

PHARMACEUTICAL MARKETING A LITERATURE REVIEW

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Abstract: Marketing is the essence of business and business people all over the world have adopted good business models to achieve desired results. One of the most important industries worldwide is the pharmaceutical industry. There are many products to choose from, from over-the-counter (OTC) medications to life-saving medications and medical devices. So much so that medical education often includes a separate section as pharmaceutical education, and this quality education forms the basis of drug development. The pharmaceutical industry is more profitable than the general product industry because it is a useful and desirable product, but it is not a necessary product because most people do not consider purchasing drugs or medical equipment unless they are prescribed or approved. medical use. This problem poses a serious problem for the pharmaceutical industry. It also aims to conduct a comprehensive review of the existing literature in the pharmaceutical industry and develop hypotheses. This research was conducted with the help of data. It includes ideas from authors and scientists who contribute to the pharmaceutical industry. The analysis is divided into marketing research, pharmaceutical product research, green marketing research and pharmaceutical research. Data selection and data analysis are at the convenience and discretion of the authors.

Keywords: Abstract, Introduction, pharmaceutical marketing.

1. INTRODUCTION

A Business Builds Trust a Perhaps more than any other business, the pharmaceutical industry needs to build trust. Apply and benefit at the same time. Ultimately, it is the relationship and management that helps the organization achieve its goals. Marketing is the process of delivering products specifically to customers for mutual benefit. This is also true in the pharmaceutical industry. It all depends on the prescription of your products. The only difference between the pharmaceutical industry and other products is the consumer. In other types of marketing products, customers are called customers or clients. However, in the pharmaceutical industry, the customer is the doctor or group of doctors who directs the final customer to purchase the drug. Therefore, doctor's prescription will be taken into consideration when creating business ideas. Therefore, drug use focuses on trusting and telling doctors about your products. The biggest part of the price. India is the world's largest pharmaceutical producer, accounting for nearly 20% of global exports. The global pharmaceutical industry has undergone significant changes in the last decade. Pharmaceutical companies are facing more problems due to increased globalization, increased competition and struggles for global markets. Due to rapid changes, the entire pharmaceutical industry is undergoing consolidation. Innovation in business keeps the business on its sole. The business itself is innovation is the key to survival. Pharmaceutical industry is the deciding factor for pharmaceutical industry organizations. The situation of pharmaceutical products is different from the usual business, but the field is still the same, namely the need to recognize and provide solutions.

2. OBJECTIVES

1. Research objectives
2. Recognize the meaning and concept of pharmaceutical marketing. Analyze available data on the pharmaceutical industry and draw conclusions. Research Methods and Methods Pharmaceutical Industry – Text Analysis is a conceptual text done on a large scale with the help of secondary data. This study was conducted to understand the nature and concept of the pharmaceutical industry. Also aims to review existing information

3. RESEARCH METHODOLOGY & PROCESS

We Research Methodology and Methodology Pharmaceutical Marketing-Literature Review is a conceptual paper

conducted on a large scale with the help of secondary data. This study was conducted to understand the nature and concept of the pharmaceutical industry. also aims to review existing information Pharma marketing and thinking. The literature and literature reviewed were selected based on the suitability and discretion of the authors, which may lead to limitations of the study and indicate that the views presented are not labels. The fact that the collected data are descriptive and clearly presented may be a limitation of this study.



4. LITRATURE REVIEW

The pharmaceutical industry or pharmaceutical industry is a regulated business that includes many businesses, from doctors to pharmacists to consumers. Efforts are being made to examine this specific activity

The authors divide this study into four parts: pharmaceutical companies' business portfolio, consumer foods, green businesses, and printing businesses.

5. MARKETING MIX IN PHARMA MARKETING

The pharmaceutical industry includes a mixed industry. This is a type of business with ten business transformations ("10 Ps"): McCarthy's four basic Ps: product, price, location and promotion Booms and Bitner's three additional Ps: people, hierarchy, model and body capture. Evidence is the service's area of expertise; Three new packages, collaborations, and policies are presented here to capture the unique aspects of care collaboration. The 10P framework uses a market-centric approach because delivery options need to be placed in market context (such as health and wellness) to meet customer (or patient) and stakeholder needs Therefore, such contributes to business decisions to promote and promote the adoption and participation of clean health and wellness services and their customers and stakeholders.

PRODUCT

It is important to consider products in the hybrid market. Health and wellness solutions are available and sold as commercial products by registered healthcare providers. These solutions include real medical products (e.g. drugs) and advanced medical products (e.g. customer care [e.g. planning, monitoring], funding [e.g. credit, cash refund] and security [e.g.

CCTV, escorts, security]). gets. dead. Protect patients' health. Product identification makes the job easier.

