



Pharmaceutical Marketing Management in India

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ABSTRACT

Background: In order to identify key tactics and their gaps, the researcher self-designed questionnaire responses from 80 respondents (who either work at managing level in a pharmaceutical company or own their own firm) on Google through convenience sampling across several areas in India. Additionally, the researcher solicited consumer input on marketing assistance, strategies, and tools. We are going to present research on how pharmaceutical firms' marketing tactics change over time as they transition from one to other. It will additionally shine light on the many marketing techniques and tools that pharmaceutical businesses use.

Results:

A comprehensive cohort comprising 160 patients satisfying the criteria was included in the study. The duration of the study was six months, and the data were collected from the Department of Nephrology of a Government Medical College. Businesses must use digital marketing, or digital devices for marketing (TAB), to improve efficient advertising after studying pharmaceutical marketing strategies and proposing various strategies for conversation. Digital platforms also play a significant role in facilitating effective feedback and surveys related to marketing strategies. For the healthcare sector to effectively communicate and implement strategies, medical representatives must rotate on a regular basis. The supply chain pricing strategy must also adapt to local requirements in order to enhance sales development. The pricing plan for the supply chain must be adjusted to the demands of the region in order to boost sales. In the pharmaceutical sector, developing new medicines and improving existing ones are necessary to boost sales and generate income.

This study includes many details and outcomes that need to be analysed further to improve the current pharmaceutical scenario. Work must be done on quality, the use of advanced techniques, and the implementation of new schemes that benefit the MR team.

Keywords: Pharmaceutical Marketing, Pharmaceutical Management, Healthcare system, Regulatory Compliance



Introduction

Pharmaceuticals constitute a class of newly formed organic substances that have improved our standard of living. Pharmaceuticals, both proprietary and generic, are developed, manufactured, and marketed by the pharmaceutical business. 2014 was the first year when global pharmaceutical sales topped one trillion USD. Since 2017, the market has continued to expand at a pace of 5.8% yearly. Revenue from the global pharmaceutical industry was USD 1143 billion in 2017 and is expected to be USD 1462 billion in 2021. Owing to the dominance of the US pharmaceutical business, the majority of those revenues relate to North America [1,2].

Revenue in Billion USD

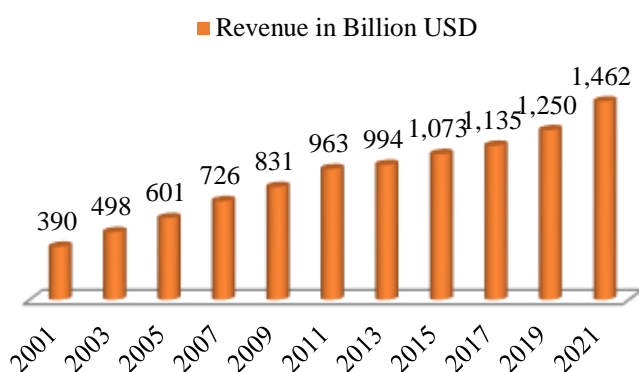


Figure 1. Growing Revenue Model of Indian Pharmaceutical Industry

The musculoskeletal medicine industry accounted for the biggest pharmaceutical market globally in 2017, accounting for around 14% of the total. Cardiovascular, oncological, and anti-infective medication markets comprised the second, third, and fourth largest, respectively. Pharmaceuticals used for the treatment of metabolic conditions like diabetes accounted for the fifth-largest market; by 2021, the thyroid and pituitary gland illnesses will have the quickest rate of growth [3].

Thirteen thousand three hundred thirty-six drugs were present in the DrugBank database for 2019 (version 5.1.3, released on 2 April 2019), of which 10,256 were small-molecule drugs, and 1670 were biotech drugs. Of these, 3732 were approved, 2593 were approved small-molecule drugs, 130 were nutraceuticals, 6304 were experimental, 205 were illicit, and 256 were withdrawn drugs [4].

With respect to the pharmaceutical market, pharmaceutical consumption was also rising globally, in part due to modifications to clinical practice and an increasing demand for

medications to address age-related and chronic disorders. Between 2000 and 2015, Organization for Economic Cooperation and Development (OECD) nations saw consumption of cholesterol-lowering medications nearly quadruple, depression medication use more than double, and antihypertensive and antidiabetic medication use almost double [5]. As economies developed and healthcare delivery and insurance systems rose, so did the need for domestic and foreign pharmaceutical items. The growing world population is also influencing the usage of pharmaceuticals [6].

The COVID-19 pandemic in 2020, as well as the subsequent years, will change the pharmaceutical industry in regards to earnings and expenditure on novel chemical and biological entities as a result of its attempts to produce more and more potent vaccines against the SARS-CoV-2 virus [7]. Corresponding to this, significant changes in global consumption patterns will emerge as a result of the pressing need to immunize the whole population in order to reduce the incidence of infections and fatalities. Also, the weak individuals were prone to COVID-19 infection, which promoted the skyrocketing sales of nutraceuticals such as zinc tablets, immunity boosters, etc [8].

