

# Antecedents of Pharmaceutical Digital Marketing Challenges and opportunities: A Descriptive Research Design

Dr. Pooja Gupta<sup>1</sup>, Dr. Kudshiya Raza<sup>2</sup>, Dr. Mini Agrawal<sup>3</sup>, Dr. Hephzibah Beula John<sup>4</sup>, Dr. Hema Patil<sup>5</sup>, Dr. Somashekhar I C<sup>6</sup>

<sup>1</sup>Assistant Professor, Department: Commerce, St. Aloysius College, (Autonomous), Jabalpur, Madhya Pradesh

<sup>2</sup>Assistant Professor, Department: Commerce, St. Aloysius College, (Autonomous), Jabalpur, Madhya Pradesh

<sup>3</sup>Assistant Professor, Amity Business School, Amity University, Madhya Pradesh

<sup>4</sup>Assistant Professor, Amity Business School, Amity University, Madhya Pradesh

<sup>5</sup>Associate Professor, Department of Management Studies, Centre for Post Graduate Studies, Visvesvaraya Technological University, Outer Ring Road, Sathagalli, Hanchya, Mysuru

<sup>6</sup>Associate Professor, Department: Department of Business Administration, Vidyavardhaka College of Engineering, Gokulam 3rd stage, Karnataka, Mysuru, India

DOI: 10.47750/pnr.2023.14.03.236

## Abstract

**Purpose/Aim:-** The aim of the present research study was to study the facilitating factors of pharmaceutical digital marketing challenges and opportunities in the contemporary context. The role of digital marketing plays a crucial role for better interaction, cost-effectiveness, to build a relationship between physicians and people with personalized care. **Research Methodology/Approach/Design:-** It is a descriptive research design, the data collected through structured closed ended questionnaire with a sample of 50 from undergraduates and post-graduates. **Statistical tools:-** Applied both descriptive and inferential statistics like: Mean, SD, ANOVA and Chi-Square test to assess the opinion of the respondents. **Findings:-** The outcome of the research witnessed that the majority of the respondents agreed that Pharma products should be produced for specific purpose, availability of website and online content, usage of WhatsApp, twitter, Instagram other platforms plays a crucial role to interact with the customers, recommendations by experts, users, building loyalty and trust plays a significant role to interact with the customers and to increase the sales of the business. Further, product differentiations, advertisements, building the databases are the essential aspects to strengthen the digital marketing. **Novelty:-** The concept which is novel, as few literatures are available on digital pharma marketing in the contemporary scenario. **Generalizability:-** The outcome of the research can be generalized under any phenomenon where need arises to strengthen the pharma digital marketing strategies in India. **Originality:-** The present research on antecedents of digital marketing strategies has not been copied from any source. **Type of Research:-** It is a descriptive research study where it has taken the advantage of both descriptive and inferential statistics.

**Keywords:** Pharma Marketing, Digital Marketing, online Marketing, E-Commerce, Digital, online, etc.

## INTRODUCTION

The role of digital marketing in the field of pharmaceutical sector plays an important role to render personalized services, care, to build relationship with the people which enhances firm reputation and long-run survival. In the developing economies like: India is not up to the mark to take the advantages of digital marketing to sell products to the clients. Apart from this social media platforms like: WhatsApp, Twitter, Instagram and other social media platforms play a significant role to build relationship with the clients and the two way quick interaction, cost effective, global service, will be possible with the personalized care and content marketing, where content available to the customers in websites and catalogues, quick response are the various factors which facilitates to get success in digital platform. The digital pharmaceutical marketing is a strategic tool to gain competitive advantages over those firms depends up on and follows the traditional marketing practices. The global and best service to the clients to interact with world class experts will be possible through digital marketing only. The present research aims to investigate the challenges and opportunities of pharmaceutical digital marketing in the contemporary scenario. Especially, the pharma digital marketing facilitates to create awareness about various products being offered by the companies and the expert's opinion, recommendations by the users of the products and the video/audio reviews of the users will boost-up the sales of the company. Therefore, it can be evident from the literature that the future pharma marketing may depends up on the digital marketing rather than the traditional marketing. The E-Commerce, SEO Tools, Mobile Commerce, Digital practices and its related awareness to the customers, clients, retailers and manufactures essential to sustain in the competitive world.

