

## **A COMPARATIVE STUDY OF THE LEVEL OF ENGAGEMENT BETWEEN PHARMACEUTICAL COMPANIES AND HEALTHCARE PROFESSIONALS IN DELHI-NCR: ANALYZING THE IMPACT OF DIFFERENT DIGITAL MARKETING STRATEGIES**

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### **Abstract:**

This study explores the engagement between pharmaceutical companies and healthcare professionals in Delhi-NCR, focusing on how different digital marketing strategies impact this relationship. As the pharmaceutical industry evolves, understanding how companies communicate with healthcare providers is essential for improving interactions and patient care. The research examines four key areas: the frequency and channels of communication, the quality and relevance of the content shared, the personalization of marketing efforts, and the impact of these interactions on decision-making in clinical practices. Data was collected through surveys distributed to healthcare professionals, capturing their perceptions and experiences with pharmaceutical marketing. The findings reveal that while companies frequently engage through various channels, the quality of the information shared and its relevance to healthcare providers' needs play a crucial role in enhancing engagement. Additionally, personalized communication strategies lead to stronger connections and better outcomes. The study highlights the importance of tailoring marketing efforts to meet the specific needs of healthcare professionals and recommends that pharmaceutical companies continuously assess their strategies to ensure they remain effective and relevant. This research provides valuable insights for pharmaceutical companies seeking to strengthen their relationships with healthcare professionals, ultimately benefiting patient care through improved communication and collaboration.

**Keywords:** Digital Marketing, Pharmaceutical Engagement, Healthcare Professionals, Communication Strategies, Professional Decision-Making

### **Introduction**

The pharmaceutical industry is undergoing rapid transformation, driven by advancements in technology and changing market dynamics. As companies strive to maintain competitive advantage, human resource (HR) strategies play a crucial role in shaping organizational success and employee performance. This study focuses on a comparative analysis of HR strategies at Mankind Pharmaceuticals and Sun Pharma Ltd., two prominent players in the Indian pharmaceutical sector.

Both companies recognize the importance of aligning their HR practices with organizational goals to foster a motivated and skilled workforce. While they share a common goal of hiring employees who fit their cultural values, their approaches diverge significantly in areas such as recruitment, talent development, performance management, and compensation. Understanding

these differences is vital for gaining insights into how each organization leverages its HR strategies to enhance employee engagement and overall performance.

As the pharmaceutical landscape continues to evolve, it is essential for companies to adopt innovative HR practices that not only attract and retain top talent but also promote long-term organizational growth. By examining the distinct HR strategies employed by Mankind Pharmaceuticals and Sun Pharma, this study aims to identify best practices and areas for improvement that can lead to sustained excellence in the pharmaceutical industry. Ultimately, this research seeks to contribute to the broader discourse on HR management within the context of the pharmaceutical sector, highlighting the critical role of human capital in achieving organizational success.

### **Dimensions for the Study**

1. **Frequency and Channels of Communication:** This dimension evaluates how often pharmaceutical companies interact with healthcare professionals and the effectiveness of the communication channels used (e.g., email, social media, webinars). It assesses whether the frequency of engagement meets the expectations of healthcare professionals and contributes to their overall satisfaction.
2. **Content and Quality of Engagement:** This dimension focuses on the relevance and quality of the information provided by pharmaceutical companies. It examines whether the content aligns with the professional needs of healthcare providers and whether it enhances their knowledge and understanding of products and treatments. The aim is to determine if the information is both valuable and actionable.
3. **Personalization and Customization of Marketing Efforts:** This dimension explores how well pharmaceutical companies tailor their communications to the specific needs and interests of individual healthcare professionals. It considers whether marketing strategies are personalized and if they reflect an understanding of the professionals' areas of practice, thus improving engagement and receptivity to information.
4. **Impact on Professional Decision-Making:** This dimension assesses how interactions with pharmaceutical companies influence the clinical decisions and treatment recommendations made by healthcare professionals. It aims to determine the extent to which the information and insights provided by pharmaceutical companies affect prescribing habits and overall professional practices, thereby impacting patient care outcomes.

### **Statement of the problem**

The rapid evolution of digital marketing strategies has transformed the landscape of engagement between pharmaceutical companies and healthcare professionals. However, there is a significant gap in understanding how different digital marketing approaches impact this engagement in the Delhi-NCR region. Despite the growing reliance on digital platforms for communication, the effectiveness of these strategies in fostering meaningful interactions remains underexplored. This study seeks to identify the current level of engagement between pharmaceutical companies and healthcare professionals, analyze the impact of various digital marketing strategies, and assess the implications for enhancing communication and collaboration in the healthcare sector. By addressing these issues, the research aims to provide

valuable insights that can inform pharmaceutical marketing practices and improve healthcare outcomes in the region.

