

## MODERNIZA OF MEDICINE MARKETING

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### ABSTRACT

"Digitalization" has become indispensable in our daily lives, with industries rapidly transitioning to this era. However, the pharmaceutical sector has been slow in fully embracing digital marketing beyond basic websites. Despite facing marketing challenges, pharmaceutical companies are increasingly turning to social media and e-commerce for digital marketing, catering to modern consumer preferences. This shift allows customers to conveniently purchase products online. While some businesses are still adapting to the digital landscape, others have integrated it comprehensively into their marketing strategies. Collaborating with celebrities, pharmaceutical companies aim to enhance brand awareness. The widespread use of digital devices has made online marketing indispensable across industries, including pharmaceuticals. Indian e-commerce platforms like Netmeds.com and Medplusmart.com facilitate the online sale of pharmaceutical and healthcare products through digital marketing efforts. 2 An examination of digital marketing's impact on pharmaceutical sales reveals its influence on consumer behavior through direct marketing, discounts, and offers. This study underscores the promising future of digital marketing in the pharmaceutical industry. Globally, businesses are leveraging social media's viral nature, while pharmaceutical digital marketing offers tailored approaches to target audiences, including healthcare professionals and patients. Adhering to strict industry standards is crucial in pharmaceutical marketing plans and advertising campaigns, as businesses harness new technologies to expand their customer base.

### 1. INTRODUCTION

Digital marketing involves the exchange of data, goods, and services over computer networks or the internet, transforming various aspects of the economy such as supply chains, clientele, revenue streams, and business models. The internet and electronic commerce technologies are revolutionizing every sector in what is referred to as the New Economy, spawning new business models across industries. The primary goals of healthcare innovation have always been to enhance patient outcomes, promote preventive healthcare, and alleviate physicians' workloads. A study by Grand View Research predicts that the digital healthcare market in the US, valued at \$110.2 billion in 2028, will soar to \$295.4 billion. Many businesses rely on digital marketing to engage with customers online and promote their offerings. Digital marketing encompasses both traditional techniques and platforms that require internet connectivity, allowing for various digital media formats like display advertising, mobile marketing, social media marketing, and search engine marketing. Despite the presence of technically proficient companies, the lack of credible case studies hampers the widespread adoption of digitalization in the pharmaceutical industry. Internet marketing has faced challenges in the pharmaceutical sector due to conservative practices and regulatory uncertainties, unlike the banking, professional services, manufacturing, and business services industries which have seen significant growth in online advertising. However, social media marketing remains a top strategy for pharmaceutical companies aiming to enhance brand perception. Embracing digital marketing is crucial for any organization striving to thrive in today's digital landscape. The contemporary advertising market, encompassing platforms like YouTube, Twitter, Bing, and healthcare-specific channels, is projected to reach \$10 billion by 2020, reflecting a 13% increase from current spending levels. Despite the regulatory complexities governing the pharmaceutical sector, digital marketing presents vast opportunities for healthcare organizations to reach their target audience, including patients, businesses, and healthcare professionals. Adherence to stringent regulations is essential in pharmaceutical marketing, but 8 | Page 2 leveraging digital strategies can facilitate brand promotion, customer engagement, data collection, and innovation. Leading successful pharmaceutical marketing campaigns and maintaining market leadership require navigating through industry laws and regulations, yet digital marketing offers avenues for growth and brand visibility within this regulated sector.

### 2. INDUSTRY PROFILE

#### INDIA'S DIGITAL MARKETING SCENARIO

India boasts the world's third-largest population of internet users. Since the inception of the Internet, marketing approaches have undergone significant transformations to engage with the public, with digital marketing emerging as a dominant force. In India, the internet serves multiple functions in people's daily lives beyond mere awareness,

