

# Sale And Marketing of different System of Medicines

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**Abstract:** The sales and marketing landscape of various medicinal systems is dynamic and diverse, reflecting the global healthcare industry's multifaceted nature. Traditional medicinal systems, such as Ayurveda, Traditional Chinese Medicine (TCM), and Unani, employ unique philosophies and therapies rooted in cultural traditions. Modern pharmaceuticals, driven by Western medicine, dominate mainstream markets with scientific advancements and evidence-based approaches. Effective sales and marketing strategies must navigate this complex terrain, considering cultural preferences, regulatory frameworks, and consumer perceptions. Establishing trust, educating consumers, and adapting to local nuances are crucial for success. Integrative approaches that harmonize traditional and modern medicine are gaining traction, presenting new opportunities for holistic healthcare solutions. In this intricate ecosystem, understanding the diverse needs and preferences of both practitioners and patients is paramount for the successful promotion of medicinal systems globally.

**Key words:** Ayurvedic, Siddha, Unani, marketing, sale, medicine

## 1 INTRODUCTION

Over time, there has been an increasing amount of attention paid to pharmaceutical marketing initiatives targeted towards physicians. Pharmaceutical firms use a variety of strategies.[1] such are free sample campaigns targeted to physicians and journal advertisements [2] printed product brochures and other presents that assisted them in making their items more agreeable [3] Pharmaceutical businesses typically allocated at least 20% of their sales to marketing.[4] It brought them great financial gain, so they had no need to give up those strategies. According to estimates, 84% of pharmaceutical marketing campaigns target doctors since, in the eyes of the manufacturers, doctors are the primary decision-makers and the gatekeepers of medication sales [6–8]. [6] Because pharmaceutical markets have a national

identity, their structures vary from nation to nation. Nonetheless, the pharmaceutical sector is global in scope.[7] As far as we are aware, not many published studies have discussed the issue in the developing world, particularly those from the Middle East.

were those found in the nations of the Middle East Over time, there has been an increasing amount of attention paid to pharmaceutical marketing initiatives targeted towards physicians. Pharmaceutical businesses Employ many tactics to enhance the acceptance of their medications, such as physician-focused promotions that include free samples, printed product materials, periodical ads, and other presents. Pharmaceutical companies gained a lot of money by marketing their products, often allocating 20% or more of their revenues to it. As a result, they had no reason to discontinue these strategies. According to estimates, 84% of pharmaceutical marketing campaigns target doctors since, in the eyes of the manufacturers, they are the primary decision-makers and gatekeepers of drug sales. Because pharmaceutical markets have a national identity, their structures vary from nation to nation. Nonetheless, the pharmaceutical sector is global in scope. To the best of our knowledge, very few published studies—especially those from the middle-eastern countries—addressed the situation in the developing world.[8] sales promotion was defined by Achumba(2002) as "those marketing activities, displays, expositions, demonstrations, and other one-time sales initiatives that deviate from the norm, which stimulate consumer purchasing and dealer effectiveness, other than personal selling, advertising, and publicity." "The marketing strategy of momentarily providing better value for money" is what it is.[9] It is recognised as an atypical assorted selling approach that falls outside the purview of advertising or personal selling. It is strategically planned to accomplish short-term objectives,

sometimes inside a restricted area and through certain channels.[10] said that the goal of sales promotion was to motivate consumers to take action. It's an "urgency" technique by definition, designed to persuade clients to act now, before it's too late. It serves as an "acceleration" tool, designed to boost sales by directly impacting both the "speed of decision" and the decision-making process. Stated differently, it refers to "the variety of instantaneous purchase-stimulating short-term promotional strategies employed by marketers." [11] Since the goal of sales promotion is to position the product as a "once in a long while opportunity," it should be able to elicit multiple purchases from clients.

Marketing encompasses a broad range of activities, from initial planning and product creation to post-purchase servicing and customer behaviour analysis. When entering foreign markets, marketing is crucial for boosting exporting [12]

## 2. BRAND PERFORMANCE

It's common to see the term "brand" as having a unique identity. It can be viewed as a name, trademark, symbol, logo, or identity in certain contexts, but it can also refer to an organization's tangible and intangible characteristics. [13] " Customers' impressions of a product are efficiently encoded with its emotive and utilitarian values through branding," claim Franzen and Bouwman (2001). Customers' perceptions of a brand's functional capabilities may be clouded by unfavourable attitudes, even while some brands fulfil or beyond their functional expectations.

