



# UNLEASHING THE POTENTIAL: A COMPREHENSIVE STUDY OF SOCIAL MEDIA MARKETING FOR PHARMACEUTICAL PRODUCTS

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## Abstract

### Purpose

The main purpose of the study is to evaluate the details of social media marketing for pharmaceutical products

### Background

Navigating social media marketing for pharmaceutical products presents a unique challenge due to strict regulations and the need for accurate information. Balancing educational content, compliance, and engagement is key. This approach aims to provide valuable insights, foster community, and ensure patient safety while adhering to regulatory guidelines.

### Methods

In this particular study, primary quantitative data has been used to perform the data analysis. Along with this, positivism research philosophy and descriptive research design has been used to make a proper working progress. Inductive research approach is another crucial part that has been used in this particular research study.

### Findings

The findings reveal that successful social media marketing for pharmaceutical products requires a delicate blend of compliance, educational content, and interactive engagement. Prioritizing accurate information and patient safety, brands can build trustworthy communities while adhering to stringent regulatory frameworks.

**Keywords:** *Pharmaceutical products, social media marketing, compliance, regulations, educational content, engagement, healthcare professionals, user-generated content, visual aids, monitoring, ethical practices.*

## Introduction

The advent of social media has revolutionized the landscape of marketing across industries, and the pharmaceutical sector is no exception. In recent years, there has been a growing interest in leveraging social media platforms as powerful tools for promoting pharmaceutical products. This research study delves into the dynamic realm of "Social Media Marketing for Pharmaceutical Products," aiming to explore the multifaceted implications, challenges, and opportunities that this intersection presents. The pharmaceutical industry operates within stringent regulations and unique ethical considerations, necessitating a comprehensive examination of how social media can be harnessed effectively while maintaining compliance (Gao et al. 2020, p.7). This study seeks to uncover the strategies employed by pharmaceutical companies to navigate these complex waters, considering factors such as content creation, engagement strategies, and communication with diverse audiences.



**Figure 1: Impact of social media marketing**

(Source: Suarez-Lledo & Alvarez-Galvez, 2021, p.1)

The research delves into the impact of social media marketing on consumer perceptions, purchasing behaviors, and trust-building within the pharmaceutical context. Analyzing case studies, industry trends, and user sentiments, this study aims to provide insights into the extent to which social media campaigns influence brand recognition and public opinion. The ongoing digital transformation, understanding the role of social media in pharmaceutical marketing is of paramount importance (Suarez-Lledo & Alvarez-Galvez, 2021, p.1). This study not only contributes

to the academic discourse surrounding digital marketing but also offers practical insights for pharmaceutical marketers aiming to strike a balance between innovation and adherence to regulatory frameworks.

### ***Aim objective***

The main aim of the study is to understand the impact of social media marketing for pharmaceutical products.

The main objective of the study is

- To understand and discuss the details of social media marketing for pharmaceutical products
- To critically discuss the social media marketing strategies for product promotion
- To discuss the impact and challenges of social media platform in pharmaceutical products
- To evaluate the challenges of social media platform marketing for pharmaceutical products

### ***Hypothesis***

*H0: Social media marketing strategies has impact on pharmaceutical product*

*H1: Social media marketing strategies has no impact on pharmaceutical product*

### **Literature review**

Social media marketing for pharmaceutical products has emerged as a pivotal strategy within the broader landscape of pharmaceutical promotion. This innovative approach capitalizes on the widespread usage of social platforms to engage with audiences, disseminate information, and shape brand perceptions. However, this practice is intricately intertwined with regulatory challenges unique to the pharmaceutical industry (Dwivedi et al. 2021, p.20). Striking a delicate balance between harnessing the reach and interactivity of social media while complying with strict regulatory guidelines presents a notable complexity. Pharmaceutical companies are tasked with creating content that is both engaging and informative, conveying the benefits and risks of products accurately. Strategies often involve a mix of educational content, user testimonials, and interactive elements to facilitate meaningful conversations.



**Figure 2: Social media marketing in pharma industry**

(Source: Farsi, 2021, p.4)

This approach not only aims to foster brand loyalty but also to empower consumers with informed decisions. Beyond content creation, the study of social media marketing for pharmaceutical products encompasses the analysis of user responses, sentiment, and trust-building (Farsi, 2021, p.4). Tracking public reactions and engagement metrics provides insights into how well the messaging resonates with audiences and aids in refining future strategies. Moreover, the perception of pharmaceutical brands in the digital sphere greatly influences consumers' purchasing behaviors, emphasizing the need for transparency and authenticity in communication.