Through improper management, treatment, and disposal, medicines and their byproducts are released into the atmosphere, especially water, while the pharmaceutical business expands and demand rises. Pharmaceuticals have had negative effects on both aquatic and terrestrial creatures, including disturbance of the endocrine system, behavioral abnormalities, chronic toxicity, and alterations in the cycle of nutrients [9]. Antibiotics and antimicrobials have been experimentally shown to work in harmony in aquatic habitats. There are several ways that pharmaceuticals and their metabolites/oxidation products infiltrate the water cycle; they are frequently found in wastewater, surface water, debris, groundwater, and water for drinking. A combination of their adaptability, efficient use of energy, robotics, environment reliability, and affordability, technologies like electrochemical oxidation, which are now being employed for pharmaceutical elimination, have recently demonstrated significant progress. Pharmacies have to work through a complicated web of compliance to get their products on the market since regulations differ from nation to nation. Companies must modify their tactics in light of the new marketing possibilities and difficulties brought about by the development of biotechnology and personalized medicine. Social media and digital marketing have emerged as important instruments in pharmaceutical marketing in recent years, giving businesses the

ability to interact directly and reach a larger audience. Concerns regarding data privacy, disinformation, and ethical issues in the sector have been brought up by this change. All things considered, pharmaceutical marketing plays a significant role in the healthcare system, affecting both the general public and medical professionals.

Consumer Purchase Behavior

Marketing drives up demand for a specific good, service, or encounter. Marketers must comprehend the phases of a transaction. Consumers give several indications for decisions, such as what, why, when, how much, and how frequently. Instead of reselling the items they buy, consumers buy them for their own enjoyment [10]. Customers can be divided into groups based on their age, gender, race, and religion. A person who is capable of making purchases after being exposed to advertisements and marketing is very powerful. There is more to consumer shopping behavior than just making purchases. Consequently, marketers concentrate on the goods and buying habits of their target market [11].

To satisfy their desires and requirements, buyers engage in a procedure referred to as "consumer purchasing behavior." This procedure comprises gathering, applying, and ultimately discarding objects, ideas, and experiences [12].

If you want to understand customer behavior, this is an important factor to take into account. The "four Ps," or "prizes," are incentives for consumers. The state of the economy, developments in technology, political climate, and cultural norms all have a significant impact on how customers purchase. These little concepts add up to the buyer's experience quotient, which influences the buyer's choices about the kinds, quantities, and timing of subsequent purchases [13].

Investigation into consumer behavior may be useful in assessing requests, measuring brand success, predicting when products will be delivered on time, and estimating personal spending. Numerous academic disciplines, including psychology, marketing, economics, and consumer politics, are relevant to consumer behavior. Apart from the products themselves, a consumer's decision to purchase is impacted by their level of self-actualization, value systems, and mental processes. To understand the problem well, a methodical and accurate depiction of client behavior is necessary. In order to develop sustainable economic strategies, pharmaceutical

businesses need to frequently monitor physician prescription patterns. The competitive landscape of the pharmaceutical business has resulted in significant changes to physicians' prescribing practices. When doctors recommend a business, people are more likely to try and enjoy its items when they are released [14,15].

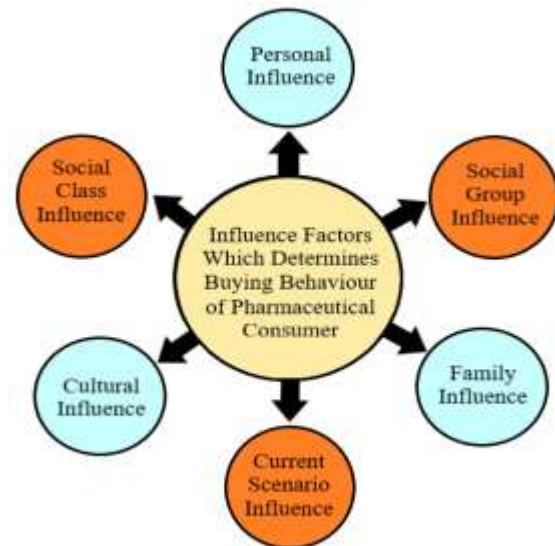


Figure 2. Influencing Factors

10 P's of Pharmaceutical Marketing

The ten most important components of every advertising campaign are ranked using the "10 Ps" marketing approach. The complexities of integrated care are reflected in McCarthy's Four Core Ps (product, price, place, and marketing), Booms and Bitner's Three Supplemental Ps (people, process, and physical evidence), and the Three New Ps described here (packaging, partnership, and policy) [16]. To effectively handle the demands of stakeholders, consumers (or patients), and segmentation possibilities in a corporate setting (including health and social care providers), a focused business strategy is required. When making marketing decisions to promote integrated care, healthcare, and social care professionals, those who are targeting patients and various other stakeholders may benefit from this categorization [17,18].

Considering that the product is the main focus of the marketing mix, it must come first (Figure 3). Integrated medical professionals refer to the medical and social assistance that they offer to their clients as their "products." To promote, restore, or preserve a patient's health, a combination of a traditional integrated care product (like a medication) or a more advanced integrated care product (such as a health app) may be



employed (which might include scheduling support, subsequent calls, interest-free financing, or safety precautions like closed-circuit television and armed guards). Products make it possible to manage company processes [19,20].