Chaudhuri and Moris (2001) suggest that a brand's profitability and appeal determine its performance. Customers must yearn for or desire to own a brand in a way that allows the brand to make more money than it costs in order for it to be considered successful. According to Weeraward and O'Cassisen (2010), brand performance is a measure of a company's relative success in the marketplace and demonstrates the power of the brand in the market. It is reflected in the accomplishment of a company's objectives and plan. Its market share, sales growth, or profitability can all be used to achieve this. In light of this, a brand is seen strong when goals are reached and weak when they are not. It is well established that no two businesses can have the same brand goals and objectives throughout a given time frame, and that a

company's objectives can occasionally alter. It may be front of mind or brand loyalty at one moment, and brand awareness at another. For instance, "Brand A" may be becoming more well-known while "Brand B" is accumulating a sizable following of devoted clients. If the goal is to raise awareness at that point in time, the nuances don't constitute "Brand A" a failure.

## 3. SALE PROMOTION

As demonstrated by Abdelhamied's (2013) investigation [14] " The impact of brand preference and sales promotion behaviours in fast-food establishments were the topic of the study. Its goal was to look into how sales promotions affected post-promotion behaviours in Egypt, such as buying behaviour and consumer loyalty. Research has also been done on the impact of promotion on fast food restaurant patrons' product preferences. The study employed the intentional sampling methodology as its sampling method. 386 of the 530 diners who received questionnaires from 28 foreign Quick food establishments in Alexandria and Cairo were determined to be reliable sources for the study. Data were analysed using multiple regressions, independent t-tests, frequencies, simple percentages, means, factor analyses, and multiple regressions using SPSS version 20.0. Additionally, cross tabulation and ANOVA were used in the study. The findings demonstrated that using sales promotion strategies can boost the number of buy intentions.

"The characteristics of sales promotion and their impact on brand equity." The target society for the study, which was carried out in Tehran at Etk stores, was the customers. The structural equation modelling method was used to analyse the data (SEM). The results demonstrated that brand association and awareness are influenced by promotions. In her research on sales promotion, AdeJohnson confirmed the power of sales promotion to increase awareness and loyalty. Sales promotions are thought to generate rumours or chatter about a brand. Trials follow, and when these are met with satisfaction and quality, loyalty usually develops.

## 4.SALES & MARKETING INNOVATION

Several viewpoints on marketing innovation have been discussed in academic and policy literature. In their

various reports, policy makers—such as government agencies and international organizations—include marketing innovation (see, for example, the Global Innovation Index (Cornell University, INSEAD, and WIPO, 2018), the European Union's 2017 European Innovation Scoreboard, and the Community Innovation Survey conducted by the European Commission). These diverse reports, which take into consideration marketing innovation as a standalone item or within a broader innovation concept, rely on definitions found in the Oslo Manual (OECD/Eurostat, 2005, 2018). Nonetheless, there has been some variance in how marketing innovation is conceptualised in the academic literature, as Table 1 illustrates. Although Table 1 includes direct quotations from the literature, the references also contain articles that use the same or a similar concept. Several definitions have been put forth, covering narrowly focused techniques (such customer management) or more broadly defined marketing strategies. Most authors in Table 1 define marketing innovation as novel approaches to marketing that use one or more of the four Ps of marketing, or both. Gupta et al. (2016), for instance, include the 4Ps plus

a. Defining marketing innovation:

Several viewpoints on marketing innovation have been discussed in academic and policy literature. International organisations and government bodies, for example, incorporate marketing innovation into their reports. European Innovation index [15]

b. Innovation in technology: novel good or service

The development of new products (63 articles) and services (31 articles) is examined in a significant number of publications that have a technical innovation viewpoint. According to this perspective, product innovation is the process of altering a product's features through the changing of underlying technologies. [16]

C. Marketing innovation as a single concept against several

Several marketing elements are stacked onto one construct to create marketing innovation as a single construct. We found that there were anywhere from three (Sánchez-Gutiérrez et al., 2019) to seven (Lamey et al., 2012) articles in the literature. Each of these publications focused on the firm or interorganizational level and used a quantitative methodology.[17]