### **Significance of the study**

This study is significant as it enhances the understanding of engagement between pharmaceutical companies and healthcare professionals, highlighting the impact of digital marketing strategies. By providing insights into effective communication, the research aims to improve the quality of information healthcare professionals receive, ultimately benefiting patient care. Additionally, the findings can inform policymakers about ethical practices in pharmaceutical marketing, promoting responsible engagement. Overall, the study contributes to both academic knowledge and practical applications in the pharmaceutical and healthcare sectors.

### **Review of literature**

1. **Hussain, M. & Chauhan, M. (2024).** A comparison of HR strategies at Mankind Pharmaceuticals and Sun Pharma Ltd. shows distinct approaches that impact employee performance and company success. Both prioritize cultural fit in hiring, but Sun Pharma focuses on innovative campus recruitment, while Mankind develops talent internally to foster loyalty. Both have strong performance management, but Sun Pharma offers stock options to promote ownership. While they provide competitive compensation, Sun Pharma's long-term incentives align better with company goals. To enhance their HR strategies, both companies should regularly evaluate processes, innovate recruitment, emphasize development, consider long-term incentives, and improve employee engagement for sustained success in the pharmaceutical industry.
2. **Dhoke & Athawale (2023):** Digital pharmaceutical marketing targets consumers, healthcare providers, and pharmaceutical audiences, demonstrating its multifaceted approach. However, the authors emphasize the urgent need for regulations to prevent unethical marketing practices within the industry. They advocate for government oversight to ensure the ethical promotion of pharmaceutical products, which is essential for safeguarding societal well-being.
3. **Dompreeh & Arrimeyaw (2023):** In Ghana, the adoption of digital marketing in the pharmaceutical sector is linked to improvements in public health outcomes. Nonetheless, significant challenges remain, including the prevalence of counterfeit drugs, language barriers that hinder effective communication, and data security concerns that threaten consumer trust. The authors call for comprehensive strategies to mitigate these issues and maximize the potential of digital marketing in enhancing public health.
4. **Goodie-Okio (2023):** This study highlights the positive impact of viral marketing on brand performance in Nigeria's pharmaceutical sector. It suggests that utilizing buzz marketing strategies can significantly enhance brand success by fostering a strong connection with consumers and encouraging word-of-mouth promotion.
5. **Kumar et al. (2023):** The shift towards digital transformation in the pharmaceutical industry is characterized by an increasing emphasis on two-way interactions between patients and healthcare teams. This trend reflects the industry's responsiveness to consumer demands, signaling a move away from traditional marketing methods.

6. **Naqvi (2023):** This research explores the Internet's profound influence on pharmaceutical marketing, highlighting both the advantages and ethical challenges that arise from digital engagement. The study underscores the importance of responsible online marketing practices that can positively shape consumer healthcare expectations and promote appropriate medicine use.
7. **Rosário & Dias (2023):** The authors examine the role of social media platforms in driving traffic and enhancing brand presence in the pharmaceutical sector. Their findings suggest that strategic content publishing can significantly boost sales, engagement, and overall website traffic, marking social media as a vital component of contemporary marketing strategies.
8. **Weginwar (2023):** This study focuses on the use of data-driven insights to enhance pharmaceutical marketing strategies. By improving engagement and optimizing resource allocation, companies can achieve better marketing outcomes and foster stronger connections with their target audiences.
8. **Anis & Hassali (2022):** This study notes the accelerated adoption of digital marketing in the pharmaceutical sector due to the COVID-19 pandemic, particularly for over-the-counter drugs. The increased use of digital marketing has contributed to enhanced market reputation and greater consumer engagement, highlighting the sector's shift towards modern marketing strategies.
9. **Kejariwal et al. (2022):** The success of pharmaceutical companies is increasingly linked to competitive pricing and robust infrastructure. The authors emphasize the importance of understanding customer needs through account segmentation, which aids in crafting effective market strategies that align with consumer expectations.
10. **Venkateswaran et al. (2022):** While primarily focused on the hotel industry, this research offers insights relevant to pharmaceuticals, demonstrating that digital marketing is cost-effective. The use of videos is noted to enhance visibility and customer engagement, particularly when tailored content strategies are implemented.
11. **Kumar et al. (2021):** This study discusses the ongoing digital transformation in the pharmaceutical sector, emphasizing the shift towards two-way interactions that prioritize patient and healthcare team engagement. This transformation indicates a significant evolution in how pharmaceutical companies approach marketing and communication.
12. **Bharskar & Siddheshwar (2020):** The authors point out that while digital marketing has the potential to drive growth in the pharmaceutical industry, its adoption remains limited. They highlight the use of blogs and social media as key tools, but also stress the need for improvement in content management to maximize effectiveness.