## REVIEW OF LITERATURE:-

The pharmaceutical firms are not up to the mark to use social media to promote their products. They use web 1.0 version which is out-dated and may not be suitable sufficient for current situation[1]. The skilful workforce lacks especially in the pharmaceutical sector to drive digital changes [2]. Many Pharmaceutical firms are turning their marketing strategies towards digital marketing, due to ease of interaction with the clients, the less time to access, and cost effectiveness could be the reasons behind turning towards digital marketing in the contemporary scenario [3]. Especially the social media facilitated to individuals to interact with each other socially and facilitates to share information with each other [4]. Therefore, in all aspects the digital and social media facilitated to the manufacturers and retailers to communicate/interact easily with the end users. In the health care industry easy to access the health care information and patient/client details facilitated a lot to interact/communicate easily to the end users [5]. Though there are many advantages of digital and social media marketing in India, still it required some degree of development [6]. Therefore, it explains that the pharmaceutical industry is not able to gain the contemporary advantages. The pharmaceutical firms can gain the competitive advantages by implementing digital marketing strategies [7]. Therefore, gaining the competitive advantages of pharmaceutical businesses and understanding the customer requirements which facilitates individual to compete over competition. This can be gained with the implementation of information technology practices, creating awareness among the employees with regard to usage of digital marketing and social media in the contemporary context. The pharmaceutical marketing especially should come-up with innovative business practices, novel ideas, new ways to attract the customers are essential to attract the customers [8]. The awareness to individuals can be gained by online workshops, online conferences etc. The physicians and client interaction can be developed through the help of digital platform in the contemporary context [9]. Therefore, the two way interaction between the doctors/physicians can be developed with the help of digital/social media marketing. The development of pharmaceutical industry in India it is mainly depends up on the use of digital marketing practices in India [10]. Therefore, the development of pharmaceutical firms in India depends up on usage of digital marketing. As per the literature evidence the digital marketing may not be suited for pharmaceutical industry, as it required more know-how to exhibit, technical, managerial and financial aspects[11]. As per the literature it is evident that the usage of digital aspects in pharmaceutical sector it is limited[12].

### Research GAP:-

There is a huge literature on digital marketing practices in the cotemporary business, but there is a limited research on pharma digital marketing practices in the contemporary scenario. Therefore, researcher tried to study the antecedent factors of digital marketing especially in the field of pharmaceuticals.

### Objectives:-

1. To study the literature on digital pharmaceutical marketing and its impact.
2. To study and evaluate the antecedents of digital pharmaceutical marketing opportunities and challenges.
3. To suggest the best practices to be followed to gain the competitive advantages of digital marketing in India.

### Need and Importance:-

In the contemporary world, there is a need to gain the competitive advantages to sustain in the long-run, in any filed. In the case of pharmaceutical marketing it is emergence to study the facilitating factors of pharma digital marketing to gain the competitive advantages as the world running behind digital marketing rather traditional marketing. There are numerous advantages by implementing digital marketing practices in the field of pharmaceuticals. The present research explains about the factors motivating to take the advantage of pharmaceutical marketing like: client specific service, global service, cost effectiveness, value addition, transparency, build loyalty and other aspects facilitates to move towards digital marketing.

### Scope of the Study:-

The scope with respect to objectives limited to study the antecedents of digital marketing practices in the pharmaceutical world followed by the scope with respect to location restricted to Andhra Pradesh as the majority of the respondents are belongs further the present research will helps to know the factors motivating to move towards the digital marketing especially in the field of digital marketing.

### Statement of the Problem:-

The title entitled to “Antecedents of Pharmaceutical Digital Marketing Challenges and opportunities: A Descriptive Research Design”, which facilitates to study the influencing factors which drives the pharmaceutical business towards the digital marketing to gain competitive advantages and to sustain in the long-run.

### Hypothesis:-

Ha(1): There is no significant difference between age educational qualification of the respondents with respect to antecedent factors of digital marketing in the present context.

Ha(2):There is no significant difference between gender of the respondents with respect to antecedent factors of digital marketing in the present context.

Ha(3):There is no significant difference between age group of the respondents with respect to antecedent factors of digital marketing in the present context.