## 5. THE IMPACT OF PHARMACEUTICAL MARKETING STRATEGIES ON THE PRESCRIBING PATTERNS OF PHYSICIANS IN LEBANON

Over time, there has been an increasing amount of attention paid to pharmaceutical marketing initiatives targeted towards physicians. Pharmaceutical businesses use a variety of strategies.[18] such are free sample campaigns targeted at physicians and journal commercials [19] printed product brochures and other presents that assisted them in making their items more palatable[20]

Pharmaceutical managers can optimise promotion activities by first determining where to focus their efforts to maximise their benefits and then selecting the most effective promotional strategy and tool to persuade physicians, thereby avoiding any unnecessary expenditure, thanks to their managerial perspective on the influence that drug companies have over physicians.[21]

a. The application of ethical theories during interaction with the pharmaceutical industry

These ideas were created to provide pharmaceutical company management and medical experts with a better understanding of their views regarding the various criticisms levelled against marketing, as well as their positions on morally challenging issues and their plans for handling them. There are two ideas in practical ethics that come into play while making decisions: deontological and utilitarian. In deontological ethics, duties were of great importance and results might not justify methods, in contrast to utilitarian ethics, where goals justified the means by which they were achieved.[22]

Such ethical concerns were brought up by pharmaceutical marketing that was tailored to doctors, including the giving of gifts and samples. [Medical marketing tailored to doctors, including sample distribution and gift-giving, brought up these moral concerns.[23]

b. Marketing and promotion practices regarding the Lebanese code of ethics

The three primary parts of the Lebanese Code of Ethics are the pledge and signature, implementation procedures, and marketing and promotion practices.[24] Although the prescription procedure (drug adoption) was our main focus, there are a variety

of additional factors to consider. For example, certain doctors may not approve of a particular medication while others may.[25] While there was a dearth of research on the impact of gender on prescription, there were also very few studies on the subject of how gender variations in customer (physicians') actions [26]

c. Physicians as customers and relationship marketing theory

Pharmaceutical sales and marketing experts came to the conclusion that a physician's prescription actions—specifically, whether they switched to a different brand—was a major factor in a brand's success.[27] Relationship marketing's overarching goals were to increase mutual value for all parties involved and boost marketing productivity. As such, they were part of the partnership rather than controlling the clients (physicians).[28]

## 6. GLOBAL PHARMA LOOKS TO INDIA

a. Growing Research & Development:

Although India's R&D base is currently modest, it possesses a number of advantages that should help it in the long run. With a population of nearly 70 million, English is the most widely spoken language in the world outside of the US. Additionally, the country has an exceptional higher education system, producing approximately 12,000 PhDs and 115,000 Master's degree holders in science annually To achieve its potential and convert these opportunities into global success stories, the Indian pharma industry requires the support and collaboration of all stakeholders, including the Government, academia and financial investors. Working together will be crucial, yet few Indian pharmaceutical businesses have collaborated with university institutions to do fundamental research up to this point.[29]

Traditionally, many of these scientists have left the country to work abroad, but organisations like Ranbaxy are now making a concerted effort to entice them back with the promise of chances for novel research. Additionally, salaries are far less than those in Western Europe or North America. The cost of wages in the pharmaceutical sector in India is roughly one-third that of wealthy nations.[30]

b. An expanding pharmaceuticals market:

It appears that India's pharmaceutical sector will have steady long-term growth. In the global league table, it is now ranked fifteenth, with revenues of about US\$19 billion in March 2009[31] Currently, price limitations for critical pharmaceuticals are mandated by the federal government of India; however, these are being reviewed. Price limitations are applied to specific summary, rising purchasing power and shifts in the epidemiology should lead to substantial increases in sales volumes; nonetheless, India is still a price-sensitive market. medications under the authority of the National Pharmaceutical Pricing Authority (NPPA), which is in charge of the Drugs Price Control Order (DPCO). In 1979, there were 347 price-controlled medications; by 1987, there were only 143.[32]

The Department of Pharmaceuticals in the Indian Government has also started operating a pharmacy for the general public named "Jan Aushadhi" in a number of locations. These stores offer generic medications for far less money than equivalent branded medications.[33]

