

A Study on Consumer Behavior of Marketing of Pharmaceutical Products in Chennai City

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Abstract: Nowadays, more than 60 per cent of the marketing costs of pharmaceutical enterprises account for the communication with physicians. The role of physicians in deciding the therapy is still dominant, but in some areas (OTC market, patient groups) patients have more and more power to choose between the products. Other important target customers are the pharmacists, hospitals, wholesalers, governmental forces and so on. Governments try to stop the rapidly growing medical expenditures, so affordable drugs have competitive advantage over the 'only' effective drugs. The study was conducted for 60 consumers of pharmaceutical products and the data and information was analyzed by using various statistical techniques. It is very important to describe the consumer behavior of marketing of pharmaceutical products, both during the prescription processes well as after. The finding of the study leads to final conclusion that 73.33 per cent of consumers are never influenced by displays. The results indicate that about 60.00 per cent of consumers do not use the pharmaceutical products without advice of doctors.

Keywords: Consumer Behavior, Marketing of Pharmaceutical Products.

INTRODUCTION

The pharmaceutical industry is the world's largest industry due to worldwide revenues of approximately US\$2.8 trillion. Pharmaceutical industry has seen major changes in the recent years that place new demands on payers, providers and manufacturers. Customers now demand the same choice and convenience from pharmaceutical industry that they find in other segment.

Playing a key role in promoting and sustaining development in the vital field of medicines, Indian Pharmaceutical Industry boasts of quality producers and many units approved by regulatory authorities in USA and UK. International companies associated with this sector have stimulated, assisted and spearheaded this dynamic development in the past 55 years and helped to put India on the pharmaceutical map of the world.

The Indian Pharmaceutical sector is highly fragmented with more than 20,000 registered units. It has expanded drastically in the last two decades. The leading 250 pharmaceutical companies control 70 per cent of the market with market leader holding nearly 7 per cent of the market share. It is an extremely fragmented market with severe price competition and government price control.

The Indian pharmaceutical industry also needs to take advantage of the recent advances in biotechnology and information technology. The future of the industry will be determined by how well it markets its products to several regions and distributes risks, its forward and backward integration capabilities, its R&D, its consolidation through mergers and acquisitions, co-marketing and licensing agreements.

Under the pressure of these new challenges pharmaceutical marketing has to focus not only on the traditional target customers (physicians, patients), but on other customers, stakeholders as well, already in the development phase of a new drug. Pharmaceutical marketing has become a multidimensional task, which integrates Key Account Management, Service Marketing, Economical Marketing and Political Marketing in order to be sure that the new product will be successful. It contributes to the actuality of the

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topic that not only in the pharmaceutical market, but generally the capital of partnership becomes more valuable. With this background, the present research study is attempted to consumer behaviors of marketing of pharmaceutical products in Chennai city with specific objectives. The study was conducted via structured questionnaire from 60 consumers of pharmaceutical products and the data and information was analyzed by using various statistical techniques.

Objectives of the Study

1. To examine the roles and effectiveness of marketing instruments in the pharmaceuticals industry
2. To identify the constraints in direct marketing of pharmaceutical products and suggest appropriate marketing management strategies.
3. To describe the role of the different marketing channels and consumers, both during the prescription processes well as after.

RESEARCH DESIGN

Sampling Technique

The sampling technique selected for the study is convenient sampling technique. The respondents are selected from total population.

Research Hypothesis

The research hypothesis formulated by the researchers is: "There is no significant difference among the different consumers' segmentations". There is no significance between the roles and effectiveness of different marketing instruments. There is no significance among marketing strategies followed by different firms.

There are the constraints that significantly influence the direct marketing of pharmaceutical products.

Questionnaire Design

Questionnaire designed in structured in such a way that it is uses very specific open ended, closed ended, multiple choice, ranking questions to extract the information from the respondents.

Sample Size

The study was conducted via structured questionnaire from 60 consumers of pharmaceutical products and the data and information was analyzed by using various statistical techniques.

Period of the Study

The study was conducted for a period of 6 months.

DATA COLLECTION METHOD

The Primary data

The primary data are collected through questionnaire and direct personal interviews.

The Secondary data

The secondary data are collected through books, websites and journals. Personal effort has also been made to gather information from doctoral works on this area of pharmaceutical marketing.

Data Analysis

The researchers collected data from 60 respondents using random sampling method as sample design. Samples were drawn from consumer of pharmaceutical products. All pertinent information required for the study is collected from both primary and secondary sources.

Statistical Techniques

The data and information collected would be analyzed by using different marketing research techniques like, Descriptive Statistics, Multiple-Regression Analysis, Cluster Analysis, Chi-Square Test and Constrains Analysis based on the nature and availability of data and information.

Results

1. Gender

The distribution of gender of consumers of pharmaceutical products was analyzed and the results are presented in Table 1.

Table 1: Distribution of Gender of Consumers of Pharmaceutical Products

Gender	Frequency	Per Cent	Chi-Square Value	Sig
Male	43	71.70	0.01	0.02
Female	17	28.30		
Total	60	100.00		

From the above table, the results show that about 71.70 per cent of consumers are males while the rest of 28.30 per cent are females. The Chi-square value of 0.01 is significant at five per cent level indicating that there is a significant difference among the gender of consumers of pharmaceutical products.

2. Age

The distribution of age of consumers of pharmaceutical products was analyzed and the results are presented in Table 2.