## RESEARCH METHODOLOGY AND DESIGN:-

It is a descriptive research design. Applied both descriptive and inferential statistical tools to assess the concept of digital marketing practices in the contemporary world.

Data Sources:- Taken both primary and secondary data sources. The primary data sources collected from the structured closed ended questionnaire and the secondary data sources collected from the existing literature.

Sample size:- Based finite population and simple random sampling researcher has taken 50 sample size by designing a closed ended questionnaire with the help of simple random sampling.

Statistical Tools:- Applied both descriptive and inferential statistics to collect the data from the respondents. The descriptive statistics include: Mean, SD and ANOVA and Chi-Square test and other type of tests also facilitated to analyse the data in all aspect.

Sampling Frame:- The data collected from various respondents of Andhra Pradesh, graduates and post graduates. The statistical software include: SPSS. 26 which is sophisticated one to apply various types of test.

Data Analysis and Interpretation:-

1. Personalized care:- The digital marketing facilitates individuals the personalized care and communication rather than one-fit-all. Therefore, the digital marketing facilitates to resolve individual problems with utmost care. The following Table.1 explains about the respondents opinion with respect to age group.

Table.1: Age group (Vs) personalized care rather one-fit-all

		The Digital pharmaceutical products should make it available and tailored to specific patients(personalized) rather one-fit-all					Total	Asymptotic Significance (2-sided)
		Disagree	Neutral	Agree	Strongly Agree			
Age group	<25 Years	Count	2	8	22	6	38	.228*
		% of Total	4.0%	16.0%	44.0%	12.0%	76.0%	
	26-40 Years	Count	0	1	6	5	12	
		% of Total	0.0%	2.0%	12.0%	10.0%	24.0%	
Total		Count	2	9	28	11	50	
		% of Total	4.0%	18.0%	56.0%	22.0%	100.0%	

Sources:- Survey

In Significant at 5%

From the above Table.1 observes that out of 50 sample respondents the majority of the respondents are belongs to the age group of <25 years followed by 26-40 years. The majority 22(44%) of the respondents whose age group fall under <25 years agreed that digital marketing tailored to specific patients (personalized) rather one-fit-all followed by 6(12%) of the respondents also strongly agreed that digital marketing facilitates for individual care and the respondents whose age group 26-40 years 6(12%) agreed that the digital marketing facilitates for individual care rather one solution to all. The significant value (P>.000) explains that there is no significant difference in the opinion of respondents with respect to personalized care and the age group of the respondents.

2. Acquire new customers, loyalty and brand Image:- The pharma digital marketing facilitates to acquire new customers, build loyalty, create brand image with the help of digital content marketing. The Table.2 explains about opinion of the respondents with respect to age group of the respondents

Table.2: Age group (Vs) Acquire new customers, build loyalty and brand image

		To Acquire new customers, build loyalty and to create the brand image among the customers the content marketing plays a crucial role			Total	Asymptotic Significance (2-sided)	
		Neutral	Agree	Strongly Agree			
Age group	<25 Years	Count	9	17	12	38	.052
		% of Total	18.0%	34.0%	24.0%	76.0%	
	26-40 Years	Count	0	4	8	12	
		% of Total	0.0%	8.0%	16.0%	24.0%	
Total		Count	9	21	20	50	
		% of Total	18.0%	42.0%	40.0%	100.0%	

Sources:- Survey

In Significant at 5%

From the above Table.2 explains about age group of the respondents with respect to the opinion on acquire new customers, build loyalty, to create brand image and the role of content marketing. The majority 38(76%) of the respondents are belongs to <25 years followed by 12(24%) of the respondents are belongs to the age group of 26-40 years. The majority 17(34%) and 12(24%) respondents whose age group <25 years of the respondents agreed and strongly agreed with respect to opinion on digital marketing facilitates to acquire new customers, build loyalty, create brand image with the help of content marketing and the majority 8(16%) and 4(8%) of the respondents also strongly agreed and agreed regarding digital marketing helps to acquire new customers, build loyalty and to create brand image. The p-value at 5% level of significance proved that there is no significant difference between age group of the respondents with respect to opinion on acquiring new customers, building loyalty, and creating brand image with the help of content marketing in the contemporary phenomenon.