## 7. DIGITAL BUSINESS MARKETING

a. Social Media Promotion:

Social media activity is a marketing tool for search engines. Google+1s, Twitter retweets, and Facebook postings all help to improve your search engine ranking. Social media marketing makes it possible for a company to communicate with its clients directly. It enhances the brand's values and fortifies the company's reputation. By promoting discussion and sending out updates about the corporate website, it is possible to counteract the unfavourable interactions in a public forum.[34]

b. Email Newsletters:

Additionally, consumers can access emails with ease because to the growing popularity of smartphones and tablets. According to the Exact Target study, 77% of customers prefer authorised marketing communications sent by email over text and social media platforms, which only receive 6% of the market. Customers can choose a connection and only provide the information they wish to receive with email, giving them a sense of control and personalisation.[35]

c. Pay Per Click Ads:

Pay-per-click, or PCC, advertisements are contingent upon the search term that Google employs. Ad analytics technology enables the company to evaluate the effectiveness of PPC ads. The business will only get paid if someone clicks the link.[36]

d. Patient and Health Care Provider (HCP) services: Pharmaceutical businesses often anticipate providing technology-driven services that enable individuals to monitor and manage their health since more and more consumers and healthcare professionals use tools on a daily basis. These initiatives will also make a significant contribution to the development of novel treatments and research. It is important to take advantage of patient services that are available through technology, such as applications, websites, or instructional materials that provide access to a wider range of services that support medical professionals and patients in managing health issues.[37]

## 8. UNDERSTANDING AND RESPONDING TO PHARMACEUTICAL PROMOTION

### CONSUMER BEHAVIOUR IN PHARMACEUTICAL MARKET:

a. Methods:

A qualitative synthesiser was used to combine the features and findings of the included investigations. It was not possible to do a statistical analysis or a quantitative comparison due to the variability and nature of the retrieved data. Nevertheless, Witell et al. (2020) contend that observational data allows researchers to introduce abstract knowledge, while qualitative research yields fresh insights that may lead to novel pathways.[38]

The PCC (Population, idea, and Context) mnemonic was used to develop a thorough search strategy. The population in this case included users of pharmaceutical services, the idea was marketing and consumer behaviour, and the context was clinical pharmaceutical services.[39]

## 9.GREEN MARKETING IN PHARMACEUTICAL INDUSTRY

The globe is under unprecedented pressure because of the loss of natural resources, which has led to a sharp increase in the recent push for green marketing. The

globe is under extraordinary strain because of the loss of natural resources, which has led to a sharp increase in demand for green marketing in recent years.

Stage – 1 : Development Stage

- Using resources that can be easily Recycled.
- Using minimum packaging inputs

Stage – 2 : Production Stage

- By using alternative to save resources such as energy and water
- Minimizing waste
- Reducing toxicity and reducing emission.

Stage – 3 : Consumption Stage

- Minimizing packaging as much as possible.
- Reducing wastage in production.

Stage – 4 : Disposal Stage

- Reusing and recycling the waste generated.
- Disposing the waste in eco-friendly manner.

## 10.MARKETING RESEARCH AND THE INFORMATION

A microenvironment's marketing research examines the products, prices, distribution networks, competitors, and customers. The selection of an enterprise's marketing activity's strategy and techniques is the tangible outcome of marketing research. The most popular area of marketing research is market research. Market trends and processes, such as analyses of economic shifts, scientific and technological advancements, demographic shifts, ecological shifts, and other factors, are the focus of market research. Investigations are also conducted into the market's structure, region, capacity, selling dynamics, competitive environment, market conjecture, opportunities, and risks. Forecasts of the market's growth, an assessment of speculative trends, and an identification of critical success determinants are the fundamental outcomes of market research. It is done to segment the market and select target markets and market niches.

a.Research of Consumers:

Customers of the organisations (enterprises) include government agencies, wholesalers, merchants, manufacturing firms, and other charities. These include pharmacies, hospitals, wholesalers, resellers, and manufacturers of medications. One characteristic of drug users is that they base a lot of their behaviour

on seeing doctors related to the illness or its preventive.[42]