Social media marketing strategies for product promotion have evolved into a dynamic and indispensable facet of modern business. With the proliferation of social platforms, companies are presented with an array of tools and techniques to connect with their target audiences in unprecedented ways. Strategic content creation stands as the cornerstone of effective social media promotion (Habes et al. 2020, p.7). Crafting compelling narratives, visually appealing posts, and relevant information helps capture users' attention and encourages engagement. Integrating a mix of formats such as videos, images, infographics, and interactive posts enhances the variety and impact of the content.



**Figure 3: Implementation of social media marketing**

(Source: Schwartz & Woloshin, 2019, p.90)

Audience segmentation and targeting are pivotal strategies in optimizing reach and engagement. Understanding the demographics, preferences, and behaviors of different audience segments, companies can tailor their content to resonate with specific groups. This approach not only boosts engagement rates but also cultivates a sense of personal connection. Moreover, fostering genuine interaction and dialogue with users is a hallmark of successful social media marketing (Schwartz & Woloshin, 2019, p.90). Responding to comments, addressing concerns, and initiating conversations humanizes the brand, building trust and loyalty among followers. Collaborations with influencers and partnerships with complementary brands amplify the reach of promotional efforts. Influencers bring authenticity and a dedicated following, while brand partnerships offer cross-promotion opportunities, expanding the audience base. Marketing pharmaceutical products on social media platforms poses unique challenges. Striking a balance between promotional content and adhering to strict regulatory guidelines can be complex. The potential for misinformation and misinterpretation necessitates rigorous monitoring and moderation. Privacy concerns regarding health data and maintaining patient confidentiality add another layer of complexity (Al-Marroof et al. 2021, p.3). Moreover, building trust in an industry often viewed skeptically requires transparent, educational content. These challenges highlight the need for pharmaceutical companies to navigate the digital landscape with utmost sensitivity, caution, and compliance to ensure responsible and effective social media marketing.

## Research methodology

This study on "Social Media Marketing for Pharmaceutical Products" employs a positivist research philosophy, which emphasizes the objective observation and measurement of phenomena. The aim is to analyze the relationship between social media marketing strategies and the outcomes in the context of pharmaceutical product promotion.

Positivism seeks to uncover empirical evidence and establish causal relationships (Newman & Gough, 2020, p.20).

In this study, the focus is on understanding the impact of social media marketing strategies on pharmaceutical product promotion by collecting and analyzing observable data. A descriptive research design is adopted to provide a comprehensive overview of the current landscape of social media marketing within the pharmaceutical industry. This design enables the exploration of various aspects and characteristics of the phenomena under investigation. A deductive approach is employed, wherein a set of hypotheses and existing theories are used as a framework to guide the research process. This approach allows for the testing of established theories against empirical data collected in the study.

Primary data collection is conducted to gather firsthand information specifically tailored to the research objectives. Survey questionnaires has distributed to marketing professionals in pharmaceutical companies to obtain insights into their social media strategies, content creation, engagement techniques, and the perceived impact on product promotion. The survey contained closed-ended and Likert-scale questions to quantitatively measure variables and attitudes. A purposive sampling technique has been selected “participants who possess expertise and experience in pharmaceutical social media marketing. This ensures that the collected data are relevant and representative of the industry's practices (Zhou et al. 2022, p.450). Quantitative data obtained from the survey has been analyzed using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis. These analyses has helped establish patterns, relationships, and potential causation between social media marketing strategies and product promotion outcomes. Participant anonymity and confidentiality has been maintained, and the study has adhere to ethical guidelines when handling sensitive information related to pharmaceutical products (Budianto, 2020, p.1). This research methodology adopts a positivist philosophy, a descriptive design, a deductive approach, and primary data collection techniques to investigate the intricate relationship between social media marketing strategies and pharmaceutical product promotion. The study seeks to provide valuable insights for both academic and practical purposes in the dynamic field of pharmaceutical marketing.