PHYSICAL DISTRIBUTION

This process has a serious impact on the business. The distribution and sales conditions (or processes, intermediaries) used by medical professionals to provide patients with health services that meet or exceed the patient's needs, namely the distribution of medical supplies and relationships. Patients are referred by participating physicians. Today, customers can choose between brick-and-mortar and online service providers, and both can evaluate delivery process and performance. Download

PRICE OR PRICING STRATEGY

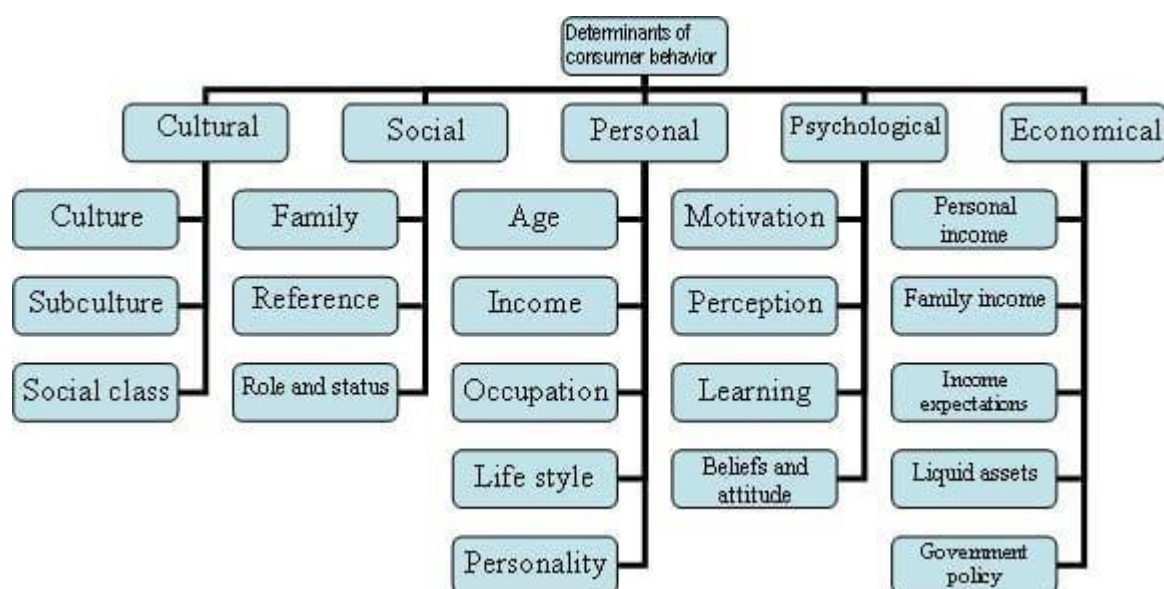
Again is the main driver of the work. In the pharmaceutical industry, price is mostly used as price. This is a sector

that is more important and has a higher cost decision than R&D and diseases. The price that the target user has to pay to the doctor in order to receive medical and social care is called the cost of treatment. Major costs not only impact physicians' availability of health and wellness solutions, but also patients' willingness to pay capital and their assessment of the quality and value of the drug

6. CONSUMER BEHAVIOR IN PHARMACEUTICAL MARKET

Users Product react covers the many ways consumers purchase products. Therefore, marketing focuses on products, ideas and events. The shape of customers is very important for business people. It should include consumer decisions such as what, why, when, how much, and how often. Generally speaking, a consumer is someone who purchases products for personal use rather than for sale, especially depending on gender, age, religion or race. Consumers are key decision makers in deciding whether to buy from a particular store and are influenced by marketing and advertising.

Consumers react has nothing to do with how people buy things. Understanding how consumers choose products is important to consider. The 4Ps are Customer Support. Economic, technological, political and cultural changes are important environmental factors that affect consumer decisions. Search marketing has many advantages; It helps you measure demand, evaluate the market, estimate delivery times and calculate your own costs. In fact, customer react is a complex subject that involves psychology, business, marketing, customer management and many other cultural elements. Consumer purchases include tangible and intangible elements such as psychological and emotional processes, values, and identity, as well as tangible goods such as specific products or services. and presentation of meaning



7. GREEN MARKETING IN PHARMACEUTICAL INDUSTRY

Emerald business in promoting products that are considered environmentally friendly. worsens and affects health. effective and long-term manner. > Important Br>The current position also points to the future. Literature on green marketing for pharmaceuticals is reviewed, including the definition of green marketing, its implementation at various levels, and its acceptance by organizations and experts, as well as objectives and advertising strategies for educating consumers about green marketing and pharmaceutical marketing. For the sake of green. Business. Pharmaceutical companies are targeting consumers considering green products. The world is facing an unprecedented crisis due to the depletion of natural resources. Build a business with a long-term focus on environmentally friendly products (also known as "green"). Green marketing focuses on products and their marketing strategies, but it can also be difficult for businesses. As consumers become more conscious of environmental issues, the design of products and services is also changing. The company must be a consumer business that can solve environmental problems and transition from selling products to green selling. Business.

