



Principles and Discussion of Market Strategy: The Impact of Direct-to-Consumer Advertising (DTCA) On Saudi Corporation's Health Teams and The Existing Health System in Saudi Arabia

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Abstract

Few studies have looked at the marketing of 'pharmaceutical drugs' in Saudi Arabia. This paper is unique in that it examines the role of the pharmacist in these markets, thus providing an important addition to the understanding of the challenges to the industry in this country and important implications for pharmaceutical marketing strategies. The main purpose of this study is to evaluate the pharmacists' role in gulf pharmaceutical market. Pharmaceutical companies' marketing strategies have traditionally targeted only physicians and, more recently, consumers. The purpose of this paper is to explore the role of the pharmacists as a prescriber, influencers, switchers, and dispenser of pharmaceutical drugs in one developing country, Saudi Arabia. The study is theoretical and based on secondary data. The study found that pharmacists influence 42% of all purchase decisions for pharmaceuticals; with higher levels of influence in lower social class neighborhoods. Also, the study found that one out of four pharmacists is classified as an Influencer.

Keywords: *Pharmaceutical marketing, Pharmacists, Developing countries, Saudi Arabia, Expert power, Pharmaceutical products, Marketing strategy, Influencer.*

Introduction

Medicines are 'chemicals' or 'compounds' that human beings use to cure or prevent disease; sometimes to ease symptoms; or aid in the diagnosis of disease or infections. They are one of the most important products for human survival. Pharmaceutical industries have been an important part of modern industries as well as

national industries, and the proof of this situation is the large increase in the number of pharmaceutical factories and warehouses that constantly seek to adapt marketing mechanisms to get the largest market share. Hence, the subject of drug marketing is an important part of the relationship between national industries on the one hand and marketing on the other because marketing is capable in the distribution of a product and also in increasing the rate of profitability from it. Faiz Kermani (2006) encapsulates this phenomenon in two sentences in his book *Marketing and Public Relations*, as he writes:

The successful transition from scientific discovery to commercially available products is crucial to a company's survival. Marketing and public relations are essential tools in this regard as they enable a company to position its product relative to rival products and bring it to the attention of those who prescribe and use it. (p.8)

Pharmaceutical work is a business centered around or affiliated with health or community institution. The pharmacy serves consumers, i.e. patients, in a market characterized by a competition for the company's survival and also to achieve its desired objectives. The management of the pharmacy must organize its relations with the market and consumers, and this happens through the consideration of pharmacy as a marketing activity, that is the pharmacy needs an effective marketing plan for the target market. The same applies to a doctor's work hospital or any health care provider. The following ten steps, which represent the stages of the organized entrance to prepare an effective marketing plan, provide data and information needed, how to analyze it, and how to formulate the specific aspects of a marketing plan, and how to evaluate the results achieved from the implementation of the plan. In particular, the pharmaceutical industry uses these strategies to try to achieve its goals. Some large pharmaceutical companies rely on strict market planning, for example, Swiss Boots and Hoffmann-La Roche. The main principles applied by all business units such as medical centers, hospitals, pharmacies, and drug stores, pharmaceutical manufacturers are:

1. Market Review

There are ten steps for doing a market review which they are reviewing the business, Identify opportunities and problems, Set sales targets, determine the target market, Identify marketing objectives and strategies, Competitive Position Strategy, Identify the marketing mix elements, Budgeting the marketing plan and its implementation dates, Implementation, and Calendar.

Step 1: Review the Business

The business review provides a quantitative and descriptive basis of data and information that is the basis for all decisions marketing strategy of the plan. The unit of medicine or pharmacy needs to take some steps. Most important step is summary and general framework which includes its philosophy and description of its goods and services (pharmaceutical and non-pharmaceutical), their target markets, and analysis of their sales, specifications of their goods and services and their prevalence, rates and habits of purchase, distribution, and

market services, pricing, discounts, and historical development of the unit compared to marketing with competing units and analysing demand for their goods and services.

Step 2: Identify Opportunities and Problems

A business unit must, before its marketing plan, first develop the main results for the business review stage in the form of problems, their solutions and existing opportunities, and opportunities that arise from strengths and positive conditions.

Step 3: Set Sales Targets

When a business or business unit begins formulating its marketing plan, it is the first task to manage carry out is to set sales targets that reflect the proposed levels of selling goods and services. The business unit can set sales targets by taking the following three steps:

- Set partial sales targets using various quantitative methods.
- The transfer of partial objectives to the goals of the college and vehicle sales.
- Modifying the overall sales targets that have been achieved using qualitative factors such as the economy and competition.