The importance of price and pricing strategy in the company's industry is indisputable. The majority of pharmaceutical firms use a value pricing model to determine their charges, which takes into account the severity of the ailment being treated as well as the expense of development and research [21]. The amount of money needed for patients or clients to shell out for social or medical services is sometimes referred to as the "price of care" when addressing healthcare. Patients' financial situation and views of the worth of social and medical services are impacted by the prices charged by healthcare providers. A company's distribution plan has the power to make or destroy the company's prospects of success. When providing social and health care solutions, integrated care providers provide commodities to patients with the goal of exceeding their expectations. Patients who get integrated care also have a choice of social and health services. Businesses need distribution to succeed in a world where customers may buy products almost anywhere, whether from a real store or a marketplace on the Internet [22,23].

Advertising for products for the mass market is viewed differently compared to advertising for pharmaceuticals. Prescription and over-the-counter medications may employ similar marketing strategies. A successful sales approach starts with doctors, moves via pharmacies, and concludes with the customer [24]. Press releases, cold calling, networking, marketing for sales, cold contacting, and advertising are a few types of marketing strategies and techniques. Without a doubt, people are the most important demographic to target for advertisements. People who interact with patients, as well as other stakeholders, all through the distribution, administration, and coordination of pharmaceutical products, are considered to be engaged in integrated care. In addition to numerous other specializations, healthcare professionals include doctors, nurses, paramedics, chiropractors, psychiatrists, radiologists, medical social service workers, surgeons, and therapists amongst their workforce [25].

Again, without the advertising procedure, pharmaceutical companies would not be around. The term "process of service" relates to the set of administrative and operational procedures that allow medical professionals to offer their patients high-quality, safe, and promptly provided medical and social assistance, as well

as any required follow-ups. As a result, the method enhances the effectiveness of intermediaries and the pharmaceutical industry.

There is an innate connection between reliable proof and the marketing process. The patient may be given this proof for medical assistance. Based on observable factors, including the qualifications and experience of the staff, the state of the clinics, hospitals, and care centers, and the possibility of patient harm (e.g., through patient testimonies, websites, publications, media, and leaflets), patients along with other stakeholders can assess the quality of integrated care. Professional sales representatives (PSRs) frequently provided physicians with tangible evidence, such as brochures and catalogs, to increase their comfort level while writing prescriptions for medications. Packaging is crucial for supporting and promoting healthy lifestyles as well as guaranteeing the safety of products. Packaging is a distinct but crucial component of the marketing mix that, along with the product and advertising, elevates creativity over product attributes (and perhaps the rest of the marketing mix). Services and goods are most closely related to marketing [26].

To provide, administer, and organize services related to health and social care, the pharmaceutical and healthcare industries must work together and form strategic alliances. Through cooperative agreements, different healthcare providers can collaborate to provide better care for their respective patients. This can be achieved in three ways: structurally, by creating a new, cohesive organization; vertically, by connecting different service provider stages; and digitally, by creating a network of cooperating providers of social and health services (such as interdisciplinary teams). Thanks to the agreement, patients will now have the opportunity to take medications that address both the root cause of their medical illnesses and their symptoms. It is probable that other parties, including payers as well as integrated care providers, will get engaged as an immediate consequence of the benefits and savings realized. Predetermined policies produce new approaches and cooperation in healthcare. Since the policy logically integrates the elements of the marketing strategy, it is essential to integrate care in order to consolidate and improve medical results for the whole population.

Aim of the Study

Research examines the methods and results of pharmaceutical marketing techniques to determine which ones are most likely to be profitable and effective in the pharmaceutical marketing sector.

This research aims to examine the ways in which pharmaceutical businesses are changing their marketing approaches. It will also shed light on the various marketing tactics and tools that pharmaceutical companies employ (such as pricing strategies, supply chain procedures, and the application of marketing inputs) and provide an overview of the opinions of consumers that these companies are basing their advertising approaches on.

This study aims to ascertain how Place Strategies affect sales and stakeholder satisfaction.

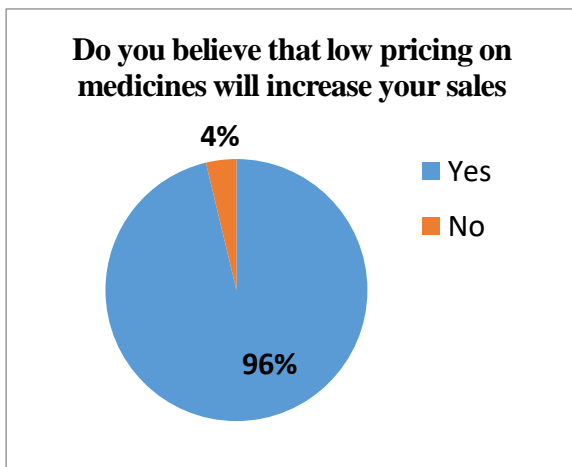
Materials and Methods

1. Do you believe that low pricing on medicines will increase your sales?

Yes	77
No	3

Interpretation:

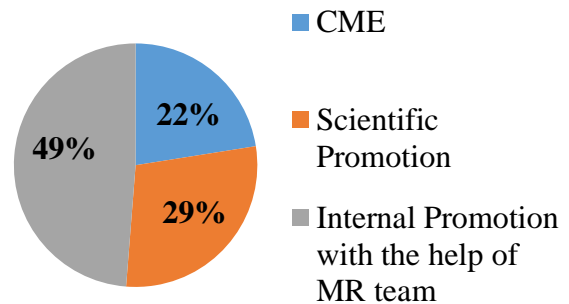
In this pie chart we find that 96% respondents believe that lowering the price on their medicines will increase the sales of their products and services.



