

## **ANALYSIS OF BRAND POSITIONING WITH SPECIAL REFERENCE TO CONSUMERS (PATIENTS) OF MICRO LABS PRIVATE LIMITED PRODUCTS**

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### **ABSTRACT**

*The Indian pharmaceutical Industry has progressively advanced pointedly. The Indian pharmacy is in a position to send out notable volume of pharmaceutical items to different destinations. The need for the study is that pharmaceutical branding deserves serious attention from scholars and practitioners. This paper attempts to determine the possible impact made by brand positioning in the minds of the consumers (patients).The study is both exploratory and descriptive in nature.*

*The study concluded that brand medicine belonging to trustworthy company and promoted by trustworthy company attains high score, which is an indicator of preference for well-known company. It is evident from the study that attributes and dimensions of brand positioning have a significant impact on the prescribing decision of doctors and purchase decision of buyers. Hence, there is a huge opportunity for the company to focus on brand positioning and targeting the right customers and end consumers.*

### **KEYWORDS**

**Created Market, Brand Character, Brand Positioning etc.**

### **INTRODUCTION**

The Indian pharmaceutical industry has gradually progressed significantly since the season of autonomy when multinational organizations ruled the business. Transformation of Indian pharmaceutical industry can be characterized into the accompanying four periods (Pre-1970s, 1970 – 1995, 1995-2005, POST-2005). The Indian pharmacy is in a position to send out notable volume of pharmaceutical items to different destinations, including the created markets of USA, EU and Japan. The yearly turnover of the Indian pharmaceutical sector is more than 11 billion USD. The Indian pharmaceutical sector has advanced as a conspicuous supplier for medicinal services items taking into account more than 95% pharmaceutical needs of the nation with a populace of 1.1 billion (FICCI Report 2005). The industry is evaluated to be worth 4.5 billion USD, developing at around 8 to 9 % every year. The pharmaceutical business, with its rich investigative gifts and research capacities, bolstered by Intellectual Property Protection administration is well set to tackle the universal business sector.

In created markets, the patent administration has laid emphasis on lessening social insurance costs leading to minimal effort bland medications. The patent administration has influenced working environment. The first and most huge change was the January 1, 2005 sanctioning of an alteration to India's patent law that reestablished item licenses surprisingly since 1972. Under this new law, India will be compelled to perceive new licenses as well as any licenses recorded after January 1, 1995. These exchanges give Indian organizations access to outside business sectors and encourage the procedure of looking for administrative endorsement for new items, which can be very overwhelming for an organization that exclusive has operations on Indian soil.

The Indian organizations are setting up their own particular R&D setups and are additionally working together with the exploration research facilities like CDRI, ICT, and so on. The Act has kept up a sensible harmony between stringent Intellectual Property measures while making utilization of a portion of the adaptabilities that are inbuilt under TRIPS procurements.

The economic contribution of Indian pharmaceutical sector reported an intensified yearly development rate (CAGR) of 16% over most recent 10 years to achieve a size of around Rs. 355 billion as of logbook 2004. In the course of the most recent 35 years, the set up pharmaceutical brands in India have shown solid life span. This is reflected by the way that all the 20 brands in the nation have been in the business sector for no less than quite a while from now. Additionally, among the main 300 pharmaceutical brands around 80% were propelled before 1995 and 33% preceding 1980. This suggests vast extents of the present smash hit pharmaceutical brands depend on old atoms.

Brand positioning plays a vital role in keeping a brand on track towards its destination. A brand gets to be situated when purchasers and clients in the commercial center perceive it.

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Positioning is a systematic process or set of strategic steps adopted by marketers to conspicuously attract attention, catch and seize the eyes, and implant the brand in the minds of buyers and users. This process in itself is a concoction (Edema, 2012) or a mix of flavorings to woo customers. Brand positioning depicts how a brand is not quite the same as its rivals and where, or how, it sits in a specific business sector. It requires mental creative abilities, origination, ambiguous visual intuition and, speculative arranging.

A product is said to be branded when it has been extracted from generic group and processed into its specific form. The branding process consists of selecting one name, (either in one word or combination of two or more words - Pepsi, Panadol Extra, Guinness Extra Smooth etc. - to describe its specificity to the market it is meant to serve) color, size, package, style, among others. This process is carried out bearing in mind some basic principles, including the ability to recall or remember, pronounce with ease, recognize or identify, and differentiate – with the sole aim of customizing (Edema, 2013) or getting the user/customer friendly, loyal and committed to the brand.