Step 4: Determine the Target Market

That the target market is the reason for the existence of pharmaceutical goods and services, and that the business unit let their target market be the driving force of their marketing plan. The target market consists of a group of individuals or organizations. The pharmacy can follow the following detailed steps:

- I. Identifying the target primary market for consumers:
 - A. Determine the buyer or user depending on the following factors:
 - Quantity purchased or service used.- The degree of influence on the decision to use or purchase.
 - Market size.- Target markets by competing for business units.
 - Basic benefits of goods and services provided by the business unit for each target market.
 - B. Comparison of the current target market with the demographic and geographical aspects of the overall market.
 - C. Identify target market segments.
- II. Identify target primary market for organizations:
 - A. Identify current key customers.

B. Target new customers with great potential to purchase.

C. Identify decision-makers and decision-making.

III. Identify target secondary markets:

A. The business unit should identify secondary target markets, among those markets excluded when determining their primary target markets.

Step 5: Identify Marketing Objectives and Strategies

The basis of the marketing plan is the marketing objectives and strategies. Marketing objectives describe the nature of what needs to be done to achieve until the business unit accomplishes the sales objectives.

Marketing objectives must meet the following requirements:

1. Be specific and accurate.
 2. Be measurable.
 3. Be linked to a specific period.
 4. Focus on influencing the target market behaviors.
- A. Marketing objectives are divided into two types of market targeting:
- Users and current buyers.
 - Potential and new users and buyers.

The business unit develops marketing objectives based on a review of target sales targets and market problems and opportunities and develops a standard equation that allows determining if the objectives marketing will enable the realization of the selling objectives. The marketing strategy can be seen as a statement that explains in detail how it is done achieving a marketing objective, and examples of marketing strategies:

- National, regional and local market strategies.
- Seasonal strategies.
- Competitive strategies.

Target Market Strategies.

Product Labeling Strategies

- Pricing strategies.
- Distribution, penetration and coverage strategies.
- Personal selling strategies.
- Promotion strategies.
- Spending strategies.
- Message strategies.
- Trading strategies.

Marketing and development research strategies.

- Information systems strategies.
- Primary research strategies.

Marketing strategies can be developed by reviewing problems and opportunities, reviewing marketing objectives, and develop a special marketing strategy to be adopted.

Step 6: Competitive Position Strategy

This step means that the Business Unit Manager determines what the marketing status of the goods will be the services you are dealing with, and the management of the business unit should determine the situation you wish to be. Their products are on the market, and this process is the basis of all communication you do: product education (Advertising, Promotion, Packing, Sales Force, Sales Activation, and Product Labeling Publishing). Business Unit Management determines the status of its products in the market by:

I. Comparative Selection

Comparison of the product with the products of the competing business units.

- a) Identify the differences between the product and the products of the competing business units.
- b) Prepare a list of the target markets.
- c) Identify the characteristics of the target markets. Comparison of the characteristics of the product and the needs and desires of the target markets.

II. Map Selection

- a) Specification of products according to their relative importance.
- b) Arranging the products and products of the competing work units according to each specification.
- c) Picture the desired position of the product on a map.

Step 7: Identify the Marketing Mix Elements

- I. The product, its brand and its packaging represent the essential elements of the entire marketing mix, and to be developed the plan for this product must define product targets through the following steps:
 1. Develop new products or innovative pharmaceutical combinations.
 2. Development of new uses of existing products.
 3. Expansion of existing product lines.
 4. Improving and modifying existing products.
 5. Discover more efficient ways to produce or purchase the product.
- II. Develop product strategies that achieve goals by improving products or finding more efficient ways to produce them to teach the product you must:
 1. Identify brand objectives.
 2. Develop a brand strategy that leads to a name consistent with the product.
 3. Setting standards and standards for brand quality, which are a strategic extension of brand positioning.

4. Generate the largest number of names and choose from them in light of established standards.

III. To develop a product mobilization plan, we can follow these steps:

A. The pharmaceutical company determines the objectives of mobilizing its products through:

1. Connect unique product features to customers.
2. Urge customers to experiment with the product.
3. Protect the product from leakage, loss or damage.
4. Facilitate product use.
5. Facilitate promotional offers.

B. The company sets its packaging strategy, focusing on design and format
Appearance, size, and color.

C. To develop the pricing plan:

• Setting pricing targets:

1. Desired price level.
2. Geographical coverage of the price.
3. Timing of pricing.

• Developing pricing strategies:

1. Promotional pricing.
2. Psychological pricing.
3. Geographical pricing.

IV. To develop the distribution plan, it must:

• Setting Distribution Objectives:

1. Penetration or diffusion.
2. Select specific distribution outlets.
3. Geographical coverage.
4. Timing.

V. Develop a distribution strategy that achieves distributive objectives and takes into consideration the intermediaries facilitating marketing facilities and producers.