2. Which type of healthcare marketing campaign is most successful in Indian Pharmaceutical Industry?

CME	18
Scientific Promotion	23
Internal Promotion with the help of MR team	39

Which type of healthcare marketing campaign is most successful in Indian Pharmaceutical Industry?



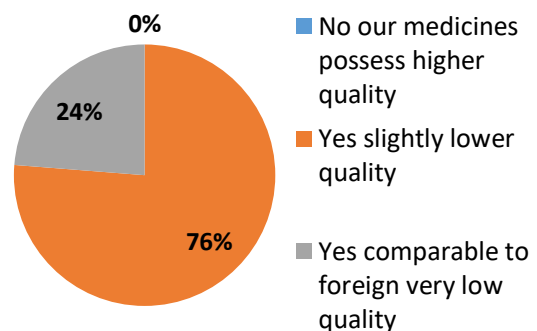
Interpretation:

49% of the respondents believe that Internal Promotion with the help of MR team is most effective in Indian Pharmaceutical Industry as compared to CME and Scientific Promotion.

3. Do you think the quality of our medications is inferior to that of medications made in industrialised nations like the United States or the United Kingdom?

No, our medicines possess higher quality	0
Yes, slightly lower quality	61
Yes, comparable to foreign very low quality	19

Do you think the quality of our medications is inferior to that of medications made in industrialised nations like the United States or the United Kingdom?

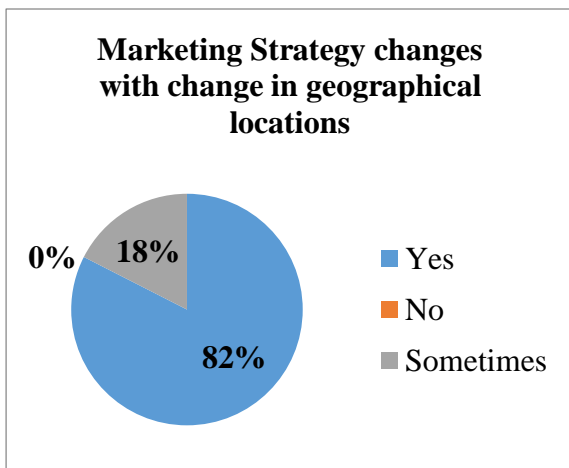


Interpretation:

76% of the respondents believe that their generic quality is inferior to that of medications made in industrialized nations like the United States or the United Kingdom.

4. Marketing Strategy changes with change in geographical locations.

Yes	66
No	0
Sometimes	14

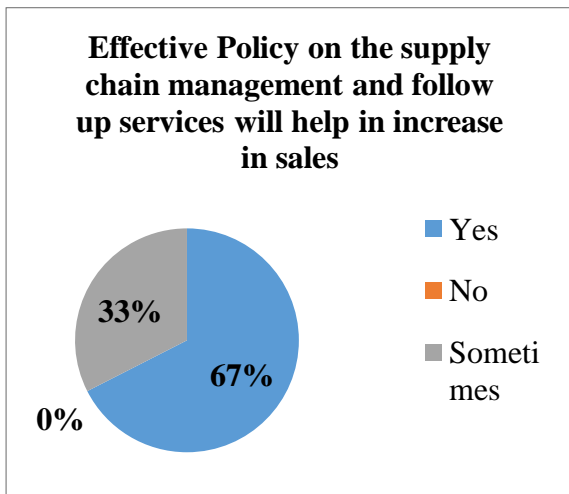


Interpretation:

82% of the respondents believe that they have to change their marketing strategy when dealing with different geographical locations.

5. Effective Policy on the supply chain management and follow up services will help in increase in sales.

Yes	54
No	0
Sometimes	26

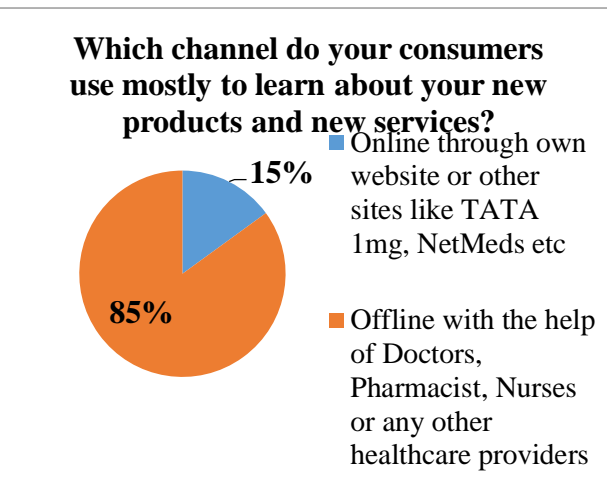


Interpretation:

67% of the respondents believe that Effective Policy on the supply chain management and follow up services will help in increase in sales.