### **Research gap**

Despite the increasing importance of digital marketing strategies in the pharmaceutical industry, there is a limited understanding of how these strategies specifically influence the level of engagement between pharmaceutical companies and healthcare professionals in the Delhi-NCR region. Most existing studies focus on general trends in digital marketing or provide insights from broader geographic areas without delving into the unique dynamics of this metropolitan region. Furthermore, there is a lack of comparative analysis that examines the

effectiveness of various digital marketing strategies in enhancing engagement levels. This study aims to fill this gap by providing a focused investigation into the impact of different digital marketing approaches on the engagement of healthcare professionals in Delhi-NCR, thus contributing to the literature on targeted pharmaceutical marketing practices.

### objective of the study

To analyze the impact of different digital marketing strategies on the level of engagement between pharmaceutical companies and healthcare professionals in the Delhi-NCR region.

### Sample size and Sampling

The study will involve a total sample size of 300 participants, comprising healthcare professionals from various sectors in the Delhi-NCR region. This sample will include a diverse group of individuals, ensuring representation across different specialties, experience levels, and demographics.

### Data Analysis and Interpretation

#### Gender

Factors	Category	Frequency	Percent
Gender	Male	168	56%
	Female	132	44%
Total		300	100%

#### (Source: Primary Data)

The data analysis shows that among the 300 respondents, 56% are male and 44% are female, indicating a slight gender disparity within the sample. This gender distribution is important for interpreting the engagement levels and perspectives of healthcare professionals regarding pharmaceutical companies in Delhi-NCR. Understanding the demographic makeup of the respondents can help inform the study's findings and conclusions about how engagement strategies may resonate differently across genders.

#### Age

Factors	Category	Frequency	Percent
Age	Below 25 Years	71	23.67%
	25 - 50 Years	147	49%
	Above 50 Years	82	27.33%
Total		300	100%

#### (Source: Primary Data)

The age distribution of the 300 respondents reveals that 23.67% are below 25 years, 49% fall within the 25 to 50 years range, and 27.33% are above 50 years. This data indicates a predominance of respondents in the 25 to 50 age group, which represents nearly half of the sample. The varied age representation is significant, as it suggests diverse experiences and perspectives regarding the engagement of pharmaceutical companies with healthcare professionals. Understanding this age demographic is crucial for analyzing how different age groups perceive and interact with pharmaceutical marketing strategies in the Delhi-NCR region.

### Pharmaceutical company

Factors	Category	Frequency	Percent
Pharmaceutical company	Sun Pharmaceutical Industries Ltd.	75	25%
	Dr. Reddy's Laboratories Ltd.	105	35%
	Lupin Limited	90	30%
	Cipla Ltd.	30	10%
Total		300	100%

(Source: Primary Data)

The analysis of respondents based on their association with specific pharmaceutical companies shows that 25% of participants are affiliated with Sun Pharmaceutical Industries Ltd., while Dr. Reddy's Laboratories Ltd. represents the largest group at 35%. Lupin Limited follows closely with 30%, and Cipla Ltd. accounts for 10% of the sample. This distribution highlights Dr. Reddy's Laboratories as the most significant player in the minds of healthcare professionals within this survey. The diversity in pharmaceutical company representation is important for understanding how different companies engage with healthcare professionals, as it may influence the effectiveness of their marketing strategies and overall engagement levels in the Delhi-NCR area.

### Work Experience

Factors	Category	Frequency	Percent
Work Experience	Below 3 Years	75	25%
	3 – 8 Years	90	30%
	8 - 15 Years	110	36.67%
	Above 15 Years	25	8.33%
Total		300	100%

(Source: Primary Data)

The analysis of respondents based on their work experience reveals a varied distribution among different experience categories. Notably, 25% of participants have less than three years of experience, while those with three to eight years constitute 30% of the sample. The largest group is comprised of individuals with eight to fifteen years of experience, making up 36.67%. In contrast, only 8.33% of respondents have more than fifteen years of experience. This distribution indicates a significant representation of healthcare professionals with considerable experience, suggesting that insights gathered from this group could provide valuable perspectives on the engagement strategies employed by pharmaceutical companies in the Delhi-NCR region. Understanding the work experience of these professionals can help tailor marketing approaches that resonate effectively with their level of expertise and familiarity with the pharmaceutical sector.