Table 2: Distribution of Age of Consumers of Pharmaceutical Products

Age(Years)	Frequency	Per Cent	F-Value	Sig
<20	06	10.00	12.186	0.03
21-30	26	43.33		
31-40	16	26.67		
41-50	08	13.33		
>50	04	6.67		
Total	60	100.00		

From the results, it is observed that about 43.33 per cent of consumers belong to the age group of 21–30 years followed by 31–40 years (26.67 per cent), 41–50 years (13.33 per cent), less than 20 years (10.00 per cent) and more than 50 years (6.67 per cent). The F-value of 12.186 is significant at five per cent level indicating that there is a significant difference among the age group of consumers of pharmaceutical products.

3. Educational Status

The distribution of educational status of consumers of pharmaceutical products was analyzed and the results are presented in Table 3.

Table 3: Distribution of Educational Status of Consumers of Pharmaceutical Products

Educational Status	Frequency	Per Cent	Chi-Square Value	Sig
Secondary	08	13.33	0.03	0.02
Higher Secondary	08	13.33		
Graduation	41	68.34		
Post Graduation	03	5.00		
Total	60	100.00		

The results show that about 68.34 per cent of consumers are graduates followed by secondary and higher secondary (13.33 per cent) and post graduation (5.00 per cent).

4. Marital Status

The distribution of marital status of consumers of pharmaceutical products was analyzed and the results are presented in Table 4.

Table 4: Distribution of Marital Status of Consumers of Pharmaceutical Products

Marital Status	Frequency	Per Cent	Chi Square Value	Sig
Married	36	60.00	0.02	0.03
Unmarried	24	40.00		
Total	60	100.00		

The results indicate that about 60.00 per cent are married while the rest of 40.00 per cent of consumers remain unmarried. The Chi-square value of 0.02 is significant at five per cent level indicating that there is a significant difference among the marital status of consumers of pharmaceutical products.

5. Use of Pharmaceutical Products

The distribution of use of pharmaceutical products without advice of the doctor by the consumers was analyzed and the results are presented in Table 5.

Table 5: Distribution of Use of Pharmaceutical Products by consumers of Pharmaceutical Products

Use of Pharmaceutical Products	Frequency	Per Cent	Chi Square Value	Sig
Yes	24	40.00	0.02	0.03
No	36	60.00		
Total	60	100.00		

The results indicate that about 60.00 per cent of consumers don't use the pharmaceutical products without advice of doctors while the rest of 40.00 per cent use the pharmaceutical products without advice of doctors.

The Chi-square value of 0.02 is significant at five per cent level indicating that there is a significant difference among use of pharmaceutical products without advice of the doctor by the consumers.

6. Brand Features of Pharmaceutical Products

The brand features of Pharmaceutical products purchased by the consumers were analyzed and the results are presented in Table 6.

Table 6: Distribution of Brand Features of Pharmaceuticals Products Purchased by the Consumers

Brand Features	Frequency	Per Cent	Chi Square Value	Sig
Efficacy	52	86.70	0.05	0.04
Brand Name	02	3.30		
Pricing	03	5.00		
Doctors advice	03	5.00		
Total	60	100.00		

From the results, it is observed that about 86.70 per cent of consumers select the pharmaceutical products based on efficacy followed by pricing and doctor's advice (5.00 per cent) and brand name (3.30 per cent). The Chi-square of 0.05 is significant at five per cent level indicating that there is a significant difference in brand features of pharmaceuticals products purchased by customers.

7. Doctor's Inquiry about Pharmaceutical Products

The feelings of the consumers about doctor's inquiry on pharmaceutical products were analyzed and the results are presented in Table 7.

Table 7: Feelings of the consumers about Doctor's Inquiry on Pharmaceutical Products

Consumers' Feeling	Frequency	Per Cent	Chi Square Value	Sig
He should do it routinely	41	68.30	0.04	0.02
It would be good idea sometimes	18	30.00		
I don't mind either ways	01	1.70		
Total	60	100.00		

The results show that about 68.30 per cent of consumers have the opinion of He should do it routinely followed by It would be good idea sometimes (3.00 per cent) and I don't mind either ways (1.70 per cent). The Chi-square value of 0.04 is significant at five per cent level indicating that there is a significant difference among feelings of the consumers about doctor's inquiry on pharmaceutical products.

8. Ineffectiveness of Pharmaceutical Products

The ineffectiveness of pharmaceutical products used by consumers was analyzed and the results are presented in Table 8.

Table 8: Ineffectiveness of Pharmaceutical Products used by the Consumers

Ineffectiveness of Pharmaceutical Products	Frequency	Per Cent	Chi Square Value	Sig
Stop using the product and consult the doctor	12	20.00	0.07	0.04
Stop using the product and ask the retailer	11	18.33		
Decrease the dose or stop the medication	08	13.33		
Increase the dose or use product more often	09	15.00		
Use for longer time	07	11.67		
Changing the doctor	13	21.67		
Total	60	100		

The results show that about 21.67 per cent of consumers have the opinion of changing the doctor followed by stop using the product and consult doctor (20.00 per cent), stop using product and ask the retailer (18.33 per cent), increase the dose or use product more often (15.00 per cent), decrease the dose or stop the medication (13.33 per cent) and use for longer time (11.67 per cent).

CONCLUSION

The results show that about 71.70 per cent of consumers are males while the rest of 28.30 per cent are females and about 43.33 per cent of consumers belong to the age group of 21 – 30 years. The results show that 68.34 per cent of consumers are graduates and about 60.00 per cent are married and the results indicate that about 60.00 per cent of consumers don't use the pharmaceutical products without advice of doctors.

The results indicate that 75.00 per cent consumers' purchase decision of the pharmaceutical products is influenced by earlier prescription from a doctor. The results show that about 60.00 per cent of consumers feel that the pharmaceutical products are safe to use and it is observed that about 73.33 per cent of consumers are never influenced by displays.

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