3.Role of Social Media:- The role of social media plays a significant role to interact with the customers. The various social media platforms like: WhatsApp, Facebook, Twitter and Instagram facilitates to interact with various customers and to create awareness about pharma products related costs, benefits and services in the contemporary context. The Table.3 explains about the role of social media platforms like: WhatsApp, Instagram, Twitter, Facebook and other platforms which facilitate to interact with the customers. The Table.3 explains about the role of social media/digital platforms to interact with the customers.

Table.3: Social Media platform (Vs) Age group of respondents

			The Facebook, WhatsApp, Twitter based interaction and maintaining good patient interaction and fulfilling requirements plays a crucial role					Total	Significance (2-sided)
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	0	0	10	18	10	38	.001
		% of Total	0.0%	0.0%	20.0%	36.0%	20.0%		
	26-40 Years	Count	2	2	0	8	0	12	
		% of Total	4.0%	4.0%	0.0%	16.0%	0.0%	24.0%	
Total		Count	2	2	10	26	10	50	
		% of Total	4.0%	4.0%	20.0%	52.0%	20.0%	100.0%	

Sources:- Survey

Significant at 5%

From the above Table.3 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The majority 18(36%) and 10(20%) of the respondents have shown positive opinion with respect to usage of social media and its impact on public followed by 16(26%) of the respondents also have shown positive tendency with respect to usage of Twitter, whatsApp, Instagram, Twitter and other social platforms etc. The p-value at 5% level of significance have shown significant relationship with respect to age group of the respondents. Therefore, there is a significant difference between age group of the respondents with respect to usage of social media platforms like: Twitter, Instagram, whatsApp and other social media platforms. In fact, it is evident from the literature that, the social media platforms must show significant relationship with the marketing of pharmaceutical products in the contemporary scenario.

4.Peer and Expert recommendations:- The peer, users and expert recommendations of the product related videos/Audios will facilitates to build or to gain the loyalty of the customers. The following Table.4 explains about opinion of the respondents with respect to age group on opinion on peer and expert recommendations to gain the customer loyalty with individual interaction.

Table.4: Peer and Expert Recommendations (Vs) Age group of respondents

			The Audio's/Video's of peer and expert recommendations, users of the products will influence a lot to boost-up the digital pharmaceutical market				Total	Significance (2-sided)
			Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	2	11	20	5	38	.132
		% of Total	4.0%	22.0%	40.0%	10.0%		
	26-40 Years	Count	0	0	10	2	12	
		% of Total	0.0%	0.0%	20.0%	4.0%	24.0%	

Total	Count	2	11	30	7	50	
	% of Total	4.0%	22.0%	60.0%	14.0%	100.0%	

Sources:- Survey

In Significant at 5%

From the above Table.4 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The majority 20(40%) and 10(20%) of the respondents have shown positive opinion with respect to the peer and expert opinion recommendations are the best ways to enhance/boost-up the sales and it will create loyalty among the individuals to sustain in long-run followed by the majority 10(20%) and 2(4%) of the respondents whose age group in between 26-40 years agreed that peer recommendation and expert opinion are the best ways to create demand over digital platforms. The p-value which is not significant, therefore, there is no significant difference between age group of the respondents with respect to peer and expert opinion recommendations to gain the customer loyalty and to sustain in long-run.

5.Trust, Transparency and Communication:-The effective two-way communication can build/create trust and transparency with respect to people/client which facilitates to build the relationship with the customers in the long-run. The following Table.5 shows the opinion of respondents with respect to age group on the opinion on trust, transparency and communication.

Table.5: Trust, Transparency and Communication (Vs) Age group of respondents

		The Trust and Transparency, communication, loyalty towards customers are essential aspects of Digital Pharmaceutical Products					Total	Asymptotic Significance (2-sided)
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	2	2	18	11	5	38
		% of Total	4.0%	4.0%	36.0%	22.0%	10.0%	76.0%
	26-40 Years	Count	0	2	1	8	1	12
		% of Total	0.0%	4.0%	2.0%	16.0%	2.0%	24.0%
Total		Count	2	4	19	19	6	50
		% of Total	4.0%	8.0%	38.0%	38.0%	12.0%	100.0%

Sources:- Survey

In Significant at 5%

From the above Table.5 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The majority 18(36%) and 11(22%) and 5(10%) whose age group <25 years have shown neutral and positive opinion with respect to implementation of digital marketing may build trust, transparency and loyalty with the help of two way communication. The age group 26-40 years the majority 16(19%) also opined positively with respect to implementation of digital marketing practices to build trust, transparency, communication and loyalty in the contemporary phenomenon. The p-value which is in-significant at 5% level of significance. Therefore, there is no significant difference between age group of respondents with respect to opinion on which facilitates to build trust, transparency, and communication.