To set promotional goals, you must:

- Review marketing strategies.
- Review the marketing strategy chosen and the corresponding marketing objectives.
- Prepare parts mode: what, who, and how, in the measurable promotional target.

VI. To develop programs and promotional strategy, you must:

- Review promotional objectives.
- Review opportunities and problems that may face us.
- Develop a marketing strategy in its final form.
- Develop alternative operational programs.

- Calculate the cost and potential return of promotional efforts.
- Selecting the best ways to implement promotion programs.

Step 8: Budgeting the Marketing Plan and its Implementation Dates

- I. There are three steps that a business unit should do:
 1. Setting a budget showing the estimated costs of each marketing tool used in the marketing plan.
 2. Utilize the return analysis so that the results of the marketing plan can be realized returns that meet profit and sales goals.
 3. After confirming the positive results of the cost-benefit analysis, the timetable should be established of the stages and procedures included in the marketing plan.
- II. Determining the marketing budget:

Several methods are used in determining the marketing budget:

 1. How to take a percentage of sales.
 2. Method of tasks to be achieved.
 3. Competitive method

Step 9: Implementation

Once the marketing plan has been finalized, the relevant business unit should be placed implementation in the pharmaceutical market.

Step 10: Calendar

After the Department of Business Unit implements its marketing plan in the market, it needs to evaluate the results, and a method of methodological evaluation must then be developed to ensure a continuous assessment of the operational steps of its plan marketing. Each of the objectives of the marketing plan can be used as a measurement tool in the evaluation process several methods, the most important of which are:

- a) Method of comparison and direction of sales.
- b) Tribal and remote research.
- c) Improved sales growth model.

The marketing function of the Pharmaceutical Business Unit is responsible for two vital tasks:

- a) Develop a comprehensive business and marketing strategy.
- b) Implement this strategy using marketing tools and specific activities.

2. Research Market Methodology

This process is the general formulation of the research, in which the search process is defined which are limited to the following:

This dimension relates to the ideal timing to introduce a new pharmaceutical product to the market. Submission is immediate a drug product is safe and effective in the treatment of a life-threatening disease Will not be so precise and clear. Some medicines need to be delivered to intensive quality campaigns ahead of time production. Some medicines are used only in certain social, environmental, climatic and psychological conditions, and no must be provided promptly. Pharmaceutical marketing as a process to reach markets are sometimes seen as caps separating the parties wishing to exchange). (Exchange is considered as a system).How these gaps and gaps between the parties wishing to exchange are foreseen removed. Market access requires marketing activities to eliminate gaps between parties wishing to exchange. It is common knowledge that the essence of marketing exchanges. The existence of a market is a basis for exchange and not an alternative for each exchange you need to:

1. Two or more Parties.
2. They are willing to satisfy unsatisfied desires.
3. They have something of value to offer to each other.
4. They can communicate properly.

In normal economic conditions, everyone who deals in commodities is called producer, he has the money to buy the product called consumer, and the producers look to the market as are "people with purchasing power and a desire to satisfy a latent need. There are four major exchange flows (Exchange Flows occur in the market access process). (Market Actualization) these flows are product flow, flow of information, and payment flow.

3. Discussion

The discussed the reality of licensing the rights of manufacturing and marketing to international pharmaceutical companies, pointed out that the investment in the pharmaceutical industry is a promising investment as the drug is considered one of the basic needs and represents the national security of any country. In economic partnerships with international companies in this field, is one of the ways that will enable the transfer of knowledge and technology in this industry, and national companies should enter into scientific and research partnerships with universities and specialized colleges at home and abroad to activate the research and development and Access to the ability to invent new drugs enhance its presence in the global market, and give them bargaining power when a higher desire to enter into regional or global partnerships. The study said that interest in the pharmaceutical industry has become much more economic and economic than its humanitarian and cognitive dimension, as a result of the profitable returns from investing in it.

The aim of the search for drugs and the development of methods to use them is simply to protect humanity from diseases that killed many, as many of these diseases have been eliminated as a result of the discovery of therapeutic or preventive drugs including but not limited to smallpox where it was officially declared in 1980 (WHO, 2000), and there is still universal action to eradicate many diseases such as poliomyelitis and rubella.

The investment in this industry has led to the discovery of new drugs that have helped greatly in the treatment or control of many acute and chronic diseases, such as vascular disease, endocrine, tumors, cancers and antibiotics of all kinds. The global drug market for 2012 was estimated at \$ 857.800 billion.

