

CONSUMER PERCEPTION AND TRUST IN PHARMACEUTICAL MARKETING

Samiksha.R.Yadav^{*1},Amar.V.Desai²,Dr.Nilesh.B.Chaougule³,Pritam.A.Salokhe⁴,
Vaishnavi.V.Patil⁵

¹Student of Ashokrao Mane institute of Pharmacy,Ambap,Kolhapur416112,Maharashtra,India

²Assistant professor Ashokrao Mane institute of pharmacy, Ambap, Kolhapur 416112, India

³Principle of Ashokrao Mane institute of Pharmacy,Ambap,Kolhapur416112,Maharashtra,India

⁴Assistant professor Ashokrao Mane institute of pharmacy, Ambap, Kolhapur 416112, India

⁵Student of Ashokrao Mane institute of Pharmacy,Ambap,Kolhapur416112,Maharashtra,India

ABSTRACT:

The study proposed to understand the factors that are key for patient satisfaction in the pharmaceutical sector on the ground of upcoming trends such as targeted therapies, personalized medicine etc. During the past three decades, online purchases of pharmaceuticals have grown in popularity. It's critical to comprehend how customers use and perceive the safety of medications they buy online. In order to deliver high-quality services and satisfy customers, this study intends to investigate how consumers perceive and trust pharmaceutical marketing.

Keywords: Pharmaceutical marketing, prescription, Consumer, Sale, Quality

INTRODUCTION:

Pharmaceutical marketing is thought to be a special function, at least in the industry. the conventional marketing mix elements, like distribution, pricing, and product life cycle. Physicians continue to be the primary pharmaceutical consumer, but patients—who are the goods' final users—as well as insurers, governments, and managed healthcare (MHC) organizations all have a significant impact. (3)

Trust is often the underlying concept that mediates the relationship between a buyer's attitude toward these brand attributes and customer loyalty. (2) (40). Important aspects of trust that people operationalize include honesty, safety, and trustworthiness. In fact, a consumer's trust in an over-the-counter medication is influenced by their opinion of the drug's safety. (41)(42)

Relationship marketing is seen to work best when customers are eager to engage in relationship-building activities, are really interested in the product or service, and receive a personal touch. (4)

A number of interpersonal and interorganizational elements, including competence, integrity, honesty, and kindness, are necessary for trust. A multifaceted notion, trust can be examined from the perspectives of several scientific fields, such as marketing, sociology, social psychology, and economics. In order to conduct business online, sellers must be able to instill confidence in purchasers or consumers. Customers are more likely to shop online due to the prevalence of fraud in items and transactions on the marketplace. It is imperative to convince consumers to have faith in the marketplace; of course, a study can ascertain whether or not consumers believe that Shopee is a reliable site to make purchases.(1)

Enhancing service quality is a crucial component of a service-oriented company model's competitiveness According to Parasuraman, quality is dependent on consumers' subjective assessments and is a measure of their perception (1988) in their PZB. (5). In other words, in addition to the company's objective identification, service quality must be taken into account as the customers' subjective identification in order to raise the service level. Customers also need to be able to recognize the quality of the services so that service providers can determine whether the improvements meet customer needs.

Achieving customer satisfaction requires analyzing how customers perceive the quality of the services they receive, understanding pertinent characteristics or dimensions to measure the quality of the products and services, and strengthening quality variables that are important to customers. Improving service quality is the most effective way to satisfy customers. (6) Generic drugs are widely used to treat a range of acute and chronic illnesses, and they have been around for a while. To be approved for use, a generic drug must be bioequivalent to the brand and have the same level of potency, safety, and quality. (5) Generic versions of

medications offer the same therapeutic benefits as branded ones, but at a significantly cheaper price.(7)

HISTORY :

The field of pharmaceutical marketing has changed nearly irrevocably during the last 200 years. We examine the driving forces behind this transformative shift and the effects of new media, such as print to radio and TV to the internet.

1980s-early 2000s

Origin Pharma Packaging's Global Head of Marketing, Rich Quelch, evaluates this change. It's interesting to note that the political and cultural climate of the 1980s, which supported big pharma as a consumer sector and gave people more control over their healthcare choices, led to the most significant developments in medical marketing during that time.