6. Which channel do your consumers use mostly to learn about your new products and new services?

Online through own website or other sites like TATA 1mg, NetMeds etc	12
Offline with the help of Doctors, Pharmacist, Nurses or any other healthcare providers	68

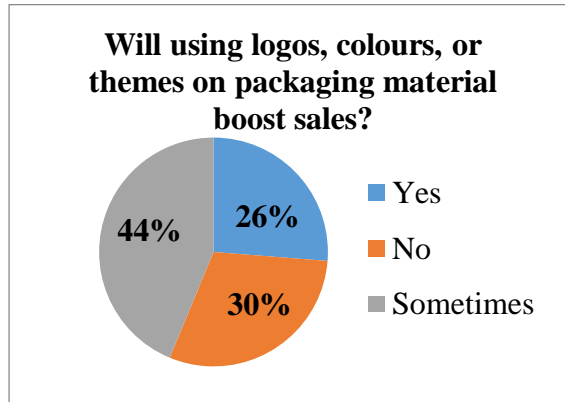


Interpretation:

According to 85% of the respondents, offline sources including doctors, Pharmacists, nurses, and other healthcare professionals are how their customers learn about new services and products.

7. Will using logos, colours, or themes on packaging material boost sales?

Yes	21
No	24
Sometimes	35

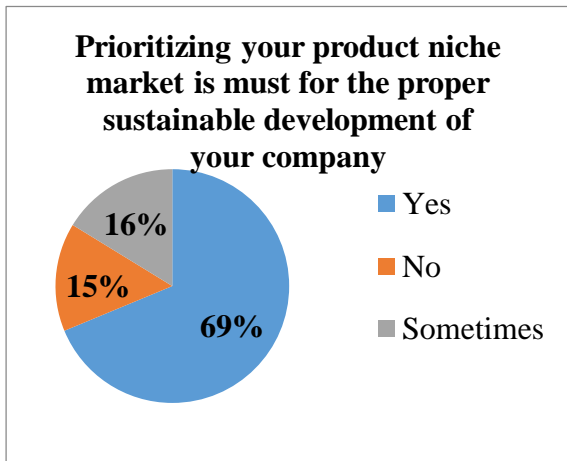


Interpretation:

According to 44% of the respondents, using logos, colors, or themes on packaging material sometimes boost sales of their products.

8. Prioritizing your product niche market is must for the proper sustainable development of your company.

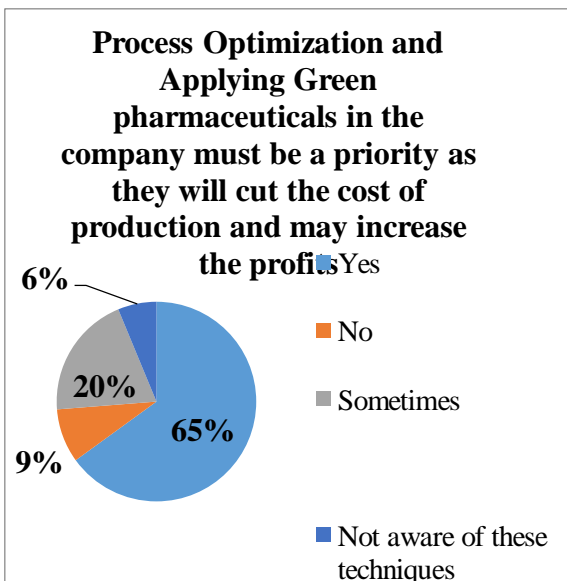
Yes	55
No	12
Sometimes	13



Interpretation:

According to 69% of the respondents, prioritizing your product niche market is must for the proper sustainable development of your company is a must need.

9. Process Optimization and Applying Green pharmaceuticals in the company must be



a priority as they will cut the cost of production and may increase the profits.

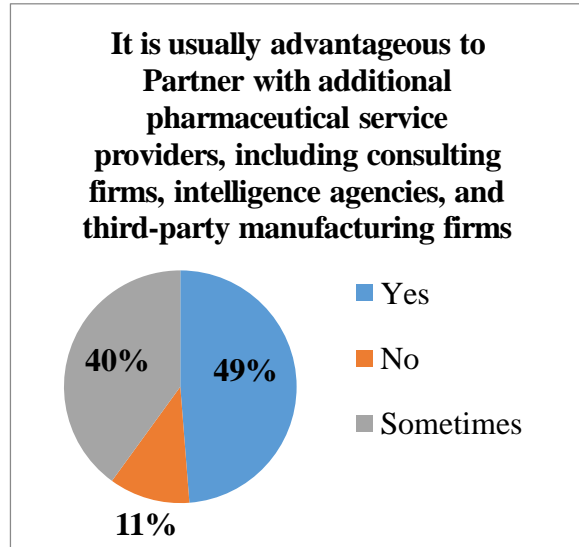
Yes	52
No	7
Sometimes	16
Not aware of these techniques	5

Interpretation:

According to 65% of the respondents, believe that Process Optimization and Applying Green pharmaceuticals in the company must be a priority as they will cut the cost of production and may increase the profits.