6. Advertisement, product differentiation and Innovativeness:- The digital advertisement expenditure facilitates to gain competitive advantages. The budget categorized to spend on advertisement expenditure can enhance the market share of the company as the awareness of the customers can be increased through advertisement practices. The following Table.6 explains about age group of the respondents with respect to opinion on digital advertisement expenditure in the contemporary scenario.

Table.6: Advertisement, product differentiation and Innovativeness (Vs) Age group of respondents

		The Digital Advertisements and expenditure, product differentiation, innovativeness are essential aspects of pharmaceutical digital marketing				Total	Significance (2-sided)
		Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	3	12	16	7	38
		% of Total	6.0%	24.0%	32.0%	14.0%	76.0%
	26-40 Years	Count	0	1	7	4	12
		% of Total	0.0%	2.0%	14.0%	8.0%	24.0%

Total	Count	3	13	23	11	50	
	% of Total	6.0%	26.0%	46.0%	22.0%	100.0%	

Sources:- Survey  
In Significant at 5%

It is evident from the above table.6 that, the majority 38(76%) of the respondents are belongs to the age group of <25 years followed by 12(24%) of the respondents are belongs to 26-40 years age group. The majority 16(32%) from <25 years age group followed by 14(23%) of the respondents age group 26-40 years have shown positive tendency with respect to advertisement expenditure may show positive relationship with the pharma digital marketing strategies in the contemporary context further 7(14%) 4(8%) out of 24% whose age group 26-40 years also have shown similar positive tendency advertisement expenditure with respect to digital market development in India.

7. Awareness:- Creating awareness to the public with respect to pharma digital marketing strategies, processes, ingredients, content information, benefits and advantages which facilitates to buy pharma products digitally. Therefore, pharmaceutical digital marketing facilitates to enhance the market share of the company and even which facilitates to sustain in the long-run. The Table.7 explains about the relationship between age group of the respondents with respect to awareness/educating customers to create pharma product awareness.

Table.7: Digital Pharma Product Awareness (Vs) Age Group

			should educate the people, how pharma products are manufactured, ingredients, processes, benefits, and other information should be explained				Total	Significance (2-sided)
			Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	1	13	17	7	38	.057
		% of Total	2.0%	26.0%	34.0%	14.0%		
	26-40 Years	Count	2	1	4	5	12	
		% of Total	4.0%	2.0%	8.0%	10.0%	24.0%	
Total		Count	3	14	21	12	50	
		% of Total	6.0%	28.0%	42.0%	24.0%	100.0%	

Sources:- Survey  
In Significant at 5%

From the above Table.5 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The Majority 17(34%) of the respondents have shown positive response with respect age group <25 years regarding digital pharma product awareness followed by 9(18%) of the respondents whose age group <25 years and 26-40 years also have shown similar positive tendency with respect to digital pharma product awareness in the contemporary context. The p-value 0.057 which is in-significant at 5% of level and there is no significant relationship between age group of the respondents with respect to awareness on pharma digital marketing.

8.Database:- The effective database management of customer requirements, cases and other information related to the individuals is essential to render quick services to the customers and to sustain in long-run. The table.8 explains about the age group of the respondents with respect to database management for effective functioning of digital marketing strategies.

Table.8: Database Management (Vs) Age Group

			The database management related to people requirements, cases, observations and other client related data is essential				Total	Significance (2-sided)
			Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	5	13	11	9	38	.066
		% of Total	10.0%	26.0%	22.0%	18.0%		
	26-40 Years	Count	0	1	8	3	12	
		% of Total	0.0%	2.0%	16.0%	6.0%	24.0%	
Total		Count	5	14	19	12	50	

	% of Total	10.0%	28.0%	38.0%	24.0%	100.0%	
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Sources:- Survey

In Significant at 5%

From the above Table.5 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The majority 20 respondents 22% and 18% of the respondents positively respondents that the database management which facilitates to understand the requirements of clients and related case in future endeavour followed by 31(22%) of the respondents also have shown similar opinion regard to database management and its related advantages with respect to client requirements, cases and observations. Therefore, there is no significant different in the opinion of respondents with respect to age group of respondents and database management and its related advantages.