Before seeing a doctor, 66% of American people and more than 50% of Europeans study their diseases online, according to PricewaterhouseCoopers. Pharma marketers are becoming more visible on digital platforms as a result of their reliance on the internet as the ultimate source of knowledge. Regulators started cautioning pharmaceutical businesses against purchasing sponsored search engine links in 2009. They stipulated that web links had to contain either the medicine name or the purpose, but not both.

With the exception of the 2008 financial crisis and the ensuing economic downturn, direct-to-consumer marketing has outperformed all other channels in terms of growth. The argument over this approach is still ongoing.

Pharma marketing is now dabbling in the digital space with mobile commercials, social media communities, and apps. "In a more genuine manner than paid offline advertising ever could, social media offers pharmaceutical companies the chance to collaborate with wellknown industry influencers to increase brand awareness and educate the public," adds Quelch. In order to create prospective patient profiles and comprehend prescription patterns that precisely target providers, pharmaceutical marketing has also started utilizing sophisticated analytics.

The current definition of drug marketing strongly contradicts its historical context. The marketing environment has been completely redesigned as a result of pharmaceutical companies' adaptation to shifting platforms and regulations. (8)

Service Quality and Service Convenience:

How satisfied customers are depends on how well goods and services perform and whether or not they meet their expectations. Customers' satisfaction is often defined as their enjoyment of goods or services that perform differently than they expected. Improved service quality, higher customer retention, and improved customer satisfaction can all result from an understanding of client expectations and perceptions of service quality.(9)

Convenience, according to Brown, is less about categorizing a product's features or traits and more on how much time and effort a customer spends using a service. They divided convenience into categories for decision-making, access, transactions, benefits, and postbenefits in their service convenience model. Convenience in making decisions refers to the amount of time and effort customers invest in choosing how to acquire a desired service. Access convenience describes how much time and effort it takes to obtain a service.

How long it takes to complete a transaction is referred to as transaction convenience. The time and effort required to experience the main advantages of the service is known as benefit convenience. And last, the time and effort required for a client to get in touch with a firm after using a service is a measure of post-benefit convenience. Clients who can readily comprehend product information and have faith in the professionalism and demeanor of the service team save time and effort in obtaining the required service. (11)

Customer Satisfaction:

Customer satisfaction is achieved when services possess an enticing characteristic, a desirable attribute whose absence leads to discontent. consumers are far more satisfied when there are even a few associated quality aspects present, and this effect is amplified if the consumers did not anticipate these features" The availability of quality aspects determines customer satisfaction, according to the one-dimensional quality model; the more quality elements there are, the happier the customers. This demonstrates that there is a linear relationship between

service quality and factor supply. For example, the presence of essential quality elements has little bearing on customer happiness. But their absence can result in very unhappy customers. Furthermore, Kano characterized quality components from the standpoint of anticipated quality, which implies that consumers expect quality attributes, making them essential components of products and services. Notably, no matter how many quality criteria are provided, the curve is unlikely to ascend above the horizontal axis. The lack of indifferent quality elements is desired since they have no effect on customer satisfaction, whereas reverse quality variables may cause consumer discontent. The findings could be used as a guide to develop and improve products and services. Kano's two-dimensional quality model was used to identify quality aspects that affect customer happiness.(12)



Fig no: 01 Customer Satisfaction

Awareness of the safety of online medicinal products:

Out of all study respondents (n = 643), 60.4% said it was safe to buy prescription drugs online. The difficulty of distinguishing between authorized online pharmacies and other illegal

commercial websites, product quality, instructions in an unfamiliar foreign language, and the unrestricted ability of individuals under the age of 18 to purchase medications online were the most perceived risks associated with online medicinal product purchasing. Only 32.7% of participants were able to distinguish between authorized online pharmacies and other unapproved commercial websites. 7.5 percent of those who bought medications online (n = 235) have negative drug responses as a result of doing so. Only 4.8% of individuals report it or let their healthcare provider know about it..(13)

Safety of herbal medicines :

Many herbal medicine proponents argue that products with a long history of broad use are generally safe when taken as prescribed and at recommended therapeutic dosages. (39). The extent to which the absence of toxicity evidence can be construed as evidence of the safety or nontoxicity of herbal drugs is a significant question that underpins this assertion. Both acute symptoms and short-term negative effects, like allergic reactions and gastrointestinal issues, are likely to be identified and associated with herbal therapy. Therefore, in the absence of such findings, there is some evidence of safety at these particular endpoints.