The brand character is the visual and verbal enunciation of a brand, which can likewise be called corporate personality on the other hand visual personality. A brand character is a project that coordinates each visual and verbal component of an organization's visual computerization, including typography, shading, symbolism, and its application to print, computerized media, natural design, and some other traditional on the other hand unusual media.

The importance of the study is that pharmaceutical marketing is a vital approach to make mindfulness among potential advantages of medications and drugs. The advertising procedure and brand give the general population prepared information of what the item is about and makes a state of recognizing the brand among numerous other comparable items in business sector. Making brands will empower pharmaceutical organizations to differentiate themselves. A solid brand will profit by high buyer dedication, permitting it to keep up solid deals after the patent has terminated.

The need for the study is that pharmaceutical branding deserves serious attention from Scholars and practitioners. Literature lacks empirical studies based on positioning strategy and success of the firm in Indian scenario. Branding strategies are studied in detail for the pharmaceutical companies. Numerous formulations added makes difficult for physician to remember the brand name and prescribe. Keeping in mind the end goal to stay aggressive in the business, given the progressions and difficulties, pharmaceutical organizations should recognize new upper hand to succeed. To understand the positioning of MICRO LABS PRIVATE LIMITED the study has been incorporated. The partial part of dissertation is being discussed in this study.

## **LITERATURE REVIEW**

(Kumar, 2013) found that Pharmaceutical Companies are embracing different situating techniques. Pharmaceutical organizations are mostly concentrating on condition situating as a brand situating typology. The changing situation as for pharmaceutical organizations is infrequently examined with suggestions to its end customer that is its patients. The above comprehension will help advertisers to outline the promoting action in such an example, to the point that suits the prerequisite of the today's patients. The discoveries of the paper will help the business to contribute towards better wellbeing and enhance the situating system.

(Mohanty, 2012) examined in her research paper “Indian Shampoo Brand Positioning: Multi-Dimensional Scaling Approach” that a critical spot in the design world. Both men and women have begun giving significance on individual excellence prepping. The paper is an endeavor to discover the proper number of measurements the buyer is by all accounts utilizing, when they consider utilizing cleanser brands. Multi-Dimensional scaling strategy alongside spatial guide has been utilized to inspire the measurements even more obviously. The outcome was accomplishing upper hand has been the key vital point in the business. Indian cleanser business sector is not an exemption to it. Once the objective business sector is recognized by the cleanser mark, the test is to make a picture in the brains of their focused on client fragment.

(Srivastava, 2013) observed in research paper “Brand Positioning of Automotive Lubricant in Indian Market” the effect of brand situating on the purchaser buy choice of grease buyers. The properties of brand situating are free variables though the characteristics of shopper buy choice are needy variables. After that, the specialist has found the relationship between the qualities of brand situating and purchaser purchasing conduct by utilizing different relapse investigation. It was found that different dimensional scaling has been utilized to distinguish the essential measurements of brand situating in light of customer discernment. Diverse brand has been mapped on perceptual mapping to decide the focuses of equality and purposes of contrasts.

(Q & Dandan, 2013) in their research paper “The Effect of Brand Position on Consumer Choices of Luxury Brands: A Cross-Cultural Study between British and Chinese Consumers” studied elements like brands, values, buyer extravagance shopping conduct, extravagance brand administration, and extravagance brand separations. It expects to address the impact of extravagance brand situating on buyer decisions. Study narrowed on shopper decision choice as well as a clarification of the brand novel identity. This examination takes a subjective contextual analysis for gathering auxiliary information by method for past examination information. The examined results illustrate that there would be a distinction in the impact of brand.



(Sundus Zahid, 2014) Examined the impact of rebranding and reposition on brand dependability that effects brand value if there should be an occurrence of Mobilink Pakistan. The analysts has chosen rebranding and repositioning as free variables, brand devotion as intervening variable and brand value as needy variable for twin urban communities of Pakistan "Islamabad and Rawalpindi". Information has been gathered through surveys and examined using SPSS. The outcome demonstrates that brand steadfastness does not intervene the connection if there should arise an occurrence of analyst's study.

(Muruganatham & S.Kaliyamoorthy, 2009) Recognized, India is a creating nation that is overflowed with various brands. To make the promotion more alluring and keep away from the media mess, organizations use famous people to underwrite their items. This exploration paper considered the impact of VIP supports on the brand situating of select female individual consideration items through TV ads. The Indian situation was appropriate to concentrate on the impact of big name supports on brands and a definitive choice of purchasers to purchase specific brands.