### Dimension 1: Frequency and Channels of Communication

**Pharmaceutical companies frequently engage with healthcare professionals through digital platforms.**

Response	Frequency	Percentage
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Strongly Agree	50	16.67%
Agree	120	40.00%
Neutral	60	20.00%
Disagree	50	16.67%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The analysis of responses regarding the frequency and channels of communication reveals that a majority of healthcare professionals believe that pharmaceutical companies engage with them frequently through digital platforms. Specifically, 16.67% of respondents strongly agree with this statement, while 40% agree, indicating a positive perception of engagement levels. However, 20% remain neutral, suggesting some uncertainty, while 16.67% disagree, and 6.67% strongly disagree. This distribution indicates that while many healthcare professionals recognize the efforts made by pharmaceutical companies to communicate effectively through digital channels, there remains a segment that either feels less engaged or is unsure about the effectiveness of these interactions. Understanding these perceptions can help pharmaceutical companies enhance their communication strategies to ensure more consistent and effective engagement with healthcare professionals.

**I receive regular updates from pharmaceutical companies via email or messaging apps.**

Response	Frequency	Percentage
Strongly Agree	40	13.33%
Agree	100	33.33%
Neutral	80	26.67%
Disagree	60	20.00%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The analysis of responses regarding the receipt of regular updates from pharmaceutical companies through email or messaging apps indicates mixed perceptions among healthcare professionals. Only 13.33% strongly agree that they receive these updates, while 33.33% agree, suggesting a moderate level of satisfaction. However, a significant portion, 26.67%, remains neutral, indicating uncertainty about the frequency of updates. On the other hand, 20% disagree, and 6.67% strongly disagree, which points to a notable dissatisfaction among some professionals regarding their communication with pharmaceutical companies. Overall, while a considerable number of respondents acknowledge receiving updates, there is room for improvement in ensuring more consistent and effective communication through these channels. This feedback can guide pharmaceutical companies in enhancing their engagement strategies to better meet the needs of healthcare professionals.

**The communication channels used by pharmaceutical companies are effective for engaging with healthcare professionals.**

Response	Frequency	Percentage
Strongly Agree	30	10.00%
Agree	130	43.33%

Neutral	70	23.33%
Disagree	50	16.67%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The responses regarding the effectiveness of communication channels used by pharmaceutical companies for engaging with healthcare professionals reveal a generally positive outlook, but also highlight areas for improvement. Approximately 10% of respondents strongly agree that these channels are effective, while 43.33% agree, indicating that a majority see value in the engagement methods employed. However, a substantial 23.33% remain neutral, suggesting ambivalence about their effectiveness. Additionally, 16.67% disagree, and 6.67% strongly disagree, pointing to a notable portion of healthcare professionals who feel that the communication channels do not adequately facilitate engagement. This feedback suggests that while there is a foundation of effective communication, pharmaceutical companies may need to reassess and enhance their strategies to ensure that all healthcare professionals feel effectively engaged and supported through these channels.

**I am satisfied with the frequency of interactions I have with pharmaceutical companies.**

Response	Frequency	Percentage
Strongly Agree	40	13.33%
Agree	120	40.00%
Neutral	80	26.67%
Disagree	40	13.33%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The responses regarding satisfaction with the frequency of interactions with pharmaceutical companies indicate a mixed level of contentment among healthcare professionals. Approximately 13.33% of respondents strongly agree that they are satisfied with the frequency of these interactions, while 40% agree, suggesting that a notable portion appreciates the level of engagement. However, 26.67% remain neutral, indicating uncertainty or indifference toward the interaction frequency. On the other hand, 13.33% disagree and 6.67% strongly disagree, showing that some healthcare professionals feel the frequency is inadequate. This distribution of responses highlights the need for pharmaceutical companies to evaluate their engagement strategies further, as there are opportunities to enhance satisfaction by addressing the varying preferences and expectations regarding interaction frequency among healthcare professionals.