However, the widespread use of herbal medicine hepatotoxicity: a new step with development of specific biomarkers medicine is unlikely to be linked to long-term adverse outcomes like cancer, liver and kidney damage, reproductive dysfunctions, birth defects, and several other hard-to-detect morbidities unless a well-designed epidemiology study (ideally a prospective cohort study) is carried out. Therefore, the fact that these adverse effects are not yet proven in the context of using traditional herbal medicines does not mean that they cannot happen.

When it comes to drugs, safety is assumed only after a comprehensive and well-planned series of pre-clinical and clinical studies that had enough statistical power to reject the null hypothesis (lack of toxicity) if it were false. (14)

Pharmaceutical Marketing Ethics:

Pharmaceutical marketing relies on analytics-based closed loop marketing and includes customer relationship management. (15). Unethical activities are becoming a common feature of pharmaceutical marketing on a global scale. Several ethical concerns that impact pharmaceutical marketing in connection to healthcare quality have been recognized by prior

research. Health Watch carried out a study on pharmaceutical product advertising in Bangladesh. (16)

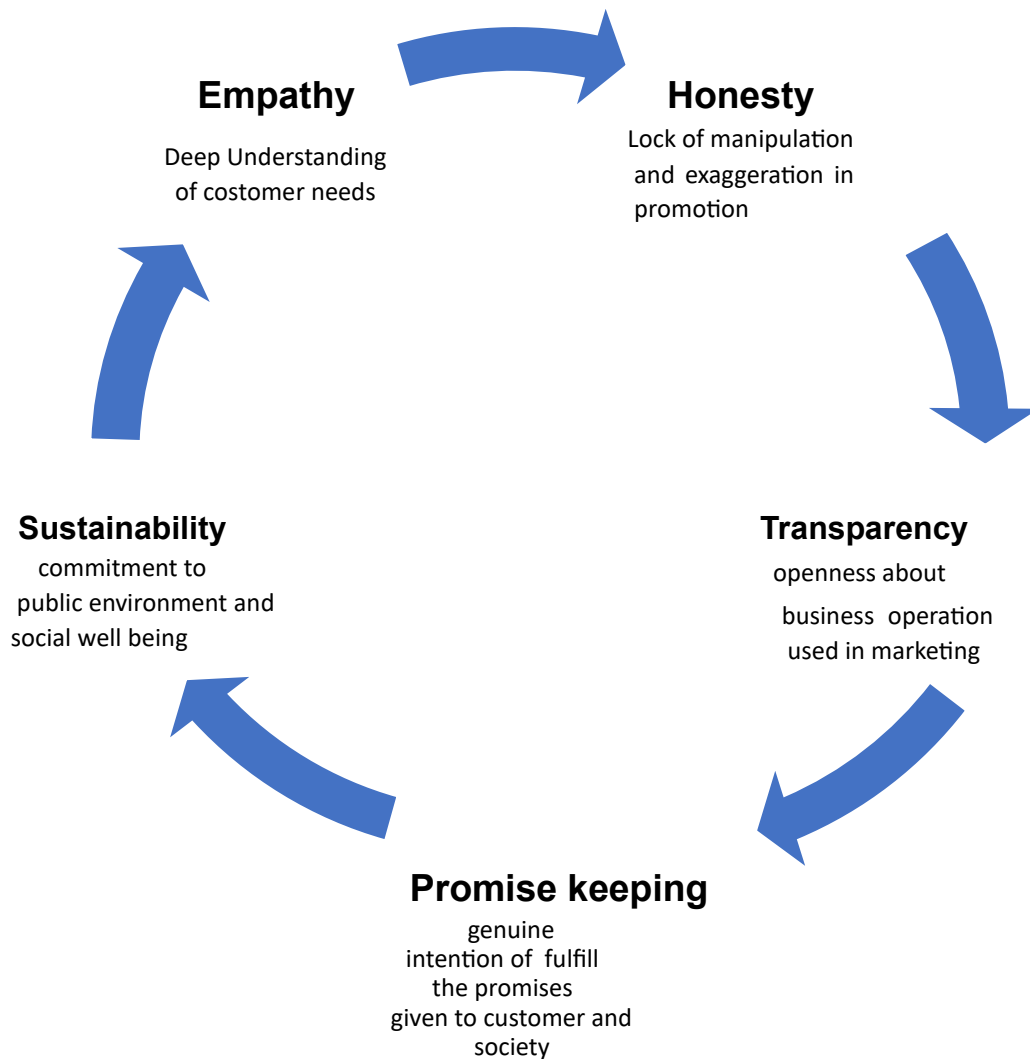
These businesses used their own marketing and sales teams to handle administrative and regulatory tasks related to drugs or medicine, allowing its designated exclusive distributors to handle the actual tasks of importing raw materials, processing orders, delivering goods, and collecting bills. These businesses and distributors employ pharmacists and even doctors to guarantee the quality of healthcare services. (17)

Researchers from Saint Joseph's University in the US examined stories from the country's top five newspapers in 2004 and 2005. (18).