## Findings

A correlation coefficient ranging from -1 to 1 indicates the strength and direction of the relationship. Social media frequency is weakly correlated with encountering pharmaceutical content (0.165) and its effectiveness (0.351\*). Encountering pharmaceutical content is moderately correlated with which social media is used (0.482\*\*),

engagement with the content (0.501\*\*), and regulatory awareness (0.352\*). Engagement with content is moderately correlated with encountering content (0.501\*\*), its effectiveness (0.379\*\*), and aspects perceived as impactful (0.300\*). Effectiveness of pharmaceutical marketing correlates moderately with encountering content (0.545\*\*), engagement (0.379\*\*), and regulatory awareness (0.468\*\*). Ethical concerns relate moderately with content effectiveness (0.168) and aspects perceived as impactful (0.224) with significant at the 0.05 level.

The model summary indicates the relationship between the predictors and the dependent variable, "How frequently you use social media platforms." The model's R value of 0.612 suggests a moderate positive correlation between the predictors and the frequency of social media usage. The R Square value of 0.374 indicates that 37.4% of the variability in social media usage frequency can be explained by the predictors. The adjusted R Square (0.188) considers the model's complexity. The standard error of the estimate is 0.736, and the Durbin-Watson statistic (2.865) checks for independence of residuals. The predictors, including ethical concerns, regulatory guidelines, and future perceptions, contribute to explaining social media usage.

The ANOVA table displays the statistical analysis of variance for the regression model concerning the dependent variable, "How frequently you use social media platforms." The regression model accounts for variability with a sum of squares of 11.982 across 11 degrees of freedom. The mean square is 1.089. The F-statistic is 2.013, and its associated p-value (0.055) suggests that the predictors, including ethical concerns, regulatory guidelines, and future perceptions, might have a marginal impact on explaining the variance in social media usage frequency. The residual sum of squares is 20.018", and the total sum of squares is 32.000. Therefore, social media has a huge impact on promotion of the pharmaceutical product promotion in the business.

## **Recommendation**

Navigating social media marketing for pharmaceutical products requires a strategic approach that balances promotional goals with ethical considerations. In this unique landscape, companies should prioritize regulatory compliance by staying informed about industry guidelines and regulations. Transparent communication is key; clearly disclose any affiliations or paid promotions to maintain credibility and trust. Focus on providing educational and informative content to establish the brand as a reliable source of health information. Engage authentically with users, promptly addressing queries and concerns. Embrace storytelling to humanize the brand and forge emotional

connections. Ensure stringent data privacy measures to protect sensitive patient information. Regularly monitor engagement metrics and adapt strategies to evolving trends.

## Conclusion

In conclusion, the realm of social media marketing for pharmaceutical products presents a dynamic and intricate landscape that demands a multifaceted approach. Striking the right balance between promotion and ethical considerations is paramount. Adhering the regulatory guidelines, practicing transparency, and delivering educational content, pharmaceutical companies can foster credibility and build trust among their audiences. Authentic engagement, responsible data management, and proactive adaptation to trends are essential for sustained success. Collaborations with healthcare professionals and the cultivation of supportive online communities contribute to a holistic approach. Embracing these principles ensures that pharmaceutical social media marketing remains not only effective but also ethically responsible in shaping the healthcare narrative of the digital age.

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## Appendix: Output

|   | Descriptive Statistics |         |         |      |                |
|---|------------------------|---------|---------|------|----------------|
|   | N                      | Minimum | Maximum | Mean | Std. Deviation |
| How frequently you use social media platforms   | 50                     | 0       | 3       | .56  | .812           |
| Which social media you use regularly  | 50                     | 0       | 3       | 1.26 | 1.175          |
| Have you ever encountered pharmaceutical products or related content on social media  | 50                     | 0       | 1       | .24  | .431           |
| If so, how did you engage with the pharmaceutical content   | 50                     | 0       | 3       | 1.08 | .853           |
| In your opinion, how effective are pharmaceutical companies in utilizing social media for marketing   | 50                     | 0       | 3       | .64  | .722           |
| What aspects of pharmaceutical social media marketing do you believe are most impactful   | 50                     | 0       | 3       | 1.46 | 1.358          |
| Are you aware of any regulatory guidelines that govern pharmaceutical social media marketing  | 50                     | 0       | 1       | .52  | .505           |
| In your opinion, how do you envision the future of social media marketing for pharmaceutical products   | 50                     | 0       | 3       | .76  | 1.021          |
| In your opinion, what is the biggest challenge pharmaceutical companies might face when implementing social media marketing strategies for their products | 50                     | 0       | 3       | 1.24 | 1.021          |
| From your perspective, what steps are needed in the social media marketing process for pharmaceutical products  | 50                     | 0       | 6       | 2.68 | 1.377          |
| How do you envision the future of social media marketing for pharmaceutical products?   | 50                     | 0       | 3       | .72  | .948           |
| What ethical concerns do you have associated with   | 49                     | 0       | 2       | 1.29 | .707           |

