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Title of the Thesis: INNOVATION IN E-MARKETING STRATEGY FOR
ENHANCING THE PERFORMANCE OF
PHARMACEUTICAL INDUSTRY

ABSTRACT

E-marketing is growing at a dramatic pace and is significantly impacting customer and business market behaviour. As a result, most firms have started developing e-marketing strategies for the web. Although successful implementation of electronic marketplaces may be found in several industries, some systems have failed or their penetration pace is slower than was projected, indicating that significant barriers remain. Pharmaceutical industry is beginning to explore e-marketing to determine how it fits into their overall business strategy. Innovative companies are considering e-marketing as a vital component of integrated marketing communication that combines e-marketing and conventional tactics in order to differentiate brand messaging.

Pharmaceutical B2C market for drugs is studied in this research. The major participants of pharmaceutical B2C market are patients and doctors. In the present study, doctors have taken into consideration. Segmentation of doctors is done, based on their type, i.e. General Physicians, MD Physicians and Specialists. Empirically, the internet usage behaviour of doctors, liking of various promotional tools used by pharmaceutical companies, acceptability of e promotional tools and online educational programs, motivation and hindrance factors for using the internet as a medium of communication has been studied in depth. The study is based on both primary data and secondary data. Primary data is collected through a pre-tested structured questionnaire, from 400 respondents, doctors of various government and private hospitals located in the National Capital Region of Delhi. The sample was collected by using stratified and snowball sampling methods. The data collected for the study was analyzed with the help of SPSS 16.0 version. The descriptive statistics used for the study includes the mean analysis and variance analysis. The inferential statistics used for the study includes ANOVA with Post Hoc multiple comparisons (Scheffe test), Factor analysis, Principal component analysis, mean analysis and the Chi square goodness of fit test.

Findings

The major findings of the present study include:

- Three broad categories of promotional tools have been extracted by using factor analysis viz. On-line and Broadcast promotional tools, Offline promotional tools and Detailing. Offline promotional tools are most popular among doctors of all three types followed by detailing and lastly by on-line promotional tools.
- E mail, search engines, Wikipedia, websites of professional communities and YouTube are the most popular and frequently used Internet sources by all three types of doctors.
- Awareness rate of most of the on-line educational programs is quite low. However, considerably high willingness is seen among doctors to participate in such programs. This is a good indication to predict that e-promotional tools might gain huge popularity in India.
- Information on rare diseases and syndromes, information on various drugs, information regarding further qualifications, continuing professional development and information and data for research is most of the times accessed by doctors electronically.
- Monetary benefits and incentives are important only for General Physicians and MD Physicians but not for Specialists.
- The motivation factors for doctors to access information from the Internet are: it provides clearly defined and well structured information, which is 24*7 available, easily accessible, reliable, speedy, up to date and hassle free. Each of these factors is important for all the different types of doctors. Therefore, it has been observed that drivers for using e promotional tools by different categories of doctors are same.
- Significant barriers for doctors to access information online are: 'Too much information available on the Internet that is clinically not relevant' and 'privacy concern' (especially for GPs), 'Lack of knowledge of resources' and 'lack of easy access to free electronic resources' (especially for MD Physicians).

This research shall help the pharmaceutical industry to target different types of doctors differently and effectively by using apt e marketing strategies. In the present era, use of electronic marketing cannot be avoided, but at the same time we cannot even overlook traditional mediums of promotion and communication. In order to get optimum output both methods should go hand in hand.