10. It is usually advantageous to Partner with additional pharmaceutical service providers, including consulting firms, intelligence agencies, and third-party manufacturing firms.

Yes	39
No	9
Sometimes	32



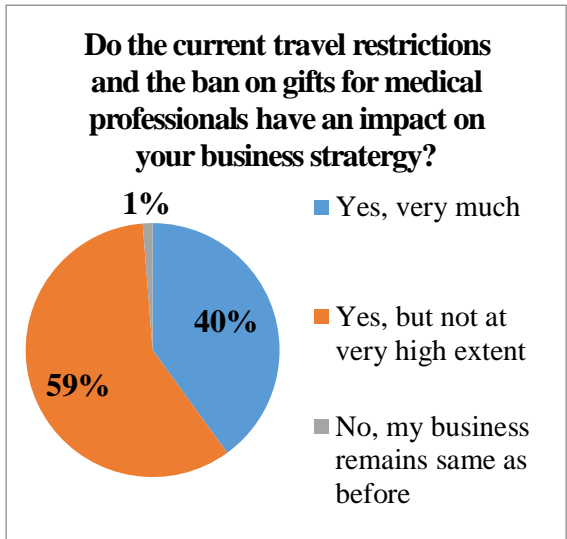
Interpretation:

According to 49% of the respondents, believe it is usually advantageous to Partner with additional pharmaceutical service providers, including consulting firms, intelligence agencies, and third-party manufacturing firms.

11. Do the current travel restrictions and the ban on gifts for medical professionals have an impact on your business strategy?



Yes, very much	32
Yes, but not at very high extent	47
No, my business remains same as before	1

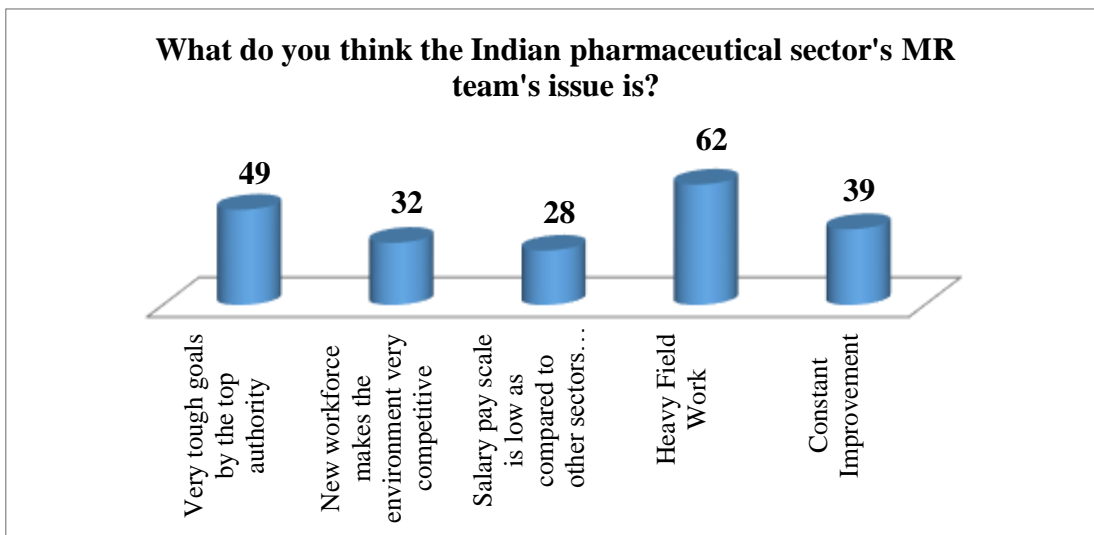


Interpretation:

According to 59% of the respondents, believe that current travel restrictions and the ban on gifts for medical professionals had an impact on their business.

12. What do you think the Indian pharmaceutical sector's MR team's issue is?

Very tough goals by the top authority	49
New workforce makes the environment very competitive	32
Salary pay scale is low as compared to other sectors of pharmaceutical industry	28



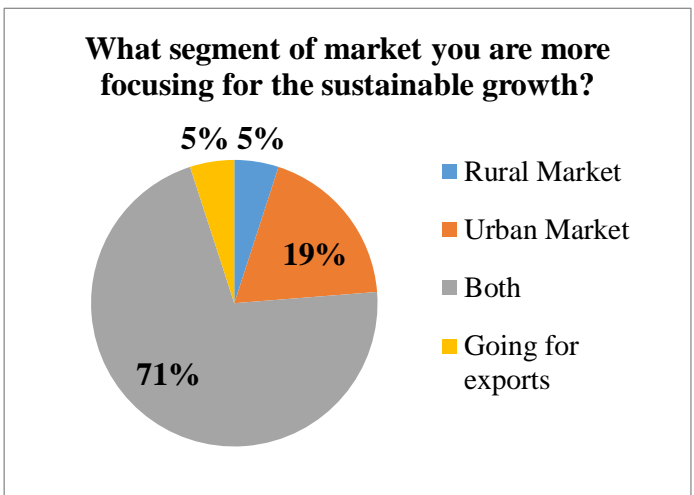
Heavy Field Work	62
Constant Improvement	39

Interpretation:

62 responses the highest amongst all states that heavy field work is the primary issue which is faced by the MR team of Indian Pharmaceutical Sector.