9.B2B and B2C:- The business-to-business and the business-to-customers can be strengthen with the help of pharma digital marketing strategies. The implantation of pharma digital marketing strategies can strengthen all sorts of business development aspects between customers and market. The following Table.9 explains about the age group of the respondents with respect to B2B and B2C and its practices.

Table.9: B2B and B2C (Vs) Age Group

		The B2B, B2C logistics and supply chain management practices and fulfilling requirements of retailers and peoples plays a crucial role				Total	Significance (2-sided)
		Neutral	Agree	Strongly Agree			
Age group	<25 Years	Count	14	15	9	38	.033
		% of Total	28.0%	30.0%	18.0%		
	26-40 Years	Count	0	9	3	12	
		% of Total	0.0%	18.0%	6.0%	24.0%	
Total		Count	14	24	12	50	
		% of Total	28.0%	48.0%	24.0%	100.0%	

Sources:- Survey

In Significant at 5%

From the above Table.5 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The majority 15(30%) and 9(18%) out of 38(76%) whose age group is <25 years agreed that the B2B and B2C interaction will be possible through the pharma digital marketing strategies implementation and the age group 9(18%) and 3(6%) whose age group is between 26-40 years also agreed that the pharma digital marketing facilitates for B2B and B2C interaction can also be strengthened. Therefore, there is no significant difference between age group of the respondents with respect to opinion on B2B and B2C interaction and related advantages.

Table.10: Overall opinion (Vs) Age Group

		In the overall, the people transparency, communication, specific requirements of patients, product differentiation, loyalty and benefits are the essential aspects of Digital Pharmaceutical Marketing					Total	Significance (2-sided)
		Disagree	Neutral	Agree	Strongly Agree			
Age group	<25 Years	Count	3	10	14	11	38	.039
		% of Total	6.0%	20.0%	28.0%	22.0%		
	26-40 Years	Count	2	0	9	1	12	
		% of Total	4.0%	0.0%	18.0%	2.0%	24.0%	
Total		Count	5	10	23	12	50	
		% of Total	10.0%	20.0%	46.0%	24.0%	100.0%	

Sources: Survey

Significant at 5%

It is evident from the Table.10 that, the majority 38(76%) of the respondents are belongs to the age group of <25 years followed by 12(24%) of the respondents are belongs to the 26-40 years age and in the overall responses, the majority of the

respondents agreed that transparency, communication, specific requirements of clients, product differentiation, loyalty and benefits are the essential aspects of pharma digital marketing strategies. Therefore, there is a significant difference between the opinion of respondents with respect to age group on the overall opinion. Therefore, there are many advantages by going through the pharmaceutical digital marketing in the contemporary scenario.

Table.11: Augmented and Virtual Reality (Vs) Age Group

			The Augmented Reality and Virtual Reality are the essential concepts of Digital Pharmaceutical Marketing				Total	Significance (2-sided)
			Disagree	Neutral	Agree	Strongly Agree		
Age group	<25 Years	Count	2	13	16	7	38	.168
		% of Total	4.0%	26.0%	32.0%	14.0%	76.0%	
	26-40 Years	Count	0	3	9	0	12	
		% of Total	0.0%	6.0%	18.0%	0.0%	24.0%	
Total		Count	2	16	25	7	50	
		% of Total	4.0%	32.0%	50.0%	14.0%	100.0%	

Sources:Survey

Significant at 5%

From the above Table.5 reveals that out of 50 sample respondents the majority 38(76%) of the respondents are belongs to <25 years age group followed by 12(24%) of the respondents are belongs to 26-40 years. The majority of the respondents 16(32%) and 9(18%) of the respondents agreed that the Augmented and Virtual reality implementations through the digital marketing strategies are the major advantages of pharma digital marketing strategies in the contemporary world.