## 11. AN ANALYSIS ON CONSUMER PREFERENCE OF AYURVEDIC PRODUCTS

### a. Consumers Brand Preference and Demographic Factors:

For the same reason, trust grew. A consumer's decision to choose a specific brand is highly complex because it is dependent on numerous factors. Purchase intentions among consumers are typically correlated with their preferences, behaviour, and attitudes. Purchase behaviour is the most crucial factor in how customers evaluate a product.[43]

### b. Sample and Data Collection:

Because the Delhi NCR region is one of India's most populated and diverse urban areas, respondents from that area took part in the study. A nonprobability convenience sampling technique was employed to choose study participants. IBM SPSS for data analysis (Version 20) was used. The factors influencing the Ayurvedic product brand preference were found using exploratory factor analysis. Regression analysis was also employed to calculate the influence of the parameters found on brand preference. ANOVA and the T-test were employed to evaluate the hypotheses pertaining to the demographic variables.

## 12. STRATEGIC MARKETING MODEL FOR PRACTICE OF AYURVEDIC MEDICINE

### a. Ayurvedic Medicines-Status in India and Abroad:

Ayurveda, which translates to "the knowledge for long life" [47]; [48], is an ancient Indian medical system that is considered an alternative form of treatment. It is a result of both conventional and contemporary knowledge systems. India needs a new marketing plan because its ayurvedic medicine is losing customers. China is gaining market share worldwide, and the export of ayurvedic medications has decreased.

The currency Instead of concentrating on the characteristics of its own strategy, a company can take steps to influence the strategic environment in which it competes, a tactic known as "strategic amplification." The term "strategic resource diversion" describes how one company might exert influence over another in a competitive market by influencing how they allocate their resources.

### b. Background information on Trichy-Thanjavur Ayurveda Doctors:

Most patients of ayurvedic medicine come from middle-class or lower-middle-class families. Since these doctors have a long history of good practice, the majority of patients have a great deal of faith in them. Furthermore, these self-made medications are consistently effective and are made with actual Ayurvedic manuscripts. Indeed, these physicians' Ayurvedic remedies have long been associated with reasonable prices, yet they are still primarily recognised as medical professionals.

## 13. MARKETING STRATEGIES USED BY HOMEOPATHIC MEDICINE

A healthcare professional who runs a medical practice is a homoeopathic practitioner. The primary characteristic of a homoeopathic practice is providing efficient medical care during consultations (Allied Health Professions Council of South Africa).[45]

### a. Homeopathy in a global context:

Worldwide, homoeopathy has been used to treat a wide range of illnesses. As an illustration, the Cuban public health agency uses homoeopathy to treat a variety of illnesses, including cholera, dengue fever, hepatitis A, leptospirosis, pneumococcal disease, swine flu, and viral conjunctivitis, since 2004. "Homoeopathy from its inception contributed immensely to public health and epidemics are not the exception," state Saveria, Dastagiri (2020: 164). It has a long history of being used to treat, contain, and fight epidemic and pandemic diseases.

### b. Perception of homeopathy:

In order to ascertain the level of homoeopathy knowledge among Grade 12 students in the Durban metropolitan area of South Africa, Small (2004) performed a study. The findings were not encouraging since 76% of the participants had never heard of homoeopathy before, despite the fact that over 80% of them expressed a desire to learn more about that. Homoeopathic physicians urgently need to take on the role of family physicians and be the first to recommend treatment in the event that a disease develops, claims Naicker (2008). There are two reasons for this need: Compared to traditional medicine, homoeopathy is far safer and has no adverse effects. Additionally, because homoeopathic medicines have a strong life power, children respond well to them.[46]

#### 14. MARKETING STRATEGIES USED BY UNANI MEDICINE:

The Unani medical system is a fantastic medical science and art. It views an individual as a whole, not as a collection of separate components. Its goal is to heal the body, mind, and spirit. The four humours identified by Hippocrates—blood, phlegm, yellow bile, and black bile—are the foundation of this system.[47]

Since ancient times, Unani formulas have been used successfully to treat a wide range of illnesses. They have undergone extensive testing. Pharmacological uses have been made of a variety of herbs and natural substances having anti-inflammatory, anti-microbial, anti-ulcerogenic, antioxidant, and wound healing qualities. [48]

#### 15. FUTURE PERSPECTIVE

Artificial Intelligence in Pharmaceutical Sales & Marketing:

Help create a more predictive and individualised brand experience. Increase brand awareness and justify actions that advance brand objectives avoiding a great deal of volatility in the market's perspective.