13. What segment of market you are more focusing for the sustainable growth?

Rural Market	4
Urban Market	15
Both	57
Going for exports	4



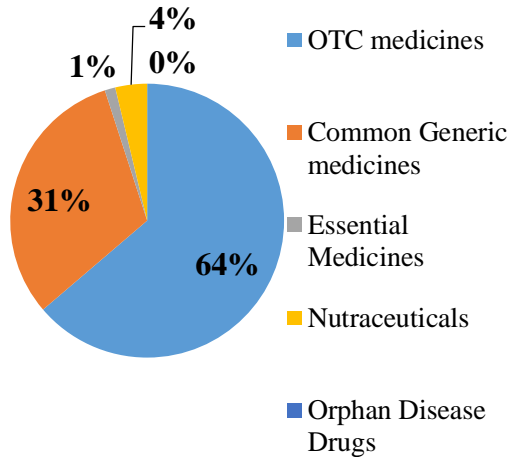
Interpretation:

According to 71% of the respondents, believe that both urban and rural segments of the market are on their focus.

14. Which category of medicine do you believe needs least amount of marketing?

OTC medicines	51
Common Generic medicines (common antibiotics, common antipyretic medicines etc.)	25
Essential Medicines	1
Nutraceuticals	3
Orphan Disease Drugs	0

Which category of medicine do you believe needs least amount of marketing?



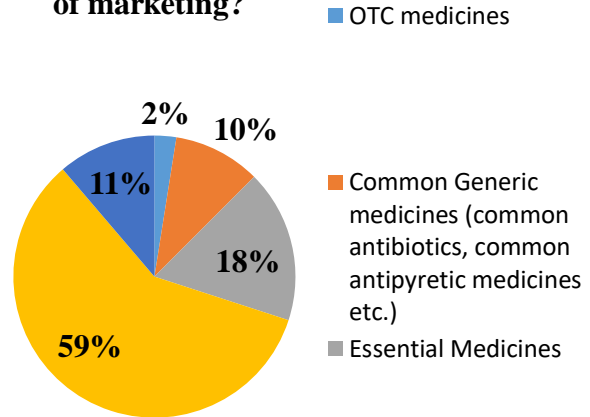
Interpretation:

According to 64% of the respondents, believe that OTC medicines require least amount of marketing.

15. Which category of medicine do you believe needs highest amount of marketing?

OTC medicines	2
Common Generic medicines (common antibiotics, common antipyretic medicines etc.)	8
Essential Medicines	14
Nutraceuticals	47
Orphan Disease Drugs	9

Which category of medicine do you believe needs highest amount of marketing?



Interpretation:

According to 59% of the respondents, believe that Nutraceuticals require highest amount of marketing.

Discussion

After gathering responses from 80 respondents, we formulated a bigger picture. Marketing pharmaceutical products will always present possibilities and problems. Advertising in the pharmaceutical industry is different from advertising in other sectors. Businesses may find it easier to handle the risks and challenges brought on by growing market domination, globalization, and competition if they use the marketing principle.

We prepared the questionnaire using the 10 Ps, and now we will discuss it using the 10 Ps.

1. Price:

77 out of 80 respondents (96%) believe that lowering the price helped them gain better market share or that lowering the price is helpful in increasing the sales of their products. This represents that price is a very valuable factor in pharmaceutical marketing. If proper pricing is set, then a pharmaceutical hub will be able to gain good profits.

From questions 14 and 15, it is clear that most of the respondents believe that OTC medications require the least amount of marketing and that Nutraceuticals demand the highest amount of marketing. This is important as it reflects the category of medications that require the least to the highest amount of marketing, which, if followed with dedication, will save a lot of resources.



2. Promotion:

68/80 (85%) of the respondents believe that consumers mostly learn about their new products and services through offline mode with the help of Doctors, Pharmacists, Nurses, or any other healthcare providers. 12/80 (15%) of the respondents believe that they still rely on Online marketing, such as their website or other sites like TATA 1mg, NetMeds, etc.

47/80 (59%) of the respondents believe that the current travel restrictions and the ban on gifts for medical professionals had an impact on their business, but not to a very high extent. However, 32/80 (40%) of the respondents believe that the current travel restrictions and the ban on gifts for medical professionals impacted their business heavily. Only 1/80 (1%) of the respondents believe that their business remains the same as before.

3. Product:

61/80 (76%) of the respondents believe that their product or service quality is slightly lower than the quality of drugs provided by foreign companies in the USA or UK. 19/80 (24%) of the respondents believe that their product or service quality is comparable to the low quality of drugs. However, it is important to note that not one of the respondents thought Indian medications were of a better caliber.

4. Place:

66/80 (82%) of the respondents believe that they have to change their strategy when dealing with different geographical locations, and only 14/80 (18%) respondents sometimes change their strategy. However, it is important to note that not one of the respondents stays on the same strategy when dealing with different geographical locations.