### **PROBLEM STATEMENT**

When it comes to positioning of either the pharmaceutical product or brand in the minds of consumers, there is a need to understand the brand positioning of the products among consumers and customers. The usage of pharmaceutical products is depending on the prescription of the medicine. Therefore, this paper attempts to discern the possible impact made by brand positioning in the minds of the consumers (patients).

### **SCOPE**

The study revolves around understanding the impact of brand positioning to the consumers (patients) of MICRO Labs Pvt Ltd. The study can be extended to doctors of MICRO Labs Pvt Ltd.

### **OBJECTIVES**

- To understand the brand positioning of micro labs products.
- To analyze the various attributes of branding and its impact on demographic variables.
- To understand the impact of advertisement and promotions on branding of pharmaceutical products.

### **Hypothesis for One-Way Annova Testing**

- H<sub>0</sub>: There is no significant difference in the mean score between patients choosing substitute product and awareness of the products across gender.  
H<sub>1</sub>: There is significant difference in the mean score between patients choosing substitute product and awareness of the products across gender.
- H<sub>0</sub>: There is no significant difference in mean score between advertisement and its influence on patient's future purchase across gender.  
H<sub>1</sub>: There is significant difference in mean score between advertisement and its influence on patient's future purchase across gender.
- H<sub>0</sub>: There is no significant difference in mean score among patients remembering micro labs products name across gender.  
H<sub>1</sub>: There is significant difference in mean score among patients remembering micro labs products name across gender.
- H<sub>0</sub>: There is no significant difference in mean score among patient's awareness regarding micro labs medicine across different age groups.  
H<sub>1</sub>: There is significant difference in mean score among patient's awareness regarding micro labs medicine across different age groups.
- H<sub>0</sub>: There is no significant difference in mean score of patient's awareness on Micro labs being Indian company across different age groups.  
H<sub>1</sub>: There is significant difference in mean score of patient's awareness on Micro labs being Indian company across different age groups.
- H<sub>0</sub>: There is no significant difference in mean score in patients recommending micro lab medicine to family members or friends across education groups.  
H<sub>1</sub>: There is significant difference in mean score in patients recommending micro lab medicine to family members or friends across education groups.
- H<sub>0</sub>: There is no significant difference in mean score of patients feeling micro lab enjoying superior brand image among competitors across different age groups.  
H<sub>1</sub>: There is significant difference in mean score of patients feeling micro lab enjoying superior brand image among competitors across different age groups.

- H<sub>0</sub>: There is no significant difference in mean score of patients only trusting doctor prescribed medicine across different occupation.  
 H<sub>1</sub>: There is significant difference in mean score of patients only trusting doctor prescribed medicine across different occupation  
 H<sub>0</sub>: There is no significant difference in mean score of patients feeling micro lab enjoying superior brand image among competitors across different occupation.  
 H<sub>1</sub>: There is significant difference in mean score of patients feeling micro lab enjoying superior brand image among competitors across different occupation.

**Hypothesis for Chi-Square Testing**

- H<sub>0</sub>: Influence of advertising has no impact on marketing strategies of pharmaceutical sector.  
 H<sub>1</sub>: Influence of advertising has an impact on marketing strategies of pharmaceutical sector.  
 H<sub>0</sub>: Education and brand awareness are independent of each other.  
 H<sub>1</sub>: Education and brand awareness are not independent of each other.  
 H<sub>0</sub>: There is no relationship between shift brand and choosing substitute products of micro labs as the awareness is high.  
 H<sub>1</sub>: There is no relationship between shift brand and choosing substitute products of micro labs as the awareness is high.  
 H<sub>0</sub>: There is no relationship between patient’s purchase through advertisement and recommendation from friends and family.  
 H<sub>1</sub>: There is no relationship between patient’s purchase through advertisement and recommendation from friends and family.

**RESEARCH METHODOLOGY**

The study is both exploratory and descriptive in nature and depends on both primary and secondary information. Secondary data information was gathered from the accessible sources like diaries, articles, journals and site. A sample test of 70 respondents was conducted. Tools for data collection involved survey through questionnaires. Response was collected through hard copy and through Google forms.