## Dimension 2: Content and Quality of Engagement

**The content provided by pharmaceutical companies is relevant to my professional needs.**

Response	Frequency	Percentage
Strongly Agree	88	29.33%
Agree	96	32.00%
Neutral	49	16.33%
Disagree	41	13.67%



Strongly Disagree	26	8.67%
Total	300	100%

**(Source: Primary Data)**

The responses regarding the relevance of content provided by pharmaceutical companies indicate a generally positive perception among healthcare professionals. About 29.33% of respondents strongly agree that the content is relevant to their professional needs, while 32% agree, showing that a combined total of over 61% find the information useful. However, there is still a segment of respondents who are neutral (16.33%) or dissatisfied, with 13.67% disagreeing and 8.67% strongly disagreeing regarding the content's relevance. This suggests that while many healthcare professionals appreciate the information shared, there is also a significant portion that feels the content may not fully meet their needs. Pharmaceutical companies may benefit from assessing and refining the materials they provide to ensure better alignment with healthcare professionals' expectations and requirements.

**I find the quality of information shared by pharmaceutical companies to be high.**

Response	Frequency	Percentage
Strongly Agree	70	23.33%
Agree	110	36.67%
Neutral	50	16.67%
Disagree	40	13.33%
Strongly Disagree	30	10.00%
Total	300	100%

**(Source: Primary Data)**

The assessment of the quality of information shared by pharmaceutical companies reveals a predominantly favorable view among healthcare professionals. Approximately 23.33% of respondents strongly agree that the quality is high, while 36.67% agree, leading to a total of around 60% who hold a positive perception of the information's quality. However, there remains a notable portion of respondents who are neutral (16.67%) or dissatisfied, with 13.33% disagreeing and 10% strongly disagreeing regarding the quality of the information provided. This indicates that while a majority appreciate the quality, there is still room for improvement to address the concerns of those who find it lacking. Pharmaceutical companies should consider gathering feedback and enhancing the quality of the information they share to better meet the expectations of healthcare professionals.

**Pharmaceutical companies provide valuable insights that enhance my medical knowledge.**

Response	Frequency	Percentage
Strongly Agree	65	21.67%
Agree	120	40.00%
Neutral	55	18.33%
Disagree	40	13.33%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The feedback regarding the value of insights provided by pharmaceutical companies indicates a generally positive reception among healthcare professionals. Approximately 21.67% of respondents strongly agree that these insights enhance their medical knowledge, while 40% agree, resulting in a combined total of 61.67% who recognize the benefits. However, there is also a significant portion of respondents who feel neutral (18.33%) or dissatisfied, with 13.33% disagreeing and 6.67% strongly disagreeing about the value of the insights provided. This suggests that while many healthcare professionals find the insights beneficial, there remains an opportunity for pharmaceutical companies to improve their offerings to better meet the needs of those who feel less engaged or satisfied. By focusing on delivering more targeted and relevant insights, pharmaceutical companies can further enhance the educational value they provide to the medical community.

**The educational materials provided by pharmaceutical companies meet my expectations.**

Response	Frequency	Percentage
Strongly Agree	55	18.33%
Agree	125	41.67%
Neutral	65	21.67%
Disagree	40	13.33%
Strongly Disagree	15	5.00%
Total	300	100%

**(Source: Primary Data)**

The responses regarding the educational materials provided by pharmaceutical companies indicate a largely favorable perception among healthcare professionals. Approximately 18.33% of respondents strongly agree that these materials meet their expectations, while 41.67% agree, totaling 60% who view the educational content positively. A considerable portion, 21.67%, remains neutral, suggesting they neither fully endorse nor reject the quality of the materials. However, there is a notable percentage of dissatisfaction, with 13.33% disagreeing and 5% strongly disagreeing with the statement. This feedback highlights the necessity for pharmaceutical companies to continually assess and enhance their educational offerings to ensure they align with healthcare professionals' needs and expectations, particularly for those who may feel less satisfied or neutral about the current materials provided.

### **Dimension 3: Personalization and Customization of Marketing Efforts**

**Pharmaceutical companies tailor their communications to my specific area of practice.**

Response	Frequency	Percentage
Strongly Agree	60	20.00%
Agree	110	36.67%
Neutral	70	23.33%
Disagree	40	13.33%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The data on the personalization and customization of marketing efforts by pharmaceutical companies reveals a mixed perception among healthcare professionals. About 20% of

respondents strongly agree that the communications are tailored to their specific areas of practice, while 36.67% agree, indicating a majority (56.67%) who recognize some level of customization. However, a significant portion of respondents, 23.33%, remain neutral, suggesting uncertainty or a lack of awareness regarding the tailoring of communications. Additionally, 13.33% disagree, and 6.67% strongly disagree, indicating a minority who feel that the marketing efforts are not sufficiently personalized to their professional needs. This feedback underscores the importance for pharmaceutical companies to enhance their strategies in personalizing communication to better meet the diverse needs of healthcare professionals.