55/80 (69%) of the respondents believe that prioritizing their product niche market is a must for the proper sustainable development of their company, but 12/80 (15%) of the respondents believe in expansion from their niche market. 13/80 (16%) of the respondents believe that sometimes, for the proper sustainable development of their company, prioritizing their product niche market is not always.

57/80 (71%) of the respondents believe that focusing on both urban and rural is a priority for sustainable growth. 15/80 (19%) of the respondents believe that focusing on the urban market is a priority for sustainable growth, and 4/80 (5%) believe that focusing on the rural market is a priority. However, it is important to note that 4/80 (5%) believe that focusing on exports is a priority for them.

5. Policy:

54/80 (67%) of the respondents believe that effective Policies on supply chain management and follow-up services will help increase sales of their products, and 26/80 (33%) of the respondents sometimes feel the need for effective Policies. However, it is important to note that not one of the respondents denies the need for effective Policies.

6. Package:

35/80 (44%) of the respondents believe that using logos, colors, or themes on packaging material sometimes boosts sales of their product. At 2nd with, 24/80 (30%) responses state that using logos, colors, or themes on packaging material has no impact on sales, and last, with 21/80 (26%) responses, respondents believe that using logos, colors, or themes on packaging material boost sales of their product. This question is significant because it reveals that the majority of respondents believe the packaging of pharmaceutical products has little to no effect on sales. This is significant because, unlike other product categories, pharmaceuticals have lower packaging material costs.

7. Process

52/80 (65%) of the respondents believe that Process Optimization and Applying Green pharmaceuticals in the company must be a priority as they will cut the cost of production and may increase the profits, which is very good as these processes are not only profitable but also environmentally friendly. Still, 7/80 (9%) of the respondents believe that Process Optimization and Applying Green pharmaceuticals in the company is not a priority work, and 16/80 (20%) of the respondents believe that sometimes it is a priority work. However, it is important to note that 5/80 (6%) of the respondents are not aware of these techniques, which indicates we need to work in the educational field, too.

8. Partnership

39/80 (49%) of the respondents believe that It is usually advantageous to Partner with additional pharmaceutical service providers, including consulting firms, intelligence agencies, and third-party manufacturing firms. This is a good sign that ensures collaboration in different sectors, and it also lowers the burden on a single company. However, 9/80 (11%) still believe these types of partnerships are not advantageous for the company, and 32/80 (40%) of the respondents believe that sometimes these partnerships are advantageous.

9. People:

Using literature evaluations, we narrowed down a large number of concerns to a few key ones. With 62 (77% of respondents) favorable comments, heavy field work continues to rank highest. Because of the hard climate, this problem is exacerbated. Reducing fieldwork might be one method to address it, either by using technology or by implementing e-meetings in select locations.

49 (61% of respondents) believe that the MR team is experiencing issues due to very tough goals set by the top authority. Lowering the goals will help the MR team to some extent, but applying proper organizational behavior and decentralizing the organization will help a lot.

39 (49% of respondents) believe that Constant Improvement is an issue. This may be solved with the help of educational programs, training and development programs, and also improving the pay scale after proper training.

32 (40% of respondents) believe that the New workforce makes the environment very competitive; this may be solved by providing assurance and insurance to the MR team.

28 (35% of respondents) believe that the Salary pay scale is low compared to other sectors of the pharmaceutical industry; this may be solved by increasing the pay scale or other kinds of allowances.

10. Physical Evidence

39/80 (49%) of the respondents believe that Internal Promotion with the help of the MR team remains the top promotion method. Scientific promotion stands in second place with 23/80 (29%) responses, and CME is last with 18/80 (22%) responses. This indicates that for promotion, the relationship between the MR team and Healthcare Providers should be strong and reliable.

Conclusion

Businesses may find it easier to handle the risks and challenges brought on by growing market domination, globalization, and competition if they use the marketing principle. The green marketing strategy serves as an example of how technical innovation may increase industrial output. Different kinds of people shop at the neighborhood pharmacy. Although doctors and

chemists make the first purchases, patients are the actual consumers. Pharmaceutical products, including life-saving medications, require special marketing techniques since doctors recommend them, and customers are expected to want them. Selling over-the-counter products is similar to selling other products. The pharmaceutical industry markets to consumers' "wants" as opposed to their "needs," in contrast to the marketing of quickly moving consumer goods.

Businesses must use digital marketing, or digital devices for marketing (TAB), to improve efficient advertising after studying pharmaceutical marketing strategies and proposing various strategies for conversation. Digital platforms also play a significant role in facilitating effective feedback and surveys related to marketing strategies. For the healthcare sector to effectively communicate and implement strategies, medical representatives must rotate on a regular basis. The supply chain pricing strategy must also adapt to local requirements in order to enhance sales development. The pricing plan for the supply chain must be adjusted to the demands of the region in order to boost sales. In the pharmaceutical sector, developing new medicines and improving existing ones are necessary to boost sales and generate income.

This study includes many details and outcomes that need to be analysed further to improve the current pharmaceutical scenario. Work must be done on quality, the use of advanced techniques, and the implementation of new schemes that benefit the MR team.

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Conflict of interest

The authors confirm that the content of the article has no conflict of interest.

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