fostering a flourishing internet marketing industry. Social media platforms play a pivotal role in driving the adoption of digital marketing across the nation. The retail sector in India, encompassing both online and brick-and-mortar establishments, is experiencing rapid growth. Despite India's relatively late entry into the online shopping sphere compared to other countries, it is quickly catching up. Forecasts indicate a 55% annual surge in online sales in the upcoming years, fueled by the country's extensive internet user base, projected to exceed 330 million by 2015, largely due to the rapid adoption of mobile commerce. Social media platforms are instrumental in advancing digital marketing, especially among young, affluent consumers who dedicate significant time and resources online, influencing consumption patterns. Popular online products span from consumer electronics to apparel and beauty products, with major urban centers such as Mumbai, Delhi, and Kolkata serving as focal points for online retail. Platforms like Snapdeal, established in 2012, facilitate a considerable portion of online transactions. Although the internet currently contributes modestly to India's GDP, analysts foresee an impending surge in retail internet activity. Indian youth, renowned for upholding strong ethical and familial values while prioritizing education and careers, represent a significant market segment that influences businesses to cater to their preferences. This research assesses the impact of youth marketing and offers valuable insights for marketers to tailor their strategies effectively for both existing and potential adolescent markets.

#### YOUTH PURCHASING BEHAVIOUR

The purchasing behavior of individuals significantly impacts consumer actions, particularly among young adults. "Consumer behavior marketing" involves establishing connections between market offerings and specific consumer behavior patterns. This field entails segmenting the market based on consumer behavior characteristics, positioning products to resonate with the activities, interests, and attitudes of the target market, and implementing customized promotional campaigns accordingly. Pharmaceutical companies are actively adjusting to the transformative influence of digital technology. In recent times, businesses in this sector have embraced digital marketing as a novel approach to engaging with patients, physicians, and caregivers. Technologies like cloud computing, mobile communication, advanced analytics, and the internet are revolutionizing the healthcare industry. In India, while most pharmaceutical organizations primarily utilize digital platforms for updating therapy information and providing basic dietary advice, nutrition guidance, and exercise tips, only a few are actively involved in the distribution of over-the-counter (OTC) products. Nutraceutical companies tend to be more proactive in leveraging digital marketing strategies for their products

### 3. CONCEPT OF PHARMA

The inception of the Indian pharmaceutical industry dates back to the early 19th century, originating from the British importing medications for their own consumption, leading to the gradual emergence of the sector. Initially, the industry burgeoned alongside the prevalent usage of these medications, supplanting prior medical systems and asserting control over the nation's healthcare landscape. Concurrently, the production of surgical dressings also commenced during this period. Presently, the Indian pharmaceutical sector has solidified its position in the global generics market by supplying high-quality medications at scale. By providing accessible and affordable essential medications, the industry has captured a substantial market share in developed nations like the United States (representing one-third of all pills) and the United Kingdom. The Indian pharmaceutical market has undergone continuous evolution since its inception, with marketing serving as a cornerstone, particularly given India's legislative and regulatory environment. Traditional marketing methods remain predominant in the pharmaceutical sector, especially where Registered Medical Practitioners (RMP) and Healthcare Providers (HCP) play crucial roles in meeting patient needs. Despite ongoing industry development and modernization efforts, traditional marketing strategies persist due to the specific regulatory framework governing pharmaceutical marketing in India.

#### Pharmaceutical Market

Pharmaceutical marketing refers to a management process aimed at identifying and effectively meeting patients' needs for pharmaceutical products. This comprehensive approach encompasses various strategies such as providing free samples, offering detailed product literature, implementing disease management programs, distributing patient support materials, launching internet initiatives, and organizing events or meetings for physicians. The primary objective is to enhance awareness of both new and established pharmaceutical brands among healthcare professionals and the general public. The product The doctor The Patient

#### Pharmaceutical traditional marketing

Traditional marketing within the pharmaceutical sector stands apart from other industries, placing significant emphasis on personal selling as its primary strategy. Personal selling, particularly through detailed interactions, forms the foundation of pharmaceutical marketing, involving engaging medical professionals through various promotional