Correlations

|   | How frequently you use social media platforms | Which social media you use regularly | Have you ever encountered pharmaceutical products or related content on social media | If 0, how did you engage with the pharmaceutical content | In your opinion, how effective are pharmaceutical companies in utilizing social media for marketing | What aspects of pharmaceutical social media marketing do you believe are most impactful | Are you aware of any regulatory guidelines that govern pharmaceutical social media marketing | In your opinion, how do you envision the future of social media marketing for pharmaceutical products | In your opinion, what is the biggest challenge pharmaceutical companies might face when implementing social media marketing strategies for their products | From your perspective, what steps are involved in the social media marketing process for pharmaceutical products | How do you envision the future of social media marketing for pharmaceutical products? | What ethical concerns do you think might arise with the increasing use of social media marketing in the pharmaceutical industry? |       |
|---|---|--------------------------------------|--|--|---|---|--|---|---|--|---|--|-------|
| How frequently you use social media platforms   | Pearson Correlation<br>Sig. (2-tailed)        | 1                                    | .188   | .482**   | .258  | .351  | .021   | .221  | -.059   | .155   | .072  | .208   | -.072 |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| Which social media you use regularly  | Pearson Correlation<br>Sig. (2-tailed)        | .165                                 | 1  | .118   | .081  | .016  | .077   | -.001   | -.083   | .083   | .242  | -.000  | -.010 |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| Have you ever encountered pharmaceutical products or related content on social media  | Pearson Correlation<br>Sig. (2-tailed)        | .462**                               | .118   | 1  | .501**  | .548**  | .017   | .352*   | .272  | .237   | .269  | .417**   | .107  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| If 0, how did you engage with the pharmaceutical content  | Pearson Correlation<br>Sig. (2-tailed)        | .258                                 | .081   | .501**   | 1   | .379**  | .081   | .233  | .118  | .071   | .300*   | .308*  | -.107 |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| In your opinion, how effective are pharmaceutical companies in utilizing social media for marketing   | Pearson Correlation<br>Sig. (2-tailed)        | .351                                 | .016   | .548**   | .379**  | 1   | .310   | .466**  | .489**  | .082   | .087  | .135**   | .188  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| What aspects of pharmaceutical social media marketing do you believe are most impactful   | Pearson Correlation<br>Sig. (2-tailed)        | .021                                 | .077   | .017   | .081  | .110  | 1  | .021  | -.022   | -.019*   | .179  | .054   | .224  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| Are you aware of any regulatory guidelines that govern pharmaceutical social media marketing  | Pearson Correlation<br>Sig. (2-tailed)        | .221                                 | -.001  | .352*  | .233  | .466**  | .489**   | 1   | .366**  | .188   | -.079   | .481**   | .108  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| In your opinion, how do you envision the future of social media marketing for pharmaceutical products   | Pearson Correlation<br>Sig. (2-tailed)        | -.059                                | -.083  | .272   | .118  | .489**  | -.022  | .366**  | 1   | -.082  | .080  | .477**   | .090  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| In your opinion, what is the biggest challenge pharmaceutical companies might face when implementing social media marketing strategies for their products | Pearson Correlation<br>Sig. (2-tailed)        | .155                                 | .083   | .237   | .071  | .082  | -.418*   | .109  | -.082   | 1  | .172  | .071   | .095  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| From your perspective, what steps are involved in the social media marketing process for pharmaceutical products  | Pearson Correlation<br>Sig. (2-tailed)        | .072                                 | .242   | .269   | .300*   | .087  | .179   | -.079   | .080  | .172   | 1   | .102   | -.088 |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| How do you envision the future of social media marketing for pharmaceutical products?   | Pearson Correlation<br>Sig. (2-tailed)        | .208                                 | -.000  | .417**   | .308*   | .339**  | .054   | .481**  | .477**  | .071   | .102  | 1  | .134  |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |
| What ethical concerns do you think might arise with the increasing use of social media marketing in the pharmaceutical industry?                          | Pearson Correlation<br>Sig. (2-tailed)        | -.072                                | -.010  | .107   | -.107   | .188  | .224   | .108  | .080  | .085   | -.088   | .134   | 1     |
|   | H   | .50                                  | .50  | .58  | .58   | .50   | .50  | .50   | .58   | .58  | .50   | .50  | .49   |