The tools include signal weighting and entropy pooling, which improve customer satisfaction, loyalty, earnings, and competitive advantage. Make deep learning-based configuration recommendations that maximise validity, content, and pricing.[49]

1. Digital Transformation: 1. Increasing reliance on digital platforms, telemedicine, and online information means pharmaceutical companies will need to strengthen their digital presence. Utilizing advanced data analytics for personalized marketing and targeted outreach will become even more prevalent.

2. Patient-Centric Approaches: A shift towards patient-centric care will influence pharmaceutical marketing. Companies may focus on direct-to-patient engagement, providing educational resources, and building communities to enhance patient understanding and adherence to treatment plans.

3. Artificial Intelligence (AI) and Machine Learning (ML): AI and ML technologies can optimize marketing strategies by examining vast datasets to identify trends, predict market dynamics, and customize promotional efforts. This could lead to more efficient and targeted campaigns.

4. Virtual and Augmented Reality: The integration of virtual and augmented reality in pharmaceutical marketing may enhance medical education, allowing healthcare professionals to experience product information in immersive and interactive ways.

5. Blockchain Technology: The use of blockchain in pharmaceutical marketing can enhance transparency in the supply chain, ensuring the authenticity of drugs. This may become a valuable tool in addressing issues like counterfeiting and improving trust among stakeholders.

6. Value-Based Healthcare: Pharmaceutical companies may shift towards a value-based approach, emphasizing the outcomes and benefits of their products. This involves demonstrating the value of medications in improving patient outcomes and quality of life.

7. Regulatory Changes: Evolving regulations, especially in areas like data privacy and marketing practices, will influence how pharmaceutical companies approach sales and marketing. Compliance with regulations while maintaining effective communication will be a critical aspect.

8. Remote Monitoring and Telehealth: The rise of remote patient monitoring and telehealth services creates opportunities for pharmaceutical companies to engage with healthcare providers and patients in innovative ways. Tailoring marketing strategies to support these evolving healthcare models will be essential.

9. Environmental Sustainability: Increasing awareness of environmental issues may drive pharmaceutical companies to adopt sustainable practices in production and distribution. Aligning marketing strategies with environmentally conscious initiatives could become a key aspect of brand image.

10. Collaboration and Partnerships: elaborate efforts between pharmaceutical companies, healthcare providers, and technology firms may increase. Partnerships can facilitate the development of integrated solutions and novel approaches to sales and marketing.

Navigating this evolving landscape will require adaptability and a commitment to leveraging technology for improved healthcare outcomes and more effective communication with both healthcare professionals and patients.

16. The influence of social media:

Numerous elements influence how social media marketing is developing. Even though the pharmaceutical sector is heavily regulated, the growth in illnesses is encouraging patients to become more involved. The pharmaceutical sector is starting to accept more social media marketing as a result of this shift. Here are a few of the contributing elements.

- 1) Rise in digital communication
- 2) Rise in e-patient
- 3) Change in the outlook of Indian Healthcare practitioners
- 4) Use of health portals
- 5) Adaptation of multi-channel and closed loop marketing
- 6) Holistic pharma value chain
- 7) Reduction in cost for information storage and sharing.

Growth of Electronic Messaging Social media emerged as a major motivator and channel for patient and healthcare professional interaction. Digital media spans a large geographic region, helps promote disease and brand awareness, and facilitates CME for physicians. It also allows for real-time connection between physicians and patients.[49]

#### CONCLUSION

In conclusion, the pharmaceutical sales and marketing landscape is undergoing a transformative shift, especially when considering different systems of medicine. Traditional systems, such as Ayurveda, Traditional Chinese Medicine, and Western medicine, each present unique challenges and opportunities. Integrating diverse approaches demands a nuanced marketing strategy that respects cultural nuances, emphasizes evidence-based practices, and navigates regulatory landscapes. The future success of pharmaceutical sales and marketing will hinge on a holistic understanding of global healthcare needs, innovative approaches that bridge traditional and modern medicine, and a commitment to patient-centric communication across diverse healthcare systems.

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