“In a study titled "The Dark Side of the Pharmaceutical Industry," unethical aspects of the pharmaceutical business were revealed. According to the PSRs themselves and the medical professionals who serve as their direct clients, the authors of this research have determined the factors that contribute to the unethical behavior of the medical representatives. PSRs' primary unethical problems, according to the research, include giving false and incomplete information, giving presents as incentives, criticizing rivals and their goods, fabricating daily call reports, and abusing samples (19).

In Europe, the pharmaceutical industry operates its own self-regulation structure and voluntary guidelines of practice to govern pharmaceutical marketing. (20)

Ethical Marketing:



Consumer trust:

A wide range of academic fields, including psychology, economics, management, technology, social and institutional contexts, and consumer behavior, have examined various facets of trust. (21) Despite the buyer's vulnerability and dependence, the buyer expects the seller to operate in a trustworthy, moral, and socially acceptable manner, fulfilling his word, rather than behaving opportunistically and exploiting the situation. This is the basis of trust. (22). Consequently, the final decision between a buyer and a seller regarding a purchase is probably going to be impacted by the consumers' opinions regarding reliability. (23)

Because customers feel more risky when shopping online because they can't physically visit a store to inspect the goods they want to purchase, trust is even more crucial for online sellers than for brick-and-mortar ones. It is essential for figuring out people's intents to make online purchases.(24) Additionally, trust is essential for building strong and enduring relationships between buyers and sellers as well as for fostering consumer loyalty.(25) Online retailers place a great value on their consumers' trust because they are more reluctant to purchase the items they are interested in.(26) They are inclined to look for alternatives to satisfy their needs and goals since they no longer trust the supplier..(27) and Changes have a big impact on their propensity to buy.(28) As a consequence, customer happiness with both items and online retailers influences the crucial role that trust plays in determining customers' intents to make purchases.(29)

Customer loyalty:

One definition of customer loyalty is a behavioral metric. Among these metrics is the percentage of purchases (43) likelihood of buying (44)(45) likelihood of repurchasing a product.(46)(47)etc. Marketers may assess behavioral loyalty with the use of all these metrics. That is, a customer's loyalty as seen by their purchasing patterns.(48)

- The costs of serving loyal customers are less;
- Loyal customers are less price sensitive;
- Loyal customers spend more time with the company;
- Loyal customers pass on positive recommendations about their favorite brands or suppliers.

Therefore, it was clear that:

- Behavioral loyalty by itself cannot be a measure of 'true' customer loyalty.
- Behavioral loyalty can be an unreliable predictor of customer profitability. (49)

Consumer reactions to packages :

Numerous studies have looked into topics like packaging as a way to get customers' attention.(30) Other studies looked at packaging as a communication tool and as a way to convey the meaning of a brand or product.(31), verbal indications can actually be given more

attention if non-verbal cues like colors are ignored. Emphasizing pictures on packaging is done to draw attention, especially when customers are unfamiliar with the companies.(32)

When a package's look deviates from the norm for its class of products, it is said to draw attention.(33) Stated differently, previous studies have found that customers are drawn to products that deviate from the norm. According to other research, attention is drawn to packages with unusual colors and forms.(33)(34) Research examining single indications other than graphics on packaging has discovered that single package signs like colors.(35), brand names (36), and materials (37) convey brand meaning.

In addition to attaining the proper degree of aesthetics and visual distinction, it is crucial to convey the correct product and brand values on packaging. Generally speaking, the packaging must have a unique look. (38)

CONCLUSION

In conclusion, as customer perception and trust have a direct impact on decisions to buy, brand loyalty, and general satisfaction, they are essential to the success of pharmaceutical marketing. The need to build trust via openness, moral behavior, and unambiguous communication is becoming even more crucial as the sector adopts digital platforms. In a time when online buying and information sharing are commonplace, consumers are more inclined to interact with pharmaceutical companies that place a high priority on safety, honesty, and dependability. In order to preserve customer confidence and loyalty in a market that is becoming more regulated and competitive, pharmaceutical businesses must concentrate on building trust by giving accurate information, guaranteeing product quality, and creating a smooth, customer-centric experience.