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .612 <sup>a</sup> | .374     | .188              | .736                       | 2.865         |

a. Predictors: (Constant), What ethical concerns do you think might arise with the increasing use of social media marketing in the pharmaceutical industry?, Which social media you are regularly , Are you aware of any regulatory guidelines that govern pharmaceutical social media marketing , In your opinion, what is the biggest challenge pharmaceutical companies might face when implementing social media marketing strategies for their products , If 0, how did you engage with the pharmaceutical content , In your opinion, how do you envision the future of social media marketing for pharmaceutical products , From your perspective, what steps are involved in the social media marketing process for pharmaceutical products , What aspects of pharmaceutical social media marketing do you believe are most impactful , Have you ever encountered pharmaceutical products or related content on social media , How do you envision the future of social media marketing for pharmaceutical products?, In your opinion, how effective are pharmaceutical companies in utilizing social media for marketing

b. Dependent Variable: How frequently you use social media platforms

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 11.982         | 11 | 1.089       | 2.013 | .055 <sup>b</sup> |
|       | Residual   | 20.018         | 37 | .541        |       |                   |
|       | Total      | 32.000         | 48 |             |       |                   |

a. Dependent Variable: How frequently you use social media platforms

b. Predictors: (Constant), What ethical concerns do you think might arise with the increasing use of social media marketing in the pharmaceutical industry?, Which social media you are regularly , Are you aware of any regulatory guidelines that govern pharmaceutical social media marketing , In your opinion what is the biggest challenge pharmaceutical companies might face when implementing social media marketing strategies for their products , If 0, how did you engage with the pharmaceutical content , In your opinion,how do you envision the future of social media marketing for pharmaceutical products , From your perspective, what steps are involved in the social media marketing process for pharmaceutical products , What aspects of pharmaceutical social media marketing do you believe are most impactful , Have you ever encountered pharmaceutical products or related content on social media , How do you envision the future of social media marketing for pharmaceutical products?, In your opinion, how effective are pharmaceutical companies in utilising social media for marketing

**Residuals Statistics<sup>a</sup>**

|                      | Minimum | Maximum | Mean | Std. Deviation | N  |
|----------------------|---------|---------|------|----------------|----|
| Predicted Value      | -.48    | 1.89    | .57  | .500           | 49 |
| Residual             | -1.487  | 1.778   | .000 | .646           | 49 |
| Std. Predicted Value | -2.114  | 2.629   | .000 | 1.000          | 49 |
| Std. Residual        | -2.022  | 2.417   | .000 | .878           | 49 |

a. Dependent Variable: How frequently you use social media platforms

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 49 | 98.0  |
|       | Excluded <sup>a</sup> | 1  | 2.0   |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .578             | 16         |

**Descriptive Statistics**

|  | N  | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|------|----------------|
| How frequently you use social media platforms  | 50 | 0       | 3       | .56  | .812           |
| Which social media you are regularly   | 50 | 0       | 3       | 1.26 | 1.175          |
| Have you ever encountered pharmaceutical products or related content on social media   | 50 | 0       | 1       | .24  | .431           |
| If 0, how did you engage with the pharmaceutical content   | 50 | 0       | 3       | 1.08 | .853           |
| In your opinion, how effective are pharmaceutical companies in utilising social media for marketing  | 50 | 0       | 3       | .64  | .722           |
| What aspects of pharmaceutical social media marketing do you believe are most impactful  | 50 | 0       | 3       | 1.46 | 1.358          |
| Are you aware of any regulatory guidelines that govern pharmaceutical social media marketing   | 50 | 0       | 1       | .52  | .505           |
| In your opinion, how do you envision the future of social media marketing for pharmaceutical products  | 50 | 0       | 3       | .76  | 1.021          |
| In your opinion what is the biggest challenge pharmaceutical companies might face when implementing social media marketing strategies for their products | 50 | 0       | 3       | 1.24 | 1.021          |
| From your perspective, what steps are involved in the social media marketing process for pharmaceutical products   | 50 | 0       | 6       | 2.68 | 1.377          |
| How do you envision the future of social media marketing for pharmaceutical products?  | 50 | 0       | 3       | .72  | .948           |
| What ethical concerns do you think might arise with the increasing use of social media marketing in the pharmaceutical industry?                         | 49 | 0       | 2       | 1.29 | .707           |
| Valid N (listwise)   | 49 |         |         |      |                |