8. EXECUTION IN PHARMACEUTICAL MARKETING

Publish content that includes Using business ideas and strategies is more important than just creating a business plan. The doctor-patient relationship is similar to the relationship between different vendors and customers in any retail store. This effectively transforms the business into the most profitable business with products and services and provides a good basis for developing business strategies. Technology. It can be concluded that the method of

identifying drugs is a function of the economic activity for which they are used for a product. It is worth noting that the usage and costs associated with chemical production are a long-term business and the best way to create new products or eliminate market leaders. Detailed descriptions and product models in both groups are also complete and often include more than 80% of all drug support. > Example The pharmaceutical industry has an important position compared to other sectors. Activities. The product must have a distribution and advertising strategy. Sales calls, recommendations, return calls, etc. It's part of being good



9. PHARMACEUTICAL MARKETING: WAY FORWARD

Like every business, the pharmaceutical industry has a similar approach. But the future of business is changing everywhere. So is the future of the pharmaceutical industry. This article suggests that green marketing could be the way forward for the pharmaceutical industry.

Green road means environmentally friendly road. Packaging materials, medical waste management and marketing strategies that make it a green symbol will attract the attention of businessmen in the medical sector.

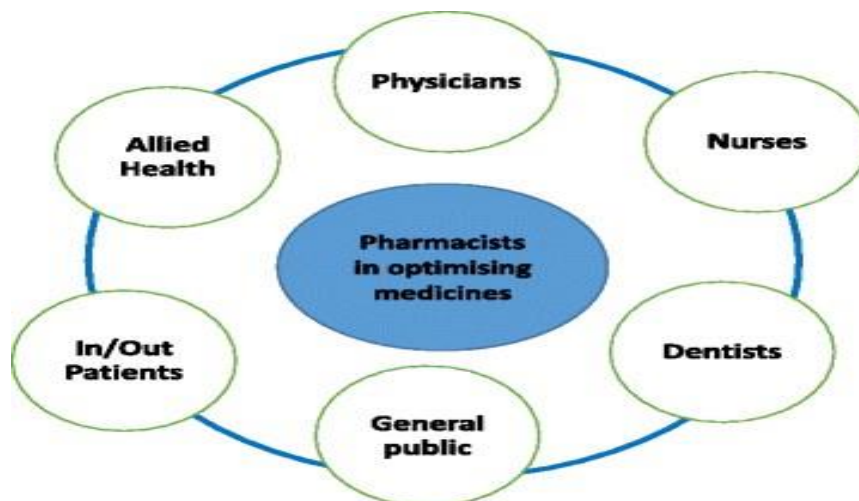
Pharmacies should provide HCPs with the most important information and organize it in a way that helps them absorb important and useful information. When marketing to healthcare professionals, pharmaceutical companies need a good marketing strategy that includes keywords, terms, and definitions. Pharmaceutical companies marketing to their HCPs are flooded with spam and irrelevant content.



10. ENHANCED ROLE OF PHARMACY INTERMEDIARIES IN PHARMA MARKETING

Work meets background information This is a controversial issue. The pharmaceutical industry also faces the problem of managing maximum distribution. The solution is communication. In the future, even small businesses will go digital, and between path members focusing on data management and data integrity will be the first path for pharmaceutical companies. Especially in the over-the-counter (OTC) market, companies are managed with the support of intermediaries. Since such products do not require a prescription, the sales pipeline for these products will be strong.

But achieving such results takes more than a business plan. It requires effective management of the program in the context of a changing organizational environment and competition. This should look at the nature and direction of actual use of the product or service, sales and distribution through intermediaries, price, production and marketing business communications.



11. CONCLUSION

Of course, the pharmaceutical industry has its challenges and opportunities. Obviously this is different from normal business processes for non-pharmaceutical companies. solution.

Naturally, business efficiency increases and green management becomes the icing on the cake for customers in the pharmaceutical industry. The potential market for OTC products is similar to the commercial market, but products in the form of rescue medications have different layers, and eventually people will be sold on the idea that patients need this product. and the doctors will prescribe it. Unlike the rapidly evolving consumer market

where the product meets the needs, in the pharmaceutical industry the product meets the customer's needs. Since intermediaries play an important role, supporting the role of intermediaries is part of the research. Intermediaries should be viewed as business partners, not as intermediaries transporting goods. The new framework of the green economy is important to make businesses temporarily responsible for the environment and people. Pharmaceutical business has created companies that will create all the jobs and have great prospects in the future.

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