REFERENCES

1. The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City
2. Agustin, C. and Singh, J. (2005) Curvilinear effects of consumer loyalty determinants in relational exchanges. *Journal of Marketing Research*, 42, pp. 96-108.
3. Customer relationship management and networked healthcare in the pharmaceutical industry
4. L. O'Malley and C. Tynan, "Relationship marketing in consumer markets," *European Journal of Marketing*, vol. 34, no. 7, pp. 797-815, 2000.
5. Parasuraman, A.; Zeithaml, V.A.; Berry, L.L. SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality. *J. Retail.* **1988**, *64*, 12–40.
6. Kano, N.; Seraku, N.; Takahashi, F.; Tsuji, S. Attractive quality and must be quality. *Quality* **1984**, *14*, 39–48.
7. Howland RH. What makes a generic medication generic? *J Psychosoc Nurs Ment Health Serv* 2009;47:17–20
8. The history of pharma marketing
9. Etgar, M. The household as a production unit. In *Research in Marketing*; Sheth, J., Ed.; JAI Press: Greenwich, CT, USA, 1978; Volume 1, pp. 79–98.
10. Brown, L.G. The strategic and tactical implications of convenience in consumer product marketing. *J. Consum. Mark.* **1989**, *6*, 13–19
11. Kano, N.; Seraku, N.; Takahashi, F.; Tsuji, S. Attractive quality and must be quality. *Quality* **1984**, *14*, 39–48
12. Matzler, K.; Hinterhuber, H.H. How to make product development projects more successful by integrating Kano's model of customer satisfaction into quality function deployment. *Technovation* **1998**, *18*, 25–38
13. Evaluating the frequency, consumers' motivation and perception of online medicinal, herbal, and health products purchase safety in Saudi Arabia

14. Herbal medicine hepatotoxicity: a new step with development of specific biomarkers.
15. Wasuja, S., Sagar, Mahim and Sushil (2012), "Cognitive bias in salespersons in specialty drug selling of pharmaceutical industry", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 6 Iss 4 pp. 310– 335
16. Ahmed, Syed Masud (2012), “Unethical medical products sales promotional practices in Bangladesh”, *Bangladesh Health Scenario*
17. Hassali, MA., Yuen, KH., Ibrahim, MIM., Wong, JW., Ng, BH. And Ho, David Sue San (2009), “Malaysian pharmaceutical industry: Opportunities and challenges”, *Journal of Generic Medicines* (2009) 6, 246– 252. doi: 10.1057/jgm.2009.12
18. Sillup, George P. and Porth, Stephen J. (2008), "Ethical issues in the pharmaceutical industry: an analysis of US newspapers", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 2 Issue: 3, pp.163-180
19. Skandrani, Hamida and Sghaier (2016), "The dark side of the pharmaceutical industry", *Marketing Intelligence & Planning*, Vol. 34 Issue: 7, pp.905-926
20. Zetterqvist AV, Merlo J and Mulinari S (2015), “Complaints, Complainants, and Rulings Regarding Drug Promotion in the United Kingdom and Sweden 2004–2012: A Quantitative and Qualitative Study of Pharmaceutical Industry Self-Regulation”, *PLoS Med* 12(2): e1001785. doi:10.1371/journal.pmed.1001785
21. Kim, D.J., Donald, L.F., & Rao, H.R., (2008). A trust-based consumer decision making model in electronic commerce: the role of trust, perceived risk and their antecedents. *Decision Support Systems* 44(2): 544-564
22. Gefen, D., Karahanna, E., & Straub, D.W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly* 27(1): 51-90
23. Gupta, P., Yadav, M.S., & Varadarajan, R. (2009). How task-facilitative interactive tools foster buyers’ trust in online retailers: A process view of trust development in the electronic marketplace. *Journal of Retailing* 85(2): 159-176
24. Hong, I.B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs seller trust. *International Journal of Information Management* 31(5): 469-479