activities to foster trust and potentially promote the prescription or distribution of medications. Detailing encompasses sales representatives meeting with healthcare professionals to furnish them with product details, samples, and other promotional resources. These methods are chiefly carried out by sales representatives, who employ diverse promotional materials such as brochures, medication samples, tokens, and informational leaflets containing comprehensive drug details. This personalized approach plays a vital role in cultivating relationships and shaping prescribing practices within the pharmaceutical realm. Omnichannel marketing Fig4 16 | P a g Wearable medical equipment The market for wearable medical technology is experiencing rapid expansion. Projections suggest that by 2027, it will reach a value of \$195.57 billion. Wearables are appealing due to their ability to offer data for preventive healthcare measures. Fitbit, perhaps the most recognizable wearable device for collecting biometric data, highlighted how wearables can contribute to combating the COVID-19 pandemic. Fitbit found that its tools can detect nearly half of all COVID-19 cases one day before participants report symptoms. TRADITIONAL+DIGITAL) PHYGITAL Based on observations of doctor behavior and research findings, it appears that doctors generally lack enthusiasm for monthly meetings with medical representatives. Many perceive these encounters as disruptions to their daily routines and feel that the brief 3-5 minute consultations do not offer sufficient knowledge. This highlights the growing importance of digital marketing, which is now as crucial as traditional marketing in reaching both consumers and healthcare professionals. Digital platforms provide a common space for delivering improved services. However, due to existing norms and regulations, transitioning entirely from traditional to digital marketing can pose challenges. Therefore, a more effective approach involves integrating digital and traditional marketing, known as PHYGITAL. 17 | P a g Implementing the PHYGITAL framework in marketing can bridge the gap between consumer needs and pharmaceutical services. This integrated strategy enhances the overall consumer experience, with studies suggesting that robust omnichannel engagement can significantly increase client retention rates. Selecting the appropriate platform is crucial in digital marketing. Recognizing the strengths and limitations of both traditional and digital marketing, the PHYGITAL model helps address these gaps, understanding that not all social media platforms are suitable for every pharmaceutical company. Effective strategy and planning play pivotal roles in PHYGITAL marketing initiatives

#### 4. REVIEW OF LITERATURE

Pharmaceutical marketing, also known as pharma marketing, constitutes a specialized domain within pharmaceutical management encompassing diverse marketing strategies. It impacts medical practitioners, pharmacists, and consumers alike. Extensive research in this field has prompted the examination of current understanding in this report. The authors have categorized their findings into four main areas: Pharmaceutical Marketing Mix, Consumer Behavior Regarding Pharma Products, Green Marketing Strategies, and

Execution of Pharma Marketing Initiatives (<https://doi.org/10.31033/ijemr.12.2.10>) (April 2022). Philip Kotler (1996) asserts that online marketing is the fastest-growing form of direct marketing. The internet has significantly influenced consumer perceptions regarding convenience, pricing, product information, and service, necessitating businesses to adopt a customer-centric approach (Jaworski and Kohli, 1993). Consequently, maintaining a strong digital presence has become crucial for all businesses today. According to Rowley (2001), internet advertising leverages the internet to engage customers through message delivery on websites or banner placements on popular websites directing users to a company's site. The company's website should be easily accessible, well-planned, designed, and user-friendly to attract the target audience effectively. Consumers, as noted by Ratchford et al. (2001), can compare products across sellers and gather product information using the internet at minimal cost. They can swiftly and efficiently evaluate available options to determine the best pricing for a particular item. Dave Chaffey (2002) defines eMarketing as the utilization of digital technologies to create communication platforms (such as the web, email, statistics, databases, mobile/wireless, and digital TV) to enhance consumer knowledge (including profiles, behavior, value, and trustworthiness), aiming for profitable consumer acquisition and retention within a multi-channel buying process and consumer lifecycle. 19 | P a g In Chaffey's definition, which emphasises that the business model, not technology, should drive electronic marketing, the relationship marketing idea is reflected.

(<http://www.wnim.com/archive/issue2904/eMarketing.htm>). Delone and Reif (2004) found that when clients gain greater understanding of the process, they are more inclined to continue making online purchases. Young individuals have also been found to have a more receptive attitude towards online purchasing. Lavie and Tractinsky (2004) have highlighted the importance of creative visual appeal on websites, which convey a sense of innovation and uniqueness. Such aesthetic features are particularly relevant when seeking specialty items, as they enhance the shopping experience by emphasizing the distinct characteristics of these products. According to Foux (2006), consumers perceive social media as a more trustworthy source of information regarding goods and services compared to

messages generated by businesses through traditional marketing channels. Over time, the World Wide Web has evolved into a major platform for consumer-driven communication, as noted by Vollmer and Precourt (2008) and Lempert (2006). It is now the second most popular media source at home and the primary source for consumers at work. Traditional advertising mediums such as radio, television, magazines, and newspapers are witnessing a decline in consumer engagement. Consumers increasingly desire greater control over their media consumption and seek immediate access to information that they can utilize at their convenience.