**Details of the Population:** The study was conducted on the consumers of Micro labs Limited.

**Sample Size:** The total sample taken was 100, out of which 30 were incomplete, 70 were completed, and hence the number of respondents considered in the study was overall 70 in number.

**Sampling method: Convenience sampling method:** Convenience sampling is a very generic term that covers wide variety of Adhoc techniques for selecting respondents. Convenience Sampling implies that the testing units are Accessible, Convenient, simple to gauge and understandable. Considering the accessibility factor, Bengaluru zone was chosen for the study.

**Data Analysis**

- Collection of Primary data was done through survey.
- SPSS software is been used for analysis.
- Relevant statistical tool is been used to analyze the data like frequency tables, One way anova, chi square, reliability test and factor analysis.

**DATA ANALYSIS & INTREPRETATION**

**Table-1: Reliability Test**

Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	
.684	.674	18

Sources: Authors Compilation

We can see that Cronbach's alpha from the table is **0.684**, which indicates a high level of internal consistency for our scale with this specific sample.

**Table-2: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.547
Bartlett's Test of Sphericity	Approx. Chi-Square	322.305
	df	153
	Sig.	.000

Sources: Authors Compilation

Here, KMO = 0.547 which indicates that the sample is adequate and we may proceed with the Factor Analysis

**Bartlett’s Test of Sphericity**

Since, the approximate of Chi-square is 322.305 with 153 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.547 is also large (greater than 0.50). Hence, Factor Analysis is considered as an appropriate technique for further analysis of the data.

**Table-3: Factor Analysis (Communalities)**

	Initial	Extraction
I am willing to pay more for branded medicines.	1.000	.648
I only trust doctor prescribed medicine.	1.000	.669
I am willing to buy same Medicine with different company.	1.000	.720
Micro labs private limited is an Indian company does you agree with the statement.	1.000	.583
If there is a substitute product to be purchased I go for micro labs as the awareness of the products is high.	1.000	.650
I am aware that micro labs have more than 500 medicine products.	1.000	.804
I would recommend micro labs products to my family members or friends.	1.000	.784
I believe advertisement by the drug companies will influence my future purchasing pattern	1.000	.712
I agree that the marketing strategy of the pharmaceutical sector should be different from the marketing strategy in other industrial segments.	1.000	.799
Does the Pharmaceutical companies offer gifts to the doctors to influence their prescriptions in favor of their company medicines do you agree?	1.000	.657
I believe that micro labs products are easier to remember a brand medicine name.	1.000	.764
I am aware that Micro labs product have wide variety of products for all category.	1.000	.552
I feel that Micro labs products are quality products.	1.000	.705
I feel micro labs products are reasonable priced compared to competitors.	1.000	.746
Micro labs have better identity compared to other Indian pharmaceutical company do you agree?	1.000	.627
I feel micro labs products enjoy superior brand image compared to competitors.	1.000	.694
A medicine named caripill only medicine to treat dengue was first found and manufactured by micro labs do you agree with statement?	1.000	.783

Sources: Authors Compilation

**Table-4: One-Way Anova Analysis**

Hypothesis	F Value	Sig.	Inference
There is no significant difference in the mean score of if there is a substitute product to be purchased patients goes for micro labs as the awareness of products is high across gender.	9.034	.004	H <sub>0</sub> is rejected
There is no significant difference in mean score of advertisement by the drug companies will influence patient’s future purchasing pattern across gender.	2.754	.038	H <sub>0</sub> is rejected
There is no significant difference in mean score of patients believe that micro labs products are easier to remember a brand medicine name across gender.	2.413	.034	H <sub>0</sub> is rejected
There is no significant difference in mean score of patient’s level of awareness regarding micro labs having more than 500 medicine products across different age groups.	1.573	.204	H <sub>0</sub> is accepted
There is no significant difference in mean score of patient’s awareness regarding Micro labs private limited is an Indian company across different age groups.	0.899	.447	H <sub>0</sub> is accepted
There is no significant difference in mean score of whether patients would recommend micro labs products to their family members or friends across education groups.	4.982	.010	H <sub>0</sub> is rejected
There is no significant difference in mean score of patients feel micro labs products enjoy superior brand image compared to competitors across different age groups.	2.520	.048	H <sub>0</sub> is accepted
There is no significant difference in mean score of patients only trust doctor prescribed medicine across different occupation.	1.399	.251	H <sub>0</sub> is accepted
There is no significant difference in mean score of patients feel micro labs products enjoy superior brand image compared to competitors across different occupation.	2.600	.049	H <sub>0</sub> is rejected

