can be chosen and the reasons for their success can be further explored. For instance Zeet is a successful brand because of its proven experience in the market place, Zeet is available in different dosage forms and Zeet is successful because of its positioning against productive cough and cold. Research can be formulated to understand the relative importance of these variables.
One further course of research is giving the study a quantitative orientation by conducting discriminant analysis to differentiate between successful and failed brands.

Another direction of research conducting study with the emphasis on business based measures, such as profitability or shareholders’ equity or experts perception of quality.

One more direction of research is studying prescription behavior of the experts with respect to the various brands.

Finally, a study on age-old brands across all the product categories can be conducted to offer valuable insights into brand success.