Table.12: Antecedents of Pharma Digital Marketing Strategies (Vs) Educational Qualification of Respondents

		N	Mean	Std. Deviation	F-Value	S-g-Value
The Digital pharmaceutical products should make it available and tailored to specific patients(personalized) rather one-fit-all	UG	8	3.88	.991	.119	.732
	PG	42	3.98	.715		
	Total	50	3.96	.755		
To Acquire new customers, build loyalty and to create the brand image among the customers the content marketing plays a crucial role	UG	8	4.63	.744	2.997	.090
	PG	42	4.14	.718		
	Total	50	4.22	.737		
The Facebook, WhatsApp, Twitter based interaction and maintaining good patient interaction and fulfilling requirements plays a crucial role	UG	8	4.13	.641	1.123	.295
	PG	42	3.74	.989		
	Total	50	3.80	.948		
The Audio's/Videos of peer and expert recommendations, users of the products will influence a lot to boost-up the digital pharmaceutical market	UG	8	4.25	.707	3.324	.075
	PG	42	3.76	.692		
	Total	50	3.84	.710		
The Trust and Transparency, communication, loyalty towards customers are essential aspects of Digital Pharmaceutical Products	UG	8	3.88	.835	1.840	.181
	PG	42	3.38	.962		
	Total	50	3.46	.952		
The Digital Advertisements and expenditure, product differentiation, innovativeness are essential aspects of pharmaceutical digital marketing	UG	8	4.00	.926	.339	.563
	PG	42	3.81	.833		
	Total	50	3.84	.842		
should educate the people, how Pharma products are manufactured, ingredients, processes, benefits, and other information should be explained	UG	8	4.00	1.195	.321	.574
	PG	42	3.81	.804		
	Total	50	3.84	.866		
The database management related to people requirements, cases, observations and other client related data is essential	UG	8	4.00	.756	.619	.435
	PG	42	3.71	.970		
	Total	50	3.76	.938		
The B2B, B2C logistics and supply chain management practices and fulfilling requirements of retailers and peoples plays a crucial role	UG	8	4.00	.756	.028	.867
	PG	42	3.95	.731		
	Total	50	3.96	.727		
The Augmented Reality and Virtual Reality are the essential concepts of Digital Pharmaceutical Marketing	UG	8	3.88	.835	.304	.584
	PG	42	3.71	.742		
	Total	50	3.74	.751		
In the overall, the people transparency, communication, specific requirements of patients, product differentiation, loyalty and benefits are the essential aspects of Digital Pharmaceutical Marketing	UG	8	3.75	1.035	.091	.764
	PG	42	3.86	.899		
	Total	50	3.84	.912		

## FINDINGS:-

- The Majority of the respondents agreed that the digital pharma marketing practices will facilitates for individual and personalized care.
- The majority 54% of the respondents agreed that building customer relationship, loyalty with the help of content marketing.
- Around 60% of the respondents also agreed that the social media platform like: whatsApp, Instagram, Twitter and other social Media facilitates a lot to strengthen the digital marketing.
- Majority of the respondents agreed that the peer recommendation and expert opinion facilitates a lot to strengthen pharma digital marketing.
- Trust, Transparency, loyalty and personalized relationship can be build with the help of digital marketing in the contemporary context.
- Advertising, product differentiation and innovative practices will be possible by implementing pharma digital marketing strategies.
- Around 60% of the respondents agreed that, the digital market awareness plays a significant role to crate knowledge over pharmaceutical digital marketing strategies in the contemporary context.
- The augmented and virtual reality is the basic strengths of digital marketing strategies.
- Therefore, in the overall the digital marketing facilitates to gain customer loyalty, personalized care, to build long-term customer relation.

## CONCLUSION:-

Therefore, it can be conclude that the pharma digital marketing plays a significant role which facilitates personalized care, to build long-term relationship, to enhance the standards of business which facilitates to gain competitive advantages in the global context. In the overall the innovative business practices and other sorts of advantages can be gained with the help of digital marketing practices.

## SCOPE OF FUTURE RESEARCH:-

The future research can be extended in such a manner by taking the advantage of SEM analysis, the mediating role of digital marketing practices in between traditional pharmaceutical marketing and the development of pharmaceutical business in India further the research can be extended in such a manner the human resource management practices in the pharmaceutical companies, a review of literature can be extended.

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