25. Santos, C.P., & Fernandes, D.V.H. (2008). Antecedents and consequences of consumer trust in the context of service recovery. *Brazilian Administration Review* 5(3): 225-244
26. Park, J., Gunn, F., & Han, S.L. (2012). Multidimensional trust building in e-retailing: Crosscultural differences in trust formation and implications for perceived risk. *Journal of Retailing and Consumer Services* 19(3): 304-312
27. Lee, Y. (2014). Impacts of decision-making biases on eWOM retrust and risk reducing strategies. *Computers in Human Behaviour* 40: 101-110.)
28. Zhang, K.Z.K., Cheung, C.N.K., & Lee, M.K.O. (2014). Examining the moderating effect of inconsistent reviews and its gender differences on consumers' online shopping decision. *International Journal of Information Management* 34(2): 89 98
29. Wu, I.L. (2013). The antecedents of customer satisfaction and its link to complaint intentions in online shopping: An integration of justice, technology, and trust. *International Journal of Information Management* 33(1): 166-176.)
30. Underwood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans & Robben, 1997
31. Underwood & Klein, 2002; Garber et al., 2000, Schoormans & Robben, 1997; Gordon et al., 1994; Homer & Gauntt, 1992; Rigaux-Bricmont, 1981; McDaniel & Baker, 1977
32. Underwood, R. L., Klein, N. M., & Burke, R. B. (2001). Packaging Communication: Attentional Effects of Product Imagery. *The Journal of Product and Brand Management*, 10 (7), 1-19.)
33. Garber, L., Hyatt, E., & Starr, R. (2000). The Effects of Food Color on Perceived Flavor. *Journal of Marketing Theory and Practice*, (Fall), 59-72
34. Schoormans, J. P. L. & Robben, H. S. J. (1997). The Effect of New Package Design on Product Attention, Categorization and Evaluation. *Journal of Economic Psychology*, 18 (2-3), 271-287..
35. Gordon, A., Finlay, K., & Watts T. (1994). The Psychological Effects of Colour in Consumer Product Packaging. *Canadian Journal of Marketing Research*, 13, 3-11

36. Rigaux-Bricmont, B. (1981). Influences of Brand Name and Packaging on Perceived Quality. In: *Advances in Consumer Research*, Mitchell, A. (eds.). St. Louis: Association for Consumer Research, 9, 472-477.
37. McDaniel, C. & Baker, R. C. (1977). Convenience Food Packaging and the Perception of Product Quality. *Journal of Marketing*, 41 (4), 57-58.
38. Nancarrow, C., Wright, L.T. & Brace, I. (1998). Gaining Competitive Advantage from Packaging and Labelling in Marketing Communications. *British Food Journal*, Vol. 100/2, pp. 110-118.
39. Integration of herbal medicine into modern medical practices: issues and prospects
40. Wiener, J. and Mowen, J. (1986) Source credibility: on the independent effects of trust and expertise. *Advances in Consumer Research*, 13. Richard Lutz (ed.) pp. 306-310.
41. Rainsford, K.D., Roberts, S.C. and Brown, S. (1997) Ibuprofen and paracetamol: relative safety in non-prescription dosages. *Journal of Pharmaceutical Pharmacology*, 49 (4) pp. 345376.
42. Bissell, P., Ward, P.R. and Noay. P.R. (2001) The dependent consumer – reflections on accounts of the risks of non-prescription medicines. *Health* [Internet] Available from: [Accessed 2nd Sept 2005].
43. Cunningham, Scott M. (1966). Brand loyalty—What, where, how much? *Harvard Business Review*, 34(January-February), 116–128.
44. Farley, J. U. (1964). Why does brand loyalty vary over products? *Journal of Marketing Research*, 1, 9–14.
45. Massey, William F., Montgomery, David B., & Morrison, Donald G. (1970). *Stochastic models of buyer behavior*. Cambridge: MIT Press
46. Lipstein, Benjamin. (1959). The dynamics of brand loyalty and brand switching. In: *Proceedings of the fifth annual conference on the advertising research foundation* (pp. 101–108). New York: Advertising Research Foundation.

47. Kuehn, Alfred. (1962). Consumer brand choice as a learning process. *Journal of Advertising Research*, 2(March-April), 10–17
48. Dowling, Grahame R., & Uncles, Mark. (1997). Do customer loyalty programs really work? *Sloan Management Review*, 38(4), 71–82.
49. Shoemaker, Stowe, & Lewis, Robert. (1999). Customer loyalty: The future of hospitality marketing. *Hospitality Management*, 18, 349