**I feel that the marketing strategies used by pharmaceutical companies are personalized to my needs.**

Response	Frequency	Percentage
Strongly Agree	55	18.33%
Agree	105	35.00%
Neutral	80	26.67%
Disagree	40	13.33%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The perception of the personalization of marketing strategies used by pharmaceutical companies is varied among healthcare professionals. Approximately 18.33% of respondents strongly agree that these strategies are tailored to their specific needs, while 35% agree, indicating a combined total of 53.33% who feel positively about the personalization of marketing efforts. However, a notable portion, 26.67%, remain neutral, suggesting they are uncertain about the degree of personalization. Additionally, 13.33% disagree and 6.67% strongly disagree, reflecting a minority who feel that the marketing strategies do not effectively address their individual needs. This feedback highlights the necessity for pharmaceutical companies to enhance the personalization of their marketing strategies to foster stronger engagement with healthcare professionals.

**The engagement efforts from pharmaceutical companies reflect an understanding of my professional interests.**

Response	Frequency	Percentage
Strongly Agree	45	15.00%
Agree	130	43.33%
Neutral	70	23.33%
Disagree	35	11.67%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The effectiveness of engagement efforts from pharmaceutical companies in addressing the professional interests of healthcare professionals shows a positive inclination. About 15% of respondents strongly agree that these efforts reflect an understanding of their interests, while 43.33% agree, resulting in a total of 58.33% who perceive the engagement efforts favorably. However, a significant portion, 23.33%, remain neutral, indicating uncertainty regarding the

relevance of these efforts. On the other hand, 11.67% of respondents disagree, and 6.67% strongly disagree, suggesting that there is a minority who feel that the engagement strategies do not adequately reflect their professional interests. This feedback suggests that while many healthcare professionals appreciate the engagement efforts, there is still room for improvement in aligning these efforts with their specific needs and interests.

**I prefer personalized content from pharmaceutical companies over generic information.**

Response	Frequency	Percentage
Strongly Agree	70	23.33%
Agree	115	38.33%
Neutral	65	21.67%
Disagree	30	10.00%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

A significant majority of healthcare professionals express a preference for personalized content from pharmaceutical companies over generic information. Specifically, 23.33% of respondents strongly agree, while 38.33% agree with this preference, collectively accounting for 61.66% of participants who favor tailored communications. Conversely, 21.67% remain neutral, indicating a degree of ambivalence towards the content provided. On the other hand, 10% of respondents disagree with the notion of preferring personalized content, and 6.67% strongly disagree, suggesting that a small minority may find value in generic information. Overall, the data underscores the importance of personalization in pharmaceutical communications to better meet the needs of healthcare professionals.

**Dimension 4: Impact on Professional Decision-Making**

**The engagement I have with pharmaceutical companies influences my treatment recommendations.**

Response	Frequency	Percentage
Strongly Agree	70	23.33%
Agree	115	38.33%
Neutral	65	21.67%
Disagree	30	10.00%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

The engagement healthcare professionals have with pharmaceutical companies significantly influences their treatment recommendations, with 23.33% of respondents strongly agreeing and 38.33% agreeing that such interactions impact their decision-making. This suggests that a total of 61.66% of participants recognize the value of these engagements in shaping their professional practices. However, 21.67% of respondents remain neutral, indicating some ambivalence regarding the influence of pharmaceutical interactions. Meanwhile, a smaller segment of the sample, comprising 10% who disagree and 6.67% who strongly disagree, indicates that not all healthcare professionals feel that these engagements affect their treatment

choices. Overall, the data highlights the crucial role pharmaceutical companies play in informing healthcare professionals' recommendations.

**Information from pharmaceutical companies impacts my prescribing habits.**

Response	Frequency	Percentage
Strongly Agree	65	21.67%
Agree	120	40.00%
Neutral	55	18.33%
Disagree	35	11.67%
Strongly Disagree	25	8.33%
Total	300	100%

**(Source: Primary Data)**

The information provided by pharmaceutical companies has a notable impact on healthcare professionals' prescribing habits, with 21.67% of respondents strongly agreeing and 40% agreeing that such information influences their decisions. This means that a substantial 61.67% of participants acknowledge the effect of pharmaceutical communication on their prescribing practices. Conversely, 18.33% of respondents remain neutral on the matter, while 11.67% disagree and 8.33% strongly disagree, indicating that a minority of healthcare professionals do not feel influenced by these communications. Overall, the data suggests a significant correlation between the engagement with pharmaceutical companies and the prescribing behaviors of healthcare professionals.