Sources: Authors Compilation

**Table-5: Chi Square Analysis**

Hypothesis	Sig.	Sig. Observed	Inference
Influence of advertising has no impact on marketing strategies of pharmaceutical sector.	0.05%	.003	H0 is rejected.
Education and brand awareness are independent of each other.	0.05%	.079	H0 is accepted.
There is no relationship between willingness to shift brand and patients going for a substitute product of micro labs products as the awareness is high.	0.05%	.008	H0 is rejected.
There is no relationship between patient's purchase of micro labs through advertisement as awareness and recommendation of micro labs products from friends and family	0.05%	.038	H0 is accepted.

Sources: Authors Compilation

**FINDINGS**

The study conducted on brand positioning of micro labs indicates that if there is a substitute product to be purchased patients prefer micro labs as the awareness of the products is high across gender. Further, it was also seen that, the patients who were willing to shift brand, chose micro labs products as substitutes as the awareness is high. However, study reveals patient's awareness regarding Micro labs private limited is an Indian company is unaware among different age groups. In addition, it was found that awareness of micro labs having more than 500 products is not visible or found in different age group.

The study conducted on impact of advertisement and promotion on branding of pharma products indicated that, through advertisement the companies influence patient's future purchasing pattern across gender. Further it was found that, there is a significant relationship between patients thinking towards advertisement by the drug companies will influence their future purchasing pattern and marketing strategy of the pharmaceutical sector should be different from the marketing strategy in other industrial segments. However, it is inferred that there is a significant relationship between patient's purchase of micro labs through advertisement as awareness and recommendation of micro labs products from friends and family.

The study conducted on attributes and its impact on demographic variables indicate that patients feel micro labs products does not enjoy superior brand image compared to competitors across different education groups, however the study among different occupation revealed that a superior brand image is enjoyed. Further, it was found that patients do not only trust doctor prescribed medicine but they would go alternate medicine if available across different occupation. However, it was found that there is a no significance relationship between education and brand awareness. In addition, the patients believe that micro labs products are easier to remember a brand medicine name across gender.

The study further reveals Patient's would recommend micro labs products to family and friends across different education groups.

**SUGGESTION**

- Pricing of the medicines should be affordable and reasonable compared to the competitors.
- Doctors faith and trust regarding micro labs products should be achieved because majority of the patients buy medicines only which are prescribed by the doctors.
- It is suggested that the micro labs products are to be made available at all the times in all the pharmacists, as people are willing to buy substitute if micro labs products are available.
- People are unaware that micro labs products are available in all category so it is recommended that necessary steps like advertisements, promotions should be done so that people are made aware about the various products that micro labs have.
- Brand image should be improved as patients feel that other brands have superior brand image.
- It is found that the awareness is low regarding the brand and if proper advertisements are made then their future-purchasing pattern will influence both male and female.
- Across various age groups, people are unaware of various micro labs products. Hence, it is recommended that all the age groups should be targeted and awareness should be increased.
- People are willing to shift brand when alternate brand is readily available so hence the company should make sure their products are at the patient's fingertip always.
- Company should focus on improving awareness regarding micro labs in all aspects like (age, gender, education background, income) people are ready to shift to micro labs products.



- Company should gain the trust and faith of the patients and when this is done any recommendations from family and friend's people are ready to buy micro labs products.

### CONCLUSION

Particularly in pharmaceutical industry, there are numerous intermediaries in companies and end consumer. Based on in-depth survey with consumers conducted, it showed that consumers are rarely able to correctly link a pharmaceutical product with pharmaceutical company. Even though their involvement is high with the product, (for example their close family member or they themselves are consuming product) it is not reflected in terms of awareness. One of the factors that consumers may use to judge a company is perceived expertise and overall success. The theoretical framework proposed that positioning with respect to reputation leads to success. The study concluded branded medicine of good quality, produce assured results and reliable are highly rated by prescriber. When it comes to patient's compliance color of the medicine, size of the medicine, taste of the medicine are important factors. The study concluded that brand medicine belonging to trustworthy company and promoted by trustworthy company attains high score, which is an indicator of preference for well-known company.

It is evident from the study that attributes and dimensions of brand positioning have a significant impact on the prescribing decision of doctors and purchase decision of buyers. Hence, there is a huge opportunity for the company to focus on brand positioning and targeting the right customers and end consumers.

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