Saudi Arabia imports 25-80% of its needs, and national factories meet 20-25% of this requirement. The volume of estimates for sales in 2013 was about \$ 6 billion (59.4% of the GCC market size) And is expected to reach 7.24 billion dollars in 2015, a growth rate of more than 7.5% over the past years, which gave a good investment attractiveness translated into a number of investment projects, and the Saudi pharmaceutical market 6319 pharmaceutical registered, the production of more than 340 factories Registered in the General Authority for Food and Drug, including 18 national factories producing 1677 preparations representing 26.54% of medicines Record.

In addition to registered drugs, several drugs are marketed within the Saudi market without registration through direct bidding or purchase from some major hospitals. The study reviewed the registration systems of the drug based on the license certificate from the health authorities in the mother country, in addition to the aspects related to the marketing of innovative drugs and generic drugs, the right to manufacture and the right to marketing, to the requirements and rules governing it.

Results are inconsistent with research objectives; Presentation of the final report, it is the stage in which efforts are formulated in the previous stages, to present the results which have been reached by the relevant department of the organization. The submission of the report shall be written in a language simple and understandable, far from purely structural or artistic expressions that some people cannot understand precisely, also to take into consideration when submitting the report the specifications related to its preparation in terms of the introduction of an introduction for research, summary, and results, as well as the text that represents the essence of research. The main areas of health marketing research these are the uses that can be applied to market research in the health field:

- 1 Consumer Satisfaction: This is one of the most widely used areas of access to the information needed by FAO management this information is limited to knowing consumers' satisfaction and satisfaction with the health services provided to them, But also in their readiness and desire to have new and improved quality of health planning, as well as an indication of the organization's interest in consumers.

- 2 Physicians' needs; because doctors are the most influential part in providing and making health services available to consumers, It is appropriate for them to conduct regular surveys and ongoing research. To detect their needs and their views on how the health service is provided, and what can be adapted to develop that performance.
- 3 Employer Opinions; they are intended for all other health service producers, as they are directly involved and indirectly in the production and delivery of quality service. It is therefore essential that it be done their opinions and views on how and how the health service is provided, and what could be in the future. They can provide appropriate ideas and information to help develop the health service provided, and feel their contribution and participation in the decision-making process taken by management.
- 4 Organization Image; It is the intellectual status it occupies in society, through its long history and business and the services it has provided. So the management of the organization does not want to give up for this reputation or to decline. So they have to do the research they can to explore the views of the community on what it offers and what position it enjoys and whether it is in a state of increase or decline and to work to strengthen or treat them if the situation is negative.

This issue has grown in recent years for two reasons, the first being increased competition among organizations. The second reason is the intellectual development of the consumer and the increased awareness of the level of health service introduction.
- 5 Service Development; Organizations should keep pace with the state of development in the medical field to continue and remain based on providing its services to the public. It is, therefore, appropriate to conduct research and studies on areas in which development can be made on the health service provided, be it from where the essence of the service itself, or the Subsequent steps that may be reflected negatively on the quality of service safety, and adverse effects on consumers.
- 6 Market share and demand: The research focuses on the economic aspects and operational efficiency of the organization, capabilities in future performance. This is to measure their share or market share compared to stronger competitors from other organizations can also through this type of research measure the level of demand on current or future health services, so that preparations for expansion can be taken if necessary.

4. Conclusion

This purpose of this study to examine the influence of pharmacists' role on gulf pharmaceutical market, taking Saudi Arabia as a special case. It is posited that while strict guidelines of physician-only prescribing may be enforced in Saudi Arabia, in this country where large numbers of consumers do not live in poverty and may

thus be unable or unlikely to visit a physician, the pharmacist, because of his expertise, may act as prescriber, influencer, switcher, and dispenser of these drugs.

Here the findings are reiterated. We firstly wanted to know if the role of the pharmacist on gulf pharmaceutical market from that of dispenser to influencer, switcher and prescriber and to what extent this expanded role is exercised. It is found that the pharmacist, not health team is indeed the dominant influence in approximately four out of every ten purchases. The study also sought to better understand the circumstances in which this expanded role is more likely to occur. It was found that the likelihood of the pharmacist determining which drugs will be dispensed is greater than the lower social class neighborhoods where incomes are lower. It is also found that about one in four pharmacists could be classified as Influencers.

Finally, we were interested in better understanding the motivations behind pharmacists influence. Were the pharmacists suggesting medicines for personal gain, i.e. because they provided higher profit margins or were part of pharmaceutical firms' promotions or were their motivations based on the best interest of the patient? Our results suggest the latter. Pharmacists' total switching (from both physician prescriptions and requested brands) was most likely because they felt a different medicine was more effective or because of the economic status of the patient. There were differences in the motivations for switching in different social class neighborhoods; in A-class areas, the pharmacists were more likely than in other areas to switch due to special promotions while in C-class neighborhoods, switching was more likely due to the economic status of the patient.

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