Consequently, consumers are turning to various social media platforms for informational searches and purchase evaluations. Cavusgil (2008) examines the impact of specific marketing communication actions, such as advertising and sales force efforts, on physicians, focusing on medicines for the gastrointestinal tract (GID) as a singular therapeutic category. An economist analyzes the effectiveness of pharmaceutical marketing campaigns, with a particular emphasis on return on investment (ROI).

The findings of this study can assist 20 | P a g e managers in optimizing the promotional mix throughout a product's lifecycle. Additionally, the study explores the effects of other promotional strategies, including direct-to-consumer advertising, journal advertisements, and sales force activities. 2009, Steltzner Many practitioners now regard online marketing as the new arena for 4 7 market communication, with Facebook, blogs, Twitter, YouTube, and LinkedIn at the top of the list of users of the various mediums. According to Jerry (2009), Online marketing has emerged as the most effective and widely used form of global communication. Global idea, concept, and product and service information exchange is a component of web-based advertising communication.

According to a McKinsey survey, Companies are making extensive use of wikis and 13 other digital platforms for customer assistance. Digital technologies are used by two thirds of enterprises for online advertising and product creation. Today, the majority of businesses do not combine their offline and online marketing efforts, but in the near future, there will be a growing trend for businesses to use online tools throughout the full spectrum of marketing operations. Greene, J.A., and A.S. Kesselheim, 2010 The main social media Web sites, Facebook 4 and Twitter, have over 350 million users globally. According to research, 60% of Americans seek health-related information on the Internet first. As a result, the pharmaceutical industry is preparing to build a social media presence. Mckensy's report April 2012 The pharmaceutical business should transition to digital and interactive forms of media, and starting in 2009, the sector has embraced social media or digital media, which enables online conversations with physicians and patients. According to the article "Demystifying the world of social media," chief marketing officers want to increase social media spending from its current level of less than 1% of average marketing expenditures to 5%. 21 | P a g e According to IBM (2012), Social media may be used by drug manufacturers to track brand reputation and get crucial customer input for better marketing innovation.

Therefore, pharmaceutical companies can use social media to enhance their patient relationships. In the pharmaceutical sector, it might be challenging to rely on 4 marketing, but WHO (1998) has not addressed any concerns with regard to commercials that are transmitted on electronic media. May 2012, Oswal and Deshmukh The study looks into current pharmaceutical marketing strategies, with a particular emphasis on medical representatives, pharmacies, physicians, and consumer-focused advertising.

It gives instances of marketing strategies and the impact they have on patient and customer behaviour. It outlines the negative effects of these behaviours. Around the city of Pune, research is being done on anti-diabetic drugs already on the market. The majority of the research points to a beneficial effect of digital marketing on the sales of prescription drugs. Digital marketing techniques raise consumer knowledge of pharmaceutical items, which increases the possibility that doctors will recommend them, and eventually raises sales. It is crucial for pharmaceutical companies to adjust their digital marketing plans to the unique demands of the market and track how well it affects both sales and brand awareness.

## 5. RESEARCH METHODOLOGY

The research incorporates both primary and secondary sources of information. 7 For primary data collection, a questionnaire was employed as the main tool, 3 specifically tailored for this study. Secondary sources encompassed research papers, journals, periodicals, and pertinent websites.

The sample comprised the perspectives of 100 customers residing in various cities across Bihar, India, who currently make online purchases of pharmaceutical and healthcare products. Data analysis entailed utilizing simple charting and tabulation tools, alongside employing an empirical method called a Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Likert scales are widely utilized in survey research. The data analysis process culminated in drawing conclusions based on the findings.



## Research questions

### You find it secure while go for online marketing

- Enhancing the standard of education will enhance the efficiency of digital marketing
- The product & price details are transparent or clear
- Easy way to purchase
- Discount and offer encourage you to make online purchase
- Digital video advertisement great influence you

#### 1- Analysis Of Six Modules Safety Perception in Digital Marketing:

In the first module, "You find it safe while you go for digital marketing," 16% of respondents agreed that they feel safe engaging in digital marketing, while only 5% disagreed. The average score for this module, calculated by dividing the total score 3 by the sample size of 100 and multiplying each frequency by the corresponding Likert scale score, is 4.23. This indicates that online buyers generally feel safe while using digital marketing to shop online.