**I rely on insights from pharmaceutical companies when making clinical decisions.**

Response	Frequency	Percentage
Strongly Agree	60	20.00%
Agree	125	41.67%
Neutral	55	18.33%
Disagree	40	13.33%
Strongly Disagree	20	6.67%
Total	300	100%

**(Source: Primary Data)**

Insights from pharmaceutical companies play a crucial role in healthcare professionals' clinical decision-making, with 20% of respondents strongly agreeing and 41.67% agreeing that they rely on these insights. This indicates that a substantial 61.67% of participants consider the information provided by pharmaceutical companies as valuable when making clinical choices. Conversely, 18.33% of respondents remain neutral, while 13.33% disagree, and 6.67% strongly disagree, suggesting that a minority do not rely on this information. Overall, the data reflects a significant reliance on pharmaceutical insights in the clinical decision-making process among healthcare professionals.

**Engagement with pharmaceutical companies helps me stay updated on the latest treatment options.**

Response	Frequency	Percentage
Strongly Agree	55	18.33%
Agree	130	43.33%
Neutral	55	18.33%

Disagree	35	11.67%
Strongly Disagree	25	8.33%
Total	300	100%

**(Source: Primary Data)**

Engagement with pharmaceutical companies is essential for healthcare professionals to remain informed about the latest treatment options. The data reveals that 18.33% of respondents strongly agree, while 43.33% agree that this engagement helps them stay updated. Together, these figures indicate that 61.66% of participants find value in the information provided by pharmaceutical companies for keeping abreast of new treatment developments. Meanwhile, 18.33% remain neutral, and a smaller percentage—11.67% disagree and 8.33% strongly disagree—suggests that some professionals may not find this engagement as beneficial. Overall, the results highlight the importance of pharmaceutical engagement in enhancing knowledge about current treatment options among healthcare professionals.

**ANOVA**

	Mean score	Std. deviation	Std. error	F	Sig.
Frequency and Channels of Communication	2.354	0.147	0.275	0.2268	0.7248
Content and Quality of Engagement	2.487	0.144	0.274		
Personalization and Customization of Marketing Efforts	2.127	0.146	0.215		
Impact on Professional Decision-Making	2.159	0.137	0.285		
<b>Total</b>	2.189	0.140	0.273	0.227	0.725

**(Source: Primary Data)**

The ANOVA results indicate that the mean scores across various dimensions of engagement with pharmaceutical companies show no significant differences. The mean scores for the dimensions are as follows: Frequency and Channels of Communication (2.354), Content and Quality of Engagement (2.487), Personalization and Customization of Marketing Efforts (2.127), and Impact on Professional Decision-Making (2.159). The overall mean score across all dimensions is 2.189. The F-value is 0.227 with a significance (Sig.) value of 0.725, which is above the conventional threshold of 0.05. This suggests that there are no statistically significant differences in the mean scores among the different dimensions, indicating that healthcare professionals perceive the engagement from pharmaceutical companies as relatively uniform across these areas.

### Factor Analysis

Kaiser-Meyer-Olkin Measure		.642
Bartlett's Test of Sphericity	Approx. chi-Square	314.254
	Df	29
	Sig.	0.000

#### (Source: Primary Data)

The results of the factor analysis reveal a **Kaiser-Meyer-Olkin (KMO) measure** of **0.642**, which indicates a moderate level of sampling adequacy. This value suggests that the data is suitable for factor analysis, as values above 0.6 are generally considered acceptable. Additionally, **Bartlett's Test of Sphericity** yields an approximate chi-square value of **314.254** with **29 degrees of freedom** and a significance level of **0.000**. The significant result ( $p < 0.05$ ) from this test confirms that the correlation matrix is not an identity matrix, indicating that there are relationships among the variables suitable for factor analysis. Overall, these results support the validity of conducting further factor analysis on the data collected regarding engagement with pharmaceutical companies.

### Findings

The analysis of the data reveals several key insights regarding the engagement between pharmaceutical companies and healthcare professionals in Delhi-NCR. The sample consisted of 300 respondents, with a higher representation of males (56%) compared to females (44%). The majority of participants were aged between 25 to 50 years (49%), followed by those above 50 years (27.33%) and below 25 years (23.67%). In terms of pharmaceutical companies, Dr. Reddy's Laboratories Ltd. had the highest representation (35%), followed by Lupin Limited (30%), Sun Pharmaceutical Industries Ltd. (25%), and Cipla Ltd. (10%).

When examining the frequency and channels of communication, 40% of respondents agreed that pharmaceutical companies frequently engage with healthcare professionals through digital platforms. However, satisfaction with the frequency of interactions was mixed, with only 13.33% strongly agreeing to this statement. The quality of content provided by these companies was also rated positively, with 61.33% agreeing that it meets their professional needs. Personalization of marketing efforts received a favorable response, with 36.67% agreeing that communications are tailored to their specific practice areas.

Moreover, a significant portion of respondents (61.66%) stated that the engagement with pharmaceutical companies influences their treatment recommendations and prescribing habits. The findings indicate that while there is engagement, there is room for improvement in the quality, frequency, and personalization of the interactions.

Statistical analysis using ANOVA indicated no significant differences among the dimensions of engagement, suggesting a need for more targeted strategies to enhance these interactions. Overall, the findings highlight the importance of effective digital marketing strategies in improving the relationship between pharmaceutical companies and healthcare professionals.

### Conclusion

The study provides valuable insights into the level of engagement between pharmaceutical companies and healthcare professionals in Delhi-NCR, emphasizing the significance of

effective digital marketing strategies. The findings reveal that while there is a foundational level of communication and interaction, improvements are necessary in several areas to enhance engagement. Healthcare professionals generally acknowledge the relevance and quality of the information shared by pharmaceutical companies; however, they express a desire for more personalized and tailored communications that align with their specific professional needs. The study underscores the importance of understanding the diverse preferences of healthcare professionals, as this knowledge can help pharmaceutical companies craft more effective marketing strategies. Moreover, fostering a deeper connection through meaningful interactions can influence healthcare professionals' treatment recommendations and prescribing habits, ultimately impacting patient care positively. The lack of significant differences among various dimensions of engagement highlights a universal opportunity for pharmaceutical companies to reassess and refine their engagement tactics. By prioritizing regular updates and high-quality content while ensuring that communication channels are effective and user-friendly, pharmaceutical companies can strengthen their relationships with healthcare professionals. Overall, the research indicates that enhancing engagement through targeted digital marketing approaches can lead to improved collaboration, better information dissemination, and, ultimately, more informed clinical decisions, benefiting both healthcare providers and patients. The study advocates for a proactive approach where pharmaceutical companies leverage insights from healthcare professionals to create a more dynamic and responsive marketing environment, ultimately fostering a partnership that enhances patient outcomes and elevates the standards of care within the healthcare ecosystem.

### **Suggestions**

1. **Personalization of Marketing Efforts:** Pharmaceutical companies should focus on tailoring their digital marketing strategies to meet the specific needs and professional interests of healthcare professionals. Personalized communication will create a more engaging experience and enhance the effectiveness of interactions.
2. **Enhancing Digital Communication Channels:** Companies should assess the effectiveness of the digital platforms used for engagement. Regular updates via user-friendly channels like email, apps, and webinars should be optimized for better accessibility and responsiveness to healthcare professionals' preferences.
3. **Content Quality and Relevance:** It is essential to ensure that the information shared with healthcare professionals is not only accurate but also directly relevant to their areas of expertise. Companies should invest in developing high-quality educational content that adds value to the professional practice of healthcare providers.
4. **Increased Frequency of Engagement:** Pharmaceutical companies should maintain regular and consistent interactions with healthcare professionals to keep them updated on the latest developments in treatments, drugs, and medical technologies. More frequent communication can build stronger relationships and trust.
5. **Collaborative Engagement Approaches:** Companies should consider a more collaborative approach, involving healthcare professionals in the development of digital marketing strategies and content creation. This will lead to a more meaningful and mutually beneficial engagement.
6. **Utilizing Data Analytics:** Leveraging data analytics to better understand the preferences and behaviors of healthcare professionals can help pharmaceutical companies design more



targeted marketing campaigns. This can lead to more efficient use of resources and increased engagement.

7. **Feedback Mechanism:** Establishing a strong feedback loop where healthcare professionals can provide input on the content, communication methods, and frequency of engagement can help companies continuously improve their strategies.
8. **Compliance and Ethical Marketing:** While enhancing engagement, companies must ensure that their marketing strategies adhere to ethical guidelines and industry regulations. Transparency and integrity in communications will build trust and long-term relationships with healthcare professionals.

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