#### 2- Education Level and Digital Marketing Effectiveness:

Regarding the statement "Increasing education level will make digital marketing more successful," 43% of respondents strongly agree, while 22% agree. Only 13% disagree with the assertion. The average score for this module is 3.89, suggesting that respondents have a positive attitude towards the idea that increasing their level of education will enhance the effectiveness of digital marketing.

#### 3- Transparency of Price and Product Information:

For the statement "Price and Product Information Is Transparent," 34% of respondents strongly agree and 41% agree. Only 10% disagree with this assertion. The average score for this module is 3.93, indicating that respondents generally believe that product pricing and information are transparent when purchasing medicine and healthcare products online.

#### 4- Influence of Easy Mode of Purchase:

Regarding the assertion "Easy mode of purchase influences us," 62% of respondents strongly agree and 22% agree. Only 5% disagree with this statement. The average score for this module is 4.35, showing that respondents have a positive attitude towards the ease of purchasing online, which influences their decision to buy.

#### 5- Influence of Discounts and Offers:

For the statement "Discounts/Offer Influence Us to Buy Online," 46% of respondents strongly agree and 35% agree. Only 6% disagree with this assertion. The average score for this module is 4.17, indicating that respondents perceive discounts and offers as motivating factors for online purchases.

#### 6- Influence of Digital Video Advertising:

Regarding the assertion "Digital Video advertising has a large influence on us," 57% of respondents strongly agree and 22% agree. Only 7% disagree with this statement. The average score for this module is 4.27, suggesting that respondents believe digital video advertising significantly influences their decision to purchase medicine and healthcare products online.

## 6. RESULTS AND DISCUSSION

The data analysis and discussion of conclusions are pivotal stages in the study. This section will delve into the empirical findings, primarily focusing on the primary information gathered through surveys. Beginning with demographics, respondents provided data regarding age, gender, income, and education. After completing this initial stage, researchers will proceed to analyze the first part of the questionnaire, focusing on factors driving online purchases and the impact of digital marketing.

This part comprises six questions, each representing a distinct module, resulting in a total of six modules, as illustrated in Table 1. Each module will be independently analyzed and explained using frequency tables, graphs, and Likert scale scores. The researchers employed a five-point Likert scale, where a score of 5 indicates strong agreement and a score of 1 indicates significant disagreement. For instance, if "Strongly agree" corresponds to "5" and the other terms are "4, 3, 2, 1," the calculation can be demonstrated as follows:  $(5 \times 37) + (4 \times 43) + (3 \times 112) + (2 \times 7) + (1 \times 2) = 406$ . This result is then divided by the total number of responses (100), yielding the average score for that module.

This process will be repeated for all six modules, with each one examined independently. Subsequently, researchers will compute the average score for each module and then determine the average for each group by combining the averages from all modules. Finally, the average scores will be ranked from highest to lowest.

## 7. CONCLUSION

In today's industry landscape, digital marketing holds a promising future. Customers increasingly prefer online shopping experiences, influenced by various factors such as digital direct marketing, discounts/offers, diverse payment options, and prompt delivery services. The digital marketing revolution has not only transformed the overall economy but also revolutionized the marketing landscape, presenting both opportunities and challenges for marketers in competitive markets. Pharmaceutical and healthcare ecommerce businesses stand to benefit significantly from embracing digital marketing and aligning their strategies with consumer preferences and behaviours. With a majority of people spending significant time on digital devices such as smartphones, laptops, and tablets, the relevance of digital marketing in the pharmaceutical industry cannot be overstated. Based on the available study data, digital marketing emerges as a crucial aspect of the pharmaceutical industry, enabling rapid industry expansion. It has become a cornerstone of marketing efforts, facilitating streamlined campaign techniques. While some digital marketing strategies are already widely adopted, others are still in development. Nonetheless, all forms of digital marketing offer ease of access and significant cost savings in terms of time, energy, and effort. Pharmaceutical companies are leveraging these new technologies to adapt to the modern digital landscape. However, the effectiveness of such strategies has been primarily observed in areas such as blogs and Facebook accounts, suggesting ongoing exploration and refinement of digital marketing approaches in the pharmaceutical sector.

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